

CASHBOX

March 19, 1983

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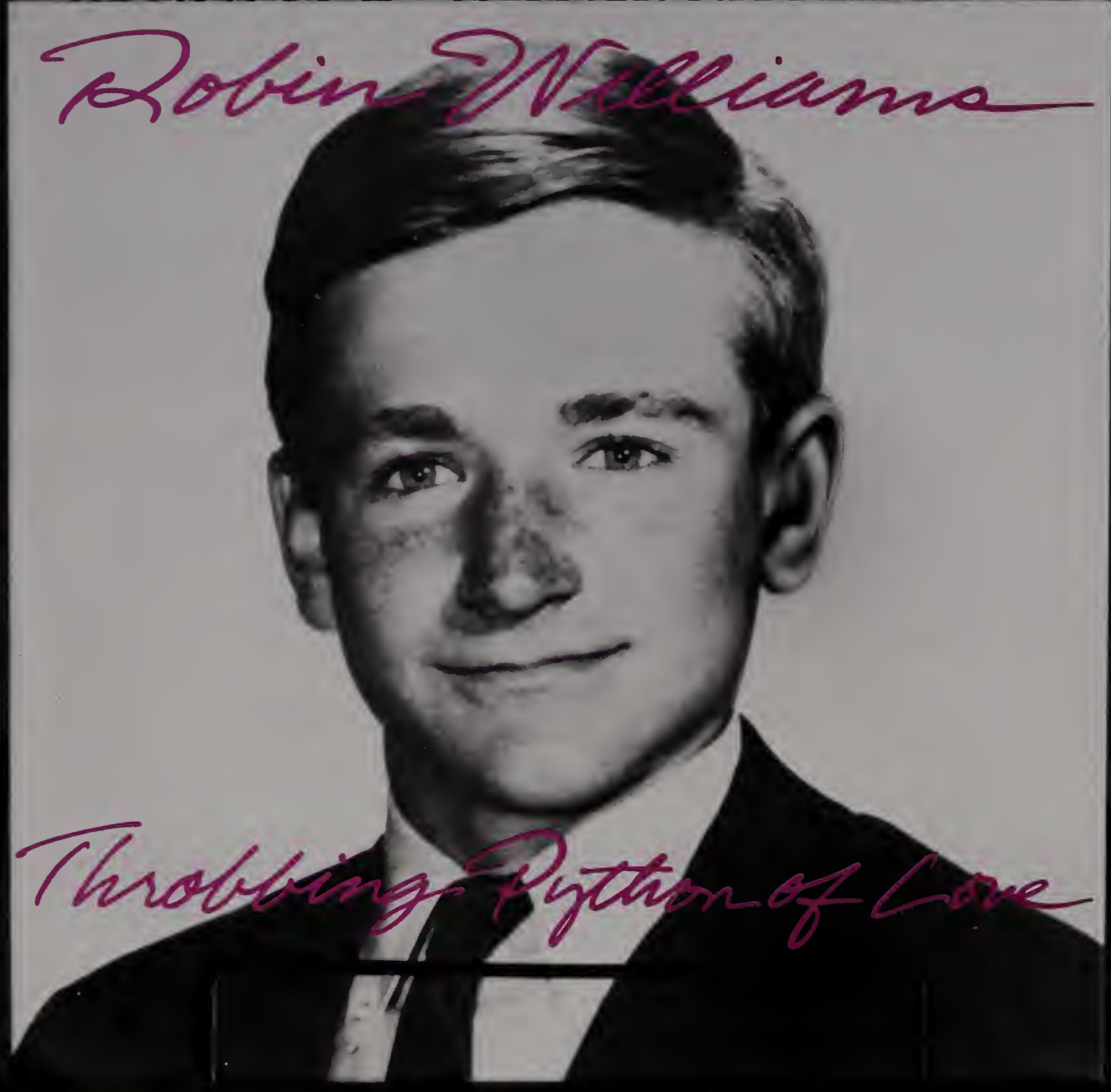
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ORDERS MOUNT FOR SONY CD
ITA PROBES AUDIO, VIDEO ISSUES
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President, Atari Coin Video Games Division

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CASH BOX

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EDITORIAL

Off To A Good Start

While it is certainly too early to draw any sweeping conclusions, the initial reaction to the Compact Disc (CD) system has been most encouraging. Already a hit in Japan and parts of Europe, this week's news that the initial orders for the Sony CD system in the U.S. are more than dealers can handle could brighten the outlook of even the most cynical.

Add to this the news that the Magnavox/PolyGram effort has been pushed ahead by a few months, and the picture gets brighter still. With competing systems on the market, if sales catch on as expected, then we could be seeing prices within reach of the average consumer much sooner than even the most optimistic could have hoped for.

When this happens, and the number of players out there makes mass production a feasible approach, then

the revolution in the recording industry that so many have predicted would be triggered by the CD could come to pass.

That this is a distinct possibility is reflected in the fact that nearly every major label or group of labels has already made a commitment to move into the CD software field. The industry has suffered so much during the past few years that it is obvious no one would dare commit such resources to a foolish cause.

The industry has hyped itself for a long time on the CD — all of the advantages like virtual indestructibility, master-quality sound, portability and the like are well known by now — but the initial rush of orders for the first commercially available system in the U.S. is something concrete. That people are interested in what the CD offers is now clear. Let's try and make sure it stays that way.

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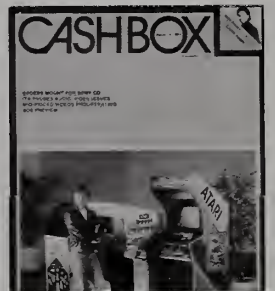
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ON THE COVER

The green light flashes, you shift into high gear, and suddenly you're wooshing down an asphalt race course, swerving around treacherous curves and passing other cars in a valiant effort to cross the finish line in record time. Fuji Speedway serves as the setting for Atari, Inc.'s most spectacular coin-operated driving game to date, "Pole Position," which debuted domestically last November and has been received tremendously in arcades and street locations across the country ever since.

Qualifying laps, colorful explosions during crashes and cute billboards visible near the course are just a few of the compelling features making the amusement such a big hit among the playing public. Even Atari's coin video games division president John S. Farrand, pictured on the cover, can't resist the temptation now and again to don his black leather "road warrior" racing duds and step into the driver's seat for an exciting cruise.



TOP POP DEBUTS

SINGLES

71 **SOLITAIRE** — Laura Branigan — Atlantic

ALBUMS

12 **KILROY WAS HERE** — Styx — A&M

POP SINGLE

BILLIE JEAN
Michael Jackson
Epic

B/C SINGLE

BILLIE JEAN
Michael Jackson
Epic

COUNTRY SINGLE

SWINGIN'
John Anderson
Warner Bros.

JAZZ

THE BEST IS YET TO COME
Grover Washington, Jr.
Elektra

NUMBER ONES



Michael Jackson

POP ALBUM

THRILLER
Michael Jackson
Epic

B/C ALBUM

THRILLER
Michael Jackson
Epic

COUNTRY ALBUM

MOUNTAIN MUSIC
Alabama
RCA

GOSPEL

THE JOY OF THE LORD IS MY STRENGTH
Douglas Miller And The True Way Choir
Gospel Records

CASH BOX TOP 100 SINGLES

March 19, 1983

	Weeks On 3/12 Chart			Weeks On 3/12 Chart			Weeks On 3/12 Chart	
1 BILLIE JEAN MICHAEL JACKSON (Epic 34-03509)	1	9	34 DREAMIN' IS EASY STEEL BREEZE (RCA PB-13427)	35	10	68 THE FANATIC FELONY (Rock 'N' Roll/CBS Z54 03497)	72	5
2 DO YOU REALLY WANT TO HURT ME CULTURE CLUB (Epic 3403368)	2	16	35 LIES THOMPSON TWINS (Arista AS 1024)	38	9	69 SEX (I'M A...) BERLIN (Geffen 7-26747)	77	3
3 YOU ARE LIONEL RICHIE (Motown 1657)	5	10	36 MANEATER DARYL HALL & JOHN OATES (RCA PB 13354)	22	23	70 LOVE MY WAY PSYCHEDELIC FURS (Columbia 38-03340)	78	3
4 HUNGRY LIKE THE WOLF DURAN DURAN (Capitol B-5195)	6	13	37 SO CLOSE DIANA ROSS (RCA PB-13424)	40	7	71 SOLITAIRE LAURA BRANIGAN (Atlantic 7-8986E)	—	1
5 STRAY CAT STRUT STRAY CATS (EMI America B-8122)	3	13	38 I LIKE IT DeBARGE (Motown 1645)	45	7	72 OUTSTANDING THE GAP BAND (Total Experience/PolyGram TE 9205)	80	3
6 BACK ON THE CHAIN GANG PRETENDERS (Sire 7-29840)	8	14	39 WINDS OF CHANGE JEFFERSON STARSHIP (Grunt/RCA FB-13439)	43	8	73 COME GIVE YOUR LOVE TO ME JANET JACKSON (A&M 2522)	73	4
7 DOWN UNDER MEN AT WORK (Columbia 38-03354)	4	20	40 I'M ALIVE NEIL DIAMOND (Columbia 38-03503)	32	10	74 SO WRONG PATRICK SIMMONS (Elektra 7-89839)	—	1
8 SHAME ON THE MOON BOB SEGER & THE SILVER BULLET BAND (Capitol B-5187)	7	14	41 SEXUAL HEALING MARVIN GAYE (Columbia 38-03302)	30	21	75 YOU ARE IN MY SYSTEM THE SYSTEM (Mirage/Atco WTG-7-99937)	82	3
9 ONE ON ONE DARYL HALL & JOHN OATES (RCA PB-13421)	11	8	42 NICE GIRLS MELISSA MANCHESTER (Arista AS 1045)	44	7	76 ALWAYS SOMETHING THERE TO REMIND ME NAKED EYES (A&M 2536)	67	2
10 WE'VE GOT TONIGHT KENNY ROGERS AND SHEENA EASTON (Liberty B-1492)	10	8	43 CHANGE OF HEART TOM PETTY AND THE HEARTBREAKERS (Backstreet/MCA BSR-52181)	50	4	77 DESPERATE BUT NOT SERIOUS ADAM ANT (Epic 34-03688)	84	2
11 SEPARATE WAYS (WORLDS APART) JOURNEY (Columbia 38-03513)	13	7	44 TAKE THE SHORT WAY HOME DIONNE WARWICK (Arista AS 1040)	53	4	78 ESCALATOR OF LIFE ROBERT HAZARD (RCA PB-13449)	85	2
12 MR. ROBOTO STYX (A&M 2525)	19	6	45 LITTLE TOO LATE PAT BENATAR (Chrysalis/CBS VS4 03536)	49	7	79 WALKING IN L.A. MISSING PERSONS (Capitol B-5212)	86	2
13 COME ON EILEEN DEXYS MIDNIGHT RUNNERS (Mercury/PolyGram 76189)	16	9	46 IT'S RAINING MEN THE WEATHER GIRLS (Columbia 38-03354)	48	8	80 PHOTOGRAPH DEF LEPPARD (Mercury/PolyGram 811 215-7)	—	1
14 ALL RIGHT CHRISTOPHER CROSS (Warnar Bros. 7-29843)	9	9	47 WHIRLY GIRL OXO (Geffen 7-29765)	54	5	81 EENIE MEENIE JEFFREY OSBORNE (A&M 2530)	69	2
15 BABY, COME TO ME PATTI AUSTIN (Qwest/Warner Bros. qwe 50036)	12	25	48 LITTLE RED CORVETTE PRINCE (Warner Bros. 7-29746)	80	4	82 ONLY YOU YAZ (Sire 7-29844)	90	2
16 I KNOW THERE'S SOMETHING GOING ON FRIDA (Atlantic 7-89984)	18	20	49 I WON'T HOLD YOU BACK TOTO (Columbia 38-03597)	64	2	83 YOU CAN'T HURRY LOVE PHIL COLLINS (Atlantic 7-89923)	85	20
17 BREAKING US IN TWO JOE JACKSON (A&M 2510)	17	10	50 THE OTHER GUY LITTLE RIVER BAND (Capitol B-5185)	31	18	84 EVERY HOME SHOULD HAVE ONE PATTI AUSTIN (Qwest/Warner Bros. 7-29727)	—	1
18 PASS THE DUTCHIE MUSICAL YOUTH (MCA-52149)	14	14	51 ALWAYS FIREBALL (Atlantic 7-89916)	56	10	85 MORNIN' JARREAU (Warner Bros. 7-29720)	—	1
19 AFRICA TOTO (Columbia 38-03335)	15	21	52 I DON'T CARE ANYMORE PHIL COLLINS (Atlantic 7-89877)	57	6	86 ROCK THE CASBAH THE CLASH (Epic 34-03245)	52	24
20 I'VE GOT A ROCK 'N ROLL HEART ERIC CLAPTON (Warner Bros. 7-29780)	25	8	53 SOMETHING TO GRAB FOR RICK O'CASEK (Geffen 7-29874)	58	6	87 GOODNIGHT SAIGON BILLY JOEL (Columbia 38-03780)	—	1
21 JEOPARDY GREG KINN BAND (Beserkley/Elektra 7-69847)	27	8	54 SOME KIND OF FRIEND BARRY MANILOW (Arista AS 1046)	61	4	88 MEXICAN RADIO WALL OF VOODOO (I.R.S./A&M 9912)	—	1
22 TWILIGHT ZONE GOLDEN EARRING (21/PolyGram T1103)	24	17	55 SHE BLINDED ME WITH SCIENCE THOMAS DOLBY (Capitol B-5204)	62	5	89 CARRIE'S GONE LE ROUX (RCA PB-13458)	—	1
23 MY KIND OF LADY SUPERTRAMP (A&M 2517)	23	8	56 WELCOME TO HEARTLIGHT KENNY LOGGINS (Columbia 38-03555)	71	3	90 DON'T RUN (COME BACK TO ME) KC & THE SUNSHINE BAND (Epic 34-03558)	—	1
24 GOODY TWO SHOES ADAM ANT (Epic 34-03367)	20	18	57 EVEN NOW BOB SEGER AND THE SILVER BULLET BAND (Capitol B-5213)	83	2	91 SHOPPIN' FROM A TO Z TONI BASIL (Chrysalis/CBS VS4 03537)	81	4
25 ALLENTOWN BILLY JOEL (Columbia 38-03413)	21	17	58 SWINGIN' JOHN ANDERSON (Warner Bros. 7-29788)	68	3	92 LAST NIGHT A D.J. SAVED MY LIFE INDEEP (Sound Of New York S.N.Y. 5102)	96	3
26 DER KOMMISSAR AFTER THE FIRE (Epic 34-03559)	41	6	59 DON'T TELL ME YOU LOVE ME NIGHT RANGER (Boardwalk NB-11-1717)	46	9	93 SMILING ISLAND ROBBIE PATTON (Atlantic 7-89955)	96	3
27 YOU AND I EDDIE RABBITT with CRYSTAL GAYLE (Elektra 7-69938)	26	23	60 MICKEY TONI BASIL (Chrysalis 2698)	33	28	94 SHOOT FOR THE MOON POCO (Atlantic 7-89919)	65	13
28 FALL IN LOVE WITH ME EARTH, WIND & FIRE (Columbia 38-03375)	29	9	61 BURNING HEART VANDENBERG (Atco 7-89947)	47	13	95 I CAN'T STAND STILL DON HENLEY (Asylum 7-69931)	59	10
29 BEAT IT MICHAEL JACKSON (Epic 34-03759)	42	4	62 BETCHA SHE DON'T LOVE YOU EVELYN KING (RCA PB 13380)	36	9	96 WHAT ABOUT ME MOVING PICTURES (Network/Elektra 7-69952)	66	27
30 POISON ARROW ABC (Mercury/PolyGram 810 340-7)	34	8	63 YOUR LOVE IS DRIVING ME CRAZY SAMMY HAGAR (Geffen 7-29816)	51	16	97 ON THE LOOSE SAGA (Portrait/CBS 37-03359)	63	16
31 THE WOMAN IN ME DONNA SUMMER (Geffen 7-29805)	28	14	64 LAND OF A THOUSAND DANCES THE J. GEILS BAND (EMI America B-8158)	70	4	98 I WON'T BE HOME TONIGHT TONY CAREY (Roc-A-Roll 001)	—	1
32 MAKE LOVE STAY DAN FOGELBERG (Full Moon/Epic 34-03525)	37	7	65 MINIMUM LOVE MAC McANALLY (Geffen 7-29783)	75	3	99 THE BLUES RANDY NEWMAN and PAUL SIMON (Warner Bros. 7-29503)	78	10
33 IT MIGHT BE YOU (THEME FROM "TOOTSIE") STEPHEN BISHOP (Warner Bros. 7-29792)	39	8	66 SHOULD I STAY OR SHOULD I GO THE CLASH (Epic 34-03547)	69	5	100 I KNEW YOU WHEN LINDA RONSTADT (Asylum 7-69853)	87	15
			67 STRAIGHT FROM THE HEART BRYAN ADAMS (A&M 2536)	88	2			

ALPHABETIZED TOP 100 SINGLES (INCLUDING PUBLISHERS AND LICENSEES)

Africa (Hudmar/Cowbells — ASCAP) ... 19	Fall In Love (SaggiFire/Yougoulet/Wenkew — ASCAP) ... 28	Make Love Stay (Hickory Groves — ASCAP) ... 32	Should I Stay (Ninedan Limited — PRS) ... 66
Always Something (Intersong/Blue Seas/Jac — ASCAP) ... 76	Goodnight Saigon (Joel Songs — BMI) ... 87	Maneater (Fust Buzza/Hot-Cha/Unichappell — BMI) ... 36	So Close (Rossville — BMI/Mel-Day — ASCAP) ... 37
All Right (Another Page — ASCAP) ... 14	Goody Two Shoes (EMI/Columbia — ASCAP) ... 24	Mexican Radio (Big Talk — BMI) ... 88	Solitaire (Youngster Musikverlag/Gmbh — GEMA) ... 71
Allentown (Joel Songs — BMI) ... 25	Hungry Like The Wolf (Tritec Ltd.) ... 4	Mickey (Chinnichap/Careers — BMI) ... 50	So Wrong (Sequel/No Shaet/April — ASCAP) ... 74
Always (Fumunda/Big Fat — BMI) ... 51	I Can't Stand Still (Cass Country/Kortchmar — ASCAP) ... 95	Minimum Love (I'va Got Tha Music — ASCAP/Song Tailors — BMI) ... 65	Some Kind Of Friend (Townsway/Angela — BMI) ... 54
Baby, Come (Rodsongs — PRS/Admin. by Almo — ASCAP) ... 15	I Don't Care (Pun — ASCAP) ... 52	Mr. Roboto (Styglan Songs Adm. by Almo — ASCAP) ... 12	Something To Grab For (Ric Ocasek — BMI) ... 53
Back On The Chain (Al Gallico — BMI) ... 6	I've Got A Rock 'N' Roll (WB/Warner-Tamerlana/Diamond Mine/Face The Music — ASCAP/BMI) ... 20	Mornin' (Aljarreau/Garden Rake/Foster Frees — BMI) ... 85	Smiling Islands (Red Snapper/Adel — ASCAP) ... 93
Beat It (Mijac — BMI) ... 29	I Knew You When (Lowery — BMI) ... 100	My Kind Of Lady (Delicate Adm. by Almo — ASCAP) ... 23	Straight From The Heart (Living/Adams Communications — BMI) ... 67
Betcha She (Music Corp. of America/Kashif — BMI) ... 62	I Know There's (Russ Ballard Ltd./Island Ltd.) ... 16	Nice Girls (House of Gold/Pullman/Daticabo/Warner-Tamerlana — BMI) ... 42	Stray Cat Strut (Zomba Ent. — BMI) ... 5
Billie Jean (Mijac — BMI) ... 1	I Like It (Jobete — ASCAP) ... 38	On The Loose (Pocket — ASCAP) ... 97	Swingin' (John Anderson/Lionel Deimore — BMI) ... 58
Breaking Us In Two (Albion Admin. by Almo — ASCAP) ... 17	I'm Alive (Stonebridge — ASCAP/Foster Frees — BMI) ... 40	One On One (Hot-Cha/Unichappell — BMI) ... 9	Take The Short Way Home (Gibb Brothers/Unichappell — BMI) ... 44
Burning Heart (WB Music — ASCAP) ... 61	I Won't Be Home (Rockoko — BMI) ... 98	One Only You (Stainless — BMI) ... 82	The Blues (Six Pictures — BMI) ... 99
Carrie's Gone (Lemed Music) ... 89	I Won't Hold You Back (Rehtakul Veats — ASCAP) ... 49	Outstanding (Total Experience — BMI) ... 72	The Fanatic (Roaring 80's/Felony — ASCAP) ... 68
Change Of Heart (Gone Gator — ASCAP) ... 43	It Might Be You (Gold Horizon — BMI/Golden Porch — ASCAP) ... 33	Pass The Dutchie (Virgin/Hal Shaper — ASCAP) ... 18	The Other Guy (Scream Gems — EMI/BMI) ... 58
Come Give Your (Satellite III/Richer — ASCAP) ... 73	It's Raining Men (Songs of Manhattan Island/Olga — BMI/Postvalda Admin. by Almo — ASCAP) ... 46	Photograph (Zomba Enterprises — BMI) ... 80	The Woman In Me (Warner-Tamerlana/Rashida/Flying Dutchman/Sweet Harmony — ASCAP) ... 31
Come On Eileen (Columbia/EMI — ASCAP) ... 13	Jeopardy (Rye Boy/Well Received — ASCAP) ... 21	Poison Arrow (Virgin/Chappell — ASCAP) ... 30	Twilight Zone (Fever — ASCAP) ... 22
Der Kommissar (Chappell — ASCAP) ... 26	Land Of A Thousand (Thursday/Anatold — BMI) ... 64	Rock The Casbah (Ninadan Ltd. — PRS) ... 86	Walking In L.A. (Private Life — ASCAP) ... 79
Desperate But Not (EMI/Columbia — ASCAP) ... 77	Last Night (Fool Prayer/Young Lions — BMI) ... 92	Separate Ways (Wead High Nightmares — BMI) ... 11	We've Got Tonight (Gear — ASCAP) ... 10
Do You Really Want (Virgin/Chappell — ASCAP) ... 2	Lies (Point Ltd. — PRS) ... 35	Sex (Berlin Era/Xytryran Rax/Malladin — BMI) ... 69	Welcome To Heartlight (Milk Money — ASCAP) ... 56
Don't Run (Harrick Music — BMI) ... 90	Little Red Corvette (Controversy — ASCAP) ... 48	Sexual Healing (April — ASCAP) ... 41	What About Me (Australian Tumbleweed — BMI) ... 86
Don't Tell Me (The Boardwalk/Rough Play — BMI) ... 59	Little Too Late (Unichappell/Roseynotes — BMI) ... 45	Shame On The Moon (Coolwell/Granite — ASCAP) ... 8	Whirly Girl (Toy Band — BMI) ... 47
Down Under (Blackwood — BMI) ... 67	Love My Way (Blackwood — BMI) ... 84	Shoot For The Moon (Pirooting — ASCAP) ... 94	Winds Of Change (Alien Music — BMI) ... 39
Dreamin' Is Easy (Toneman/Wood Street — ASCAP) ... 34		Shoppin' (Broozetones/Baby Shoes/Irving — BMI/Wham REBOP Music — ASCAP) ... 91	You And I (Four Way — ASCAP) ... 27
Eenie Meenie (WB/Gravity Raincoat/Crystal — ASCAP) ... 81			You Are (Brockman — ASCAP) ... 75
Escalator Of Life (Heroic — ASCAP) ... 78			You Are In My (Science Lab/Green Star — ASCAP) ... 3
Even Now (Gear — ASCAP) ... 67			You Can't Hurry Love (Stone Agate — BMI) ... 83
Every Home Should (Blackwood — BMI) ... 84			Your Love Is Driving (Warner Bros./Banine — ASCAP) ... 83

⊖ = Exceptionally heavy radio activity this week
 ⊙ = Exceptionally heavy sales activity this week



JULIO WHOOP — Columbia Records recently celebrated four SRO concerts by Julio Iglesias at New York's Radio City Music Hall, as well as the artist's first American album, "Julio." Pictured at the opening night reception at Regine's are (l-r): Al Teller, senior vice president/general manager, Columbia; Thomas H. Wyman, president, CBS Inc.; Iglesias; CBS/Records Group; and Dick Asher, president, CBS Records Division and deputy president, CBS/Records Group.

ITA 'Update' Probes Vitality, Prospects Of Audio, Video

by Jim Bessman

HOLLYWOOD, Fla. — Outgoing International Tape/Disc Assn. (ITA) founder/vice president Larry Finley, who retires in June from the trade organization which he began 13 years ago, pointed to his group's virtually full turnout at the Diplomat Hotel for the 13 annual "Audio/Video Update — 1983" seminar as a sign of the vitality of the business that it represents. Citing the hotel's estimate that average convention attendance was down 50-60%, Finley reported a conference total falling one person shy of the 300 capacity for the start of the four-day event on March 6.

The ensuing series of panel sessions and workshops provided further evidence of the healthy state of audio/video product manufacturing. This year's agenda extension into the fields of video games, personal computers and computer software (**Cash Box**, March 5) highlighted new product areas for ITA members and received intensive analysis equal to more traditional audio and video topics. In-depth market studies were presented to show ever-expanding markets for an ever-expanding array of products. At the same time, however, members were told of an industry in a dreadful state of flux, badly in need of standardization to overcome such chaotic situations as product pricing, distribution and the continuing controversy surrounding sales and rental of videocassettes.

Growing Up

"Our baby teeth are falling out," was the way David Fishman, senior staff consultant for Arthur D. Little, Inc., summed things up in the seminar's first topic, "Home Video Software/Time For A New Beginning." But while he admitted "fairly serious teething problems" in the current home video industry, he quickly added that "strong, healthy teeth" were on their way and urged "proper dental care and the right instruction" to keep them that way.

The most serious "teething problem" of video sales vs. rentals was addressed in the seminar's liveliest session, "New Pricing/Its Effect On The Sales Vs. Rental Controversy," which was held Monday afternoon, March 7. Bob Klingensmith, senior vice president of Paramount Home Video, led off on a high note with a report on the studio's success in marketing its below-\$40 videocassette releases. He said that the original release, *Star Trek II: The Wrath of Khan* at \$39.95 in both Beta and VRS last October, had shipped 125,000

pieces, or "five times" more than it would have at a higher price. The second release, *An Officer And A Gentleman*, which came out on Feb. 19 at \$39.95 in VHS and \$29.95 in Beta, is now outpacing *Star Trek* and has shipped 25,000 more copies in the past five weeks after its initial 80,000-unit release.

Klingensmith estimated that at the \$39.95 price level, 400,000 copies of some titles could be sold. He provided data from

(continued on page 23)

Advance Orders Mount For Initial Sony CD Rollout

by Michael Martinez

LOS ANGELES — In anticipation of the Sony/CBS rollout of the digital Compact Disc (CD) hardware and software this week, several dealers report that consumers are already making advance orders on the equipment and discs. Some dealers even report that their entire initial shipment of hardware has already been pre-sold.

Carrying a retail price of \$1,000, the Sony hardware is being tested in about 50 stores in 27 states across the country. Many of the dealers selected for the test marketing have already received literature and display material for both the player and discs, but most report that shipments are not due until this week (March 13). Prices for the software range between \$15-\$18, although some import dealers have bought product from Sony in Japan and are selling it as high as \$25.

Two New York area dealers were eagerly awaiting their CD shipments, as were more than 75 customers.

"Oh my God! We have a 45-name waiting list," said Peter Borchard, vice president of The Audio Lab in New Brunswick, N.J., expecting his shipment to come "any minute." Borchard said that the store had been getting as many as six calls a day for the discs.

At Park Ave. Audio in Manhattan, Yetkin Yetikyel was also watching for his shipment, having cut off his waiting list at 38. "It's kind of silly," he said, "How do you keep a list for product you've never seen?"

Allen Burroughs at Audio Systems/Nashville also said that the system had been pre-sold at his store ever since people started hearing about it and that they're "really looking forward to its arrival."

Expecting to receive their first shipment Monday, March 13, Peerless Electronics in Detroit reported that the entire shipment has been sold at the manufacturer's suggested list price. Ken Stevens of Peerless said, "People can't wait to look at it and buy it." Although the initial shipment isn't as large as they expected, Stevens said that the store was to receive two or three units per week, depending on store sales.

Hi-Fi Bandwagon

"The people who follow anything new in high fidelity are jumping on the bandwagon," he added. "It will continue to give you the quality that you hear when you first buy a high-tech record recording."

Sony has already provided CD players to 28 AOR and classical stations around the country as part of its marketing campaign. Last week, CBS supplied the participating stations with the appropriate disc titles.

Although many dealers are excited by the prospect of CD marketing, other dealers are still adopting a wait-and-see attitude, claiming that limited software availability and the possibility of Sony not being adopted as an industry standard are reasons.

One dealership falling into this category is Virginia Beach's Soundworld, where a spokesman said that contrary to advertising, the store had not committed to Sony's CD test marketing as they apparently represent lines by other manufacturers who have or are considering development of the players. Sharp and, more recently,

(continued on page 24)

MCA, MHE Announce Broad Catalog Price Reductions

by Michael Glynn

LOS ANGELES — In April, MCA Videocassette and, for the first time, Media Home Entertainment, a leading independent supplier of video software, will institute price reductions over a range of prerecorded videocassette catalog titles. Unofficial announcements from both companies come in the wake of similar plans by Warner Home Video and Paramount, among others, as the trend toward lower pricing on videocassettes — particularly for those older titles manufacturers consider as potentially collectible — accelerates.

According to Al Bergamo, president of MCA Distributing Corp., the distribution organization for MCA Videocassette, "We're readjusting our whole catalog . . . raising the prices on 26 titles slightly, rounding them off, and lowering prices on 61 others, the reductions being more radical."

With 87 titles involved, more than 62% of MCA Videocassettes' stock will be affected by the readjustment, which, Bergamo indicated, will result in the creation of six different pricing tiers, from \$39.95 to \$89.95, doing away with the \$101 top that MCA had previously on some product. According to

an MCA Videocassettes spokesperson, the company currently has 44 titles in its \$39.95 Reel Deal/Collector's Choice series, but the readjustment "definitely does not mean that the majority of our catalog titles will now be priced at \$39.95."

New April releases from MCA will also be out at lower price points than they might have initially come with in the past. *Torn Curtain*, *Winning* and *The Secret War of Harry Frigg*, MCA's three new titles, will all carry \$49.95 suggested list prices.

Hollywood, Calif.-based independent Media Home Entertainment, which has enjoyed success with such titles as *The Seduction* and is currently launching a major marketing campaign around the release of the all-male aerobic program *Muscle Motion*, will be reducing price on 16 catalog titles next month to \$29.95, according to vice president of sales Paul Culberg. The company plans to lower price on additional titles each month thereafter, to the point where, by June, it should have "approximately 50 titles" at the \$29.95 price point.

More Opportunities

"I think I can increase my sales and penetration of the marketplace, and hopefully my profits, by doing this," stated Media's Culberg. "That doesn't mean that all of these titles will suddenly take a giant leap in sales, or that we expect them to. But it will get me into stores that I may not have been in before and increase our visibility."

Late last month, Warner Home Video revealed that it will cut prices on 22 motion picture titles, previously selling at list prices ranging from \$54.95 to \$74.95, down to \$39.98 beginning April 13. Part of what the company calls a bargain-priced "Spring Fever" package, repriced titles include *The Amityville Horror*, *Bonnie and Clyde*, *Bullitt*, *Caddyshack*, *Cool Hand Luke*, *Deliverance*, *Dressed To Kill*, *East of Eden*, *Four Friends*, *The Great Santini*, *The In-Laws*, *Jeremiah Johnson*, *Klute*, *Love at*

(continued on page 16)



ATLANTIC SIGNS ZEBRA — Atlantic Records has signed New Orleans-based rock trio Zebra to a long-term, worldwide recording contract. The group's self-titled debut album was produced by Jack Douglas and will be released later this month. Pictured celebrating the signing are (l-r): Doug Morris, president, Atlantic; Guy Gelso, Felix Hanemann, and Randy Jackson of the group; Stephen Weaver, attorney; and Jason Flom, A&R rep, Atlantic.

BUSINESS NOTES

Celebration Set For Motown's 25th

LOS ANGELES — In commemoration of its 25th anniversary, Motown Records plans a historical music show, dubbed "Motown 25: Yesterday, Today, Forever," which will be held March 25 at the Pasadena Civic Auditorium and taped for telecast at a later date as a two-hour NBC-TV special.

The event, for which tickets will be tax deductible, will feature performers such as Diana Ross, Richard Pryor, Dick Clark, Smokey Robinson, Lionel Richie, Stevie Wonder, Linda Ronstadt, Rick James, Billy Dee Williams, Jermaine Jackson, DeBarge, Commodores, The Temptations, Adam Ant, Jose Feliciano, T.G. Sheppard, Syreeta and High Inergy. Other artists are to be announced later. The proceeds from the event will benefit the National Assn. for Sickle Cell Disease. The show will be followed by a supper/dance at the Plaza Pasadena.

"Motown 25: Yesterday, Today, Forever" is being produced by Motown Prods., headed by Suzanne DePasse, with Don Mischer serving as line producer and director. Buz Cohan is co-producer and chief writer, and Smokey Robinson is executive music director. Gil Askey is music supervisor and Lester Wilson will choreograph.

Tickets to the show and post-performance supper/dance party are available through Motown 25, 6399 Wilshire Blvd., suite 408, Los Angeles, Calif. 90048. The telephone number is (213) 658-5765. Requests will be honored as received.

Beach Music LP To Be Marketed Via TV

NASHVILLE — The Beach Music Assn. will begin a direct marketing television campaign for the "Beach Music Awards Live" two-album set upon its release in mid-March, culled from performances during the first annual Beach Music Awards ceremonies last November (**Cash Box**, Dec. 4, 1982). Priced at \$12.95, the album will first be tested in the Southeast, since the majority of beach music fans are entrenched within that area of the country, and, if response to the package is as heavy as Beach Music Assn. officials anticipate, the album will be marketed nationally.

"Dancin' Shoes" by J.D. Cash has been pulled from the collection for release as a single, timed for the advent of late spring and the summer months. Beach music, an unfamiliar term to most of the country, refers to music that engenders the happy-go-lucky attitude that pervades most beach communities, taking much of its sound from early rock and Motown, with a concentration on dance tempos and crisp horns.

Artists who will be presented on the album include James Brown, the Tams, the Poor Souls, Band of Oz and Maurice Williams & The Zodiacs, among others.

A beach music concert, which was scheduled for Myrtle Beach, S.C., during Easter weekend, has been postponed until June 4 to ensure favorable weather conditions. The Beach Music Assn. expects to enlist one or two current pop acts along with a host of beach music acts for the show.

Joan Rivers Set To Perform At NARM

LOS ANGELES — Geffen Records' latest recording artist, comedienne Joan Rivers, will headline at the National Assn. of Recording Merchandisers (NARM) Awards Banquet as part of the climax to the association's 25th annual convention, set for April 13.

Rivers, whose first LP for Geffen is titled "What Becomes A Semi-Legend Most" and will be released in conjunction with the NARM appearance, will perform at the "Gift Of Music" Best Seller Awards presentation, which serves as the only industry recognition of albums and artists based on over-the-counter sales at retail and department stores where prerecorded music is sold. Awards come in a full range of categories including:

Best Selling Single; Best Selling Movie Sound Track; Best Selling Original Cast; Best Selling Country Album by a Male Artist; Best Selling Country Album by a Female Artist; Best Selling Country Album by a Group; Best Selling Black Music Album by a Male Artist; Best Selling Black Music Album by a Female Artist; Best Selling Black Music Album by a Group; Best Selling Jazz Album; Best Selling Gospel/Spiritual Album; Best Selling Classical Album; Best Selling Children's Album; Best Selling Album by a Female Artist; Best Selling Album by a Male Artist; Best Selling Album by a Group; Best Selling Album; and Best Selling Album by a New Artist.

Unicorn Bows 7-inch EP For \$2.50

LOS ANGELES — Unicorn Records will introduce a new, low-priced seven-inch EP in April. The disc, "He's A Boy" by Lavendar, will have a list price of \$2.50.

Also in April, Unicorn will release another EP, "Can't You Take It Standing Up?," the debut album by singer/songwriter Nicole Graham, also featuring Art Munson. Suggested retail price on this product will be \$5.95.

Other product due from Unicorn includes "Wanna Wanna," by French rock club singer Annine, backed by the La Panther Rock Band. The album will list for \$8.98.



XMAS GOLD — Singer Anne Murray received a gold LP, her fifth, for her "Christmas Wishes" album while in Nashville recording her upcoming Capitol release. Pictured in the studio during the presentation are (l-r): Jim Ed Norman, producer; Lynn Shults, vice president, country division, Capitol; Murray; and Paul Lovelace, national country promotion director, Capitol.

Sony Begins CD Rollout, Ships To 50 Dealers

NEW YORK — Sony Corp. of America began the U.S. rollout of the digital audio Compact Disc last week, shipping units of the premiere CD player model, CDP-101, to a network of some 50 audio specialty dealers across the country (**Cash Box**, Feb. 12).

According to a Sony spokesman, each dealer in the initial web was to receive a demonstration unit, along with a limited supply of commercially available players, as part of the "introductory educational phase" of the Company Disc system's marketing in the U.S.

The Company Disc's initial marketing phase is also being supported by print advertising in what the spokesman referred to as the "audio buff books." The flight of ads begins with the March issues of such publications as *Audio Magazine*, where full-page spreads herald the arrival of CD with the headline "Sony creates seventh row, center. Forever."

Among the major audio chains that will be marketing the Compact Disc during the opening phase of the roll-out, Pacific Stereo is the most heavily represented, with stores in Los Angeles, San Diego, San Francisco, Chicago, Dallas, Houston and Seattle stocking the player and 16 titles provided by CBS.

The complete list of audio specialty dealers involved in the launch of the Sony CD is as follows: Audio Emporium, Tucson, Ariz; Eber Electronics, San Francisco; Pacific Stereo, Los Angeles; Pacific Stereo, San Diego; Pacific Stereo, San Francisco; Paris Audio, Santa Monica, Calif.; Roger Sound Labs, San Fernando Valley, Calif.; The Good Guys, San Francisco; Tokyo Electronics, San Francisco; Listen Up, Denver; Sound Advice, Miami; Sound

(continued on page 35)

Warner Bros. To Distribute Slash

by Fred Goodman

NEW YORK — Slash Records has signed an exclusive distribution deal with Warner Bros. Records. Under the new deal, Warner Bros. will distribute all new releases on both Slash and its sister label, Ruby Records. Warner Bros. will also continue to license titles, as with The Blasters, for release on the Slash/Warner Bros. co-label. Slash will continue to do all of its own marketing for the WEA-distributed product.

First releases under the new arrangement will include two re-issues, "The Days of Wine and Roses" by The Dream Syndicate — formerly on Ruby and now on Ruby/Slash — and "Sundown" by Rank and File, which moves from Slash to the Slash/Warner Bros. co-label. Other debut albums are the self-titled album by The Violent Femmes on Slash, and "Non Fiction" by The Blasters on Slash/Warner Bros.

Product on Slash and Ruby already released through independent distribution will begin to move over to WEA distribution on a piece-by-piece basis starting in May.

Assessing the move, Bob Biggs, president of Slash, suggested that the new pact would establish a unique symbiosis between the two companies, with Slash gaining extra muscle for distribution, and Warner Bros. getting several developing bands and insight into promoting and developing bands on a small budget.

The label president also conceded that collection problems with his Independent distributors had given an extra impetus to the deal. "Independent distributors are so difficult to deal with and make it next to im-

(continued on page 35)

REVIEWS

ALBUMS

OUT OF THE BOX



ADVENTURES IN THE LAND OF THE GOOD GROOVE — Nile Rodgers — Mirage/Atlantic 90073-1 — Producer: Nile Rodgers — List: 8.98 — Bar Coded

Rodgers, one half of the team that shaped the Chic sound of the late '70s disco era, has been helping folk like David Bowie get funkier of late. Prior to that, however, he preserved on vinyl his adventures in the land where the grooves are heavy but not hard, where doo-wop blends into a chant of sexual single entendre ("Yum-Yum") or where the guitars can soar into rock territory ("Rock Bottom"). It's not all movin' and groovin', though; as with Chic, Rodgers is more than capable of pulling off a ballad elegant in its simplicity ("My Love Song For You"). A testament to Rodgers' extraordinary talent and versatility.

FEATURE PICKS

POP

THE KING OF COMEDY — Original Soundtrack — Warner Bros. 23765 — Producer: Robble Robertson — List: 8.98 — Bar Coded

New rock, jazz and R&B tunes meld perfectly on this soundtrack to Martin Scorsese's black comedy flick starring Robert DeNiro and Jerry Lewis, with music coordinated by ex-Band leader Robertson. The disc opens with the bulleting single by The Pretenders, "Back on the Chain Gang," and progresses to songs performed by Talking Heads, Ric Ocasek, Bob James and Ray Charles & Van Morrison. Though an interpretation of Tom Waits' "Rainbow Sleeve" by Rickie Lee Jones and saxy David Sanborn's rendition of a Donald Fagen cut called "The Finer Things" are two of the platter's best selections, the most involving work is B.B. King's bluesy cover of "Tain't Nobody's Bizness (If I Do)." Thankfully, the record doesn't include a monologue by Rupert Pupkin.

SO FIRED UP — Le Roux — RCA AFL1-4510 — Producer: Leon Medica — List: 8.98 — Bar Coded

Louisiana pop-rock combo LeRoux follows up last year's "Last Safe Place" with a fresh set of hard-driving ditties dealing with the touch-and-go emotions of male-female relationships. While some of the lyrics are chauvinistic, as well as sophomoric, such as the horniness expressed in the first track, "So Fired Up," Le Roux has a good sense of Top 40 hooks and the punchiness required to grab young audiences' ears. The album's opus, the five-minute "Turning Point," could prove to be an AOR sleeper.

FAME AND WEALTH — Loudon Walnwright III — Rounder 3076 — Producer: Loudon Walnwright III — List: 8.98

Acoustic anti-establishment folk artist

(continued on page 9)



***NOW WE'RE
POPPING
OUR BUTTONS!***

*We are keeping up
with the demand for
the multi-millions
of records and tapes
you're selling,
but we're having
a problem with buttons.*

*We just can't find
enough tailors to keep
sewing our buttons back on.*

OUR PRIDE IS SHOWING



***Congratulations
LIONEL RICHIE
for your Grammy for
Best Pop Male Vocalist!***

REVIEWS

(continued from page 6)

Wainwright enlists the aid of fellow wit Richard Thompson for his most recent Rounder outing, which sends up such bastions of conservatism as the Grammy Awards ("The Grammy Song") and middle-class New York suburbs ("Westchester County"). As well as composing and singing his barbed songs, Wainwright also plays a mean guitar and banjo on many of the tracks, punctuating his pointed lyrics with deft strumming and plucking.

A CHILD'S ADVENTURE — Marianne Faithfull — Island/Atlantic 90066-1 — Producers: Wally Badarou, Barry Reynolds and Harvey Goldberg — List: 8.98 — Bar Coded

Once a wispy, happy-go-lucky pop singer, Marianne Faithfull has matured into the Sylvia Plath of rock 'n' roll, delivering harrowing, dark and disturbing visions of a tormented personality with passionate vocal performances. On her third Island album, she again joins brilliant songwriter/guitarist/producer Barry Reynolds for a journey into the soul that's at once frightening and inviting. "Falling From Grace" and "Running For Our Lives" are two of the aggressive, riveting numbers here.

BLACK CONTEMPORARY
LOVE FOR LOVE — Whispers — Solar/Elektra/Asylum 60216-1 — Producers: Varlous — List: 8.98 — Bar Coded

With the Leon Sylvers III single "Tonight" already sizzling up the B/C charts at #15 bullet just four weeks after its release, it's just a matter of time before the album follows suit. Like last year's "Love Is Where You Find It" disc, this year's model is divided up into a side for "dancin'" and one for "romancin'," although most of the grooves are in a decidedly mid-tempo context. Excellent use of synthesizers highlight the ultra-smooth "Keep Your Love Around," while a smoky jazz piano solo by George Duke makes the title number end on a sweet note.

THELMA HOUSTON — MCA-5395 — Producers: Jal Winding and John Arrlas — List: 8.98 — Bar Coded

From her first sensation covering "Jumpin' Jack Flash" on the debut "Sunshower" LP to her HUGE disco showing in 1977 with "Don't Leave Me This Way," Houston's work has been characterized by her rich, distinctive voice, capable of lifting audiences up to new plateaus. Whether it's the soulful romanticism of "Take Me Through Your Lifetime" or the funky growls of "Working Girl," the lady's vocals shine on this 10-song MCA bow, backed up by a batch of wailing brass.

THIS IS YOUR TIME — Change — Atlantic 80053-1 — Producers: Jacques Fred Petrus and Mauro Malavasi — List: 8.98 — Bar Coded

Despite previous hit singles, such as "Searching" or "The Glow of Love," Change has had somewhat of a hard time establishing an identity for itself outside of dance circles. It's somewhat of a Catch 22 situation, since the band has been a producer's vehicle from the beginning, with Eurodisco partners Jacques Fred Petrus and Mauro Malavasi shaping the highly structured, dance-oriented sound of Change. The eight-member outfit remains absolutely in step with current R&B/dance trends here, offering everything from mid-tempo aerobofunk ("Stay 'N Fit") to the "Murphy's Law"-like groove of "Magical Night."

GLASSES — Ozone — Motown 6037ML — Producer: Sklp Starkey — List: 8.98

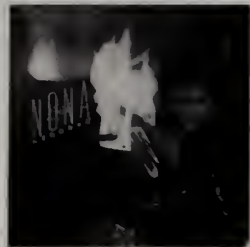
Watching the continuing career of Motown's Ozone is watching a background group coming further into the foreground with each successive LP. On this, the

band's third outing, the 10-member unit — which has backed such diverse talent in the Motown stable as Billy Preston, Syreeta and Teena Marie — displays more of the bright, sunny sounds that marked "Jump On It" and "Walk On." Sample the playful title track, which has a new wavy Bus Boys spirit, the rockin' "You Don't Want My Love," the groove-infected "Strutt My Trang" or the just plain silly "Video King" to see a band workin' out in a number of different areas and succeeding in all.

NEW AND DEVELOPING

NONA — Nona Hendryx — RCA AFL1-4565 — Producers: Material and Nona Hendryx — List: 8.98 — Bar Coded

While Hendryx's entire album deserves close attention, the monster jam on one particular anthem — "Design For Living" — will probably garner the most praise due to the guest appearances by Go-Go's drummer Gina Schock, Talking Heads/Tom Tom Club bassist Tina Weymouth, Ashford & Simpson's Valerie Simpson on keyboards, background singer Patti LaBelle, Heart's axesmith Nancy Wilson and avant-garde violinist Laurie Anderson. Beyond that, however, Hendryx's latest is a potent collection of exotic, adventurous dancers flavored with the jazz fusion sensibility of co-producer Material.



SINGLES

OUT OF THE BOX



DAVID BOWIE (EMI America SQ-17093)

Let's Dance (4:08) (Jones Music — ASCAP) (D. Bowie) (Producers: M. Rodgers, D. Bowie)

Despite its title, Bowie's premiere single for EMI America is far less a departure from his previous work than might be expected. Horn charts and vocal arrangements have a distinctly traditional sound, although an extended radio and club mix concentrates on the track's rhythmic elements.

FEATURE PICKS

POP

BOB SEGER (Capitol SPRO-9908)
Even Now (4:04) (Gear Pub Co. — ASCAP) (B. Seger) (Producer: J. Iovine)

The second single from "The Distance" LP is a tribute to a special person who accompanies one through the journey. Served up with a fast-paced atmosphere reminiscent of "Hollywood Nights," "Even

NEW FACES TO WATCH



Glenn Jones

Like many of his musical colleagues, RCA recording artist Glenn Jones received his music training in church. But unlike many who quickly made the jump to pop, Jones became a professional gospel singer touring with his own band and with the likes of Rev. James Cleveland, who by Jones' own admission, helped him develop some of the professionalism necessary for success.

"Everybody Loves A Winner," Jones' just-released debut-mini-LP on RCA, testifies to that experience and to his desire to reach a large audience through a strong R&B base. While the title track, "Keep On Doin'" and the single "I'm Somebody," which is bulleting at #45 on the **Cash Box** Black Contemporary Singles chart this week, demonstrates the young singer's gospel roots, "Love Intensity" and "Thank You For The Love" show Jones' desire to be a mass appeal artist.

"I'm doing this album because I would like to be able to communicate to everybody through my music," says the singer. "I think that the times we're living in are very topsy-turvy and people need something to hold onto, and they should reach out for what they're after."

A native of Jacksonville, Fla., Jones began singing in the local church choir. By the time he was eight, he was touring with local gospel group Bivens Special, which played opening shows for gospel superstars like the Mighty Clouds of Joy, Shirley Caesar and Cleveland. "It was a family group, and we kept it together for six or seven years," says

Jones. "But then after seven years, the traveling got to be a little too much for my mother, who felt I should stay home and pay more attention to my education."

But the experience was not lost on Jones. "It taught me how to use music as a craft. I learned how to really sing with feeling and soul."

So at age 14, Jones formed his own Jacksonville-based group, the Modulations. Despite his mother's misgivings, Jones in time took this group on the road, and actually recorded two inspirational albums with them, which were co-produced by Cleveland, and the then-19-year-old Jones himself.

It was here that Jones soaked up the remaining experience that he needed to hone his skills. "Through James Cleveland, I learned discipline and dedication," says Jones. "He really taught me to strive for perfection." Cleveland was so impressed with Jones that he invited him to participate on his album "Sweet And Wonderful."

After this period, Jones proceeded to broaden his musical scope to better prepare himself for his ultimate goal of becoming a solo artist. He sang back-up and session vocals for such artists as Jean Carn and Norman Connors. "It was an invaluable experience and certainly very challenging to perform for a different audience," recalls Jones. "I feel I'm more finely tuned in terms of live performances as a result."

After this additional eye-opening experience, Jones felt ready to make the foray into going solo. Through his manager, Louise West, Jones eventually landed the deal with RCA to make "Everybody Loves A Winner."

With the tour experience from Connors and Carn behind him, Jones feels ready to tour, and plans are currently under way for just that. "I will try to deliver on stage," says Jones. "The object of my music is to appeal to people to feel good about themselves, to believe in themselves, and most of all to be proud."

Now" has strong AOR potential.

BILLY JOEL (Columbia 38-03780)
Goodnight Saigon (5:48) (Joel Songs — BMI) (B. Joel) (Producer: P. Ramone)

Making a meaningful statement about the Vietnam war within the confines of a pop song is as impossible a feat as one could attempt; that Billy Joel succeeds with "Goodnight Saigon" is a further tribute to his appreciable abilities.

PATRICK SIMMONS (Elektra 7-69839)
So Wrong (3:23) (Sequel Songs/No Sheet Music/April Music — ASCAP) (P. Simmons, C. Thompson) (Producer: J. Ryan)

Like former bandmate Michael McDonald, guitarist/vocalist Patrick Simmons has no fear of life in the post-Doobie Brothers age. Familiar enough to entice Doobie fans and hot enough to garner club action, look for "So Wrong" to score as a major crossover.

ROBERT ELLIS ORRALL WITH CARLENE CARTER (RCA JH-13431)

I Couldn't Say No (3:53) (Twin Compulsions Music/M-Ocean Music/Warner Bros. Music — ASCAP) (R. Orrall) (Producer: R. Bechirian)

Robert Ellis Orrall's first single from his "Special Pain" album is a bouncy soft-rock duet with Carlene Carter concerning an ordinary man who wants to hold onto a lover who craves more excitement than he can give.

MICHAEL FOSTER (MCA 52195)
There She Goes (3:50) (Silverline Music — BMI) (M. Foster) (Producer: M. Foster)

Following an Al Stewart-styled sax and guitar intro, "There She Goes" shakes out into a straight-forward rocker. The Florida-based Foster has a commanding presence and knows all the right moves, creating a concisely sculpted up-tempo outing.

BLACK CONTEMPORARY
CUDY & THE BINK BAND (Sound of New York SNY-603)

Homeboy (Homegirls, Too) (5:30) (Fools Prayer/Tweet Tweet/Cal-Gene Music — BMI) (C. Brice, R. Bryant) (Producers: C. Brice, R. Bryant)

Having established itself with "Last Night A D.J. Saved My Life," the new Sound of New York label scorches the dance floor once again with "Homeboy." Thundering bass and drums, chiming guitar and swirling vocals combine for a conspicuous debut and a sure shot for urban radio.

BAR-KAYS (Mercury 810 435-7)
She Talks To Me With Her Body (4:29) (Warner-Tamerlane/Bar-Kays Music — BMI) (Bar-Kays, A. Jones, M. Toles) (Producer: A. Jones)

The Bar-Kays ply their own brand of hardcore funk; sleek but direct, smooth without being slick. Synth, guitar and percussion meld behind an unflinching vocal for a gripping dance floor ride.

PEABO BRYSON (Capitol P-B-5210)
Remember When (So Much In Love) (4:59) (WB Music/Peabo Music — ASCAP) (P. Bryson) (Producer: P. Bryson)

Bryson's tremolo tenor takes a tender turn on this orchestrated ballad. Love gone wrong is hardly a new subject, but Bryson injects vigor and subtlety into "Remember When," breathing life into what could have easily been a very ordinary affair.

NEW AND DEVELOPING

SCANDAL (Columbia 38-03615)
Love's Got A Line On You (3:24) (Just Friends Music — BMI/KJG Music — ASCAP) (Z. Smith, K. Green) (Producer: B. Schaper)



Scandal turns happy and optimistic on this second single from its debut EP. A rock steady beat, a beautifully crafted melody and Patty Smyth's

husky pipes make this a sure hit. Love's got a line on Top 40, AOR and chart movement.

ASCAP MEMBERS DOMINATE GRAMMY AWARDS.

TOTO ALONE TAKES 5

COUNT BASIE
PAT BENATAR
BILL CHAMPLIN
JOHN COUGAR
MARVIN GAYE
AMY GRANT
JANIS IAN
HENRY KRIEGER
KENNY LOGGINS
STEVE LUKATHER
MACHITO
OLIVIA NEWTON-JOHN
DAVID PAICH
JEFF PORCARO
LIONEL RICHIE
CARLY SIMON
LUCY SIMON
BRUCE SPRINGSTEEN
MEL TORME
DENIECE WILLIAMS
DAZZ BAND
PIERRE DE MUDD
ERIC FEARMAN
ROBERT HARRIS

DAZZ BAND (CONT.)
KENNETH PETTUS
ISAAC WILEY
MICHAEL WILEY
EARTH, WIND
& FIRE
PHILIP BAILEY
LARRY DUNN
RALPH JOHNSON
MAURICE WHITE
VERDINE WHITE
ANDREW WOOLFOLK
THE MANHATTAN
TRANSFER
TIM HAUSER
ALAN PAUL
JANIS SIEGEL
SURVIVOR
JIM PETERIK
TOTO
BOBBY KIMBALL
STEVE LUKATHER
DAVID PAICH
JEFF PORCARO
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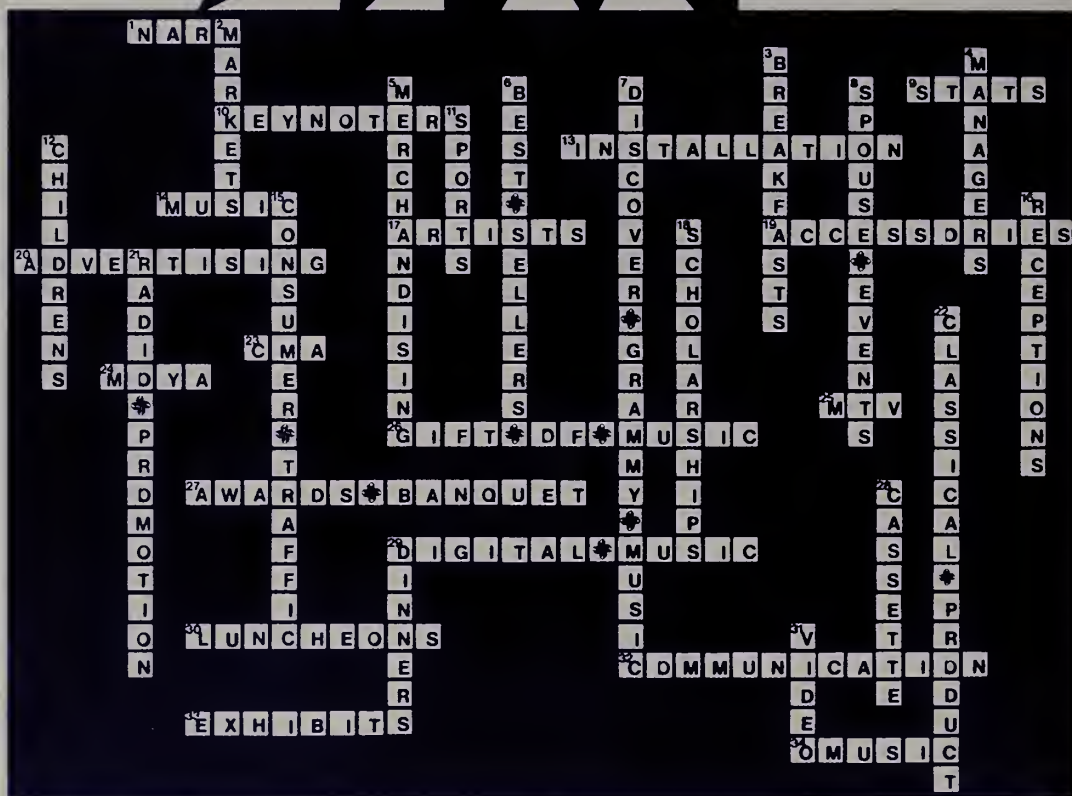
THE CONVENTION CROSSWORD PUZZLE

ACROSS

1. The trade association for marketing music
9. Industry _____ unveiled at NARM
10. "Spotlight" speakers
13. Luncheon honoring NARM officers
14. NARM Markets _____
17. Performers at luncheons and dinners
19. Exhibit area highlights
20. Inform via broadcast and print media
23. Host of spectacular luncheon show
24. Merchandiser of the Year Award
25. More about this promotion alternative
26. Super industry marketing campaign
27. Convention climax
29. Outstanding new opportunity
30. Mid-day Convention showtime
32. What happens at NARM
33. Convention meeting place
34. In Ireland, "Gift _____"

DOWN

2. NARM _____ Music
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8. Special interest Convention schedule
11. Tennis, golf and running on Miami Beach
12. Product line getting first-time Convention program
15. Key to retailer's success
16. Relax here after Convention business day
18. Awarded at Foundation Dinner
21. Hot topic of Convention program
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"NARM MARKETS MUSIC" CONVENTION THEME

"NARM Markets Music" encompasses in a short but very meaningful phrase, the focus of the program for the 1983 NARM Convention.

The Convention gets off to its traditional start with a Welcoming Reception on Sunday evening, April 10. The "Gift of Music" Best Seller Awards Banquet closes the program on Wednesday evening, April 13. In between will be days packed full of programming featuring such "NARM Markets Music" expansion opportunities as "Gift of Music"; "Discover Grammy Music"; promotion alternatives such as MTV; the compact disc; new product lines to increase store traffic (video, video games, home computer software); and the merchan-

dising of specialty product (children's and classical). An exciting new dimension is added to the Convention programming, as artists' managers will be involved in a panel session on their role in increasing pre-recorded music sales.

Afternoons will be reserved for the meetings between customers and suppliers, which will take place outdoors in the Fontainebleau's pool and beach area, where a cabana/exhibit booth set-up will provide the unique environment for inter-company communication.

Luncheon shows will feature outstanding recording artists, as will the Scholarship Foundation Dinner and the Awards Banquet.

You should be there! Register today!

Call or write: NARM, 1008-F Astoria Blvd., P.O. Box 1970, Cherry Hill, N.J., 08034 (609) 424-7404

ASCAP MEMBERS DOMINATE OSCAR NOMINATIONS.

11 OUT OF 13

Best Original Song

Alan and Marilyn Bergman—"It Might Be You"—Tootsie

Alan and Marilyn Bergman—"If We Were In Love"—Yes, Giorgio

Alan and Marilyn Bergman—"How Do You Keep The Music Playing?"—Best Friends

Michel Legrand (SACEM)*—"How Do You Keep The Music Playing?"—Best Friends

Buffy Sainte-Marie & Jack Nitzche—"Up Where We Belong"—An Officer & A Gentleman

Jim Peterik—"Eye of the Tiger"—Rocky III

Best Original Score

George Fenton (PRS)*—Gandhi

Marvin Hamlisch—Sophie's Choice

Jack Nitzche—An Officer & A Gentleman

Ravi Shankar—Gandhi

Best Original Song Score/Adaptation

Ralph Burns—Annie

Henry Mancini—Victor/Victoria

Tom Waits—One From The Heart

ascap
American Society of Composers, Authors & Publishers

We've always had the greats.

PCM Embarks On Search For Int'l Distribution

LOS ANGELES — PCM Records, the newly formed label headed by former Playboy Records president Bob Cullen, has embarked on a search for international distribution for its acts.

Headquartered in Los Angeles, PCM's roster includes Pat Williams, Kenny Rankin, Little Anthony and Johnny Paycheck. Williams currently has a single out ("Lou's Blues" from the just-cancelled *Lou Grant* TV show), with an LP soon to follow. Rankin's new LP will ship April 15; Little Anthony (of Little Anthony & The Imperials fame) will have a single, "Winning," out this week, with an LP to follow in mid-April; and Paycheck will have a single called "Friend, Lover, Wife" released at the end of March, with an LP of the same name

ASCAP Opens Offices

NEW YORK — The American Society of Composers, Authors and Publishers (ASCAP) will hold open office hours the last Wednesday of each month in its New York, Los Angeles and Nashville offices in order to give songwriters, music publishers and others the chance to talk informally with the ASCAP staff about performing rights and other related music industry topics without making a formal appointment. The performing rights society will also make available literature and membership applications during this time.

The open hours will take place at each location from 3 to 5 p.m. at 1 Lincoln Plaza in New York; 6430 Sunset Blvd. in Hollywood; and at 2 Music Square West in Nashville.

to follow soon after.

"We don't want to be categorized as a 'jazz' label, a 'country' label or whatever," said Cullen. "Our roster covers most areas of music, the only real criterion being whether or not the music is good."

Independently distributed in the U.S., Cullen is actively seeking representation overseas. "We would prefer to go with someone who can cover much of the world for us in one sweep," he said.

In addition to Cullen, the staff at PCM includes Bernie Sparago (national sales director), Tom Cossie (national promotion director) and Caroline Molzan, production manager.

PCM is located at 7033 Sunset Blvd., suite 318, Hollywood, Calif. 90028. The telephone number is (213) 461-3585.

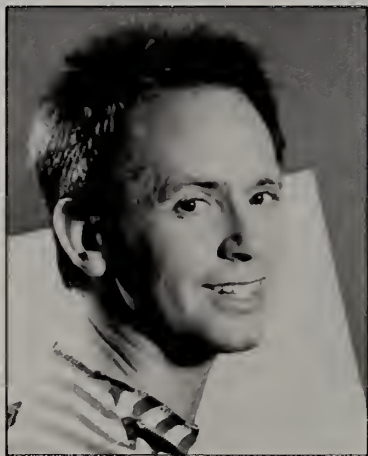
Pasternak Opens Consulting Firm

LOS ANGELES — Peter Pasternak is launching his own independent international service, Pasternak International Phonograph Consultants, to meet the needs of a growing number of labels and artists specializing in "new music."

Pasternak, who has headed international departments at 20th Century-Fox and Motown Records, will have his business located at 11711 Mayfield Ave., Los Angeles, Calif. 90049.

B'Nai Brith Names Feilich

NEW YORK — Al Feilich, asst. vice president, information and research at BMI, has been elected to a one-year term as president of the B'Nai Brith Performing Arts Lodge in New York. His formal induction will be held April 25 at the Tower Suite of the Time Life Building.



Peter Iwers

1946-1983

The Songs Live On



EXECUTIVES ON THE MOVE



Kolesar

Wardell

Maher

Gross

Kolesar Named At PolyGram — Michael J. Kolesar has been promoted to vice president and controller of PolyGram Records. He was previously vice president of financial operations and reporting for PolyGram Corporation.

Changes At RCA — RCA Records has re-structured the merchandising activity of its contemporary music center. Barry Gross has been promoted to director, merchandising and artist relations — west coast. Promoted to director, merchandising — west coast, and director, merchandising — east coast, are Don Wardell and Jack Maher, respectively. Gross joined RCA Records in 1980 as manager, product management, based on the west coast, and in 1981 he was promoted to manager, merchandising — west coast. Wardell joined RCA Records in New York as manager, pop product management, in 1979 and subsequently was transferred to Los Angeles with the same title. Maher joined RCA Records in 1969 and has held various product management and merchandising positions until the current promotion.

Tenzer Appointed — CBS Inc. has announced the appointment of Mitchell C. Tenzer as an attorney in the records section of the CBS Law Department. Prior to joining CBS, he was associated with the law firms of Rosenman Colin Freund Lewis & Cohen and Donovan Leisure Newton & Irvine.

RCA Names Bommel — The appointment of J.P. Bommel as manager, international marketing, publicity and video has been announced by RCA Records. He comes to RCA Records in New York after having spent five years as head of promotion and publicity for RCA S.A. in Paris.



Tenzer

Bommel

Peck

Batson

Peck Joins E/A — Gregory Peck has joined Elektra/Asylum Records as national promotion director for special markets. He was most recently national promotion director for Columbia Records in New York.

Batson Named — Paula Batson has been appointed as manager, publicity, contemporary music — west coast for RCA Records. She rejoins RCA Records after having spent the past five years in the press department of Columbia Records, most recently as director, press and public information, east coast.

Simmons Named — Arlene Simmons has been promoted to creative services manager for CBS/Fox Video International. She was formerly an administrative assistant to the manager of product services at CBS/Fox Video International.

Laws Promoted — ATV Music Group Worldwide has announced the promotion of Richard Laws to director of administration with the company. Laws, who's been with ATV since 1974, most recently served as director of copyright and licensing for the firm.

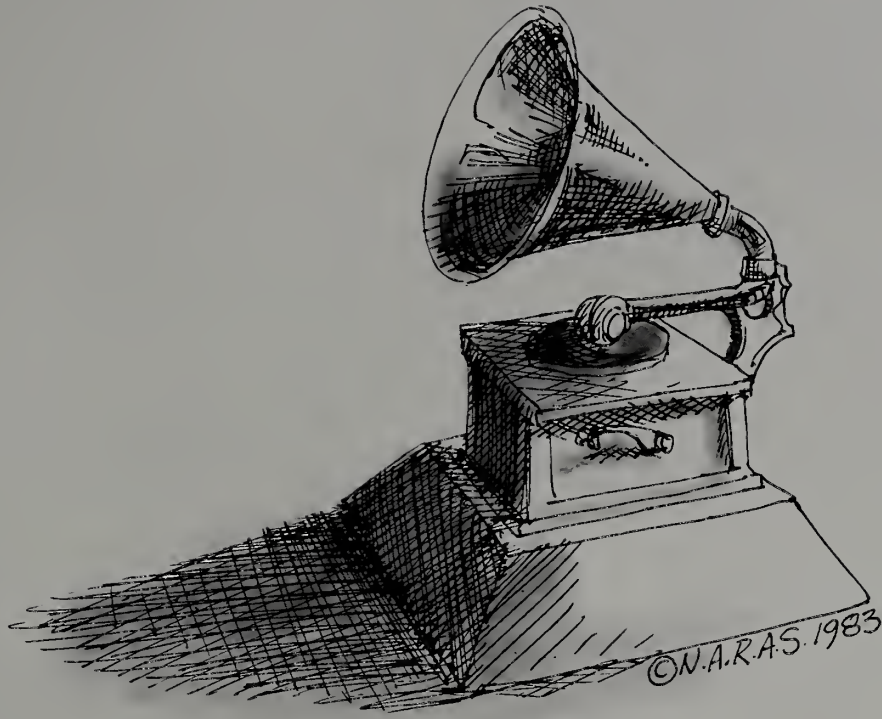
Pettengill Appointed — Bonnie J. Pettengill has joined Starpath Corporation, producer of consumer games for the Atari VCS and Sears Video Arcade, as advertising and creative supervisor.

Changes At Tessler — Ron Campbell has joined Tessier Talent, Inc. as a booking agent. Formerly he was a DJ with WSM Radio. Dick Shuey has been promoted to operations manager. He has been an agent for 9½ years, and has assumed the responsibility for day to day operations for Tessier Talent, Inc.

Martin Forms SRO — Scott Martin, a six-year veteran of Capitol Records in promotion and marketing capacities, has formed SRO Marketing And Promotion, located at 10744 National Boulevard, Los Angeles, California 90064. Phone (213) 558-1554.



BREAKING BARRIERS — L.A.-based heavy metal quartet Sound Barrier recently signed with MCA Records, which has just released the band's debut LP, "Total Control." Pictured in the top row are (l-r): Bernie K. of the group; Leon Tsilis, MCA special projects director; Stanley Davis and Spacey T. of the group; Charles Kimbrell, the group's manager; and Dave Brown of the group. Pictured in the bottom row are (l-r): Bob Siner, president, MCA; and Joe Wissert, vice president, A&R, MCA.



BMI congratulates its Grammy Award winning writer affiliates

Song of The Year
"Always On My Mind"

Wayne Carson, Johnny Christopher, Mark James

Best Country Song
"Always On My Mind"
Wayne Carson, Johnny Christopher, Mark James

Best Rhythm & Blues Song
"Turn Your Love Around"
Jay Graydon (Co-Writer)

Best Instrumental Composition
"Flying" (Theme from "E.T.")
John Williams

Best Album Of Original Score
"E.T. The Extra Terrestrial"
John Williams

Best Arrangement On An Instrumental
Recording
"Flying" (Theme from "E.T.")
John Williams

Best Cast Show Album
"Dreamgirls"
Tom Eyan (Lyricist)

And congratulations to BMI-affiliated Grammy winners in all categories:

Clarence Gamemouth
Brown
Odell Brown
David Byron
Leon Chancler
Roy Clark
Jeff Cook
Miles Davis
Crystal Gayle
Teddy Gentry
Al Green

Ida Guillary
Mark Herndon
Will Jennings
Billy Joel
Dr. John
Melissa Manchester
Barbara Mandrell

Francis Maudsley (PRS)
Pat Metheny
Willie Nelson
Juice Newton
Randy Owen
Dean Pitchford
Paul Reynolds (PRS)

Alister Score (PRS)
Michael Score (PRS)
Terry Shaddick
Thomas Z. Shepard
Tom Snow
Frank Sullivan
James Taylor
Jennifer Warnes
Hank Williams
Phil Woods



Wherever there's music, there's BMI.

LABEL PROFILE

Europa: Diverse Acts Bridge Gap Between Europe, U.S.

by Fred Goodman

NEW YORK — New Yorkers and Parisians could probably argue forever over which city is the superior hub for art and commerce. But Jean-Pierre Weiller of Europa Records has overcome the polemic: the French-born, New York resident maintains offices in both Paris and Manhattan, making him perhaps the industry's first one-man international label.



A former label manager for Phonogram in France, Weiller familiarized himself with the European market while handling the Island, ECM, Casablanca and Charisma labels in Paris. But

it was during a trip to the United States that he decided to undertake his own label.

"I saw that there were a lot of important European artists that weren't getting heard here," recalls Weiller. "So I decided to do it myself."

Moving to Florida, the would-be label president took a night job on a factory assembly line while he spent his days assembling the initial releases for his label's debut. And while the first few titles reflected Weiller's commitment to artists based in Europe, it wasn't long before he expanded Europa's concept.

"I realized music shouldn't have geographic boundaries," he says. "I like a

lot of different musics, and it isn't just the European artists who aren't being heard here. Plus I saw a problem in being categorized. The first few records I put out were by jazz musicians, and Europa was being labeled a jazz company. I just want people to think of Europa as a creative label."

With the release of the label's 11th album, "Accident," by John Greaves, Weiller has successfully established Europa in precisely the light he wanted. The label's catalog now encompasses a broad range of recordings with albums by experimental rockers National Health, Hugh Hopper & Alan Gowen, blues harpist Sugar Blue, trumpeters Don Cherry and Chet Baker, violinist Stephane Grappelli, pianist Mike Westbrook and saxophonist Gary Windo.

Target Audience

Although the roster is diverse, Weiller feels there is a particular buyer to whom Europa appeals. "I think it's the person who's looking for the music he doesn't normally get to hear," he says, "someone who knows there are other musicians out there who aren't being presented."

In selecting Europa's projects, Weiller combines both esthetic and commercial considerations. "When I decide to undertake something, the first question I ask myself is 'Do I Like It?' And I can like it for any reason: the music, the artist, the creative aspect. A musician can be expressive even if he's not an accomplished

(continued on page 18)

COAST TO COAST

EAST COASTINGS — The pledge to shed Elektra of its worn image as a laid-back, Southern California label is moving from rhetoric to reality. Now based in New York, the label has found an unlikely dance floor star in **Greg Kihn**, whose "Jeopardy" single has become one of the country's hottest club tracks, much in the manner that **Steve Miller's** "Abracadabra" found a home with the Urban Contemporary market last year. But if Kihn appears an unlikely candidate for the disco circuit, get prepared to see former **Doobie Brother Patrick Simmons** repeat the pattern with his "So Wrong" single. Although the Kihn and Simmons tunes come at an opportune moment for the label, the dance floor push is no fluke: Elektra is in the process of designing a new 12-inch sleeve to boost its image as an urban label, and has reportedly inked **Alan Vega**, **Yello** and



The Fearless Four . . . The 10th Precinct Strikes Again: While waiting to catch **Attitude** at New York's Fun House, we were among the 2,500 clubgoers caught off-guard by an announcement that the all-night club was closed. In search of an explanation, we wandered into the DJ booth where we found detectives from the 10th precinct carrying out a raid, supposedly due to a liquor license violation. While the detectives were solicitous enough to keep things relaxed within the booth, the presence of uniformed police toting shotguns gave the situation something of an edge. Incidentally, the 10th precinct is the same one that busted four of Manhattan's after-hours clubs last month. The Fun House was expected to reopen Friday night . . .

Vocalist/songwriter **Roger Hodgson** will leave **Supertramp** at the end of the group's summer tour . . . **Nell Sedaka's** "comeback" album will be produced by **Dan Hartman** and feature **Mary Wilson** . . . In town to kick off a four-month world tour, **Stiff/Epic's Lene Lovich** stopped long enough to gab with us about her plans and new band. "This is definitely the biggest tour I've ever done in America," she said. "We'll be here for two months and travel a bit further afield to places like Texas and Florida. After America, we'll be moving to Australia for three weeks, then on to Indonesia, Bangkok, Hong Kong and Japan. It also seems there's a chance we might play Bombay and somewhere in the Middle East. After that, we're booked into Athens, and we'll probably stay around the Mediterranean. I know we're going to Yugoslavia." Accompanying Lovich will be a new band, which includes **Les Chappel** and **Ron Francois**, as well as former **Rumour** drummer **Steve Goulding**. "I was trying to get good musicians and people I'm on the same wavelength with," she said. "We've only been together for a month, and we haven't performed anywhere yet, so it's exciting. I don't really know how it will come out." It's been some time since Lovich performed in the States, as the recent London theater production of *Mata Hari* consumed a good deal of her time. And although there's interest in bringing the production to the U.S., Lovich is looking forward to just touring with a band again. "I felt I needed to get away," she said. "The research for *Mata Hari* took up a big part of my life. I just wanted to come back to playing regular gigs."

POINTS WEST — **Men At Work**, **Culture Club**, **The Clash**, **Psychedelic Furs**, **The Jam**, **The Plimsouls**, **Josie Cotton**, **Sparks**, **Bananarama**, **The Payola's**, **The Flirts**, **Modern English** and **Bonnie Hayes With The Wild Combo** will have their music featured in *Valley Girl*, a film from Atlantic Releasing Corp., which sneak-previewed at the Sherman Oaks Galleria March 12 and is also the subject of a lawsuit filed Jan. 12 by **Frank Zappa**. A temporary restraining order on the film was given the no go by the courts, but a hearing has been set for March 15 to decide if the movie's title infringes on the copyright of Zappa's "Valley Girl" record issued last year on Barking Pumpkin, a CBS-distributed label. According to FZ's attorney, Zappa saw the flick in rough cut form and walked out after 10 minutes. Ironically enough, the movie's soundtrack is being put out

by Epic, so there may be two different "Valley Girl" records on CBS, one with the original novelty hit and the other an amalgamation of "new wave" compositions. By the way, Zappa's own movie treatment based on the song is being shopped around at different studios, and a TV cartoon series is in development by Filmation, a major animation house . . . Speaking of movies, the **Michael Mann** flick *The Keep* will include an expanded, 14-minute version of art animal **Laurie Anderson's** "Big Science" tune, which appeared as the six-minute-and-fourteen-second title track to her debut album on Warner Bros. . . . Warner Bros. and Slash just entered an exclusive distribution pact for the U.S. and Canada whereby WEA will distribute all future Slash, and sister



label **Ruby**, product . . . "Classical Mosquito," an 8-song EP featuring music generated by a microcomputer, recently came into the **Cash Box** West Coast office and created quite a buzz. Programmed with a Radio Shack TRS-80TM Model I computer and "composed" by **Robb Murray** using Orchestra-80 software, the music is written in a coded sequence and then reproduced as specific tones mimicking keyboards, organs, violins and other instruments. The record costs four dollars, including postage and handling, and can be ordered from 444 St. James Place, Chicago, Ill. 60614 . . . **Barry Fey**, president of the Denver-based Feyline Presents, Inc., has been tapped as director of promotion & talent acquisition for the 'US 83' Festival, formerly known as "US II." More details will be divulged at a press conference on March 22 . . . **Rough Trade's** "High School Confidential" 12-inch is being sent to new music stations this

(continued on page 40)

MAJOR

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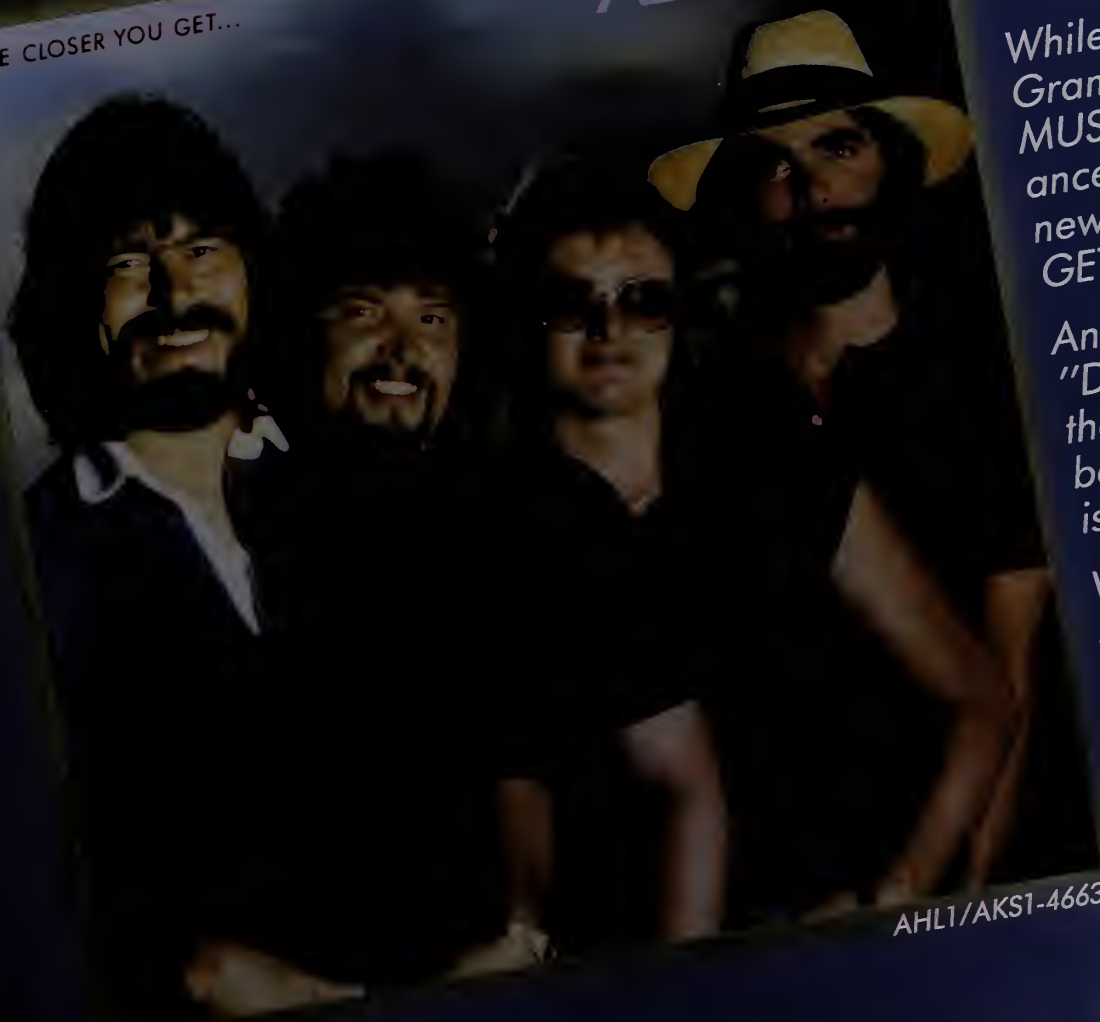
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ALABAMA



ALABAMA

THE CLOSER YOU GET...



AHL1/AKS1-4663

While they were collecting their Grammy Award for "MOUNTAIN MUSIC" - "Best Country Performance By A Group", Alabama's new album "THE CLOSER YOU GET" ...SHIPPED GOLD!

And, while their first single, "Dixieland Delight" approaches the top of the charts (10** Billboard, 4* Cashbox), the album is APPROACHING PLATINUM!!

Watch for Alabama on the Salem Gold Tour with Juice Newton.

RCA
Records and Cassettes

"Hey bud...atta baby!"

TALENT ON STAGE

Harlequin Bryan Adams

NATIONAL ARTS CENTRE, OTTAWA — Evidenced by three platinum discs in Canada, Harlequin's convincing formula of hard-edged pop has never had trouble finding its audience here. But it was a special challenge for the group's Valentine's Day evening, given hometown boy Bryan Adams' strong following and his fine A&M LP, "Cuts Like A Knife," that has been gobbling playlists since its release.

And while the Winnipeg-based band had trouble attuning the sell-out crowd of 2,500 at first to its textured and thoughtful form of rock, particularly after a bristling full-guns-pointed 45 minutes from Adams, the five-man outfit proved it can sway listeners with its polish and collective pulse. Singer George Belanger has the most natural of any lead singer's talents in the country; guitarist Glen Willows known just when embellishing a tune makes sense; and bassist Ralph James has the confidence and presence to keep the focus of the show properly spread.

While the band hasn't yet reached prominently into the U.S. market (its third disc fared indifferently on Columbia last year), it is by no means ready to be written off. The group has a vitality and an earnestness that separates it from its more popular counterparts. On this night, the young audience appreciated that and Harlequin's battle to make them remember the headliner as they left the hall.

The hooky "I Did It For Love," "Innocence" and "Heart Gone Cold" are three of the band's finest, but any of its three discs are listenable and durable side-by-side. As long as Harlequin continues to put out with credible belief in concert, the breaks will surely soon fall its way.

The breaks are something Adams now is imbued with. His last album, "You Want It, You Got It," quietly found its way on to the charts after radio refused to let it die. Now that airplay has been successfully courted, and Adams' incessant touring (with Foreigner and Billy Squier especially) has exposed him, stardom is for the taking.

From the moment he took the stage, the raspy-voiced blond had the crowd in his palm. He was able to play most of his new album and keep the audience interested, even though the title track has been getting the lion's share of airplay. Still only in his early 20s, and writing catchy rock tune after tune, mark these words as assurance

Adams has arrived and will stay a long, long time.

kirk lapointe

Tavares

THE COPACABANA, NYC — Butch, Chubby, Ralph, Tiny, and Pooch Tavares' first New York gig since opening for the Bee Gees several years ago showed that despite last year's management, label and material change, their show remains as smooth and consistent as their fancy footwork. In fact, too much was made by the group at the Copa about separating the "then" from "now." Maybe the "New Directions" LP and lead hit, "A Penny For Your Thoughts," are more pop than previous Tavares tunes; but the live performances of them were merged so perfectly with the old stuff that any changes in style were barely perceptible.

Much of the reason for the show's flow was the set-up. The group left its eight-piece, four-horn band behind them on the stage, and positioned themselves behind individual microphones lined up in the center of the empty dance floor so that they were surrounded by tables. This allowed for constant movement about the entire floor, as well as into the audience, where more than one boyfriend had cause for concern during several numbers in which a Tavares would croon directly at his date.

The set opener, "Wanna Be Close To You," from the new LP, paved the way for a series of easy-going solo hits by other artists in which each Tavares took a lead vocal in introducing himself to the audience. After Pooch's "For Once In My Life," however, the tempo exploded into "Don't Take Away The Music," which led to a brassy energy medley of other older Tavares hits. During this segment, the group's light-footed choreography covered a lot of ground and was most entertaining.

"More Than A Woman" from *Saturday Night Fever* received a full reading, as did the new single, "Got To Find My Way Back To You." The show closed with the lovely recent hit, "A Penny For Your Thoughts," after which Butch cut everyone up by explaining that the "penny," "nickel," and "dime" in the chorus really meant \$1, \$5 and \$10 dollar bills for all those listeners reaching into their pockets to throw at the group.

Jim bessman

RIAA Sets First '83 Freight Workshop

NEW YORK — The Recording Industry Assn. of America (RIAA), in cooperation with the National Assn. of Recording Merchandisers (NARM) and assistance from consultant Behme Assoc., is sponsoring two regional traffic and transportation workshops this year.

The workshops will feature roundtable discussions that will cover such topics as pricing/rate negotiation; tariff interpretation; packaging and shipping, labeling, marking, documentation, shipping descriptions and rules; small shipment and package shipping; freight claims; and logistics.

All workshop attendees are invited to bring any pertinent questions with them, as members of the RIAA and RIAA/Video traffic committees, as well as Behme representatives, will be on hand. Along with the discussion, a tour of a nearby shipping/freight facility will be arranged.

The first of the one-day workshops will be held April 26 at the Edison, N.J. Ramada Inn. A subsequent session will take place in

the Los Angeles area in the fall.

Registration for the workshop is \$100, which includes continental breakfast, hot lunch, morning and afternoon coffee breaks, all workshop materials and a copy of the revised RIAA freight guides. The trade association has also reserved a block of rooms at the hotel for the workshop participants.

Additional information on the workshop can be obtained from the RIAA at (212) 765-4330 or NARM at (609) 424-7404.

DRC Sets Agreement To Sell Soundstream

LOS ANGELES — Digital Recording Corp., (DRC) the Salt Lake City-based company, has entered into an agreement in principle to sell to its chairman of the board and single largest stockholder, Dr. Thomas Stockham, the firm's whollyowned subsidiary, Soundstream Inc. The agreement, which was announced Jan. 3, would also grant the purchaser a worldwide exclusive license relating to the professional, consumer and industrial use and exploitation of audio applications of DRC's digital optical technology.

MCA, MHE Announce Broad Catalog Price Reductions

(continued from page 5)

First Bite, Monty Python's Life of Brian, The Prisoner of Second Avenue, Private Benjamin, Rebel Without A Cause, Soup For One, 10, Time After Time and Wolfen. (Additionally, WHV is releasing three new titles — *Force 10 From Navarone, Piranha* and *Rock 'n' Roll High School* — at \$39.98 as part of the same package).

"We have 25 (catalog) titles that went out in October (with reduced pricing), but we didn't support them the way we are supporting these," said Warren Lieberfarb, WHV vice president of marketing. "This is a total marketing package, with co-op advertising, directed news advertising and an incentive program for video salespeople, as well as WEA personnel. Our objective is analogous to that of the other studios that have experimented with reduced price; namely, to test the feasibility of product sell-through."

The results of Paramount Home Video's pioneering experiments offering blockbuster titles such as *Star Trek II: The Wrath of Khan* and *An Officer And A Gentleman* at \$39.95 (\$29.95 for the latter in Beta format) have encouraged the studio to continue its overall commitment to low-pricing, both on new releases and catalog. At last week's International Tape/Disc Assn. (ITA) seminar in Hollywood, Fla., the company revealed that in April it would not only be shipping the recent motion picture *Airplane II* at \$29.95, but rereleasing *Airplane!* and *Grease* at the same price, while reissuing the expanded version of *Star Trek: The Motion Picture* at \$39.95 (see separate story).

"We're committed to keeping prices as low as possible," Bob Klingensmith, Paramount senior vice president, told **Cash Box**. "We've reduced more than half of our catalog already, and our plan is to rerelease at least three titles a month now with a reduced price, as we are doing with *Airplane!*, *Grease* and the version of *Star Trek: The Motion Picture* that was recently seen on network television."

Thorn EMI Home Video will also be adding new titles to its \$39.95 "Collectors Series" of classic British films in April with *Captain's Paradise* and *The Bells of St. Trinian's*. The series, which was announced in December of last year and debuted at the Winter Consumer Electronics Show (CES) in January, is comprised of such titles as *The Lavender Hill Mob*, *Kind Hearts and Coronets*, *The Lady Killers*, *The Man In The White Suit*,

Heaven's Above, I'm All Right Jack, Morgan and *The Cruel Sea*.

"We're going to continue reducing price on product we deem collectible," emphasized Nicholas Santrizos, Thorn EMI president. "Titles in the 'Collector's Series' are good, steady selling items."

However, unlike Paramount, Thorn EMI is taking no risks with its major titles, or at least, not just yet, according to Santrizos. *First Blood*, the Sylvester Stallone film that has grossed \$68 million in its worldwide theatrical release to date, will carry a \$79.95 suggested list when it is made available by Thorn next month. The company's two other April releases, *Summer of Fear* and *Cheryl Ladd: Fascinated*, will go for \$59.95 and \$49.95, respectively.

"I'm not ruling out the possibility that we'll lower the price for blockbusters like *First Blood* sometime in the future," Santrizos hastened to add. "We're always investigating new marketing alternatives... and we always review every project from the standpoint of what its potential market will be. With *First Blood*, the interest seemed to be excellent, even at the higher price."

The monetary "risk" involved has also been a major factor in deterring independents such as Vestron Video from lowering prices on either catalog or new product, although, as vice president of sales Michael Olivieri pointed out, VidAmerica, which Vestron distributes, does have a lower-priced "Collectibles" line.

"As far as pricing structure goes, we're more on a line with CBS/Fox or MGM/UA," said Olivieri. "It's not feasible for us to do the price testing that Paramount or Embassy has done (with *Blade Runner* at \$39.95). As an independent, one mistake could set us back quite a bit."

Like Thorn's Santrizos, he's not ruling out the possibility of change, especially with regard to reducing catalog, though. "We are evaluating it at each stock balancing cycle. We are aware that certain products are more desirable to the consumer at a lower price point after a certain point in time."

Does he believe, as most manufacturers do, that videocassette prices in general will continue to drop?

"No question about it," he answered. "But the danger may be in reacting too fast. We're not going to be very venturesome in pricing, because, frankly, we'd rather be safe than busted."

'Always On My Mind' Judged Best NMPA Song

NEW YORK — "Always On My Mind" took Song of the Year honors at the National Music Publishers' Assn. (NMPA) fourth annual Song Awards gala in Nashville last week. The Willie Nelson hit, which was penned by Johnny Christopher, Wayne Thompson and Mark James and published by Screen Gems — EMI Music Inc. and Rose Bridge Music Inc., was also named Country Song of the Year.

Toto's hit, "Rosanna," earned the award for Pop Song of the Year. It was written by David Paich and published by Hudmar Publishing Co. In the Broadway category, "And I'm Telling You I'm Not Going," written by Henry Krieger and Tom Eyen and published by DreamGirls Music, Dreamettes Music and Warner Bros. Music, was chosen from the musical *Dreamgirls*. Composer John Williams' *E.T.*, theme "Flying," published by Music Corp. of America Inc., was awarded Number One Movie song. "How Great Thou Art," written by Stuart K. Hine and published by Manna Music Inc., again received the Gospel Song of the Year honor.

Best Latin song went to "Momentos," by Julio Iglesias, Tony Renis and Ramon Ar-

cesa and published by Sunny Pop Music, April Music Holland and Tony Renis Music. Marvin Gaye's "Sexual Healing," published by April-Blackwood Music, was best in Rhythm and Blues. Vangelis' *Chariots Of Fire* theme, co-published by Spheric B.V. and WB Music Corp., was given the award in the Easy Listening category.

Revox Packing Tape, Hubs And Reel Now With Recording Units

LOS ANGELES — New Revox PR99 and B77 open reel recorders will be packed with two standard NAB adapter hubs, in addition to a metal take-up reel and a 10½-inch reel of 3M/Scotch 226 tape, according to Revox director of marketing and sales Lawrence Jaffe.





Jaffe also announced that all Revox B710 MKII cassette decks will now be packed with three free TDK blank audio cassettes; included will be one ADX-60 (normal bias), SAX-60 (chrome bias) and MAR-60 (metal bias) premium tape in each package.

NARM '83 CHECKLIST

- 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:
April 4, 1983

ISSUE DATE:
April 16, 1983

Bonus distribution at NARM April 10-14 Miami Beach, Florida



CALIFORNIA 'ASPHALT' — Palo Alto Jazz recording artist George Howard recently spent time in Los Angeles promoting his debut album for the label, "Asphalt Gardens," while visiting California Record Distributors (CRD). Pictured while at CRD offices are (l-r): Don Davis, sales manager, CRD; Don Graham, national promotion director, Palo Alto; George Howard; and George Hocutt, president of CRD.

Europa: Diverse Acts Bridge Gap Between Europe, U.S.

(continued from page 14)

musician in the usual sense of the word. Then I try to go away from the subjective and so 'OK, this is a business — can I sell this? Where's the market?'"

Calculated Risks

Despite trying to weigh each project objectively, Weiller will sometimes take a risk. "The 'Westbrook Blake' album is an example," he says. That album combines the poetry of William Blake with the music of jazz pianist Mike Westbrook. Although it received excellent reviews, the album's unique concept has made it difficult to market. "I just felt that people should know it exists, and the album should be out purely on the basis of its artistic merits. It's difficult, but worth it. My biggest reward is to introduce somebody who's creative."

Forthcoming albums include titles by John Lurio and The Lounge Lizards, Phil Miller and Don Cherry. Both Miller and Cherry have recorded before the Europa, and while Weiller will only work on a project-by-project basis, he feels the label has established strong relationships with several artists.

"First of all I'm not in a position to ask for options and contracts," he says. "But I'm also more interested in working on one project at a time with an artist and proving that we can be happy together. So far it has worked, and I don't know any artist who wouldn't do something with me again. It's also a very direct way of doing things where there's no playing around."

Move To The Apple

Although initially based in Orlando, Europa relocated to New York within a year of its debut. The move, to 611 Broadway, suite 214, reflected both a growing commitment to American music and Weiller's increased understanding of the domestic record market.

Ivers Dead At 36

LOS ANGELES — Peter Ivers, host of cable-TV's *New Wave Theatre*, was found dead in his Los Angeles home on March 3. He was 36 years old.

Ivers was involved in a wide array of artistic endeavors during his career, including film and TV scoring and composing for other artists. He also produced albums for other performers as well as three LPs of his own work.

In lieu of flowers, donations in the memory of Ivers may be sent to the Peter Ivers Fund, c/o Recording Secretary Harvard University, Holyoke Center, Room 775, Cambridge, Mass. 01238.

Ivers is survived by his mother, Merle; father, Paul; and sister Erica.

"I started in Florida because I felt I needed to get used to a new country, culture and business," recalls Weiller. "I knew almost nothing about the American independent market or how to go about setting up distribution, and I took a few beatings at first. Eventually I felt it was very important for me to move to New York, and it turned out to be a big, big factor. It's very stimulating and I feel a part of a larger business."

Although comfortable within that business, Weiller sees some basic differences between the way the industry works in America versus France. "Business is very quick here," he reflects. "You don't spend as much time talking or negotiating, and you also know if a record works sooner. In France, it can take as long as six months to break a single."

Now that Europa's American operation is firmly rooted, the label is set to open a second office in Paris where Europa is distributed by Phonogram. The second office will sidestep the problem of import duties since European product will be pressed in France and help the label overcome what Weiller sees as a rising tide of trade protectionism. Additionally, the office will help Europa maintain closer contact with its European-based artists. "You can't do a lot if your artist is 5,000 kilometers away," says Weiller.

Weiller will divide his time between the two offices, although he is quick to add that the label will not redirect itself back towards its initial European orientation. "I want to keep the balance between European and American artists," he says.

Towards that end, Europa is planning to release between 10 and 12 titles this year, drawn from sources equal in breadth to the label's current catalog. Tempering diversity with business sense, Weiller has carved out his own place in the independent scene.

"We don't want to be elitist, and we don't want to be esoteric," he says. "But we do want to surprise. We're in a business and I have to sell records, but I think you can do that with integrity and satisfy both the musician and the consumer."

LRB To Endorse Shure

LOS ANGELES — Capitol recording group the Little River Band has pacted with Shure Brothers Inc. to endorse the Evanston, Ill.-based manufacturer's line of microphones.

LRB, formed in Australia in 1975, has released seven top-selling albums in America, as well as a string of Top 20 singles, such as "Reminiscing," "Lonesome Loser" and "Cool Change."

TOP 30 ALBUMS

	Weeks On Chart	3/12		Weeks On Chart	3/12
1	15	1	16	6	13
2	20	2	17	1	—
3	14	3	18	34	16
4	8	4	19	2	24
5	6	5	20	38	19
6	5	6	21	5	21
7	5	7	22	18	23
8	17	8	23	9	12
9	13	9	24	16	15
10	21	10	25	1	—
11	44	11	26	4	27
12	17	12	27	2	30
13	5	13	28	30	25
14	2	14	29	17	20
15	6	15	30	35	28

ON JAZZ

WALRATH'S PLEA — As a veteran of Ray Charles' big R&B band, Charles Mingus' jazz workshop and the rock group *Cold Blood*, trumpeter Jack Walrath has run the gamut. Since then, he's continued to build a reputation as both a bandleader and an arranger/composer of the highest caliber, having his tunes recorded by Red Rodney/Ira Sullivan, and drummer Charli Persip's big band. As a leader, Walrath has recorded his own albums for Gatemouth, Stash and Steeplechase Records. Two new Walrath LPs are just hitting the streets: "Live In Europe," a quintet date on Steeplechase, and "A Plea For Sanity," a drummer-less trio date on Stash. "Most of the records that have that combination of instruments are chamber jazz," Walrath said of his trio date. "I felt I could still do high energy music in that setting."



BMI SEZ RA! — Intergalactic aural explorer Sun Ra (l) recently received a Jazz Master Fellowship from the National Endowment for the Arts. Pictured congratulating the Ra during a recent re-tueing at the New York offices of BMI is Brian McLaughlin, writer reactions, jazz, BMI.

Growing out of an engagement at New York's Star & Garter, Walrath has continued to work with the trio — which features bassist Anthony Cox and pianist Michael Cochrane — and is planning a tour of Europe. "I just heard things with a certain clarity when I was working with the trio," said Walrath, "so I plan to do some more." Despite his commitment to the trio, Walrath hasn't abandoned working with larger units. Using the trio as a core, the trumpeter has been rehearsing a sextet that also features trombonist Robin Eubanks, saxophonist Ricky Ford and either Vic Jones or Mike Clarke on drums.

BENNY CARTER — Both jazz biographies and discographies abound, but it's rare when one project manages to do a thorough job on both. For some time, the most glowing exception has been Walter C. Allen's *Hendersonia*, which chronicled the life and times of the Fletcher Henderson Orchestra with an in-depth biography and remarkably complete discography. Now Scarecrow Press and The Institute of Jazz Studies at Rutgers University have published *Benny Carter: A Life In American Music*, chronicling the career of the great saxophonist/trumpeter/arranger/bandleader. Researched for over 10 years by Edward and Monroe Berger and James Patrick, the two-volume set thoroughly covers Carter's career from his pre-professional days through his rise via the bands of Charlie Johnson, Fletcher Henderson and Chick Webb, the founding of his own band at the age of 21, his role as a teacher for the bop generation and his incomparable career as an arranger. Dedicated entirely to the discography, the second volume covers dates as a musician, as well as giving a master list of arrangements and compositions, and tosses in a basic Carter collection list as a guide for newcomers. Exhaustive in its depth, *Benny Carter: A Life In Music* also manages to illuminate the stages of jazz's development. Few works of this breadth exist for the serious jazz student, and we highly recommend it.

fred goodman

And The Winner Is...



“Always On My Mind”

3 GRAMMY'S

SCREEN GEMS-EMI MUSIC INC. AND ROSEBRIDGE MUSIC INC.
WOULD LIKE TO CONGRATULATE THE WINNERS.



**POP SONG
OF THE YEAR**

Writers:

JOHNNY CHRISTOPHER • MARK JAMES
WAYNE CARSON



**COUNTRY SONG
OF THE YEAR**



**COUNTRY RECORD
OF THE YEAR**

Artist:

WILLIE NELSON

Producer:

CHIPS MOMAN

*A Special Thanks
To Chips Moman, Willie Nelson and NARAS*

MERCHANDISING

TOP 15 VIDEO GAMES

	Weeks On 3/12 Chart	
1 MS. PAC-MAN Atari CX2675	4	3
2 FROGGER Parker Brothers 5300	3	16
3 RIVER RAID Activision AX020	1	10
4 PITFALLI Activision AX018	2	16
5 SPIDER FIGHTER Activision AX021	6	6
6 ZAXXON Coleco 2435	7	16
7 VANGUARD Atari CX2669	5	8
8 DONKEY KONG Coleco 2451	9	16
9 DRAGONFIRE Imagic 3611	10	5
10 MOUSE TRAP Coleco 2419	11	6
11 REAL SPORTS: FOOTBALL Atari CX2668	8	7
12 TRON: DEADLY DISCS M Network 5662	13	2
13 DEMON ATTACK Imagic 3200	12	16
14 PHOENIX Atari CX2673	—	1
15 MEGAMANIA Activision AX017	15	16

COMPILED FROM: Alta — Phoenix • Disc-O-Mat — New York City • Sound Video, Unltd. — Chicago • Musicland — St. Louis • Everybody's — Portland • Licorice Pizza — Los Angeles • New England Home Video — Groton • Movies To Go — St. Louis • Sound Warehouse — San Antonio • Spec's — Miami • American Tape & Video — Atlanta • Nickelodeon — Los Angeles • Show Industries — National • Tower — Sacramento, Seattle • Crazy Eddie — New York City • Video Store — Cincinnati • Turtles — Atlanta • Radio 437 — Bala Cynwyd • Wonderful World of Video — Chattanooga • Entertainment Systems — Phoenix • Lieberman — Kansas City • Day Jay — Denver • Cavages — Buffalo • Tower — Sacramento, Seattle • Wherehouse — Los Angeles • Camelot — Kansas City, Dayton, Cincinnati, St. Louis, Chicago, Indianapolis

TOP 15 MIDLINES

	Weeks On 3/12 Chart	
1 THE DOORS (Elektra EKS 74007)	1	35
2 LOOK SHARPI Joe Jackson (A&M SP-6-4907)	2	26
3 TAPESTRY Carole King (Epic PE 34946)	3	31
4 THE CARS (Elektra 6E 135)	5	6
5 SO FAR Crosby, Stills, Nash & Young (Atlantic SD-19119)	4	26
6 FLEETWOOD MAC (Reprise MSK 2281)	9	9
7 SOUVENIRS Dan Fogelberg (Full Moon/Epic PE 33137)	10	20
8 LET THERE BE ROCK AC/DC (Atco SD-36151)	6	14
9 MEATY, BEATY, BIG AND BOUNCY The Who (MCA 37001)	8	7
10 WINELIGHT Grover Washington, Jr. (Elektra 6E 305)	11	4
11 LED ZEPPELIN (IV) Atlantic SD 19129	12	3
12 PIANO MAN Billy Joel (Columbia PC 32455)	7	9
13 ROCK 'N ROLL, VOLUME I The Beatles (Capitol SN/16020)	15	6
14 WOMEN AND CHILDREN FIRST Van Halen (Warner Bros. 3415)	—	1
15 WHO ARE YOU? The Who (MCA 3050)	13	6

COMPILED FROM: Licorice Pizza — Los Angeles • Cavages — Buffalo • Dan Jay Music — Denver • Lieberman — Portland • Musicland — St. Louis • Karma — Indianapolis • Peaches Records — Cincinnati, Columbus • Charts — Phoenix • Gary's — Virginia • Sound Video, Unltd. — Chicago • Record Theatre — Cincinnati • Tower Records — Sacramento, San Diego, Seattle • Disc-O-Mat — New York City • Massachusetts One-Stop — Boston.



This listing of records outside the national Top 20 showing steady or upward movement is designed to keep retailers abreast of the latest regional sales trends.

REGIONAL ALBUM ANALYSIS

NATIONAL BREAKOUTS

- | | |
|--------------------------|-----------------------|
| 1 KENNY ROGERS | 8 NIGHT RANGER |
| 2 U2 | 9 GOLDEN EARRING |
| 3 ALABAMA | 10 THOMAS DOLBY |
| 4 GREG KIHN BAND | 11 JOHN ANDERSON |
| 5 WILLIE NELSON | 12 OAK RIDGE BOYS |
| 6 DEXYS MIDNIGHT RUNNERS | 13 ANGELA BOFILL |
| 7 BERLIN | 14 HANK WILLIAMS, JR. |
| | 15 FRIDA |

NORTHEAST 1.

- DEXYS MIDNIGHT RUNNERS
- U2
- GREG KIHN BAND
- THOMAS DOLBY
- WILLIE NELSON
- BARBRA STREISAND
- DEBARGE
- CATS
- ALABAMA
- KENNY ROGERS

SOUTHEAST 2.

- KENNY ROGERS
- ALABAMA
- JOHN ANDERSON
- GREG KIHN BAND
- WILLIE NELSON
- ANGELA BOFILL
- HANK WILLIAMS, JR.
- MOLLY HATCHET
- U2
- GOLDEN EARRING

BALTIMORE/WASHINGTON 3.

- U2
- DEXYS MIDNIGHT RUNNERS
- BERLIN
- KENNY ROGERS
- ANGELA BOFILL
- THOMAS DOLBY
- DEBARGE
- FRIDA
- THE SYSTEM
- OAK RIDGE BOYS

WEST 4.

- THOMAS DOLBY
- U2
- BERLIN
- GREG KIHN BAND
- NIGHT RANGER
- KENNY ROGERS
- ALABAMA
- THOMPSON TWINS
- HEAVEN 17
- DEXYS MIDNIGHT RUNNERS

MIDWEST 5.

- KENNY ROGERS
- ALABAMA
- GOLDEN EARRING
- GREG KIHN BAND
- WILLIE NELSON
- DEXYS MIDNIGHT RUNNERS
- U2
- BERLIN
- MOLLY HATCHET
- ANGELA BOFILL

NORTH CENTRAL 6.

- KENNY ROGERS
- OAK RIDGE BOYS
- NIGHT RANGER
- GOLDEN EARRING
- FRIDA
- JOHN ANDERSON
- HANK WILLIAMS, JR.
- MELISSA MANCHESTER
- GREG KIHN BAND
- DEXYS MIDNIGHT RUNNERS

DENVER/PHOENIX 7.

- GREG KIHN BAND
- KENNY ROGERS
- BERLIN
- OAK RIDGE BOYS
- U2
- NIGHT RANGER
- ALABAMA
- O'BRYAN
- WILLIE NELSON
- MERLE HAGGARD/WILLIE NELSON

SOUTH CENTRAL 8.

- WILLIE NELSON
- ALABAMA
- KENNY ROGERS
- JOHN ANDERSON
- U2
- MERLE HAGGARD/WILLIE NELSON
- NIGHT RANGER
- GOLDEN EARRING
- HANK WILLIAMS, JR.
- O'BRYAN

PEOPLE WHO BUY MAXELL TAPE BUY TWICE AS MANY RECORDS AS PEOPLE WHO DON'T.



According to research, not only do people who buy Maxell audio tape buy over 40% more cassettes in a year than the average cassette buyer, but they also purchase almost twice as many records as the average record buyer.

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So if you're wondering how you can boost record sales, maybe you should stock up on the tape that sells in record-breaking numbers.

Maxell.



IT'S WORTH IT.

WHAT'S IN-STORE

GETTING TOUGH WITH TWELVE-INCHERS — "I'm working 12-inches as hard as I've worked any album," proclaims **Eddie Gilreath**, executive vice president of sales and marketing at Island Records. Island recently released 12-inch titles by **Grace Jones**, **Blancmange**, **New York City Peech Boys** and **Malcolm McLaren**, and, according to Gilreath, is promoting each with the vigor normally reserved for album product. "This is the first time that 12-inches have been advertised, merchandised and marketed so aggressively," he says. "We've taken the stand — not unlike many others — that 12-inches are a serious, viable tool in today's marketplace, and that the old dogma of 12-inches hurting album sales or that retailers won't merchandise them belongs to another era." To support this contention, Island has created special merchandising aids for similarly enthused retailers. A generic display poster has space at the bottom for featuring any of the 1 x 1 name-boards that have been printed up for each artist; another poster features the first three releases — the Peech Boy's "Life Is Something Special," Blancmange's "Living On The Ceiling" and McLaren's "Buffalo Gals." Divider cards feature each artist along with the jazzy generic 12-inch sleeve, and in the case of Blancmange, a dictionary pronunciation and definition (it's a sweet, pink English pudding especially popular with children). The label has gone even farther out for farther-out McLaren, issuing a bright orange day-glo poster with tiny print detailing the "scratching" procedure, or "making your own music out of other people's records" by talking and singing into a microphone while playing snatches of favorite discs. Buttons are also available, as are a limited quantity of McLaren's crumpled brown hillbilly hats, which Gilreath says have proved a "hot item" as giveaways at **The Wiz** and **Penguin Feather**. According to Gilreath, other chain reaction so far has been equally positive, and co-op ads have already appeared in Atlanta's *Creative Loafing* with **Turtles** and **Tower Records' Pulse**. "We can advertise three of four 12-inches at an extremely low sale price as opposed to one album, and if I can sell 'x' amount of 12-inches, my profit margin is the same as a quarter of that in albums." Gilreath has a divider card campaign going on at some 26 **Record Bars** in locations where MTV is played "with strong sell-off on MTV and 12-inch product," and he was especially heartened by a recent visit to a **Sound Warehouse** in Texas. "A year ago they had only one bin for 12-inches. Now they have four or five and are setting up display areas for them. That's a good idea, because 12-inches are taking on the same kind of position as 45s did in the '60s. People can buy exactly what they want at a price that is more in line with what they want to pay. They can even pick up three 12-inches for less than \$10."



THE NUTS & BOLTS OF PROMOTION — **James Castro** (l) and **Richard Barone** take time out from their activities as members of **The Bongos** in order to sign copies of their duo album, "Nuts & Bolts," on **Passport Records**. The in-store took place at the new **Pier Platters** record store in the Bongos' hometown of **Hoboken, N.J.**

out of other people's records" by talking and singing into a microphone while playing snatches of favorite discs. Buttons are also available, as are a limited quantity of McLaren's crumpled brown hillbilly hats, which Gilreath says have proved a "hot item" as giveaways at **The Wiz** and **Penguin Feather**. According to Gilreath, other chain reaction so far has been equally positive, and co-op ads have already appeared in Atlanta's *Creative Loafing* with **Turtles** and **Tower Records' Pulse**. "We can advertise three of four 12-inches at an extremely low sale price as opposed to one album, and if I can sell 'x' amount of 12-inches, my profit margin is the same as a quarter of that in albums." Gilreath has a divider card campaign going on at some 26 **Record Bars** in locations where MTV is played "with strong sell-off on MTV and 12-inch product," and he was especially heartened by a recent visit to a **Sound Warehouse** in Texas. "A year ago they had only one bin for 12-inches. Now they have four or five and are setting up display areas for them. That's a good idea, because 12-inches are taking on the same kind of position as 45s did in the '60s. People can buy exactly what they want at a price that is more in line with what they want to pay. They can even pick up three 12-inches for less than \$10."

TOWER POWER — Having just mentioned **Tower Records' Pulse**, here's the beat: *Pulse* is a free monthly consumer paper put out by the **Tower Records** chain and is edited and published by **Mike Farrace**. Last month's first issue was 32 pages, and Farrace says that it "can and will expand." The paper is distributed throughout the chain in quantities commensurate with store sales. The initial run was 40,000 copies; Farrace says that at least two-thirds of the stores were out within a week, and that 50,000 will be printed by the time the **Manhattan Tower** opens (**Cash Box**, March 5). As for contents, "The nucleus of the editorial coverage basically is an exhaustive listing of new releases. There are also sales charts for rock, pop and soul in all of our markets, and secondary charts for less mainstream categories like jazz, classical, imports and dance, which are compiled from our major market stores in **Seattle**, **San Francisco**, **Los Angeles** and soon, **New York**." Besides product reviews and reports, *Pulse* covers such record industry news as list price reductions, marketing efforts and new packaging. Artist interviews are also included, with the first issue containing Farrace's chat with **Supertramp**, in which he centered on the group's own experiences as record buyers and listeners, even eliciting each member's 10 favorite records. "I became a big **Chuck Berry** fan because of the **Beatles**," explains Farrace. "By getting artists to list their top 10, we encourage fans of, say, **Stray Cats**, to get into **Eddie Cochran**, and vice versa, thus creating a symbiosis, if you will, between new releases and catalog and encouraging customers to look deeper into catalog to enjoy the rich continuum of music." Most of the other writers are **Tower store** personnel. "Our retail people have an access and dedication to music that's hard to duplicate anywhere," notes Farrace. "They listen to records all day, touch them, know how much they cost, the stories behind them, and most importantly, are in constant contact with the people that buy them." The first *Pulse* featured columns on rock, pop, opera, new wave, jazz dance and reggae, and Farrace hopes to expand into genres that rarely get airplay, ad support or reviews. The issue also offered reports on **Kaleidoscope Records'** newly available **Bob Willis** collection and radio program directors' reaction to **MTV**, a video games column, magazine reviews and a suggested blues library featuring 20 "must" artists compiled by **Mike Joy**, who manages the store in **Concord, Calif.** Besides **Island**, the first *Pulse* received ad support from a dozen or so major and minor labels, as well as **Atari**. . . Rather than ship over 400 display racks across the country or hire "outsiders" to build them in **New York**, **Tower president Russ Solomon** has set up a temporary fixture factory in **Queens** and staffed it with his own crew. "Frankly, it's too expensive to do it any other way," explains Solomon. "Our racks are always custom-designed for us, and we're the only ones that understand our own designs!"

ON THE GAMES FRONT — **Activision, Inc.**, one of the leading suppliers of home video game software, has a new title set for late March release, a cartoon game entitled "Oink," designed by **Mike Lorenzen**. Inspired by the fairy tale of the three little pigs, the object of the **VCS-compatible** game is to prevent the **Big Bad Wolf** from blowing down the homes of the porker trio. In another variation, players take on the part of the wolf and attempts to knock over the piggy's hutch. . . Other home vid games being released this month include **Coleco's** adaptation of the **Nintendo** arcade hit, "Donkey Kong, Jr." for **ColecoVision**; **Imagic's** "Swords & Serpents" cartridge for **Intellivision**; and **Atari's** **VCS-matched** "Fireworld," the latest cart in the four-part **Swordquest** contest/game adventure series.

jim bessman



MUSIC TELEVISION™

This report does not include those videos in recurrent or oldie rotation.

FOR WEEK OF MARCH 9-15, 1983

Playlist

HEAVY

3-4 PLAYS PER DAY

ARTIST	CLIP	LABEL
Men At Work	Be Good Johnny	Columbia
Golden Earring	Twilight Zone	21
Pretenders	Back On The Chain Gang	Sire
Greg Kihn Band	Jeopardy	Beserkley
Def Leppard	Photograph	Mercury
Styx	Mr. Roboto	A&M
Dexys Midnight Runners	Come On Eileen	Mercury
Pat Benatar	Anxlety (Get Nervous)	Chrysalis
Styx	Heavy Metal Polson	A&M
The J. Gells Band	Land Of A Thousand Dances	EMI America

MEDIUM

2-3 PLAYS PER DAY

ARTIST	CLIP	LABEL
Culture Club	Do You Really Want To Hurt Me	Virgin/Epic
Modern English	I Melt With You	Sire
Duran Duran	Hungry Like The Wolf/Rio	Capitol
Joe Jackson	Breaking Us In Two	A&M
INXS	The One Thing	Atco
Triumph	A World Of Fantasy	RCA
Fixx	Red Skies	MCA
Bryan Adams	Cuts Like A Knife	A&M
Jefferson Starship	Winds Of Change	Grunt/RCA
Billy Squier	She's A Runner	Capitol
Randy Newman	I Love L.A.	Warner Bros.
Devo	That's Good	Warner Bros.
U2	New Year's Day	Island
Prince	1999	Warner Bros.
The Call	When The Walls Come Down	PolyGram
Daryl Hall & John Oates	One On One	RCA
Members	Working Girls	Arista
Red Rider	Light/Human Race	Capitol
ABC	Polson Arrow	PolyGram
Ultravox	Reap The Wild Wind	Chrysalis
Prince	Little Red Corvette	Warner Bros.
Falco	Der Kommissar	A&M
After The Fire	Der Kommissar	Epic
Michael Jackson	Billie Jean	Epic

LIGHT

1-2 PLAYS PER DAY

ARTIST	CLIP	LABEL
Paul Collins Beat	Kids Are The Same	Columbia
Kenny Loggins	Heartlight	Columbia
Toni Basil	Nobody	Chrysalis
Divinyls	Boy's In Town	Chrysalis
English Beat	I Confess	I.R.S.
Chris DeBurgh	Don't Pay The Ferry Man	A&M
Kim Carnes	Say You Don't Know Me	EMI America
Trlo	Anna	Mercury
Ian North	Only Love Is Left Alive	NEO
Simple Minds	Promise You A Miracle	Virgin/A&M
Fran Cour	Under The Boulevard	EMI America
Total Coello	I Eat Cannibals	Chrysalis
Thompson Twins	Lies	Jive/Arista
Naked Eyes	Always Something There To Remind Me	EMI America
Dire Straits	Twisting By The Pool	Warner Bros.
Le Roux	Carrie's Gone	RCA
Vandenberg	Love In Vain	Atco
Strange Advances	She Control's Me	Capitol
Loz Netto	Fade Away	PolyGram
Supertramp	My Kind of Lady	A&M
John Hall Band	Love Me Again	EMI America
Rodway	I Am Electric	Millennium
The Filrfs	Jukebox	O
Donald Fagen	New Frontier	Warner Bros.
Felony	The Fanatic	Rock 'N' Roll/CBS
Nell Young	Sample & Hold	Geffen
Malcolm McLaren	Buffalo Gals	Island
Todd Rundgren	Hide Away	Bearsville
The Tunes	Video Games	unsigned
Single Bullet Theory	Keep It Tight	Nemperor

ADDS

ARTIST	CLIP	LABEL
Journey	Separate Ways (Worlds Apart)	Columbia
Gary Moore	Always Going To Love You	Atco
Molly Hatchet	What's It Gonna Take	Epic/CBS
George Hatcher Band	Moving On Down The Road	unsigned
Scandal	Love Is Got A Line On You	Columbia
Squeeze	Another Nail In My Heart	A&M

TOP 30 VIDEOCASSETTES

	Weeks On Chart		Weeks On Chart
1 AN OFFICER AND A GENTLEMAN Paramount Home Video 1467	3/12	16 REDS Paramount Home Video PA 1331	15 10
2 ROAD WARRIOR Warner Home Video 11181	1 4	17 DIVA MGM/UA 00183	17 5
3 BLADE RUNNER Embassy 1380	4 4	18 JANE FONDA'S WORKOUT KVC/RCA Karl Video Corp. 042	19 37
4 THE WORLD ACCORDING TO GARP Warner Home Video 11261	14 2	19 MOONRAKER CBS/Fox TW 4636	22 3
5 POLTERGEIST MGM/UA 00164	2 8	20 FRIDAY THE 13TH PART 3 Paramount Home Video 1539	20 4
6 ROCKY III CBS/Fox TW 4708	3 12	21 YOUNG DOCTORS IN LOVE Vestron 5012	24 3
7 THE BOAT (DAS BOOT) RCA/Columbia Pictures Home Video 10149	5 12	22 VICTOR VICTORIA MGM/UA 0051	18 18
8 THE BEST LITTLE WHOREHOUSE IN TEXAS MCA Distributing Corp. 77014	7 7	23 THINGS ARE TOUGH ALL OVER RCA/Columbia Pictures Home Video 10546	23 6
9 FAST TIMES AT RIDGEMONT HIGH MCA Distributing Corp. 77015	6 12	24 DINER MGM/UA 00164	21 15
10 ANNIE RCA/Columbia Home Video 10008	9 8	25 STAR WARS CBS/Fox 1130	25 40
11 STAR TREK II: THE WRATH OF KHAN Paramount Home Video PA 1180	8 13	26 YES, GIORGIO MGM/UA 00192	— 1
12 FIREFOX Warner Home Video 11219	10 16	27 THE THING MCA Distributing Corp. 77009	26 16
13 MISSING MCA Distributing Corp. 71009	13 16	28 STRAWBERRY SHORTCAKE IN BIG APPLE CITY MGM/UA 00338	28 3
14 NIGHT SHIFT Warner Home Video 20006	12 12	29 LADY CHATTERLY'S LOVER MGM/UA 00184	— 1
15 TRON Walt Disney WD 122	11 8	30 BARBAROSSA CBS/Fox TW 9048	27 6
	16 12		

The Cash Box Top 30 Videocassettes chart is a compilation of the fastest moving titles in both Beta and VHS formats, based on sales and rental activity, as reported by various accounts around the country. Accounts surveyed include: Video Plus-Chicago; Radio 437-Philadelphia; Classic Video-Oak Lawn; The Video Store-Cincinnati; Precision Video-Chicago; Entertainment Systems-Phoenix; Nickelodeon-Los Angeles; Everybody's-Portland; Radio 437-Bala Cynwyd; American Tape & Video-Atlanta; Crazy Eddie-New York; The Cinema Store-Encino; Video Company-Larkspur; Video Studio-Farmington; Video Library-San Diego; Video Media-Chatsworth; Wonderful World of Video-Chattanooga; Wherehouse-National; Video Showroom-Louisville; Erol's Video Club-Springfield; New England Home Video-Groton; Movies Unlimited-Philadelphia; Video Showcase-Federal Way, Movies To Go - St. Louis.

NEW VIDEO SOFTWARE RELEASES

This listing of new videocassette 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. Product is separated into Cassette and Disc groups, followed by manufacturer, catalog number and price. Some product listed may not have been assigned either a catalog number or price at presstime.

M*A*S*H: GOODBYE, FAREWELL AND AMEN Cassette — CBS/Fox TW 1215 . \$79.98
ROCK 'N' ROLL HIGH SCHOOL Cassette — Warner Home Video 24054 \$39.95
PIRANHA Cassette — Warner Home Video 24056 \$39.95
FORCE TEN FROM NAVARONE Cassette — Warner Home Video 26034 \$39.95
EROTICISE (Stereo) Cassette — Vestron 3018 \$59.95
SQUIRM Cassette — Vestron 3019 \$59.95
PASSIONE D'AMORE Cassette — Vestron 4026 \$69.95
MATHILDA Cassette — Vestron 4033 \$69.95



KIHNSPIRACY AT THE VIDEOMUSIC CHANNEL — Beserkeley recording artist Greg Kihn (l) recently appeared on Atlanta's VideoMusic Channel to talk with V.J. David Homes about his new album, "Kihnspiracy."

EXERCISE Cassette — Monterey Home Video 133 \$39.95
A PLACE CALLED TODAY Cassette — Monterey Home Video 10 \$59.95
FIRST BLOOD* Cassette — Thorn EMI 1573 . . . \$79.95
SUMMER OF FEAR* Cassette — Thorn EMI 1585 . . . \$59.95
CHERYL LADD: FASCINATED* Cassette — Thorn EMI 1597 . . . \$49.95
CAPTAIN'S PARADISE* Cassette — Thorn EMI 1587 . . . \$39.95
THE BELLS OF ST. TRINIAN'S* Cassette — Thorn EMI 1583 . . . \$39.95
AIRPLANE II Cassette — Paramount 1489 . . . \$29.95
COUNTRY GIRL Cassette — Paramount 5905 . . . \$49.95
MR. MAGOO'S STORYBOOK Cassette — Paramount 2320 . . . \$39.95
VIC BRADEN II: TENNIS TIPS Cassette — Paramount 2316 . . . \$39.95
AIRPLANE I Cassette — Paramount 1305 . . . \$29.95
GREASE Cassette — Paramount 1108 . . . \$29.95
STAR TREK: THE MOTION PICTURE Cassette — Paramount 8858 . . . \$39.95
TORN CURTAIN Cassette — MCA 45015 \$49.95
WINNING Cassette — MCA 45016 \$49.95
THE SECRET WAR OF HARRY FRIGG Cassette — MCA 55071 \$49.95

*April 27

ITA 'Update' Probes Vitality, Prospects Of Audio, Video

(continued from page 5)

a UCLA Business School study that showed that while over 80% of the respondents said that they hadn't bought prerecorded videocassettes because of the price, their willingness to buy doubled each time \$10 increments were subtracted from the \$60-\$70 price level. At that level (\$60-\$70), only four percent were interested in buying; this percentage mushroomed to 88% who would rather buy than home-tape if the price point was \$10-\$20. These price points applied not only to newer "hit" product, but to classics like *Casablanca* and children's fare like *Heidi's Song*, where minimal willingness to buy was seen at the \$49.95 price tag, but 40% indicated such interest at \$19.95.

New Titles

Klingensmith concluded by announcing the forthcoming April releases of *Airplane* and *Airplane 2*, and *Grease*, all at \$29.95 in both formats, and the special television edition of *Star Trek: The Motion Picture* at \$39.95 in both formats. Andre Blay, president of Embassy Home Entertainment, followed by citing sales of 60,000 copies of *Blade Runner* at \$39.95 since its Feb. 20 release. But unlike Klingensmith, who did not address the sales/rental issue, Blay lauded the "courage" of the ITA in its statement that morning of support of the Fair Marketing Amendment to the Copyright Law.

ITA executive vice president Henry Brief had then revealed that the ITA Board of Directors, in a secret ballot, had urged the Congressional action, which would repeal the Doctrine of First Sale of the original Copyright Act of 1909, which allows retailers to rent prerecorded product that they hold without getting authorization from the copyright holder. The Fair Marketing Amendment would provide these copyright holders with additional royalties from rentals of dealer-owned copies.

Jim Jimirro, president of Walt Disney Telecommunications, sounded a familiar note in declaring that passage of the amendment would enable his company to slice off 30-60% of its cassette price overnight since there would be no "incentive" to maintain higher prices. Claiming that there is "no value in ownership" of cassettes since most movies are "transitory experiences" for the consumer, Jimirro concluded that the marketplace offered no solution to the problem of copyright royalty loss to the studios through rental, and that cassette sale prices would "go down and stay down" only if the Fair Marketing Amendment was passed to allow studio and copyright owners to prohibit rentals.

Dealer-Studio Deals

Ron Berger, president of National Video, the 300-store franchise home video store chain that rents and sells videocassettes, discs and video games, declared that passage of the amendment would enable "certain security permitting simultaneous rental and sale releasing." He said that dealers should contract with suppliers in setting a rental product fee per transaction.

Prior to the new pricing/sales vs. rental session, Al Berman, president of The Harry Fox Agency, brought up the problem of worldwide licensing of music rights for home video, in that sub-publishing contracts entered into by U.S. and foreign publishers usually don't deal with video cassettes and discs. John Leonard, president of American Video Exchange in Erie, Pa., which operates the Nickelodeon Video Showcase in State College, Pa., described public performance video by which the Showcase uses rented videocassettes or discs for licensed public showings before

up to eight viewers in a room on the premises as an extension of its home video business. But Berman wondered whether studios had the right to license music synchronization and performance rights in performances of this sort.

Highlighting the morning session, Tuesday, March 8, was a co-presentation by John O'Donnell, national manager of video software operations at Sony Consumer Products Co., and Bruce Apar, editor and co-publisher of *Video Magazine*, on the topic "Will Video Music Attract Younger Buyers for Tape and Disc Players?" O'Donnell reported that when Sony began looking into "Stage Three" software, or non-porno, non-movie programming, it found little sales in the video music category, which was surprising considering music's popularity and repeatability. Upon further investigation, Sony found three obstacles holding back the popularity of music video: sound quality, price level, and length.

Need Better Sound

According to O'Donnell, VCR's have not been able to offer high quality audio, though he pointed out that Beta Hi-Fi, a stereo VCR introduced by Sony at the Winter CES Show, offered better sound quality than records and tapes and could be enjoyed as a superior audio component by shutting off the picture. He credited Beta Hi-Fi quality with spurring new Beta Hi-Fi product being released by Paramount, Warner Bros., Thorn EMI, Embassy and Columbia.

As for price level, O'Donnell claimed that consumers wanted to own rather than rent video music, though high price points of \$49 and \$59 had precluded substantial sales. Thus, Sony had determined that video music must be priced below \$20 before a sales pickup could be achieved.

Length of video music was also determined to be a prohibitive factor, as the usual 60- to 90-minute concert tape length kindered repeated playings. In addition, Sony found that video attention span was less than that for music. Thus, shorter pieces were called for.

The result of this study is Sony's new video configuration — the Video 45. Last July, Sony in Japan released several Video Singles, as they are known there, in stereo at lengths of 10-15 minutes. Each release carried two or three music clips and cost \$16-\$19. O'Donnell reported that sales of some singles titles were three times the company's best-selling full-length programs. After introducing them in the U.S. at the Winter CES, Sony had just shipped its first releases in this country: Duran Duran's "Hungry Like The Wolf" together with the "uncut" version of "Girls On Film," and 45s by Mike Nesmith and Jesse Rae, the latter a Scottish music video recording artist who landed a record deal through his videos. Set for April releases are video "live" singles from Elton John and Rod Stewart, lifted off their Embassy Home Entertainment video LP releases. To support the Duran Duran release, Sony is advertising on MTV, including an 800 number for reference to local dealers stocking the cassettes.

Good Response

O'Donnell concluded by reporting on an in-store survey that he set up at Sam Goody's Rockefeller Center store in New York last month. Upon reviewing the responses of 185 customers, he discovered 88% were familiar with music video clips. Of these, 66% were interested in owning their favorite videos, 79% would watch their favorites at least twice a week and 55% would watch them more often. Seventy-nine percent said they would be

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Magnavox Will Bow CD Player In Dept. Stores

NEW YORK — Magnavox, in conjunction with PolyGram Records, will launch its Compact Disc (CD) digital audio system through major department stores in 22 markets beginning in April. Three Magnavox players ranging in price from \$800 to \$900 will make the bow, with PolyGram providing 35 CD titles.

Speaking at a press conference here, A.J. Menozzi, director of audio marketing and sales for Magnavox, said the firm had selected department stores over audio specialty shops for the launch because of their greater customer traffic. Menozzi also predicted that fashion stores would become increasingly important outlets for audio hardware over the next few years, terming them "a high visibility distribution system."

Initially set for a summer debut, Magnavox's decision to enter the American market at an earlier date comes on the heels of a similar move by Sony, which will have its software coming from CBS Records. Initial distribution of Sony's CD hardware will be exclusively to audio

Orders Mount For CD

(continued from page 5)

Magnavox have announced plans to begin marketing hardware units in April. Magnavox will emphasize department store marketing for its unit which will be priced at about \$800 (see separate story).

On the speculation that there may be a dearth of CD titles, it was recently revealed that Virginia-based Digital Images has entered a licensing agreement with U.S. Philips to begin custom mastering and duplication of CD software by the fall. The company is expected to spend about \$10 million to prep its Loudon County, Va., plant to begin the first U.S. pressing of the product.

Prior to the Digital Images announcement, North America was not slated to begin manufacturing the product until 1984, when a joint facility financed by Sony and CBS Records was to commence operations.

Digital Images is currently in negotiation with several major record manufacturers to produce their CD titles, and a host of well-known independent labels are also discussing use of the Virginia facility.

Additional research provided by Jim Bessman in New York and Tom Roland in Nashville.

specialty stores (see story, page 6).

With Magnavox set to release a second generation of players later in the year, the three models available during the spring preview period will be the top-loading PD1000SL compact player and the PF2000SL slim-line — both carrying a suggested retail price of \$800 — and the front-loading FD3000SL player at \$900. Software titles will carry a \$16.98-\$18.98 price tag according to Emiel Petrone, vice president of marketing for PolyGram, U.S.A.

Department stores acting as preview outlets are: Davidson's, Atlanta; Jordan Marsh, Boston; Wieboldt's, Chicago; Shillito Rikus, Cincinnati; The May Co., Cleveland; Lazzrus, Columbus; Joske's and Dillard's, Dallas; Hudson's, Detroit; Joske's, Houston; Miller's, Knoxville; Robinson's, The Broadway, and Bullock's, Los Angeles; Jordan Marsh, Miami; The Boston Store, Milwaukee; Macy's and Abraham & Straus, New York; John Wanamaker, Philadelphia; Kaufman's, Pittsburgh; Stix Baer and Fuller, St. Louis; Weinstock's, Sacramento; IGM, Salt Lake City; The Bon, Seattle; Mass Brothers, Tampa; and The Hecht Co., Washington, D.C.

Of the 35 initial PolyGram titles in software, nine are culled from pop catalogs, with the remainder classical.

Felst Seeks Publishing Industry Fight Against Illegal Photocopying

NEW YORK — Addressing the annual meeting of the Church Music Publishers in Palm Springs, Calif. National Music Publishers Assn. (NMPA) president Leonard Feist last week urged individual publishers to join the fight against illegal photocopying. He further proposed a wide-ranging meeting of concerned publishing industry leaders to develop a long-term strategy in this area. The meeting would be set up by the NMPA printed product committee, which is chaired by Arnold P. Breido of Theodore Presser Co.

Feist noted the great effort needed to boost publishers' sales by 10-15% and said that an equal investment in energy, creativity and resources was needed to stem the loss in profits from photocopying. While crediting the Church Music Publishers Assn., the Music Publishers Assn. and the NMPA with achieving some success through their own ongoing efforts, he called for a more comprehensive, industry-wide program to further reduce losses.



GOLDEN CELEBRATION — Sylvia's hit song, "Nobody," the only gold single in country music last year, was cause for celebration at RCA Records Nashville recently. Pictured during a presentation of the awards are (l-r): Dennis Morgan, songwriter; Kye Fleming, songwriter; Sylvia; Joe Galante, division vice president, RCA Nashville; and producer Tom Collins.

AIRPLAY

YOU WIN SOME AND YOU LOSE SOME — When Doubleday Broadcasting engaged the services of AOR consultant **Bob Hattrik**, its former national PD (**Cash Box**, March 12), it lost **Dave Carlano**, its recently appointed PD at **WLLZ/Detroit**. Carlano had previously been right hand man to AOR consultant **John Sebastian** before coming to the Motor City's "Wheels." But it also lost air personality **Greg St. James**, who had programmed a new music show at neighboring rocker **WABX** before its recent change to a neo-Top 40 format. It is not clear what their departures mean to the station, but Hattrik has in the past been known for his conservative approach to AOR.

STATION TO STATION — Country music leader **WHN/New York** has wasted no time in naming a new PD, after the seemingly abrupt departure of **Dene Hallam** to **WKHK** across the river. WHN has named **Joel Rabb**, former PD at **WHK/Cleveland** . . . In preparation for its second mammoth US Festival, the Unuson Corp. has named **Bob Jenkins** as its national radio promotions coordinator. In this post, Jenkins will act as liaison between Unuson and its as yet undetermined flagship radio stations across the country. Those stations will work with Unuson officials in the areas of advertising, publicity and promotion. Jenkins brings to Unuson marketing and promotion experience garnered at AOR outlets **KSJO/San Francisco** and **KHIT/San Jose** . . . Swinging across to Houston, we see that **Michael Stevens** has been named afternoon drive personality at AOR station **KSRR** in Houston. Stevens began working for ABC-owned stations ever since he spent seven years at **WRIF/Detroit** as evening personality. From there, he moved on to former rocker **KSFJ/San Francisco**. When that station changed its format to talk and its call letters to **KGO-FM**, Stevens put in some time at an NYC advertising agency. Then he got the call from **KSRR**, ABC's local owned station. . . On the whole, **WCAU-AM/Philadelphia** will be broadcasting a 16-part special on 1983 movies March 19 and 20. Hosted by **Lee Jordan**, CBS entertainment editor, the station will



preview this year's films and interview such actors as **Robin Williams**, **Richard Gere** and **Meryl Streep** . . . Following the 25th annual Grammy Awards, freeform station **WDST/Woodstock, N.Y.**, broke all the rules by playing music of all of the Grammy winners during its celebration of the show last week. Air personality **Jan Whitman** played songs by such country acts as **Willie Nelson** and **Barbara Mandrell**, while fellow air staffer **Lawrence Webster** showcased the music of classical award winners **James Levine** and **Glenn Gould**. But the real rule-breaker was DJ **Randy Milroy**, who played the music of Grammy winners **Toto**, **Marvin Gaye**, **Earth, Wind & Fire** and **Pat Metheny** in the same show period. What a beautiful world it would be if there were more

WDST's around!

SYNDICATION INDICATIONS — Featured artists on the **BBC Rock Hour** include shows by Mercury/PolyGram recording group **Dexys Midnight Runners** and Epic recording group **Culture Club** March 13. The next week, March 20, Columbia recording artist **Nick Lowe** will be featured, followed by Chrysalis act **Ultravox** and Capitol artist **Thomas Dolby** on March 27. . . Country singer **Roger Miller** and **Daws Butler**, the voice behind such cartoon characters as "Quick Draw McGraw," "Elroy Jetson" and "Yogi Bear," will be guests on Watermark's **Soundtrack of the '60's** March 26 and 27. The show will also profile musical food groups like **Cream**, the **Strawberry Alarm Clock**, the **Cookies** and the **Lemon Pipers**. Simultaneously, Watermark's **Musical** show will profile **Easter Parade**. Veteran stage and musical actor **David Wayne** will act as guest host. . . In order to attract conventioners in from the hot desert sun of Las Vegas, syndicator **Drake-Chenault** plans to serve Swenson's ice cream at its hospitality suite at the National Assn. of Broadcasters (NAB) convention, April 10-13. It will be located at suite 2875 in the Las Vegas Hilton. . . Westwood One recently passed the \$10 million mark in gross billings for 1983, with only two months gone, a sign that network and syndicated radio business is picking up after a sluggish 1982.

CONSULTANT'S CORNER — Jeff Pollack Communications recently added **KSRR/Houston** to its roster of AOR clients. . . And **Mike Joseph**, purveyor of the **Hot Hits** format, recently added **KITS/San Francisco** to his growing roster of neo-Top 40 stations.

NETWORK NEWS — NBC's Source aired a concert by EMI America's rockabilly kings the **Stray Cats** the weekend of March 11-13. The show was taken from a performance recorded live at New York's Ritz by EDR Entertainment. . . The RKO Radio networks will broadcast a series of special reports, beginning with the **Dugging of America** on March 14. This report will deal with the country's growing drug problem, its consequences and the government's attempts to abate and control it. The show will feature interviews with users, ex-addicts, their parents, enforcement officials and rehabilitation organizations. The special report is the first of RKO's regular and frequent mini-series focusing on major areas of concern to young adults. Regularly broadcast and public affairs shows for both RKO I and RKO II will be devoted to that particular series. . . Turning to less troublesome subjects, veteran sportscaster **Jack Buck** has been named by the CBS Radio Network to handle play-by-play coverage of the 1983 World Series. Buck had previously been the voice of the National League playoff series and is sports director at CBS O&O **KMOX/St. Louis**. A replacement personality for the National League championship series has yet to be named. . . In the same vein, **Brent Musburger** will, for the first time, handle play-by-play coverage for CBS Radio Network's broadcast of the All-Star Game. . . The ABC Rock Radio network broadcast on March 8 a special news conference by A&M recording group **Supertramp**. The show aired at 10:05:30 EST from the studios of web affiliate and AOR station **KL0S/Los Angeles**. Details of what the British group said were unavailable at presstime. . . And NBC's Source broadcast a special edition of **The Source Report** that focused on the illegal dumping of toxic waste in Times Beach, Mo. Source correspondent **C.D. Jaco** relayed his interviews with victims of the dumping, including families whose children now suffer from blood and kidney diseases caused by exposure to toxic fumes, and with farmers whose animals died for the same reasons. Jaco also spoke with government officials to try to see who was guilty.

larry riggs

CASH BOX ROCK ALBUM RADIO REPORT



— **PETE TOWNSHEND • SCOOP • ATCO**
ADDS: KNX, WPLR, KEZY, WSKS, WBAB, WNEW, KMET, KSJO, WHFS, KSHE, KNAC, WMMS, WOUR. **HOTS:** None. **MEDIUMS:** KEZY. **PREFERRED TRACKS:** Cache, Zelda, Bargain.
SALES: Just shipped.



3 JOURNEY • FRONTIERS • COLUMBIA
ADDS: None. **HOTS:** WOUR, WMMS, KLOL, WKLS, WYFE, KSHE, KSJO, KMET, WBAB, WSKS, KEZY, WPLR, KNX. **MEDIUMS:** None. **PREFERRED TRACKS:** Separate.
SALES: Good in all regions.

MOST ADDED

LP Chart Position

62 BRYAN ADAMS • CUTS LIKE A KNIFE • A&M
ADDS: None. **HOTS:** WOUR, WMMS, KSHE, KSJO, KBPI, WSKS, KEZY. **MEDIUMS:** KLOL, WKLS, KMET, WBAB, WPLR, KNX. **PREFERRED TRACKS:** Straight, Title.
SALES: Moderate in all regions.

— **ART IN AMERICA • PORTRAIT**
ADDS: None. **HOTS:** None. **MEDIUMS:** WKLS, WYFE, KMET, KBPI, WBAB, KEZY, WPLR. **PREFERRED TRACKS:** Loot, Art, Shy, Line.
SALES: Fair in all regions.

52 BERLIN • PLEASURE VICTIM • GEFLEN
ADDS: WNEW. **HOTS:** WMMS, WKLS, KNAC, KMET, WBAB. **MEDIUMS:** WOUR, KEZY, WPLR. **PREFERRED TRACKS:** Sex, Metro.
SALES: Good to moderate in all regions.

— **MICHAEL BOLTON • COLUMBIA**
ADDS: KMET, WYFE, WOUR. **HOTS:** KSJO. **MEDIUMS:** WKLS, KSHE, KBPI, WBAB, WSKS, WPLR. **PREFERRED TRACKS:** Open.
SALES: Fair in East and Midwest.

171 JON BUTCHER AXIS • POLYDOR
ADDS: None. **HOTS:** None. **MEDIUMS:** WKLS, WYFE, KSJO, WNEW, WSKS, KEZY, WPLR. **PREFERRED TRACKS:** Open.
SALES: Moderate in East.

190 TONY CAREY • I WON'T BE HOME TONIGHT • ROCHIRE
ADDS: None. **HOTS:** WMMS, KSJO, KBPI, WSKS. **MEDIUMS:** WOUR, WYFE, KSHE, KMET, WBAB, KNX. **PREFERRED TRACKS:** Title.
SALES: Moderate in Midwest.

19 ERIC CLAPTON • MONEY AND CIGARETTES • WARNER BROS.
ADDS: None. **HOTS:** WOUR, KSHE, KMET, KBPI, WNEW, WBAB, WSKS, KEZY, KNX. **MEDIUMS:** WMMS, WKLS, WPLR. **PREFERRED TRACKS:** Heart.
SALES: Good to moderate in all regions.

16 PHIL COLLINS • HELLO, I MUST BE GOING! • ATLANTIC
ADDS: None. **HOTS:** WOUR, KSJO, KMET, WBAB, WSKS, KEZY, KNX. **MEDIUMS:** WMMS, KLLOL, WHFS, WNEW. **PREFERRED TRACKS:** Care, Hurry.
SALES: Moderate to fair in all regions.

181 CHRIS DE BURGH • THE GETAWAY • A&M
ADDS: WYFE, WSKS, KEZY. **HOTS:** WOUR, KBPI. **MEDIUMS:** WYFE, WMMS, KEZY, WPLR, KNX. **PREFERRED TRACKS:** Ferryman.
SALES: Fair in all regions.

11 DEF LEPPARD • PYROMANIA • MERCURY
ADDS: None. **HOTS:** WMMS, KLLOL, WKLS, WYFE, KSHE, KSJO, KMET, KBPI, WBAB, WSKS, WPLR. **MEDIUMS:** None. **PREFERRED TRACKS:** Photograph.
SALES: Good to moderate in all regions.

49 DEXYS MIDNIGHT RUNNERS • TOO-RYE-AY • MERCURY
ADDS: None. **HOTS:** WMMS, WYFE, KNAC, WHFS, KBPI, WBAB, KEZY, WPLR. **MEDIUMS:** KLLOL. **PREFERRED TRACKS:** Eileen.
SALES: Good to moderate in all regions.

LP Chart

58 THOMAS DOLBY • BLINDED BY SCIENCE • HARVEST
ADDS: None. **HOTS:** WKLS, WYFE, KNAC, WHFS, KBPI, WNEW, WBAB, WPLR, KNX. **MEDIUMS:** KLLOL. **PREFERRED TRACKS:** Blinded, Submarines.
SALES: Good to moderate in all regions.

6 DURAN DURAN • RIO • HARVEST
ADDS: None. **HOTS:** KLLOL, WKLS, KNAC, KBPI, WNEW, WBAB. **MEDIUMS:** WOUR, WMMS, WYFE, KSHE, KSJO, KNX. **PREFERRED TRACKS:** Hungry.
SALES: Good in all regions.

189 THE FIXX • SHUTTERED ROOM • MCA
ADDS: None. **HOTS:** WYFE, KBPI. **MEDIUMS:** WOUR, WMMS, KLLOL, KSJO, KMET, WBAB, KNX. **PREFERRED TRACKS:** Stand.
SALES: Fair in West.

169 INXS • SHABOOH SHOObAH • ATCO
ADDS: WNEW. **HOTS:** WMMS. **MEDIUMS:** WOUR, KLLOL, WKLS, WYFE, KSJO, WBAB, WSKS, WPLR. **PREFERRED TRACKS:** Thing, Black.
SALES: Moderate breakouts in all regions.

50 GREG KIHNS BAND • KIHNSPIRACY • BESERKLEY
ADDS: None. **HOTS:** KNX, WOUR, WMMS, KLLOL, WKLS, WYFE, KSJO, KBPI, WBAB, KEZY, WPLR. **MEDIUMS:** KNAC, KSHE, KMET, WNEW, WSKS. **PREFERRED TRACKS:** Jeopardy.
SALES: Good to moderate in all regions.

— **NICK LOWE • THE ABOMINABLE SHOWMAN • COLUMBIA**
ADDS: WPLR, KEZY, WBAB, WNEW, KMET, KSHE, KNAC, WOUR. **HOTS:** None. **MEDIUMS:** KEZY, WBAB, WHFS. **PREFERRED TRACKS:** Raging.
SALES: Just shipped.

2 MEN AT WORK • BUSINESS AS USUAL • COLUMBIA
ADDS: None. **HOTS:** WOUR, KNAC, KBPI, WNEW, WSKS, KEZY, WPLR, KNX. **MEDIUMS:** WMMS, KLLOL, WYFE, KSJO. **PREFERRED TRACKS:** Down, Johnny, Who.
SALES: Good in all regions.

167 MODERN ENGLISH • AFTER THE SNOW • SIRE
ADDS: KEXY, KSHE, KNAC, WYFE. **HOTS:** KNAC, WHFS. **MEDIUMS:** KEXY, WYFE, WOUR, WMMS, KLLOL, WKLS, KBPI, WNEW, WBAB. **PREFERRED TRACKS:** Melt.
SALES: Moderate breakouts in all regions.

123 MOLLY HATCHET • NO GUTS . . . NO GLORY • EPIC
ADDS: WYFE, KLLOL. **HOTS:** KSHE, WSKS. **MEDIUMS:** WYFE, WKLS, KMET, WBAB. **PREFERRED TRACKS:** Open.
SALES: Moderate to fair in all regions.

43 RIC OCASEK • BEATITUDE • GEFLEN
ADDS: None. **HOTS:** WOUR, WMMS, KSJO, KMET, WNEW, KEZY, WPLR. **MEDIUMS:** KLLOL, KBPI, WSKS. **PREFERRED TRACKS:** Something, Jimmy, Sneak.
SALES: Moderate to fair in all regions.

MOST ACTIVE

LP Chart Position

28 TOM PETTY & THE HEARTBREAKERS • LONG AFTER DARK • BACKSTREET
ADDS: None. **HOTS:** WOUR, WKLS, KMET, KBPI, WNEW, WPLR, KNX. **MEDIUMS:** WMMS, KSHE, KSJO, WBAB, KEZY. **PREFERRED TRACKS:** Change, Lucky.
SALES: Moderate to fair in all regions.

— **PLANET P • GEFLEN**
ADDS: KNX, KLLOL. **HOTS:** None. **MEDIUMS:** WMMS, WKLS, WYFE, KMET, WBAB, WSKS, KEZY. **PREFERRED TRACKS:** Open.
SALES: Fair in Midwest and South.

86 THE PSYCHEDELIC FURS • FOREVER NOW • COLUMBIA
ADDS: None. **HOTS:** WMMS, WYFE, KNAC, WHFS, KNX. **MEDIUMS:** WOUR, KSJO, WBAB. **PREFERRED TRACKS:** Open.
SALES: Fair in West and East.

66 RED RIDER • NERUDA • CAPITOL
ADDS: None. **HOTS:** WOUR, WMMS, WKLS, KMET, KBPI. **MEDIUMS:** KLLOL, WYFE, KSJO, WBAB, WSKS. **PREFERRED TRACKS:** Light.
SALES: Fair in all regions.

7 BOB SEGER & THE SILVER BULLET BAND • THE DISTANCE • CAPITOL
ADDS: None. **HOTS:** WOUR, KSHE, KMET, WNEW, WBAB, WSKS, KEZY, WPLR, KNX. **MEDIUMS:** WMMS, KLLOL, WKLS, WYFE, KBPI. **PREFERRED TRACKS:** Shame, Even.
SALES: Moderate in all regions.

80 SCANDAL • COLUMBIA
ADDS: None. **HOTS:** KSHE, KSJO, WNEW, WBAB, WSKS, WPLR. **MEDIUMS:** WOUR, WMMS, WKLS, KMET. **PREFERRED TRACKS:** Goodbye.
SALES: Moderate in all regions.

12 STYX • KILROY WAS HERE • A&M
ADDS: None. **HOTS:** WOUR, WMMS, KLLOL, KMET, WKLS, WYFE, KEZY. **MEDIUMS:** KSHE, WBAB, WSKS, WPLR. **PREFERRED TRACKS:** Roboto, Title.
SALES: Major breakouts in all regions.

22 TRIUMPH • NEVER SURRENDER • RCA
ADDS: None. **HOTS:** WMMS, WKLS, WYFE, KSHE, KSJO, KMET, WBAB, WSKS. **MEDIUMS:** WOUR, KLLOL, KBPI. **PREFERRED TRACKS:** Title, Way.
SALES: Good to moderate in all regions.

78 U2 • WAR • ISLAND
ADDS: KLLOL. **HOTS:** WMMS, WKLS, KNAC, WHFS, KBPI, WBAB. **MEDIUMS:** KLLOL, WOUR, WYFE, KMET, WNEW, WPLR. **PREFERRED TRACKS:** New Year's, Two Hearts, Sunday, 40.
SALES: Good to moderate breakouts in all regions.

77 ULTRAVOX • QUARTET • CHRYSALIS
ADDS: WPLR, KLLOL. **HOTS:** WMMS, KNAC. **MEDIUMS:** WKLS, WYFE, WHFS, KBPI, WNEW, WBAB, KEZY. **PREFERRED TRACKS:** Reap, Hymn.
SALES: Good to moderate in all regions.

29 NEIL YOUNG • TRANS • GEFLEN
ADDS: None. **HOTS:** WMMS, KMET. **MEDIUMS:** KLLOL, WHFS, WSKS, KEZY, KNX. **PREFERRED TRACKS:** Mr. Soul.
SALES: Moderate to fair in all regions.

Broadway Writer Predicts Nashville Theatre Music

by Tom Roland

NASHVILLE — Broadway songwriter Charles Strouse told registrants at the Nashville Songwriters Assn. International (NSAI) Songwriter Symposium March 5 that Nashville has the opportunity to become the next major center for music-writing for the theater. Strouse, who himself has penned the music for such successful productions as *Annie* and *Bye Bye Birdie*, as well as the "Those Were The Days" theme song for *All In The Family*, noted that with the current costs of producing theater productions in New York, producers are forced to look for promising plays from venues in smaller cities such as Nashville, where civic arenas and dinner theaters are cropping up in substantial numbers.

With the production costs for a Broadway production running between \$2.5 million and \$5 million, theatrical entrepreneurs are less willing than ever before to gamble their investments on unproven scripts, he said. Thus, producers are visiting other metropolitan centers with more frequency in an attempt to find local productions that can be placed on the Broadway stage.

He also pointed to the growth of dinner theaters and civic centers in markets across the country over the past few years as an emerging venue for the musical theater. "Cities the size of Nashville need events other than rock concerts to fill these centers," said Strouse.

He pegged Nashville as a logical area for theatrical growth since it has such a vast number of songwriters located there who might easily adapt their creations to work with playwrights. "It could happen in a town like Nashville first," he said. "In spite of the competitive spirit, there is a genuine warmth that only exists here."

Strouse pointed at the current season on Broadway, where every show that is being produced except for one (his, oddly enough) is from outside the Big Apple. He further suggested that "what was out is now in" — scripts are being accepted from other locations, and country music, once considered wrong by the city's producers, has now become acceptable. One case in point is the *Pump Boys & Dinettes* show, which has proven itself popular enough to warrant an original cast album on the CBS Masterworks label.

He suggested to budding theater writers that instead of trying to make it in New York, they should attempt to secure a local production on their projects before they try to develop contacts with New York producers.



CBS COVERS ON DISPLAY — CBS Records, which has the only Nashville-based art department, currently has some of its covers on display at the Country Music Hall of Fame. Included in the impressive display of country covers are those featuring Billy Swan, Ronnie McDowell, Willie Nelson, Rosanne Cash and Marty Robbins, among many others. The display is, in many respects, a tribute to the work of the label's art department, headed by Virginia Team and Bill Johnson. Pictured standing are (l-r): Jack Lameier, director, national Columbia promotion, CBS/Nashville; Cash; Rick Blackburn, senior vice president and general manager, CBS/Nashville; Team, senior art director, CBS/Nashville; Epic recording artist Ricky Skaggs; photographer Beverly Parker; Joe Casey, vice president, national promotion, CBS/Nashville; and Roy Wunsch, vice president, marketing, CBS/Nashville. Pictured kneeling are (l-r): Bill Ivey, director, Country Music Foundation; Chet Atkins; Johnson, art director, CBS/Nashville; and Rich Schwan, director, national E/P/A promotion, CBS/Nashville.

Nashville Network Trades New Form Of Exposure For Label Cooperation

by Tom Roland

NASHVILLE — With the debut last week of The Nashville Network (TNN), an entirely new venue for exposure of the country artist to a core country audience has been unveiled, and representatives of the cable system are hopeful that the actual operation of TNN will inspire greater cooperation between the artists, the labels and the network.

The Nashville Network kicked off as the only television outlet dedicated primarily to country music with a five-hour bash from six locations around the country, including the Grand Ole Opry in Nashville, The Savoy in New York, Park West in Chicago, The Palomino in Los Angeles and the *Austin City Limits* stage in Austin. Talent on hand for the March 7 start-up ceremonies featured a diverse cast of artists, including Roy Acuff, Emmylou Harris, Larry Gatlin & The Gatlin Brothers Band, Rosanne Cash, Don Williams, Lynn Anderson, Tanya Tucker, Hoyt Axton, Bill Monroe, Ray Stevens, T.G. Sheppard, Tammy Wynette, Patti Page and George "Goober" Lindsey.

Cindy Rose, talent coordinator for TNN, felt that the show is indicative of the variety the network is striving for in programming,

noting the wide-ranging tastes of the country consumer, which she breaks down into three loose categories:

- old-line country listeners, who prefer the traditional sounds of country music represented by the Grand Ole Opry and newcomers such as Ricky Skaggs and George Strait;
- country pop listeners who favor artists like Kenny Rogers and Crystal Gayle, who frequently cross over into A/C and Top 40 charts with elaborate productions; and
- the new breed, who prefer country by acts like Alabama and Hank Williams, Jr. that border on rock.

"We want to satisfy the tastes of all three of those audiences," she said, in reference to WSM's ties to the Grand Ole Opry, "and we will still have to have Opry members because a third of our audience is going to want that."

Encouraging Label Support

TNN hopes to tie in efforts with the record labels in support of the network by

(continued on page 35)

Anderson Gains First #1 Single

NASHVILLE — John Anderson reached the #1 position on the *Cash Box* Country Singles chart for the first time in his career this week with his "Swingin'" single, which vaulted over Conway Twitty in only its ninth week of release.

The second single from his "Wild & Blue" album, "Swingin'," is reportedly selling better than any other current single Warner Bros. has in release except for Eric Clapton's "I've Got A Rock 'n' Roll Heart." While it's his first #1, Anderson has appeared in the Top Five on numerous occasions, with such singles as "1959," "I'm Just An Old Chunk Of Coal," "I Just Came Home To Count The Memories," "Would You Catch A Falling Star" and "Wild & Blue." The "Wild & Blue" album is Anderson's first Top 10 LP, currently at #7 on the *Cash Box* Country Albums chart.

When asked why he sings "swingin'" instead of "swingin'" in the tune, which has also crossed over into the Pop Singles chart at #58 bullet, Anderson replied, "I can't."

'Always On My Mind' Named Top NSAI Song

NASHVILLE — "Always On My Mind" took Song of the Year honors in a field of 15 and the team of Rhonda "Kye" Fleming and Dennis Morgan nabbed the Songwriter of the Year distinction over five other finalists at the 16th annual Nashville Songwriters Assn. International (NSAI) Songwriter Awards presentation at the Hyatt Regency Hotel March 5.

Fleming and Morgan won Songwriter of the Year for the second consecutive year, finishing ahead of finalists Rory Bourke, Tim DuBois, Charlie Black and Wayland Holyfield. "Always On My Mind," written by Johnny Christopher, Wayne Carson Thompson and Mark James, was hardly a surprise, as the song has already taken top honors in the Country Music Assn. (CMA) and Grammy balloting, including the overall Song of the Year trophy at the latter.

Other Nominees

Other writers and songs that were nominated include: Carl Chambers, "Close Enough To Perfect"; Carl Butler, Louise Certain, Gladys Stacey and Marjoh Wilkin, "Crying My Heart Out Over You"; Harlan Howard and Bobby Braddock, "I Don't Remember Lovin' You"; Dewayne Blackwell, "I'm Gonna Hire A Wino To Decorate Our Home"; Shawna Harrington, Mary Gray and Les Taylor, "It Ain't Easy Bein' Easy"; Fleming and Morgan, "Nobody"; Don Goodman, Pam Rose and Mary Ann Kennedy, "Ring On Her Finger, Time On Her Hands"; Tim DuBois, "She Got The Goldmine (I Got The Shaft)"; Thom Schuyler, "Sixteenth Avenue"; Michael Clark and John Bettis, "Slow Hand"; Eddy Raven, "Thank God For Kids"; Rafe VanHoy, "What's Forever For"; Bobby Braddock, "Would You Catch A Falling Star"; and Wayland Holyfield and Randy Hatch, "You're The Best Break This Old Heart Ever Had."

The awards were one of the highlights of the NSAI's Songwriter Symposium, which began the prior evening with a showcase hosted by Jim Stafford and ASCAP's Merlin Littlefield. The following two days were filled with panel discussions and collaboration and critique sessions geared primarily toward the beginning or unestablished songwriter.

Welk Music Group Acquires Gibb's Catalog

NASHVILLE — The Welk Music Group acquired the entire catalog of songwriter Steve Gibb, March 3, representing more than 500 Angelwing copyrights that will now be administered by Welk's Jack & Bill Music. Included in the catalog are such titles as Mel Tillis' "A Million Old Goodbyes" and "She Believes In Me," which has been cut 138 times, although it is most closely associated with Kenny Rogers.

In addition to his back catalog, Gibb will provide Welk with all of his compositions over the next three years. He noted that with his expanding catalog, he had outgrown the Southern Writers Group and needed to align himself with a larger company that has ties on both coasts, as well as strong representation in foreign territories. Through the association, Gibb hopes to penetrate the film and television markets as well with his songs.

"It's an ideal situation," noted Welk executive president Dean Kay. "We acquire both a valuable catalog and an excellent writer." Kay said that Welk's "company objective" is to acquire catalogs of prominent writers and publishers, and, in the last 18 months, the company has added the Pi-Gem/Chess catalog, as well as the writings of Ricky Skaggs, Rick Springfield and the Jackson family.



NMA APPRECIATES MILSAP — Ronnie Milsap was recently given a Certificate of Appreciation from the Nashville Music Assn. (NMA) after he performed at the annual Nashville area Chamber of Commerce dinner at Opryland Hotel. "Stranger In My House," the first single from Milsap's forthcoming album, was just released this week. Pictured are (l-r): Jimmy Bowen, NMA chairman; Roger Sovine, NMA president; Milsap; and Connie Bradley, chairman, Chamber of Commerce Music Industry Relations Committee.

COUNTRY COLUMN

TOP 75 ALBUMS

	Weeks On Chart	3/12	Chart
1 MOUNTAIN MUSIC ALABAMA (RCA AHL 1-4229)	1	54	
2 ALWAYS ON MY MIND WILLIE NELSON (Columbia FC 37951)	2	53	
3 PONCHO & LEFTY MERLE HAGGARD/WILLIE NELSON (Epic FE 37958)	4	8	
4 HIGHWAYS & HEARTACHES RICKY SKAGGS (Epic FE 37996)	3	25	
5 THE BELLAMY BROTHERS GREATEST HITS (Warner/Curb 9 23697-1)	5	30	
6 THE WINNING HAND KRIS KRISTOFFERSON, WILLIE NELSON, DOLLY PARTON AND BRENDA LEE (Monument JEG 38389)	6	17	
7 WILD & BLUE JOHN ANDERSON (Warner Bros. 23721-1)	7	22	
8 GOING WHERE THE LONELY GO MERLE HAGGARD (Epic FE 38092)	8	18	
9 HANK WILLIAMS, JR.'S GREATEST HITS (Elektra/Curb 60193-1)	10	23	
10 RADIO ROMANCE EDDIE RABBITT (Elektra 60160-1)	13	21	
11 A TASTE OF YESTERDAY'S WINE MERLE HAGGARD & GEORGE JONES (Epic FE 38203)	25	29	
12 FEELS SO RIGHT ALABAMA (RCA AHL 1-3930)	11	104	
13 WW II WAYLON AND WILLIE (RCA AHL 1-4455)	14	22	
14 BIGGEST HITS MARTY ROBBINS (Columbia FC 38309)	15	13	
15 WILLIE NELSON'S GREATEST HITS (AND SOME THAT WILL BE) WILLIE NELSON (Columbia KC2 37542)	18	68	
16 TRUE LOVE CRYSTAL GAYLE (Elektra 60200-1)	19	16	
17 STRONG WEAKNESS THE BELLAMY BROTHERS (Elektra/Curb 9 60210-1)	20	13	
18 AMERICAN MADE OAK RIDGE BOYS (MCA-5390)	21	5	
19 JUST SYLVIA SYLVIA (RCA AHL 1-4312)	9	50	
20 DREAM MAKER CONWAY TWITTY (Elektra 60182-1)	28	24	
21 IT AIN'T EASY JANIE FRICKE (Columbia FC 38214)	12	23	
22 GREATEST HITS DOLLY PARTON (RCA AHL 1-4422)	22	24	
23 LAST DATE EMMYLOU HARRIS (Warner Bros. 9 23740-1)	23	19	
24 STRONG STUFF HANK WILLIAMS, JR. (Elektra/Curb 60223-1)	26	4	
25 ANNIVERSARY -- TEN YEARS OF HITS GEORGE JONES (Epic KE2 38328)	16	19	
26 MY HOME'S IN ALABAMA ALABAMA (RCA AHL 1-3644)	27	141	
27 WE'VE GOT TONIGHT KENNY ROGERS (Liberty LO-51143)	30	2	
28 SOMEWHERE BETWEEN RIGHT AND WRONG EARL THOMAS CONLEY (RCA AHL 1-4348)	18	27	
29 PUT YOUR DREAMS AWAY MICKEY GILLEY (Epic FE 38082)	36	31	
30 INSIDE AND OUT LEE GREENWOOD (MCA-5305)	32	47	
31 WAITIN' FOR THE SUN TO SHINE RICKY SKAGGS (Epic FE 37193)	31	66	
32 TOM JONES COUNTRY (Mercury/PolyGram SRM-1-4062)	33	22	
33 PERFECT STRANGER T.G. SHEPPARD (Warner/Curb 23728-1)	34	22	
34 OUR BEST TO YOU DAVID FRIZZELL & SHELLY WEST (Warner Bros./Viva 9 23754-1)	35	9	
35 TOUGHER THAN LEATHER WILLIE NELSON (Columbia QC 38248)	—	1	
36 QUIET LIES JUICE NEWTON (Capitol ST 12210)	37	43	
37 THE CLOSER YOU GET ... ALABAMA (RCA AHL-4663)	—	1	
38 BIG AL DOWNING BIG AL DOWNING (Team TRA-2001)	39	7	
39 UNLIMITED REBA McENTIRE (Mercury/PolyGram SRM 1-4047)	41	36	
40 LOVE WILL TURN YOU AROUND KENNY ROGERS (Liberty LO 51124)	40	36	
41 LEON EVERETTE (RCA MHL1-8600)	43	3	
42 THE BIRD JERRY REED (RCA AHL 1-4529)	24	16	
43 WISH YOU WERE HERE TONIGHT RAY CHARLES (Columbia FC 38293)	45	3	
44 OLD HOME TOWN GLEN CAMPBELL (Atlantic America 90016-1)	44	3	
45 TOO GOOD TO HURRY CHARLY McCLAIN (Epic FE 38064)	46	21	
46 COME BACK TO ME MARTY ROBBINS (Columbia FC 37995)	29	34	
47 #1 COWBOY MARTY ROBBINS (Gusto/CBS P-15594)	51	3	
48 INSIDE RONNIE MILSAP (RCA AHL 1-4311)	48	39	
49 THE DISTANCE BOB SEGER & THE SILVER BULLET BAND (Capitol ST-12254)	52	3	
50 SURE FEELS LIKE LOVE LARRY GATLIN & THE GATLIN BROTHERS BAND (Columbia FC 38135)	38	22	
51 THE ALL-TIME GREATEST HITS OF ROY ORBISON (Monument KWG2784-38384-1)	66	3	
52 HONKYTONK MAN ORIGINAL SOUNDTRACK (Warner Bros./Viva 9 23739-1)	49	10	
53 CONWAY'S #1 CLASSICS VOL. II CONWAY TWITTY (Elektra 60209)	58	9	
54 KENNY ROGERS GREATEST HITS KENNY ROGERS (Liberty LOO 1072)	54	105	
55 BUSTED JOHN CONLEE (MCA-5310)	55	49	
56 THIS DREAM'S ON ME GENE WATSON (MCA 5302)	67	3	
57 THE FAMILY'S FINE, BUT THIS ONE'S ALL MINE! DAVID FRIZZELL (Warner/Viva 9 23688-1)	57	37	
58 GREATEST HITS CHARLY McCLAIN (Epic FE 38313)	68	3	
59 GREATEST HITS JANIE FRICKE (Columbia FC-38310)	70	59	
60 MICHAEL MARTIN MURPHEY (Liberty LT-51120)	60	28	
61 CLOSE UP LOUISE MANDRELL (RCA MHL1-8601)	71	2	
62 STRAIT FROM THE HEART GEORGE STRAIT (MCA-5320)	42	38	
63 GREATEST HITS ANNE MURRAY (Capitol SOO-12110)	47	10	
64 TWENTIETH CENTURY DRIFTER MARTY ROBBINS (MCA 27060)	50	4	
65 BIG CITY MERLE HAGGARD (Epic FE 37593)	56	72	
66 MERLE HAGGARD'S GREATEST HITS MERLE HAGGARD (MCA-5386)	53	8	
67 THE LEGEND GOES ON THE STATLER BROTHERS (Mercury/PolyGram SRM-4048)	61	68	
68 LISTEN TO THE RADIO DON WILLIAMS (MCA-5306)	62	49	
69 WALK ON KAREN BROOKS (Warner Bros. 23676-1)	69	5	
70 SOUNDS LIKE LOVE JOHNNY LEE (Full Moon/Asylum 60147-1)	72	2	
71 I AM WHAT I AM GEORGE JONES (Epic 36586)	63	4	
72 BOBBIE SUE OAK RIDGE BOYS (MCA-5294)	59	57	
73 FORTY 82 MAC DAVIS (Casablanca/PolyGram NBLP-7274)	73	5	
74 FANCY FREE OAK RIDGE BOYS (MCA 5209)	64	4	
75 16TH AVENUE LACY J. DALTON (Columbia FC 37975)	75	34	

JONES CONTINUES TO SHINE — Word is that George Jones has now appeared at more than 80 concerts consecutively, and in recent dates, the audience has come prepared with Bic lighters to usher in the Possum's rendition of "Shine On." Similar to audience reaction to Alabama's "Old Flame," concertgoers began flicking their cigarette lighters at the outset of Jones' rendition at a recent show at the University of Tuscaloosa, and the same thing happened in Greenwood, S.C., and Richmond. While Jones has been a more consistent performer in the past few months, he is still making light of his reputation for missing dates (**Cash Box**, Aug. 28) by opening each show with "No Show Jones." Incidentally, sources close to Jones' merchandising efforts indicate that fans are buying the fire out of his "I Saw No Show Jones" T-shirts and jerseys.

HATS OFF TO SCHUYLER — **Cash Box** was privileged to sit next to singer/songwriter Thom Schuyler at the NSA awards banquet. The Debdave/Briar-patch staffer, whose first album will be released on EMI America, wrote Lacy J. Dalton's "Sixteenth Avenue," somewhat an anthem for those who work in just about any capacity on Music Row. After the Country Music Assn. (CMA) Awards Show last October, many admitted that Dalton's performance of the tune on the telecast left a lump in their throats, and the sensitivity that oozes from that song is also a basic part of Schuyler's personality.



TWO TALKIN' COUNTRY — Mel Tillis (l) and Vern Gosdin both appeared on a recent Talkin' Country edition from the studios of WJKZ/Nashville. A weekly 90-minute syndicated interview program, the show allows listeners to call in and talk to the artists along with host Charlie Cook.

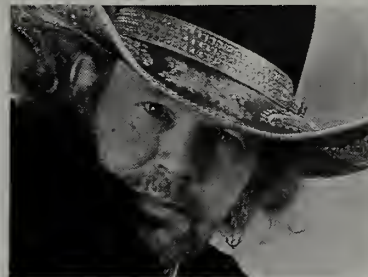
record business is down, they'll fall over their limousines laughing at you."

NOMINATIONS IN FOR VIDEO AWARDS — Five finalists have been chosen for Best Country Video Performance in the first American Video Awards presentation, which will be taped April 6 by Scotti Syd Vinnedge Television and syndicated nationally during the latter half of April. Two CBS productions, Merle Haggard's "Are The Good Times Really Over For Good" and Rosanne Cash's "I Wonder," are present in the final five, along with the Statler Brothers' "Whatever," T.G. Sheppard's "Finally" and Juice Newton's "Love's Been A Little Bit Hard On Me." The clips were chosen by a panel of 10

(continued on page 40)

COE OPERATIVE

D.A.C. Cuts Ghost Song



"THE RIDE," a haunting story of a hitch hiker's ghostly encounter with the legendary Hank Williams in a ride from Alabama to Tennessee, powerfully interpreted by the only man who could deliver it... David Allan Coe.

Songwriter Gary Gentry: "There's a mysterious magic connected with this song that spells cold chills, leading me to believe that it was meant to be and that David Allan Coe was meant to record it."

"As I was writing this song, I wanted to know the exact date of Williams' death, and I opened his autobiography, *Your Cheatin' Heart*, to the exact page. Then, later, as I performed it at the Opry House for a television show, when I came to the last verse where it says, 'Hank,' the lights in the Opry House went out along with the power for the entire Opryland complex."

"These things happened for a reason, as has David Allan Coe's recording of it. It was meant to be."

"THE RIDE" is the preview single from David Allan Coe's April Columbia Records' album, *Castles In The Sand*.

David Allan Coe just wrapped his first tour ever overseas with a five week schedule in Europe. Coe concentrated a majority of his tour activity in England, a major stronghold for his music, as he spent 10 days hitting premier rock and country nightspots, major theatres and concert halls. Prior to England, he and his entourage appeared in Holland and Germany, then closed their schedule with performances in Norway and Sweden, where he picked up his recent awardings, "Male Vocalist Of The Year" and "Country Album Of The Year" for *Tennessee Whiskey*.

In April, he will be taking "THE RIDE" on the road for his *Castles In The Sand* tour. Does Hank have any more surprises when Coe takes "THE RIDE"?



David Allan Coe — "THE RIDE" 38-03778, from the soon to be released album *Castles In The Sand* FC 38535, produced by Billy Sherrill for Columbia Records and Cassettes.

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TOP 100 COUNTRY SINGLES

March 19, 1983

	Weeks On Chart		Weeks On Chart		Weeks On Chart
1 SWINGIN' JOHN ANDERSON (Warner Bros. 7-29788)	3	34 IF YOU'RE GONNA DO ME WRONG (DO IT RIGHT) VERN GOSDIN (Compleat CP-102)	38	68 THOSE NIGHTS, THESE DAYS DAVID WILLS (RCA PB-13460)	78
2 THE ROSE CONWAY TWITTY (Elektre 7-69854)	2	35 TOUCH ME (I'LL BE YOUR FOOL ONCE MORE) TOM JONES (Mercury/PolyGram 810 445-7)	40	69 VELVET CHAINS GARY MORRIS (Warner Bros. 7-29853)	46
3 SHINE ON GEORGE JONES (Epic 34-03489)	4	36 COMMON MAN JOHN CONLEE (MCA-52178)	44	70 STILL TAKING CHANCES MICHAEL MURPHEY (Liberty P-B-1468)	49
4 DIXIELAND DELIGHT ALABAMA (RCA PB-13446)	5	37 IF HOLLYWOOD DON'T NEED YOU DON WILLIAMS (MCA-52152)	17	71 MY LADY LOVES ME (JUST AS I AM) LEON EVERETTE (RCA PB-13466)	—
5 WHEN I'M AWAY FROM YOU THE BELLAMY BROTHERS (Elektre/Curb 7-69850)	7	38 MORE AND MORE CHARLEY PRIDE (RCA PB13451)	50	72 IT'S WRITTEN ALL OVER YOUR FACE RONNIE DUNN (Churchill CE 94018)	82
6 I HAVE LOVED YOU, GIRL EARL THOMAS CONLEY (RCA PB-13414)	8	39 BORN TO LOVE ME RAY CHARLES (Columbia 38-03429)	26	73 KEEP ON PLAYIN' THAT COUNTRY MUSIC SIERRA (Musicom 52701)	73
7 I WOULDN'T CHANGE YOU IF I COULD RICKY SKAGGS (Epic 34-03482)	1	40 WHO'S GONNA KEEP ME WARM PHIL EVERLY (Capitol P-B-5197)	48	74 CAROLINE'S STILL IN GEORGIA THE COULTERS (Dolphin DS 45003)	74
8 WE'VE GOT TONIGHT KENNY ROGERS & SHEENA EASTON (Liberty P-B-1492)	11	41 BREAKIN' IT LORETTA LYNN (MCA 52158)	35	75 COME AS YOU WERE JERRY LEE LEWIS (MCA-52188)	85
9 YOU DON'T KNOW LOVE JANIE FRICKE (Columbia 38-03498)	12	42 IT TAKES LOVE BIG AL DOWNING (Team TRS 1004AS)	45	76 1 YR, 2 MO, 11 DAYS WAYNE CARSON (EMH 0017)	86
10 REASONS TO QUIT MERLE HAGGARD/WILLIE NELSON (Epic 34-03494)	14	43 RAINBOWS AND BUTTERFLIES BILLY SWAN (Epic 34-03505)	37	77 C.C. WATERBACK GEORGE JONES/MERLE HAGGARD (Epic 34-03405)	59
11 HANGIN' AROUND THE WHITES (Elektra 7-69855)	13	44 WHY BABY WHY CHARLEY PRIDE (RCA PB-13397)	39	78 'TIL I GAIN CONTROL AGAIN CRYSTAL GAYLE (Elektra 7-69893)	62
12 MY FIRST TASTE OF TEXAS ED BRUCE (MCA 52156)	16	45 THIS COWBOY'S HAT PORTER WAGONER (Warner/Viva 7-29772)	53	79 INSIDE RONNIE MILSAP (RCA PB-13362)	64
13 GONNA GO HUNTIN' TONIGHT HANK WILLIAMS, JR. (Elektra/Curb 7-69843)	18	46 I STILL LOVE YOU IN THE SAME OL' WAY MOE BANDY (Columbia 38-03625)	60	80 THE RIDE DAVID ALLAN COE (Columbia 38-03778)	—
14 AMERICAN MADE OAK RIDGE BOYS (MCA-52179)	19	47 FRIDAY NIGHT FEELIN' VERN GOSDIN (A.M.I. 1312AA)	47	81 SOMEBODY'S ALWAYS SAYING GOODBYE ANNE MURRAY (Capitol P-B-5183)	51
15 FEELS RIGHT TANYA TUCKER (Arista AS 0677)	15	48 UNFINISHED BUSINESS LLOYD DAVID FOSTER (MCA-52173)	56	82 HUNG UP ON YOU ANNE LORD (Comstock COM 1700)	87
16 EVERYTHING'S BEAUTIFUL DOLLY PARTON/WILLIE NELSON (Monument WS4 03408)	6	49 SOMEWHERE DOWN THE LINE YOUNGER BROTHERS (MCA-52183)	58	83 THERE'S STILL A FEW GOOD LOVE SONGS LEFT IN ME CONNIE FRANCIS (Polydor/PolyGram 810 087-7)	88
17 SOUNDS LIKE LOVE JOHNNY LEE (Elektra/Asylum 7-69848)	20	50 HONKYTONK MAN MARTY ROBBINS (Warner/Viva 7-29847)	41	84 HUGGIN', KISSIN', LOVIN' NOEL (Deep South A.G. 719)	91
18 SHAME ON THE MOON BOB SEGER & THE SILVER BULLET BAND (Capitol PB-5187)	22	51 TAKE IT ALL RICH LANDERS (A.M.I. 1311AA)	55	85 HOLD ME DAVID ROGERS (Music Masters, Ltd. MM-65-100 3-1004-52)	92
19 DOWN ON THE CORNER JERRY REED (RCA PB-13422)	21	52 THE WAYWARD WIND JAMES GALWAY WITH SPECIAL GUEST SYLVIA (RCA PB-13441)	52	86 I CAN'T GET OVER YOU BANDANA (Warner Bros. 7-29831)	69
20 AMARILLO BY MORNING GEORGE STRAIT (MCA-52162)	23	53 YOU TAKE ME FOR GRANTED MERLE HAGGARD (Epic 34-03723)	65	87 HAVE YOU LOVED YOUR WOMAN TODAY? SUSAN STRYKER (F&L 522)	—
21 YOU'RE THE FIRST TIME I'VE THOUGHT ABOUT LEAVING REBA MCENTIRE (Mercury/PolyGram 810 338-7)	24	54 STORM OF LOVE CHANTILLY (F & L 523)	54	88 SHE'S GONE TO L.A. AGAIN MICKEY CLARK (Monument WS4 03519)	93
22 LAST THING I NEEDED FIRST THING THIS MORNING WILLIE NELSON (Columbia 38-03385)	9	55 LUCILLE WAYLON (RCA PB-13465)	—	89 LOVE HAS MADE A FOOL OF ME AGAIN LEN HENRY (Ameri-Can D11-1001)	—
23 ALMOST CALLED HER BABY BY MISTAKE LARRY GATLIN & THE GATLIN BROTHERS (Columbia 38-03517)	25	56 IT HASN'T HAPPENED YET ROSANNE CASH (Columbia 38-03705)	67	90 I'M A BOOGER ROY CLARK (Churchill CR 94017)	90
24 I LOVE HOW YOU LOVE ME GLEN CAMPBELL (Atlantic America 7-99930)	28	57 I'M MOVIN' ON EMMYLOU HARRIS (Warner Bros. 7-29729)	—	91 SO CLOSE BACKROADS (Soundwaves SW 4698 NSD)	—
25 PERSONALLY RONNIE McDOWELL (Epic 34-03526)	27	58 LITTLE OLD-FASHIONED KARMA WILLIE NELSON (Columbia 38-03674)	71	92 I'M ON THE OUTSIDE LOOKING IN DARLENE AUSTIN (Myrtle M-1004)	—
26 WHATEVER HAPPENED TO OLD-FASHIONED LOVE B.J. THOMAS (Cleveland Int'l/Epic 38-03492)	29	59 IN THE MIDDLE OF THE NIGHT MEL TILLIS (MCA-52182)	72	93 GOOD LOVIN' BAD WYVON ALEXANDER (Gervast SP 662)	96
27 JOSE CUERVO SHELLY WEST (Warner/Viva 7-29778)	31	60 WHEN YOU'RE NOT A LADY JIM GLASER (Noble Vision NV-101)	42	94 THE NIGHT'S ALMOST OVER JACKY WARD (Asylum 7-69844)	97
28 SAVE ME LOUISE MANDRELL (RCA PB-13450)	33	61 IT'S A DIRTY JOB BOBBY BARE & LACY J. DALTON (Columbia 38-03628)	80	95 IF I JUST HAD MY WOMAN BOBBY REED (CBO 132)	95
29 IF THAT'S WHAT YOU'RE THINKING KAREN BROOKS (Warner Bros. 7-29789)	30	62 TENDERNESS PLACE KAREN TAYLOR-GOOD MESA (NSD/M 1114)	75	96 ROCK SPRINGS TO CHEYENNE THE KIP ATTAWAY BAND (CIS 205 AS)	—
30 FINDING YOU JOE STAMPLEY (Epic 34-03558)	32	63 FAKING LOVE T.G. SHEPPARD and KAREN BROOKS (Warner/Curb 7-29854)	43	97 HELLO MORNING JANECE (West W717)	81
31 AFTER THE LAST GOODBYE GUS HARDIN (RCA PB-13445)	34	64 THANK YOU DARLING BILL ANDERSON (Southern Tracks ST1014)	76	98 COUNTRY MUSIC NIGHTMARE BOXCAR WILLIE (Main Street B954)	77
32 AIN'T NO TRICK LEE GREENWOOD (MCA-52150)	10	65 LIVIN' ON MEMORIES GARY WOLF (Columbia 38-03493)	70	99 REASONS TO BELIEVE THE WRAY BROTHERS BAND (CIS Northwest Inc. CIS 3011-AM)	83
33 FOOLIN' JOHNNY RODRIGUEZ (Epic 34-03598)	36	66 YOU'RE OUT DOING WHAT I'M HERE DOING WITHOUT GENE WATSON (MCA-52191)	—	100 I KNOW WHAT IT MEANS TO BE LONELY BOBBY BRIDGES (Roxy 3011)	84
		67 THE PARTY'S OVER (EVERYBODY'S GONE) SAM NEELY (MCA-52194)	79		

ALPHABETICAL TOP 100 COUNTRY SINGLES (INCLUDING PUBLISHERS AND LICENSEES)

After The Last Goodbye (Fame/Rick Hall—ASCAP)	31	Hung Up On You (Attlor — PRO)	82	Swingin' (Anderson/Delmore — BMI)	1
Ain't No Trick (House of Gold — BMI)	32	I Can't Get (New Albany/Hoosier — ASCAP)	86	Take It All (Escrow/Plum Creek — BMI)	51
Almost Called Her Baby (Larry Gatlin — BMI)	23	If Hollywood Don't Hall-Clement c/o Welk — BMI	37	Tenderness Place (Acuff-Rose Inc. — BMI)	62
Amarillo By Morning (Cotillion/Terry Stafford/Admin. by Cotillion — BMI)	20	If I Just Had My Woman (Muhlenberg — BMI)	95	Thank You Darling (Free Breeze Inc./Stellion Inc./Lowery Inc. — BMI)	64
American Made (Music City—ASCAP/Combine—BMI)	14	If That's What (Gee Sharp — BMI)	29	The Night's Almost Over (Big Casey — BMI)	94
Born To Love Me (Music City — ASCAP)	39	If You're Gonna (Hookit/Blue Lake — BMI)	34	The Party's Over (Famous Corp./Boo/Ensign Corp./Guyasuta — ASCAP/BMI)	67
Breakin' It (Music City, Inc. — BMI)	41	I Have Loved (Blue Moon — AECAP)	6	There's Still A Few Good Love (United Artists/Lionhearted — ASCAP/Big Parade — BMI)	83
Caroline's Still In Georgia (Bibo — ASCAP)	74	I Know What (Dream City — BMI)	100	The Ride (Aigee/Newwriters — BMI)	80
C.C. Waterback (Shade Tree — BMI)	77	I Love How (Screen Gems-EMI — BMI)	24	The Rose (Warner-Tamerlane — BMI)	2
Come As YRE (Dropkick — BMI)	75	I'm A Booger (Tree Inc. — BOI/Cross Keys — ASCAP)	90	The Wayward (Bibo/c/o Welk Group—ASCAP)	52
Common Man (Lowery Inc./Legibus/Captain Crystal Inc. — BMI)	36	I'm Movin' On (Rightsong — BMI)	57	This Cowboys (Elektra Asylum/Brooks Bros.—BMI)	45
Country Music Nightmare (Column II Music — BMI)	98	I'm On The Outside Looking In (Vogue/Welk Group — BMI)	92	Those Nights, These Days (Sister John — BMI)	68
Dixieland Delight (SisterJohn, Inc. — BMI)	4	Inside (Lodge Hall — ASCAP)	79	'Til I Gain Control (Jolly Cheeks — BMI)	78
Down On The Corner (Jondora — BMI)	19	In The Middle (Sabel — ASCAP)	59	Touch Me (ATV Music Corp. — BMI)	35
Everything's Beautiful (Combine — BMI)	16	I Still Love You (Baray Inc. — BMI)	46	Unfinished Business (House of Gold — BMI)	48
Faking Love (Tree — BMI)	63	It Hasn't Happened Yet (Bug/Bilt Adm. by World Wide — BMI)	56	Velvet Chains (Cross Keys — ASCAP)	69
Feels Right (DebDave/Briar Patch — BMI)	15	It's A Dirty Job (Cross Keys/Tree Group — ASCAP/Unichappell/VanHoy — BMI)	61	We've Got Tonight (Gear — ASCAP)	8
Finding You (Baray, Inc./Brandwood, Inc. — BMI)	30	It Takes Love (Metaphor—BMI/Simile—ASCAP)	42	Whatever Happened To (Ole Friends — BMI)	26
Foolin' (Ace In The Hole — BMI)	33	It's Written All Over (I've Got The Music — ASCAP)	72	When I'm Away (Rare Blue — ASCAP)	5
Friday Night Feelin' (Nub-Pub — ASCAP)	47	I Wouldn't Change (Peer Int'l — BMI)	7	When You're Not (Colgems — EMI/Tiny Tiger — ASCAP)	60
Good Lovin' Bad (Fruit Jar — BMI/Golden Opportunity — SESAC)	93	Joe Cuervo (Easy Listening/Galleon Inc.—ASCAP)	27	Who's Gonna Keep (Money Honey/April Morning/Glen Rock — BMI)	40
Gonna Go Huntin' (Bocephus — BMI)	13	Keep On Playin' (Blackwood Inc.—BMI)	73	Why Baby Why (Fort Knox — BMI)	44
Hangin' Around (Refuge — AECAP/Elektra/Asylum — BMI)	11	Last Thing I Needed (Nunn — BMI)	22	You Don't (House Of Gold/Don King — BMI/King's X — ASCAP)	9
Have You Loved (Kent Robbins — BMI)	87	Little Old Fashioned Karma (Willie Nelson Co. — BMI)	71	You're The First (Maplehill/Hall-Clement Vogue c/o Welk — BMI)	21
Hello Morning (Berdo — BMI)	97			Your Out Doing (Desert Rose/Ski Slope — BMI)	66
Hold Me (Chip N' Dale — ASCAP)	85			You Take Me For Granted (Shade Tree — BMI)	53
Honkytonk Man (Peso/Wallat — BMI)	50				
Huggin', Kissing', Lovin' (Foxtail/Sirdele — ASCAP)	84				



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MOST ADDED COUNTRY SINGLES

1. LUCILLE — WAYLON — RCA — 53 ADDS
2. I'M MOVIN' ON — EMMYLOU HARRIS — WARNER BROS. — 50 ADDS
3. YOU'RE OUT DOING WHAT I'M HERE DOING WITHOUT — GENE WATSON — MCA — 38 ADDS
4. MY LADY LOVES ME — LEON EVERETTE — RCA — 35 ADDS
5. IN THE MIDDLE OF THE NIGHT — MEL TILLIS — MCA — 27 ADDS

MOST ACTIVE COUNTRY SINGLES

1. AMERICAN MADE — OAK RIDGE BOYS — MCA — 63 REPORTS
2. COMMON MAN — JOHN CONLEE — MCA — 53 REPORTS
3. JOSE CUERVO — SHELLY WEST — WARNER/VIVA — 52 REPORTS
4. SAVE ME — LOUISE MANDRELL — RCA — 48 REPORTS
5. MORE AND MORE — CHARLEY PRIDE — RCA — 46 REPORTS

FEATURE PICKS

CONWAY TWITTY (MCA-52154)
We Had It All (2:59) (Danor Music Inc./Irving Music, Inc. — BMI) (T. Seals, D. Fritts) (Producers: C. Twitty, R. Chancey)

LYNN ANDERSON (Permian P-82000)
You Can't Lose What You Never Had (2:10) (Tree Publ. Co., Inc./Tree Group/O'Lyric Music — BMI) (M. Garvin, C. Waters, T. Shapiro) (Producer: M. Clark)

MARTY ROBBINS (MCA-52197)
Life (2:27) (Mariposa Music, Inc. — BMI) (M. Robbins) (Producer: M. Robbins)

MARK NESLER (Axbar AX-6016)
Today Just Ain't The Day (3:16) (Axe Handle Music — ASCAP) (M. Nesler) (Producers: M. Nesler, J. Scates)

SUPER GRIT COWBOY BAND (Hoodswamp HS 8006)
I Bought The Shoes (That Just Walked Out On Me) (Central Songs — BMI) (S. Stone, R. Simpson) (Producer: C. Mattocks)

CLIFFORD RUSSELL (Sugartree ST 0510)
I Almost Believed You (3:42) (April Music Inc./Monisteri Music/Emboe Music — ASCAP) (M. Bolotin, P. Henderson) (Producer: C. Sagle)

NEW AND DEVELOPING

TOMMY ST. JOHN (RCA PB-13475)
Where'd Ya Stay Last Night (2:18) (Tree Publ. Co., Inc., Tree Group — BMI) (J. Hudgins) (Producer: N. Wilson)

In his second outing, young St. John interrogates his mate who is obviously anything but a saint. The tempo is adamantly spunky, buoyed by a churning bass line, while a screaming fiddle provides a timely change of pace to the honky-tonk feel generated by a thumping rhythm section. St. John's vocals are gruff and nasty, quite appropriate for the victimized cloak he wears in this rambling piece.



ALBUM REVIEWS

SOMEBODY'S GONNA LOVE YOU — Lee Greenwood — MCA MCA-5403 — Producer: Jerry Crutchfield — List: 8.98 — Bar Coded

Not surprisingly, Greenwood's second effort is once again buoyed predominantly by ballads, with his distinctive, raspy vocals adding to the penetrating quality of each cut. In a way, Greenwood is the Barry Manilow of country music, offering emotion-charged tunes that build from a whisper to a powerhouse. In another way, the urgency of his renditions and the simplicity of his approach make his records more earthy and believable than Manilow, touching the sentimental side of the listener, while keeping his toes firmly planted on the ground.

PERSONALLY — Ronnie McDowell — Epic FE 38514 — Producer: Buddy Killen — List: None — Bar Coded

After a couple of extremely slick albums, McDowell goes back to basics with simple, uncluttered arrangements and more subtle lyrical statements. From behind a new growth of facial hair, McDowell emerges as a stronger personality rather than a product of his environment, and he delivers especially strong performances on "You're Gonna Ruin My Bad Reputation" and "A Heartache About To Happen."

R.J. Reynolds Company Sets '83 Salem Tour

NASHVILLE — Following its initial foray into the country concert circuit with the Salem Country Gold Tour in 1982, the R.J. Reynolds Tobacco Co. has laid plans for a second tour, the 1983 Salem Spirit Concert Series, featuring Alabama and Juice Newton.

The tour is scheduled to get under way during the early part of April, continuing through the middle of May. The second half of the corporate-sponsored schedule finds the acts on the road from the latter part of

October through the first of December.

Last year's tour featured Alabama, Mickey Gilley, Johnny Lee, and the Thrasher Brothers.

Evergreen Label Bows

NASHVILLE — Circle B Music, Inc., has established a new record label, Evergreen Records, headed by president Don C. Bedell and director of A & R Johnny Morris. The first release for the label, located at 1021 16th Ave. S., Nashville, Tenn. 37212, is a single by Robin Lee, "Turning Back The Covers."

THE COUNTRY MIKE

NEW REPORTER — KFYO/Lubbock is the third station to be profiled in our series spotlighting the new **Cash Box** country reporting stations. In 1982, KFYO celebrated its 50th anniversary as a radio station and, in fact, is known to be Lubbock's very first. The station transmits a 5,000-watt signal, covering a 350-500 mile radius including portions of three states: Texas, New Mexico and Oklahoma. In 1979, KFYO adopted a country format and is presently a member of the Country Music Assn. (CMA). Owned by the South Plains Broadcasting Co., Inc., the station uses the slogan "79 country — west Texas' most powerful country station — where you get more variety and less repetition of your favorite country music." KFYO's general manager is **Bob Clark**, and **Bud Andrews** is the program director. Andrews is known as the "Dean of disc jockeys" in Lubbock and has been with the station for 16 years. Previously, he was **Jerry Clower's** producer. **Steve Langston** holds the position of assistant music director. The station lineup begins with **agri-business news director Jim Stewart** at 5:30 a.m. At 7:00 a.m. the **Jack and Cindy Show** provides listeners with music and comedy. **Max Mott** is director of the news department. Andrews is on the air from 10 a.m. to noon; 1-4 p.m. is **Larry Byers**; the afternoon drive is handled by **Steve Langston**; and in the early evening, it's **Wild Bill Shibley**. Music Country Network is on the air until 5:30 a.m. with **Ken Russell** at the controls.



HARDIN SPRINGS TO KSSS — **Gus Hardin** recently visited the studios of KSSS/Colorado Springs in support of her debut single, "After The Last Goodbye." Pictured in front of the studios are (l-r): **Steve Sauder**, KSSS MD; **Hardin**; and **Dick Chase**, KSSS PD.

106) gave away a 106-minute direct dial phone call to anywhere in the world. Disc Jockey **Rob Bennett** gave the call away to **John Barnes**, who was the 106th caller. When given his choice of anyplace in the world, Barnes (the winner) chose to call Des Moines, Iowa.

FAVORITE STAR — **The Bellamy Brothers'** hit single, "You're My Favorite Star," was the inspiration behind the recent on air poll conducted by KRPT/Anadarko, Okla. The listeners were asked to write in a list of their five favorite stars. The listening area included the counties of Caddo, Grady and Comanche. The poll was conducted over a six-week period from mid-December through January, and the results were announced on a special five-hour countdown on KRPT Sunday Feb. 20. The program included the unveiling of the top 30 favorites with a special, locally produced three-hour program dedicated to **Marty Robbins**, who was chosen as the number one "All Time Favorite Star." The all-time favorite living artist was **Merle Haggard**; the favorite group was the **Oak Ridge Boys**; and the favorite female vocalist was **Loretta Lynn**.

STATION CHANGES — **Al Jamison** has been appointed music director at KFV/Wichita, where he formerly held the position of promotions director . . . **Kirk Ehrlich** has been promoted to the position of acting program director for KBHL/Lincoln. Ehrlich is also on the air weekday evenings from 5:30 p.m. to midnight . . . After being with the station for only three days, **Jessica James** was promoted to the position of program director at WDAK/WEIZ-FM in Columbus, Ga. **Al McGinnis** serves as operations manager for the station. On April 22, James will appear on the gospel portion of the Grand Ole Opry.

juanita butler

PROGRAMMERS PICKS

Kent Williams	WIRE/Indianapolis	Lucille — Waylon — RCA
Al Hamilton	KEBC/Oklahoma City	You're Out Doing What I'm Here Doing Without — Gene Watson — MCA
Jim Clemens	WPLO/Atlanta	The Ride — David Allan Coe — Columbia
Jay Richards	WPTR/Albany	The Party's Over — Sam Neely — MCA
Terry Slane	WIRK/West Palm Beach	I'm Moving On — Emmylou Harris — Warner Bros.
Bill Berg	WWVA/Wheeling	In The Middle Of The Night — Mel Tillis — MCA
Tony Kidd	WZZK/Birmingham	After The Last Goodbye — Gus Hardin — RCA
Marvin Paul	KNAL/Victoria	The Ride — David Allan Coe — Columbia
Bill White	WEPP/Pittsburgh	In The Middle Of The Night — Mel Tillis — MCA
Scott Jeffries	KXXY/Oklahoma City	It Hasn't Happened Yet — Rosanne Cash — Columbia
Tiny Hughes	WROZ/Evansville	I Still Love You In The Same Ol' Way — Moe Bandy — Columbia
Jim Stricklan	KBRQ/Denver	Lucille — Waylon — RCA
Henry Jay	WGTO/Cypress Gardens	In The Middle Of The Night — Mel Tillis — MCA
Randy Hooker	KFRM/Salinas	It's A Dirty Job — Bobby Bare & Lucy J. Dalton — Columbia
Duncan Stewart	WDLW/Boston	The Ride — David Allan Coe — Columbia

BLACK CONTEMPORARY

TOP 75 ALBUMS

	Weeks On Chart	3/12		Weeks On Chart	3/12
1 THRILLER MICHAEL JACKSON (Epic QE 38112)	1	13	38 DONNA SUMMER (Geffen GHS 2005)	43	33
2 LIONEL RICHIE (Motown 6007ML)	2	23	39 ALL THE GREAT HITS THE COMMODORES (Motown 6028 ML)	36	16
3 ALL THIS LOVE DeBARGE (Motown 6012G)	3	21	40 LIVING MY LIFE GRACE JONES (Island/Atco 7 90018-1)	30	15
4 TOUCH THE SKY SMOKEY ROBINSON (Tamlia/Motown 6030TL)	4	8	41 KISSING TO BE CLEVER CULTURE CLUB (Virgin/Epic ARE 38398)	54	4
5 POWERLIGHT EARTH, WIND & FIRE (Columbia TC 38367)	11	3	42 GIVE EVERYBODY SOME RICHARD "DIMPLES" FIELDS (Boardwalk NB-33258-1)	38	16
6 COMPUTER GAMES GEORGE CLINTON (Capitol ST-12246)	7	16	43 SEAL IN RED RUFUS (Warner Bros. 9 23753-1)	49	3
7 FOREVER, FOR ALWAYS, FOR LOVE LUTHER VANDROSS (Epic FE 38235)	5	23	44 VANITY 6 (Warner Bros. 9 23716-1)	34	25
8 1999 PRINCE (Warner Bros. 9 23720-1F)	6	18	45 HEARTBREAKER DIONNE WARWICK (Arista AL 9609)	45	22
9 MIDNIGHT LOVE MARVIN GAYE (Columbia FC 38197)	8	18	46 SKYYJAMMER SKYY (Salsoul/RCA SA-8555)	40	18
10 GAP BAND IV THE GAP BAND (Total Experience/PolyGram TE-1-3001)	10	41	47 AS ONE KOOL & THE GANG (De-Lite/PolyGram DSR 8505)	47	25
11 TOO TOUGH ANGELA BOFILL (Arista AL 9616)	9	9	48 SURFACE THRILLS THE TEMPTATIONS (Gordy/Motown 6032GL)	—	1
12 ON THE ONE DAZZ BAND (Motown 6031 ML)	14	7	49 BLAST! THE BROTHERS JOHNSON (A&M SP-4927)	50	14
13 TO THE MAX CON FUNK SHUN (Mercury/PolyGram SRM-1-4067)	16	18	50 KNOCKOUT MARGIE JOSEPH (HCRC HLP-20009)	60	2
14 PROPOSITIONS THE BAR-KAYS (Mercury/PolyGram SRM-1-4065)	15	19	51 BLUES IN MY BEDROOM LYNN WHITE (Waylo/Peter Pan TAS 12121)	41	10
15 THE YOUTH OF TODAY MUSICAL YOUTH (MCA-5389)	13	10	52 S.O.S. III THE S.O.S. BAND (Tabu/CBS FZ 38352)	53	17
16 THE BEST IS YET TO COME GROVER WASHINGTON, JR. (Elektra 9 60215-1)	17	15	53 MAN PARRISH (Importe/12 MP-320)	63	4
17 CHAKA KHAN (Warner Bros. 9 23729-1)	18	15	54 ONE MORE MOUNTAIN THE FOUR TOPS (Casablanca/PolyGram NBLP 7266)	48	5
18 THE RHYTHM & THE BLUES ZZ HILL (Malaco MAL 7411)	19	15	55 WILD NIGHT ONE WAY (MCA-5369)	55	22
19 H2O DARYL HALL & JOHN OATES (RCA AFL 1-4348)	22	13	56 THE MESSAGE GRAND MASTER FLASH & THE FURIOUS FIVE (Sugar Hill SH 266)	59	23
20 THE OTHER SIDE OF THE RAINBOW MELBA MOORE (Capitol ST 12243)	20	21	57 STICKY SITUATION TYRONE BRUNSON (Believe In A Dream/CBS FZ 38140)	—	1
21 JANET JACKSON (A&M SP-6-4907)	21	21	58 TWO OF A KIND EARL KLUGH/BOB JAMES (Capitol ST-12244)	57	19
22 GET LOOSE EVELYN KING (RCA AFL 1-4337)	12	28	59 TOO HOT EBONEE WEBB (Capitol ST-12550)	—	1
23 DON'T PLAY WITH FIRE PEABO BRYSON (Capitol ST-12241)	24	16	60 CASINO LIGHTS — RECORDED LIVE AT MONTREUX, SWITZERLAND VARIOUS ARTISTS (Warner Bros. 9 23718-1)	51	20
24 JUST AIN'T GOOD ENOUGH JOHNNIE TAYLOR (Beverly Glen BG 1001)	23	21	61 LET ME IN YOUR LIFE MARLENA SHAW (South Bay SB-1004)	62	5
25 LIVE AND LET LIVE AURRA (Salsoul/RCA SA 8559)	25	6	62 LOVE'S ON OUR SIDE JERRY KNIGHT (A&M SP-5877)	67	2
26 WHAT TIME IS IT? THE TIME (Warner Bros. 9 23701-1)	28	27	63 SECOND TO NUNN BOBBY NUNN (Motown 6022)	64	24
27 STEVE ARRINGTON'S HALL OF FAME (Atlantic 7 80049-1)	39	3	64 NEW DIRECTIONS TAVARES (RCA AFL1-4357)	58	26
28 SUE BOBBY RUSH (Lajam LJ 0001)	28	8	65 LIVIN' IN THE NEW WAVE ANDRE CYMONE (Columbia FC 38123)	68	20
29 SWEAT THE SYSTEM (Mirage/Atlantic 7 90062-1)	33	4	66 RIGHT BACK AT CHAI! DYNASTY (Solar/Elektra 60176-1)	52	16
30 HEARTBEATS YARBROUGH & PEOPLES (Total Experience/PolyGram TE-1-3003)	46	2	67 JUMP TO IT ARETHA FRANKLIN (Arista AL 9602)	61	33
31 SILK ELECTRIC DIANA ROSS (RCA AFL-4386)	35	23	68 BACK TO THE FRONT PETER BROWN (RCA AFL1-4604)	44	5
32 INSTANT FUNK V INSTANT FUNK (Salsoul/RCA SA 8558)	32	6	69 ZAPP II ZAPP (Warner Bros. 9 23583-1)	72	33
33 TYRONE DAVIS (Highrise HR 103)	29	13	70 TANTALIZINGLY HOT STEPHANIE MILLS (Casablanca/PolyGram NBLP 7265)	65	33
34 YOU AND I O'BRYAN (Capitol ST-12256)	42	3	71 VISIONS OF THE LITE SLAVE (Cotillion/Atco 7 90024-1)	66	12
35 EVERY HOME SHOULD HAVE ONE PATTI AUSTIN (Qwest/Warner Bros. QWS 3691)	27	24	72 ALICIA ALICIA MYERS (MCA-5181)	70	26
36 JEFFREY OSBORNE (A&M SP-4896)	37	40	73 HIMSELF BILL COSBY (Motown 6026ML)	69	10
37 GREATEST HITS RAY PARKER, JR. (Arista AL 9612)	31	14	74 LEARNING TO LOVE RODNEY FRANKLIN (Columbia FC 38198)	56	9
			75 WINDSONG RANDY CRAWFORD (Warner Bros. 9 60142-1)	73	40



DOUBLING UPWARD — Cubie Burke, known for his work as lead dancer with the Dance Theatre of Harlem, recently signed with newly formed Rissa-Chrissa Records, Inc., which plans to release Burke's debut single, "Down For Double," during March. Rissa-Chrissa has already signed Sylvia Striplin' and Tony Drake. Pictured at the signing are (l-r): Clarence Burke, Sr., manager; Paris Ely, executive vice president, Rissa-Chrissa; Fred Meyers, co-founder of the label; and Al Harrison, president of the company.

THE RHYTHM SECTION

COSMETICS? — The drama unfolding in the Anheuser-Busch Operation PUSH saga is taking a few twists and rotations as the beer brewer has taken a heightened public profile in its efforts to return resources to the black community. It was announced last week that singer **Lou Rawls** would record a commemorative album covering the history of Beale Street, a project to be sponsored by Budweiser. Rawls is to sing and narrate the LP, which is to begin production in Memphis (where Beale Street is located) starting March 22. In the announcement, the beer company also noted its involvement with the "Lou Rawls Parade of Stars," which it sponsors to generate funds for the United Negro College Fund. Rawls is also one of the chief spokesmen for Budweiser, having recorded the "This Bud's For You" jingle. On another front, Budweiser recently financed the first Budweiser/Vee-Mee Entertainment & Merit Awards, held recently in Atlanta, Ga. At a steak & lobster dinner held at Mr. V's Figure 8, an entertainment center in the southern city, such acts as **Cameo**, **William Bell**, **Brick**, **S.O.S. Band**, **Peabo Bryson** and **Paul Davis** were given awards for their music contributions. It was announced in a prepared statement that Budweiser and the Atlanta Beverage Co. (headed by **Tony Patrick**) also received a special award for supporting the event and that Budweiser has committed support for the event in future years. But despite Anheuser-Busch's efforts on this level, proponents of the PUSH boycott of the company, which gained momentum in recent weeks (**Cash Box**, Feb. 26), call the brewery's efforts "aid and not trade." According to **Fred Watkins**, press spokesman for the **Rev. Jesse Jackson** of PUSH, "They (Budweiser) are putting an emphasis on social and public relations of their aid, rather than give a fair share of private trade to black businesses. The Black community, under this guise, is staying dependent upon aid and is not building the economic institutions that will allow it to be independent." The boycott, supported by the National Assn. of Black Promoters, seeks to force Anheuser-Busch to engage black promoters in national promotion of future SuperFests and to pressure the company to include more black employees in the upper echelons of administration and among its 950 plus distributors.

RADIO IN BLACK — *Programming Black Radio* is the name of a video documentary produced by the Young Black Programmers Coalition (YBPC), which deals with everything from how rating systems provide information on black stations to future prospects for programming black radio stations. Gleaned from the YBPC's annual conference, held last November in Houston, the documentary was done in conjunction with input from representatives of Arbitron and Birch ratings systems, radio programmers from throughout the nation and members of the music industry. Available for a \$300 ticket, which also entitles purchasers to a year's subscription to the YBPC newsletter, the video documentary focuses on seminars and workshops held during the annual conference. Participants discussed the impact of ratings on a station's ability to generate advertising dollars and how to develop a program that can garner the ratings for black radio and maintain core audiences. Interested parties can call (601) 922-2247 for additional info on *Programming Black Radio*.

12 INCHES OF OBSCURA — It's all in the mix when it comes to 12-inch singles, and acts like **Michael Jackson** ("Billie Jean"), **The Gap Band** ("Outstanding"), **The System** ("You Are In My System") and **Kashif** ("I Just Gotta Have You"), to name a few, are doing well with product out in this configuration. LP-sized singles have grown up over the last seven years, with dance clubs and AOR stations on the cutting edge. However, B/C and U/C spinners have taken to the long versions the last three years and have often embellished the product with their own mixes. There is a crop of 12-inch records out now that offer radio and club DJs some room to work. They are primarily of the dance floor style, but in no way limited to movement music. **Nile Rogers'** solo debut for **Mirage Records** includes the tune "Yum-Yum," which may not be savory enough for the FCC or some DJs as it features Rogers' on the prowl for some... well let's leave it to the imagination, something the **Chic** co-founder does not do. But one cannot deny the power of the music. This cut is meant for adults, so let's not judge Nile too harshly... **Trouble Funk** of Sugar Hill fame, is back on a new label, **Washington, D.C.-based D.E.T.T. Records** with "Trouble Funk Express," an electro-laden pounding, thudding cloud of funk. They are melded here with minimalist vocals to provide an exotic confrontation of high-tech textures and articulate, primal instinct. You won't miss the point of this cut... "Keep It Confidential" by **Nona Hendryx** combines trendy instrumentation with gut powerful and heartfelt vocals on a single that can easily find passage on the airwaves or the dance floor. **Nona** has rarely sounded better... **Marcus Miller's** 12-inch 45 RPM version of his debut solo single, "Lovin' You," sports an album-length cut and a shorter edited version. But the longer groove gives depth to this slick, craftsman-

(continued on page 40)

MOST ADDED SINGLES

- SHE TALKS TO ME WITH HER BODY — BAR-KAYS — MERCURY/POLYGRAM**
WDAS, WGCI, WLE, WUFO, V103, WAIL, KUKQ, KSOL, WILD, WRAP, WDAO, WPAL, WPLZ, WWIN, KDKO
- MORNIN' — JARREAU — WARNER BROS.**
WLE, WRKS, WJLB, WAIL, KUKQ, KDAY, WDMT, WILD, WIGO, WOKB, WPAL, WPLZ
- LOVE ON MY MIND TONIGHT — TEMPTATIONS — GORDY/MOTOWN**
WUFO, WGIV, KUKQ, WATV, WRAP, WDAO, WGPR, WPLZ
- CHANGES — IMAGINATION — MCA**
WDAS, WUFO, KSOL, WIGO, KMJQ, WRBD, WWIN
- THIS IS YOUR TIME — CHANGE — RFC/ATLANTIC**
WBMX, KOKA, WJMO, WAIL, WCIN, WGPR, WLOU
- TAKE THE SHORT WAY HOME — DIONNE WARWICK — ARISTA**
KSOL, WATV, WOKB, WAMO, WYLD, WLOU, WRBD
- LITTLE RED CORVETTE — PRINCE — WARNER BROS.**
V103, KDIA, KSOL, WATV, WPAL, WPLZ

MOST ADDED ALBUMS

- SURFACE THRILLS — THE TEMPTATIONS — GORDY/MOTOWN**
WLE, WGIV, KUKQ, WTLC, WRAP, WGPR, WPAL
- THE HUNTER — JOE SAMPLE — MCA**
WGIV, V103, WTLC, WRAP, WSOK
- MAKE YOUR BODY MOVE — BOHANNON — COMPLEAT**
WDAO, WGPR, WPAL, WLOU

UP AND COMING

- BEAT IT — MICHAEL JACKSON — EPIC**
REACH OUT (PART 1) — GEORGE DUKE — EPIC
MAGIC # — BLUE MAGIC — MIRAGE/ATCO
GET LOOSE — EVELYN KING — RCA

BLACK RADIO HIGHLIGHTS

V103 — ATLANTA — SCOTTY ANDREWS, PD — #1 — DeBARGE
 HOTS: Michael Jackson, L. Richie, D. Ross, G. Clinton, D. Summer, Champaign, A. Bofill, Indeep, Earth, Wind & Fire, Hall & Oates, Dazz Band, Grace Jones, Instant Funk, Bohannon, Gap Band, Whispers, Cashmere, ZZ Hill, Michael Jackson, System. ADDS: Blue Magic, Secret Weapon, Prince, One Way, Rocker's Revenge, S. Robinson, Bar-Kays, E. King, J. Osborne, T. Brunson, R.J. Smith, Pointer Sisters, Soul Sonic Force. LP ADDS: Earth, Wind & Fire, J. Sample, Thompson Twins.

WIGO — ATLANTA — MIKE ROBERTS, PD — #1 — DeBARGE
 HOTS: Michael Jackson, M. Mel/D. Bootee, Soul Sonic Force, G. Clinton, L. Vandross, Hall & Oates, A. Bofill, Champaign, S. Robinson. ADDS: Magabrain, One Way, Con Funk Shun, Jarreau, Glenn Jones, Imagination.

WILD — BOSTON — CHARLES CLEMONS, MD — #1 — MICHAEL JACKSON
 JUMPS: 13 To 8 — ABC, 16 To 9 — R.D. Fields, 17 To 13 — Yarbrough & Peoples, 18 To 14 — System, 25 To 15 — S. Arrington, 28 To 17 — Glenn Jones, 29 To 18 — New Edition, 28 To 21 — The Time, 27 To 23 — Whispers, Ex To 24 — Michael Jackson, 30 To 25 — Kashif, Ex To 26 — P. Austin, Ex To 27 — Change, Ex To 28 — Instant Funk, Ex To 29 — Fatback, Ex To 30 — Champaign. ADDS: S. Shelto, Bar-Kays, G. Kihn Band, P. Wynne, Jarreau, N. Hendryx, Visual, L. Vandross, S.O.S. Band, Spyder D. LP ADDS: S.O.S. Band, S. Arrington, G. Clinton, H. Hancock, C. Earland, R.D. Fields.

WPAL — CHARLESTON — DON KENDRICKS, PD — #1 — MICHAEL JACKSON
 HOTS: Indeep, DeBarge, D. Ross, Earth, Wind & Fire, Soul Sonic Force, L. Richie, G. Clinton, Forrest, Grace Jones, Instant Funk, Sylvester, System, Yarbrough & Peoples, A. Bofill, D. Summer, M. Shaw, S. Arrington, S. Mills, Fresh Face, Trammms, Spyder D, G. Howard. ADDS: Blue Magic, New Edition, Bar-Kays, Prince, Jarreau, Extra-T's, Treacherous Three, H. Ray. LP ADDS: T. Brunson, Bohannon, Temptations.

WBMX — CHICAGO — LEE MICHAELS, PD — #1 — MICHAEL JACKSON
 HOTS: G. Clinton, Earth, Wind & Fire, L. Richie, S. Robinson, G. Washington, Jr., Cashmere, Yarbrough & Peoples, Orbit, Goodie, Indeep, Musical Youth, Dazz Band, Zapp, Glenn Jones, Gen. Cook, A. Bofill, New York City Peech Boys, Kashif, Lemelle, W. Bell, Whispers, Cheri, Skyy, Juicy. ADDS: Instant Funk, Hi Inergy, Mtume, Change, El Wahtusi. LP ADDS: G. Howard.

WGCI — CHICAGO — RICHARD PEGUE, PD — #1 — G. CLINTON
 HOTS: Michael Jackson, Hall & Oates, L. Richie, Juicy, Earth, Wind & Fire, Dazz Band, A. Bofill, Culture Club, Glenn Jones, A. Silas, Kashif, Yarbrough & Peoples, War, J. Chingus, S.O.S. Band. ADDS: Instant Funk, Enchantment, Chi-Lites, Lakeside, Michael Jackson, Attitude, System, B. Wright, M. Moore, Bar-Kays, Hi Inergy, Sylvester, P. Simmons, M. Singleton, Visual.

WDMT — CLEVELAND — BOBBY MAGIC, PD — #1 — DAZZ BAND
 HOTS: A. Bofill, DeBarge, Michael Jackson, Hall & Oates, Earth, Wind & Fire, D. Summer, Kashif, One Way, G. Clinton, L. Richie, Culture Club, System, M. Gaye, Janet Jackson, Goodie, O'Bryan, Indeep, Con Funk Shun, Prince, G. Kihn. ADDS: Instant Funk, Commodores, Jarreau, S. Arrington.

WJMO — CLEVELAND — ERIC STONE, PD — #1 — EARTH, WIND & FIRE
 HOTS: G. Clinton, Soul Sonic Force, M. Joseph, Jonzun Crew, R. Crawford, Skyy, Champaign, E. Mercury/R. Flack, A. Bofill. ADDS: Salsoul Orchestra, Attitude, S.O.S. Band, Change, Kool & The Gang, N. Hendryx.

WGPR-FM — DETROIT — JOE SPENCER, PD — #1 — CASHMERE
 HOTS: G. Clinton, A. Bofill, Michael Jackson, L. Richie, Indeep, Ebonee Webb, J. Knight, Kashif, T. Brunson, B. Wright. ADDS: Temptations, Mary Jane Girls, Pointer Sisters, R.J. Smith, S. Shelto, R. Parker, Jr., B.B. Bland, Change, Contact. LP ADDS: Bohannon, Shakatak, Temptations, T. Brunson.

WJLB — DETROIT — J. MICHAEL McKAY, MD
 HOTS: Janet Jackson, Earth, Wind & Fire, A. Bofill, P. Bryson, Kashif, G. Washington, Jr., S. Robinson, Michael Jackson, Dazz Band, A. Franklin, L. Richie, Hall & Oates, L. Vandross, Indeep, DeBarge, E. King, System, C. Khan. ADDS: Michael Jackson, A. Franklin, Jarreau, Glenn Jones. LP ADDS: O'Bryan, K. Blow.

KMJQ — HOUSTON — FRED HENDERSON, PD — #1 — MICHAEL JACKSON
 JUMPS: 13 To 7 — O'Bryan, 12 To 9 — Dazz Band, 15 To 10 — Dawson & Diggs, 16 To 11 — Instant Funk, 29 To 17 — Kashif, 21 To 18 — Aurra, 24 To 19 — B. Wright, 23 To 20 — Kiddo, Ex To 22 — Prince, 28 To 23 — Goodie, 37 To 34 — Temptations, 38 To 35 — Whispers, Ex To 36 — Jarreau, Ex To 38 — S. Arrington. ADDS: T. Brunson, Kleer, System, M. Miller, Con Funk Shun, Imagination.

KDAY — LOS ANGELES — JACK PATTERSON, PD — #1 — MICHAEL JACKSON
 HOTS: Earth, Wind & Fire, L. Richie, Indeep, Dazz Band, Weather Girls, Hi Inergy, Culture Club, A. Bofill, O'Bryan. ADDS: G. Duke, Dawson & Diggs, Jarreau.

KGFJ — LOS ANGELES — GEORGE MOORE, PD — #1 — CENTRAL LINE
 HOTS: Earth, Wind & Fire, Cashmere, A. Bofill, System, Michael Jackson, Indeep, Hi Inergy, Dazz Band, Kashif. ADDS: F. Thornton, W. Bell, J. Chingus, S. Shelto. LP ADDS: O'Bryan, Champaign.

WLOU — LOUISVILLE — NEAL OREA, PD — #1 — DeBARGE
 HOTS: Dazz Band, Dynasty, Bohannon, Champaign, Instant Funk, A. Bofill, Michael Jackson, G. Clinton, B. Wright, S. Arrington, Kashif, S. Robinson, J. Knight, One Way, Whispers, Secret Weapon, Tavares, Con Funk Shun, T. Brunson, E. Mercury/R. Flack. ADDS: D. Warwick, T-Connection, Soul Sonic Force, Glenn Jones, Lanier & Co., Pointer Sisters, Mary Jane Girls, Chi-Lites, Change. LP ADDS: Bohannon.

WAWA — MILWAUKEE — JIMMY GOODYME, PD — #1 — MICHAEL JACKSON
 HOTS: S. Robinson, L. Richie, G. Clinton, Dazz Band, A. Bofill, W. Bell, B. Wright, E. Mercury/R. Flack, Whispers, Bohannon, Little Milton, Con Funk Shun, Jarreau. ADDS: Chi-Lites, M. Singleton, Sweet C. Sue, J. Moore, J. Henry Miller.

WAIL — NEW ORLEANS — BARRY RICHARDS, PD — #1 — EARTH, WIND & FIRE
 HOTS: DeBarge, Attitude, G. Clinton, Michael Jackson, O'Bryan, A. Bofill, Culture Club, System, Gap Band, Dazz Band, Hall & Oates, S. Robinson, Weather Girls, Prince, Kiddo, Cashmere, Trammms, Soul Sonic Force, S. Arrington, B. Wright. ADDS: Jarreau, Change, Yarbrough & Peoples, R. Parker, Jr., Bar-Kays, Hi Inergy, Men At Work.

WYLD-FM — NEW ORLEANS — BRUTE BAILEY, PD — #1 — MICHAEL JACKSON
 HOTS: Earth, Wind & Fire, Gap Band, P. Bryson, A. Bofill, E. Hall, Jr., L. Vandross, Con Funk Shun, G. Clinton, Attitude, DeBarge, Cashmere, Trammms, System, Champaign, Dazz Band, B. Wright, Hi Inergy, Tavares, Kashif, The Time. ADDS: Dawson & Diggs, D. Warwick, Lanier & Co., Chi-Lites, Red Parrot Orchestra. LP ADDS: K.C. & The Sunshine Band.

WRKS — NEW YORK — BARRY MAYO, PD — #1 — MICHAEL JACKSON
 JUMPS: 10 To 7 — C-Bank, 12 To 8 — Earth, Wind & Fire, 20 To 15 — S. Arrington, 28 To 20 — DeBarge, Ex To 24 — Hall & Oates, 30 To 27 — Kashif. ADDS: New Edition, Toto, Janet Jackson, Sweet "G." Jarreau, Visual. LP ADDS: Earth, Wind & Fire.

WDAS-FM — PHILADELPHIA — JOE TAMBURRO, PD — #1 — INDEEP
 HOTS: A. Bofill, Earth, Wind & Fire, G. Clinton, Weather Girls, DeBarge, Michael Jackson, Musical Youth, Dazz Band, System, L. Richie, Kashif, Hall & Oates, S. Robinson, Tavares, Soul Sonic Force, Culture Club, P. Wynne, B. Wright, Champaign, Whispers. ADDS: Imagination, Bar-Kays, Visual, Rocket, Sweet G. Kid Creole & The Coconuts, Mikki.

KUKQ — PHOENIX — STEVE SMITH, PD — #1 — MICHAEL JACKSON
 HOTS: A. Bofill, Earth, Wind & Fire, G. Clinton, Weather Girls, DeBarge, Michael Jackson, Musical Jones, Kashif, Hall & Oates, S. Mills, Whispers, T. Brunson. ADDS: Bar-Kays, Temptations, Joneses, Jarreau, T. Burrus & Transe, G. Duke, N. Hendryx. LP ADDS: Rufus, Temptations, T. Brunson.

WLE — RALEIGH — CHESTER DAVIS, PD — #1 — GAP BAND
 HOTS: G. Clinton, Con Funk Shun, S. Robinson, Michael Jackson, Kashif, Yarbrough & Peoples, Dawson & Diggs, Dazz Band, Indeep. ADDS: K. King, P. Bryson, A. Myers, Mary Jane Girls, Bar-Kays, B. Nunn, Jarreau. LP ADDS: Glenn Jones, Temptations.

KSOL — SAN FRANCISCO — MARVIN ROBINSON, PD — #1 — MICHAEL JACKSON
 HOTS: DeBarge, M. Joseph, L. Richie, Musical Youth, Dazz Band, S. Robinson, Janet Jackson, D. Summer, A. Bofill. ADDS: Con Funk Shun, R. Winters & Fall, Pointer Sisters, D. Warwick, Imagination, Bar-Kays, Prince, Attitude, Hi Inergy.

KOKA — SHREVEPORT — B.B. DAVIS, PD — #1 — MICHAEL JACKSON
 HOTS: Musical Youth, DeBarge, L. Richie, Earth, Wind & Fire, G. Clinton, M. Joseph, Hall & Oates, System, B. Wright, Indeep, Culture Club, S. Robinson, O'Bryan, Attitude, Con Funk Shun, Champaign, One Way, Instant Funk, Pointer Sisters. ADDS: Whispers, Cheri, Change, Chi-Lites, Dreamgirls. LP ADDS: ZZ Hill.

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OUR STRENGTH IS OUR MUSIC.

FROM THE LABEL WITH THE JUICE





GOSPEL COUNTRY — The Winter Celebration of Praise, a two-night concert at the Grand Ole Opry House, was videotaped in February for a late-spring telecast on the Nashville Network's Gospel Country. A massive lineup of entertainers participated. Pictured at the taping are (l-r): Cindy Cruse, of the Cruse Family; Tana Lonon, manager, radio promotion, Priority; Becky Brieden Cruse and Karen Cruse Adams, of the Cruse Family; and David Meece.

Sparrow Supports Mandrell Grammy With 5% Discount Program

NASHVILLE — Following the Grammy awards given to Barbara Mandrell's "He Set My Life To Music" album, Sparrow Distributors is capitalizing on the trophy with a discount campaign to encourage the continued inclusion of the album within Christian stores' inventory.

The program, which runs through March 28, gives dealers an additional five percent discount off the net price of the Mandrell LP when ordered in quantities of 10 or more. Although the National Assn. of Record Merchandisers (NARM) has sent Grammy stickers to each of its affiliate retailers, gospel record dealers are not included, so Sparrow has acquired the stickers and is affixing them to the shrink wrap itself.

Because of the relative newness of the Mandrell album in comparison to many of the Grammy gospel winners, many stores still have displays up featuring the album, and Sparrow's Bill Hearn indicated that the company has renewed its efforts behind the MCA/Songbird release with additional posters and flats as well as four-color flyers which can be used by retailers as bag stuffers or mailers.

Other gospel winners — Word's Al Green and Amy Grant and Voice Box's Blackwood Brothers — are being promoted mainly through the use of the NARM-supplied "Grammy Winner" stickers.

Benson Co. Inks Distrib Deal With Granite City

NASHVILLE — The Benson Company has embarked upon a long-term distribution agreement with Granite City Studios of Mt. Airy, N.C., that sees Benson marketing, promoting, advertising and distributing products from the newly formed LifeLine/Benson Records label. Additionally, Benson will consult with the new label's creative staff on the production of new albums.

Initial album releases under the pact will be "Come To The Wedding" by The Hopper Brothers & Connie and "Antioch Church Choir" (formerly titled "Oh What A Feeling") by the Dixie Melody Boys. New product from these artists and labelmates The Easter Brothers is expected within the next few months.

Wayne Hilton, general manager of HeartWarming Records, will assist Benson president Bob MacKenzie in managing the alliance between LifeLine/Benson and The Benson Company.

Artistic Media Sets Gospel 'History' Special

NASHVILLE — *The History of Contemporary Christian Music*, a four-hour radio special produced by Artistic Media of Arcadia, Calif. which traces the development of modern gospel music from the outset of the '60s to the present time, has been produced for broadcast over Easter weekend.

TOP 15 ALBUMS

Spiritual

	Weeks On Chart	3/12 Chart
1 THE JOY OF THE LORD IS MY STRENGTH DOUGLAS MILLER AND THE TRUE WAY CHOIR (Gospearl Records PL-16008) "Pass Me Not"	3	9
2 YOU BROUGHT THE SUNSHINE THE CLARK SISTERS (Sound of Gospel SOG 132) Title Cut	2	19
3 LORD, YOU KEEP ON PROVING YOURSELF TO ME FLORIDA MASS CHOIR (Savoy SGL 7078) "Be Ye Steadfast"	1	45
4 THE RICHARD SMALLWOOD SINGERS (Onyx/Benson R3803) "I Love The Lord"	5	26
5 UNCLOUDY DAY MYRNA SUMMERS (Savoy SL 14594) Open	4	25
6 PRECIOUS LORD AL GREEN (Hi/Myrrh MSB-6702) Title Cut	6	32
7 EDWIN HAWKINS LIVE WITH THE OAKLAND SYMPHONY ORCHESTRA VOL. II (Myrrh MSB 6700) "I Know A Man"	7	25
8 IT'S GONNA RAIN MILTON BRUNSON (Myrrh MSB 6695) Title Cut	11	45
9 I FEEL LIKE GOIN' ON KEITH PRINGLE (Hope Song HS-2001) Title Cut	8	5
10 THE GOSPEL MUSIC WORKSHOP OF AMERICA MASS CHOIR (Savoy SGL-7081) "He'll Never Let You Down"	13	3
11 SINCERELY THE CLARK SISTERS (New Birth Records NEW-7056) "Name It, Claim It!"	10	7
12 MIRACLE MAN MIGHTY CLOUDS OF JOY (Myrrh MSB 6694) Open	12	4
13 SOON I WILL BE DONE WITH THE TROUBLES OF THE WORLD JAMES CLEVELAND AND THE NEW JERSEY MASS CHOIR (Savoy SL-14709) Open	15	2
14 JAMES CLEVELAND AND THE CLEVELAND SINGERS (Savoy 7080) Open	14	2
15 10TH ANNUAL PRAISE AND REDEDICATION CONCERT SOUTHEAST INSPIRATIONAL CHOIR (Jewel 0172) Open	—	—

Inspirational

	Weeks On Chart	3/12 Chart
1 AGE TO AGE AMY GRANT (Myrrh MSB-6697) Open	1	44
2 THE LIVE CONCERT DON FRANCISCO (Newpax NP 33126) "Love Is Not A Feeling"	3	8
3 STAND BY THE POWER IMPERIALS (Dayspring DST-4100) Open	2	19
4 MORE POWER TO YA PETRA (Star Song SSP0045) Open	5	9
5 PEACE IN THE VALLEY B.J. THOMAS (Myrrh MSB-6710) Open	4	9
6 AMAZING GRACE B.J. THOMAS (Myrrh 6675) Title Cut	6	82
7 SPIRIT WINGS JONI EARECKSON (Word WSB-8875) "Hosanna"	8	10
8 STEP OUT OF THE NIGHT ANDRUS BLACKWOOD AND CO. (Greentree R3942) Title Cut	9	4
9 LIFT UP THE LORD SANDI PATTI (Impact 3799) "How Majestic Is Thy Name"	7	29
10 MAINSTREAM MICHAEL AND STORMIE OMARTIAN (Sparrow SPR1050) "Praise His Name And See It Happen"	11	4
11 THE CRUSE FAMILY (Priority BJU 38335) "I Am, The Mighty One"	15	2
12 THE VERY BEST OF THE IMPERIALS (Dayspring SST 4026) "Same Old-Fashioned Way"	13	62
13 STUBBORN LOVE KATHY TROCCOLI (Reunion Records RRA-0001) Open	14	3
14 AEROBIC CELEBRATION II VARIOUS ARTISTS (Newpax NP33137) Open	—	1
15 RIGHT FROM THE START WILL McFARLANE (Refuge R3769) "You Call Me A Dreamer"	—	—

Last notation indicates the cut receiving the most airplay. The Cash Box Gospel chart is compiled from a sampling of sales reports from national distributors and one-stops and radio.

COMING
SOON
THE
CASH BOX

- INSPIRATIONAL AND SPIRITUAL GOSPEL AWARDS
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ISSUE DATE:
APRIL 16, 1983

ADVERTISING DEADLINE:
APRIL 1, 1983



KICKING OFF THE SUPER BOWL WITH GOSPEL — Gospel singer Andrae Crouch and an 11-piece ensemble entertained 200 team members and family of the Super Bowl XVII champion Washington Redskins during a special chapel service Saturday prior to the game. Crouch (r) is pictured above with Redskin placekicker and the NFL's most Valuable Player, Mark Mosley.

Nashville Network Trades New Form Of Exposure For Label Cooperation

(continued from page 26)

receiving the encouragement of the various companies in gaining appearances by country artists on the network's programs. Obviously, the cable group hopes, through the efforts of marketing arm Group W, to gain advertising support from the labels, but additional help is expected through promotional tradeouts that will be handled in similar fashion to those at the radio level.

Rose suggested that sweepstakes and contests might be run which would send winning listeners to a concert in Las Vegas to see a performer, and the label that supplied such a package would be given free spots on the channel in return for its efforts. The advertising ties in closely with the subject matter of the bulk of the network's programming since the channel provides the advantage of narrowcasting — guaranteeing an audience in which every person watching enjoys country music and is thus more likely to be receptive to the ad message.

The label support is expected in addition to advertising provided by an impressive number of accounts that traditionally spend huge sums of money annually on advertising, and many of the products which they will tout are, not surprisingly, geared toward the country audience, such as trucks, beer and blue jeans. Among the sponsors which have already committed to TNN are Martha White Foods, Levi Strauss, Eastman Kodak, Stroh's Beer, Dodge, Sears & Roebuck, Kraft Foods, R.J. Reynolds, Ford Motors, the Chevrolet division of General Motors, Time/Life Books and Playboy.

Meeting Country Tastes

Although a cable ratings system has been devised (Nielsen is currently developing an alternative one), its use can only be employed once a cable channel appears in a prescribed percentage of homes, and, until that percentage can be achieved, demographic information concerning the viewing audience is being retrieved by the network from letters and phone calls from the audience. By its third day of on-air operation, viewer feedback was already being received by the WSM-produced network. The network debuted with more potential listeners — 20 million in seven million households — than any other network in cable history.

Rose also noted that the network hopes to feed the American taste for country music, helping to ensure the genre's con-

tinuing success, which in turn will aid the network in its efforts to remain a viable cable alternative. Programming for TNN includes *Nashville Now*, the first live entertainment show in the cable industry, and that 90-minute program provides listeners with an opportunity to call a toll-free number and talk directly with the artists themselves. *Nashville After Hours* also provides a sampling of an artist in concert, and Rose indicated that its format could provide an important step in the development of artist's live audiences.

"That show is 30 minutes long and an artist can do five or six songs," she said, adding that the artist performs with his own band instead of a studio group. "That gives a television audience a taste of that artist in concert with his own band, and it hasn't sold away that artist's whole show. There's still interesting stuff left for people to come and see them live. It's like when an artist does interviews — when an artist tells you something about himself, it makes you eager to learn more."

Upon the initiation of The Nashville Network, many expected to see a country alternative to MTV, and, while that mode of programming is missing entirely from the current TNN program lineup, Rose is hopeful that the emergence of the network will prod record companies to develop more country videos. CBS has led the way in the video production field in Nashville, but behind that label the amount of product available tails off dramatically, with one label possessing no video product of its own.

"We are hoping to work out something where we can use what videotapes are available on country artists and incorporate them into one show," she said, "but right now there isn't enough variety. Now that we are an outlet for video material that country divisions might be able to produce, we may see more country video. The reason they had never produced it before was they had no place to play it."

While the primary music form featured on the network is understandably country, Rose insists that other genres that are present within the city will also be featured. "We want to highlight all kinds of things," she said. "It's not just country music coming out of Nashville. On *Nashville After Hours*, we'll be able to go to some jazz places and some rock places and show all the different kinds of music present in Music City. It's not just country; there is more to Nashville."

CD Rollout Begins; Ad Campaign Underway

(continued from page 6)

Components, Coral Gables, Fla.; Back Door Stereo, Atlanta; Audio Dimensions, Moline, Ill.; Pacific Stereo, Chicago, Stereo Systems, Aurora, Ill.; United Audio, Chicago; Alterman Audio, New Orleans, La.; Professional Products, Bethesda, Md.; Audio Stereo Studio Lab, Brookline, Mass.; Sound & Music, North Hampton, Mass.; Peerless Electronics, Detroit; Sound Center, Minneapolis; Sound Enterprise Stereo, Kansas City, Mo.; Stereo West, Omaha; The Upper Ear, Las Vegas; The Audio Lab, New Brunswick, N.J.; Charos Custom Sound, Long Island, N.Y.; Sound Chamber, Rochester, N.Y.; Stereo

Chamber, Buffalo, N.Y.; Sound Lab, Raleigh, N.C.; Golden Gramophone, Akron, Ohio; Phil Reddish Audio, Cleveland; Stereo Lab, Cincinnati/Columbus; The Turntable, Enid, Okla.; Fred's Sound of Music, Gresham, Ore.; Chestnut Hill Audio, Philadelphia; Sassafras Audio, Montgomeryville, Pa.; Stereo Barn, Ephrata, Pa.; Audio Systems, Nashville; Pacific Stereo, Dallas; Pacific Stereo, Houston; Recorder Center, Dallas; Sheffield Audio, Houston; Sound Climax, Dallas; Standard Audio, Salt Lake City; Magnolia HiFi, Seattle; Pacific Stereo, Seattle; and Sound Stage, Milwaukee.

Warner Bros. Set To Distribute Slash Records

(continued from page 6)

possible to have any kind of dependable cash flow," he said. "There are few other places to go."

Biggs predicted that the deal would have little effect on the type of bands that Slash signs, but added that Ruby will probably cease offering on-off contracts. He expects that Slash will release between 15 and 20 albums a year, not including titles licensed to Warner Bros. He added that the licensing arrangement "In some ways takes a lot

of the responsibilities and makes it easier for us to do other bands."

The new distribution arrangement is the latest development in a relationship between Slash and Warner Bros. that began last year with the release of recordings by The Blasters on a Slash/Warner Bros. co-label.

A similar deal between Columbia Records and San Francisco's 415 Records was struck last year.



THE PARTY'S OVER — Producer and MCA vice president, A&R, Nashville, Ron Chancey (l) listens to a playback of "The Party's Over (Everybody's Gone)," a new single tribute to M*A*S*H, with MCA recording artist Sam Neely at Nashville's Woodland Studio.

Shure Bows Economy Line Of Mics, Mixer

LOS ANGELES — Shure Brothers of Evanston, Ill. has introduced three new products — two economy-priced microphones, the SP19 Sound Bridge Cardioid Dynamic Mic and the PE5 Professional Entertainer Series Mic, and the M268 Microphone Mixer.

According to Shure's assistant marketing manager for circuitry products, the M268 has been designed as a submixer for rock, jazz and country music groups and can accommodate low-impedance and high-impedance mics. Each of the unit's mic/instrument channels features two jacks: a 1/4-inch phone jack for high-impedance mics and a standard professional three-socket jack for low-impedance mics. It also includes an auxiliary input channel for tape recorders or other high-level accessories.

Other features of the M268 mixer include individual feedback-type gain controls for all five input channels; a master volume control; simplex (phantom) power for condenser mics; a mix-bus for simple mixer interconnection; and an automatic muting circuit to prevent speaker damage during turn-on and turn-off. The M268 carries a suggested list price of \$257.

Shure's PE5 and SP19 are the latest additions to the company's line of economically-priced unidirectional microphones. Both feature an internal rubber shock-mount to reduce handling noise, multi-stage steel-mesh grille assembly and a 15-foot attached cable. The PE5 is available in two versions: PE5H-C, a high-impedance model with a 1/4-inch phone plug at the cable's equipment end, and the

PE5L-CN, a low-impedance model, with a professional three-pin connector. The SP19 also comes in the high- and low-impedance versions, the SP19H-C and PS19L-CN, respectively. The PE5, designed as a first mic for younger musicians, carries a suggested list price of \$49.50. The SP19 is suitable for a wide variety of applications, including home reel-to-reel and cassette recording, and carries a suggested list of \$48.

Biamp Introduces New Model 4000 Audio Mixer

LOS ANGELES — Biamp Systems of Beaverton, Ore., has recently made available an upgraded replacement for its popular Model 4000 Disco Mixer, discontinued a year ago. The new Model 4000 Stereo Audio Mixer incorporates Biamp's latest high slew rate, low-noise circuitry with improved IC's, filtering caps and connectors.

The unit features four input channels, two phono and two tape. Two centrally placed 10-segment LED displays, assignable for comparing cue and program or left and right program outputs, allow for instant visual monitoring. The cueing system can be programmed to monitor all phases of the signal path, while lock-out switches allow for faster, more positive cue mode selection. Cue blend control allows the announcer to blend the program and pre-selected cue. Biamp's



'beat sync' circuit and LED indicate when beats from up to three different sources are perfectly matched.

Two separate 3-band equalizers on the program output, with an additional EQ on the announcer microphones, are among the other features of the new Model 4000, which also includes variable attenuation on talkover, powerful headphone amplifiers, monitor output with level control, high level audio-to-light output, effects loop (tape monitor), low Z and hi Z microphone connectors and console or rack mount options.

SESSION MIX

Count Basie, who recently put in an appearance on the 25th Grammy Awards (as well as playing at the post-broadcast party), is in with his orchestra laying tracks at **Group IV Recording** in Hollywood, Calif. for his new Pablo LP. The venerable **Norman Granz** is producing, with **Dennis Sands** engineering and **Steve Bruger** assisting. Other happenings at Group IV include scoring sessions for TV shows *Seven Brides For Seven Brothers* and *Cagney & Lacey*. **Andy D'Addario** is assisting engineer Sands on both.

Latin music recording activity in and around L.A. has included sessions at **Kendun Recorders** in Burbank, where producer **Juan Gabriel** mastered the "Aida Cuervas" LP (with **Ira Leslie** and **Jeff Sanders** engineering) for Mexican release, and **Fiddler's Recording Studio** in Hollywood, where producer Gabriel finished lead vocals and mixing on the *Cuervas* LP (Leslie engineering and **Jeff DeMorris** assisting). The production is for Melody Records.

In Nashville, **Stargem** had both country and rock sessions keeping the studio busy throughout the second half of February. Moonshine recording act Cedar Creek was cutting sides for an upcoming album, with **Andy DiMartino** producing. Next door, Door Knob Records producer **Gene Kennedy** was in working with Harry

Shields, while banjoist **Bela Fleck** worked on his new Rounder album. New Grass Revival members **Sam Bush** (on mandolin) and **Pat Flynn** (on guitar) helped. Also in at Stargem was Ed Walters, cutting tracks and doing overdubs with producer **Wayne Hodge**; North Carolina talent contest winners **Cindy Barefoot** and **Blair Miller**; and rocker **Gary Bethart**, with Stargem engineer **Bill Vorndick**.

Over at the **Soundshop**, CBS artist **Bobby Bare** was among the many artists and producers at the studio. Among them, producer **Dave Hall** of WNSL radio in Laurel, with **Missy McClain** (**Mike Bradley** engineering); producer **Jerry Crutchfield** remixing tracks by **Lee Greenwood** (**Ernie Winfrey** engineering); producers **Timmy Tappan** and **Tommy Turk** working on sessions by **O.B. McClinton** (Turk engineering); **Alan Steinberger** producing sessions for jazz group *Intuition* (Turk engineering); **Milton Brown** producing *Country Tony Martin* (Turk engineering); and **Salty Miller** working on a beach music LP (**Michael Black** engineering).

At **Creative Workshop, Inc.**, MCA recording artist **Con Hunley** was laying down tracks for a new LP with **Steve Dorf** producing and **Brent Maher** engineering.

Finally, at **Bullet Recording**, **Michael Clark** is producing **Kurt Howell** for Warner Bros. Records, with **Willie Pevaer** engineering and **Danny Mundhenk** assisting.

INTERNATIONAL DATELINE



LATIN ACADEMY BOWS — Formation of the International Academy of Latin Recording Artists was announced recently at a press reception in Los Angeles. Pictured are (l-r): Valentin Velasco, Musart Records, director; Dolly Karlstein, vice president; Jose Ruiz, Fama Records; Sandy Sirkus, senior vice president; Ray Terrace, president, Eunice Valle, treasurer; and Edmundo Perez, T.H. Records, director.

Public Response Enthusiastic On U.K. CD Launch

by Nick Underwood

LONDON — A plethora of national press feature articles, several demonstrations on national television and a 250,000 pound (\$425,000) advertising campaign kicked off the Compact Disc U.K. launch last week.

General national press and media reaction was optimistic, with the recurring response that "Compact Disc is the most important historical development in recorded music since the advent of the stereo LP" continually touted in all areas of U.K. print and broadcast media. Judging by letters from the public printed in many national papers, initial public response is cautious but curious as the media extolls the virtues of indestructible high quality sound in home entertainment.

PolyGram group companies Decca, Polydor and Phonogram held a joint launch of the CD to the record and music media industries at the exclusive London night-spot Legends. Celebrity DJ Noel Edmunds was on hand to demonstrate the new sound system incorporating a well-rehearsed lecture on the history of recorded sound reproduction from Thomas Edison's original cylinder onwards to the digital audio Compact Disc.

It was announced that Compact Disc hardware will be manufactured by approximately 25 companies and will be marketed in the U.K. by Phillips, Sony, Maranta, Bang & Olufson and Hitachi. Aside from the compact technical style and advanced laser technology of the CD hardware, software repertoire will draw heavily from classical and contemporary sources. PolyGram group classical music will be drawn from the Archiv Production, Argo, Decca, Deutsche Gramophon, L'Oiseau-Lyre and Philips Labels, with popular material from Casablanca, Charisma, Decca, London, Mercury, Polydor, Vertigo and Verve.

There will be an estimated 500-600 mixed titles on the PolyGram labels alone by the end of this year. In addition, the list of Company Discs will be augmented by releases from other record companies licensing the system — giving early buyers an even wider choice. These companies include Eurodisc (Ariola/Arista), Chrysalis, RCA, Virgin, CBS/Sony and WEA. It was stated that the price of the discs will retail at under 10 pounds (\$15).

Anticipating the future, PolyGram believes that the Compact Disc, the LP record and the tape cassette will co-exist in a fairly stable harmony for at least the next 10 years or so, and beginning soon there will be simultaneous release on all three sound carriers.

U.K. market research has calculated that Compact Disc appeal will initially be the

most affluent discriminating tastes; the affluent bachelor who wants a new toy; the higher socio-economic families who want to impress the neighbors; or the pure sound-buff who can afford to improve his system at home. It has also been projected that future application of the Compact Disc will develop dramatically, eventually becoming a mass marketed product with a similar overall long-term sales curve as the videocassette recorder.

Once technology has miniaturized the CD player, opening up new uses outdoors and in areas of confined space such as cars, boats and planes, sales will multiply significantly, PolyGram is firmly convinced that the U. K. general public will very soon want to own the machine, which achieves a genuine technological breakthrough, establishing a direct, trouble-free link between the musician and the listener.

Retail Cooperation

All the companies involved in the manufacture of hardware and software have cooperated with each other on retail level for a smooth U.K. launch of the CD. Both software discs and hardware players are being jointly made available to initial buyers. The first 200 record dealers to stock a full range of PolyGram's Compact Disc during the initial launch period have been matched geographically with corresponding hi-fi outlets to provide ease of purchase for the consumer.

Commenting on CD software, Mike Juett, product manager, Phillips CD U.K., said: "First, it is difficult to imagine a product that better fits the description 'consumer friendly.' Second, we can say goodbye to our old sound enemies — wow, flutter, rumble and hiss. In the future, if you hear any sound from them, it will be their last echoes on old recordings because they cannot exist within the Compact Disc system itself. Third what we see here now is not a complete story, but only the start of what is going to be an incredible era in the development of sound entertainment."



FOREVER, FOR ALWAYS, FOR THE U.K. — Epic recording artist Luther Vandross travelled to London for two sold-out Valentine's Day performances. The shows, in support of Vandross' current "Forever, For Always, For Love" album, were the singer's first ever in Great Britain. Pictured after the show are (l-r): Maurice Oberstein, chairman, CBS Records, U.K.; Vandross; and Paul Russell, managing director, CBS Records, U.K.

Argentina

BUENOS AIRES — Charly Garcia is heading the bill at three concerts at the Obras Stadium, with 4,200 capacity, while melodic chanteur Jalro is appearing at the Coliseo Theatre as part of his current visit to this country, which also includes performances in several cities of the interior. Garcia's previous stint, already mentioned in this column, had been a sellout at the Ferrocarril Oeste stadium in December. Jairo was here several times last year, although he lives in Paris.

Leon Gleco, one of the main names in local rock, will start a promotional tour of the Americas next month, with manager Pity Inurrigarro. They plan to visit Peru, Columbia, Venezuela, Mexico and the States, with a possible detour to Australia. Gleco has recently had some health problems and has not been appearing on scene lately, but there are reports that he is already OK. He has been recording for Sicamericana for many years.

An interesting experiment is being held by Marcelo Rey, the local representative of Padosa, Inc., the society that manages Puerto Rican group Menudo: he is featuring videocassettes taped by the group in different cities of Latin America with strong box office results. Menudo has been recently in Argentina, and a return is scheduled for the current season. The group's records are released here through CBS.

Interdisc is releasing an album recorded in Mexico a little more than a year ago by Alejandro del Rey with local rock star Litto Nebbia and Cuban poet Silvio Rodriguez. Del Prado is currently here and is considered a potential big name.

CBS has reported to Cash Box that local artists Piero and Pimpinela are being promoted on an international level, with their recordings being released in all the Spanish-speaking countries. Pimpinela's album has sold more than 100,000 units of its latest LP, and the group has been performing successfully in Mar del Plata and also been shooting a movie.

EMI will promote strongly the new album recorded by Brazilian chanteuse Rita Lee and is continuing the support for Spanish star Dyango, who has been a frequent visitor of this country. In the local field, Juan Carlos Baglietto is selling very well.

mlguel smirnoff

Brazil

RIO DE JANEIRO — Brazil was more active than normal between the New Year and Carnival this year, especially in terms of live shows in the Rio area. Simone stayed on at Canecao until Carnival, clocking up over three months at Rio's top show house. Demand for tickets was such that she returned after Carnival for a further spell. She is only the second artist to do this — the first being Roberto Carlos. By the way, sales for Carlos' latest album now stand at over 2 million units.

Rio's first summer music festival, put together by a new company, Show Bras, continued to do well through the first two months of the year. Using different acts each week, Show Bras staged concerts in the chic "zonal sul" of Rio on Saturday nights before moving out to the suburbs for a large show on Sunday afternoon. Two artists who went down particularly well at the start of February were Elba Ramalho and Djavan, each attracting over 10,000 to their Saturday show and even larger numbers to the Sunday one.

Another visitor to Rio at this time was Ney Matogrosso, who filled the Maracanazinho stadium (capacity: 18,000) over two nights in his last Rio performances before embarking on a European tour later in the year that will include a performance at the Montreux Jazz Festival... Djavan, the most critically acclaimed

Brazilian artist at the year end, told Cash Box that he will be returning to Los Angeles in November to record the follow up to "Luz," which has now sold more than 350,000 copies locally. At the same time, Djavan will also record his first album in English for the American market.

On the international front, Van Halen came to Brazil as part of a lengthy South American tour that took the group through Venezuela, Brazil, Uruguay and Argentina. In Brazil, the band played its most successful dates in Sao Paulo, where it filled the large Ibirapuera gymnasium on three consecutive nights, confirming Sao Paulo's claim to be the rock capital of South America. In Rio, the group played to smaller but still enthusiastic crowds before moving onto Porto Alegre for one show. The band spoke to the press openly and was critical of the support it had received for the tour in the U.S. David Lee Roth told the press: "For three years we have wanted to come to South America. We received no help from the people in the United States in the record company. We received no help from the agents in New York, so we found some people who live here and came down." Roth went on to say that the band viewed South America as a potentially good market, one which it could come back to and tour year after year.

In Brazil at the same time as Van Halen was the Tommy Dorsey Orchestra, whose tour sadly collapsed for reasons that are still not clear. After a successful series of shows in Rio, the band was due to go on and play Belo Horizonte and Sao Paulo, but sadly, these dates never materialized and the band left after having only performed in Rio.

Also visiting Rio for promotional purposes during the first two months of the year were Nikka Costa, Shakin' Stevens and Bucks Fizz. Costa already has a platinum single, "(Out Here) On My Own" and a gold album, "Nikka Costa." While in Brazil, Costa met with the press, recorded a number of spots for TV Globo and a new advertisement for Levi Jeans (which features her single "First Love"). After Brazil, Costa and her mother, Terry, flew on to France where, sadly, on arrival they heard of the death of Don Costa... Shakin' Stevens and Bucks Fizz were both in town over the same weekend, and both went to the "Festival de Vina del Mar" in Chile, where they would perform. In Rio, both these British acts took the opportunity of the stopover to meet the press and record spots for television. Stevens told Cash Box that while he was happy with the way that CBS was handling him throughout most of the world, he still had reservations about the treatment he was getting in the U.S., especially after the success of the Stray Cats had shown the possibilities for that market. For his visit to Brazil, CBS put out a special "greatest hits" package as no Shakin' Stevens product was available... Bucks Fizz kept a lower profile than Stevens, just recording one spot for TV Globo's popular Fantastico program and meeting the press, which, as happens so often, knew little of a group coming out of Europe. RCA has both Bucks Fizz albums available locally and rush-released the latest single, "If You Can't Stand The Heat," which seemed a topical choice for Brazil's tropical summer.

Reflecting the current buoyed state of the market, Supertramp picked up its first gold disc locally for sales of over 100,000 copies for its latest album, "Famous Last Words," and this in only the first two months of release.

Great excitement has been generated by the news that Tom Jobim has written the soundtrack for the new Bruno Barreto production of Gabriela, which will star Brazil's Sonia Braga and Italy's Marcelo

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INTERNATIONAL DATELINE

(Continued from page 36)

Mastrolani. So successful has Jobim's work been that the score runs for one hour and fifteen minutes of the film's one hour and fifty minutes. The soundtrack has been recorded in Rio, with **Oscar Castro Neves** coming down from Los Angeles to produce the soundtrack and record. Helping to coordinate the whole package, and also coming down from Los Angeles, was **David Franco.** Brazil will probably see the film in March, while the rest of the world will have to wait for the Cannes Film Festival in May. Joining Jobim on the soundtrack is one of Brazil's most popular artists, **Gal Costa,** who, although having recorded other Jobim songs, had never worked with him. Director **Bruno Barreto** was so pleased with the results that, in a number of places, the singing of Jobim and Costa will replace the spoken word of Braga and Mastroiani. The album, which will be released worldwide on RCA, is sure to be a huge seller in Brazil when it is released.

Besides **Gabriela,** three more major projects have either just been completed or are about to get under way. The first project, now successfully completed, was a tour of 30 artists from Angola, which, of course, shares the common bond with Brazil of being a former Portuguese colony. The tour was arranged and largely financed by top sambista **Martinho da Vila.** The tour played to SRO audiences, and a live album has been recorded from which an album will result to be manufactured in Brazil and shipped to Angola which has no functioning record manufacturing plants since the revolution in 1976.

christopher pickard

Italy

MILAN — The Italian government decided on Feb. 26 to cancel the special 16% tax on records and prerecorded tapes, which was introduced at the end of December and made all the music business worried for its future. The decision of the government was due mostly to pressure from the AFI (Assn. of Phonographic Industry).

Donatella Rettore switched from Ariston to CGD: her next album on the new label will be produced by **Roberto Dane . . .** The **Santo California** pop group signed with Yep Record. Previously they recorded for Durium. . . CGD announced the signing of a license agreement with the British label Bronze, formerly represented in Italy by Dischi Records.

Marco Galdo, head of Blue Team Music, announced many new license agreements with British music publishers, whose catalogs will be represented in Italy by Blue Team. Among them are Mercury Music, Cinderella Music, Laurel Music and Lorna Music.

During a press conference in Milan on March 3, Sony Italia announced a strong

effort to introduce on the Italian market its Compact Disc player. In the meantime, CBS Dischi will enter the software sector with a first catalog of 25 CD releases.

Roberto Guerrazzi, head of the new Videosuono division at CGD, announced the signing of distribution agreements in the videocassette market with Videobox and CVR, both active in the video business in Italy.

marlo de luigi

Japan

TOKYO — Amidst a plethora of financial reports, there was good news for Polydor of Japan and wholesaler K.K. Shinsei-do and bad news for Alfa Records. For Polydor, the fiscal year ended Dec. 20, 1982 showed an increase of 4.1% in sales revenues over the previous year. Sales of records accounted for 13.3 billion yen (57.8 million), or 71.7% of the total, while prerecorded tapes brought in nearly 5.3 billion yen (\$22.8 million), bringing the grand total for the year to nearly 18.6 billion yen (\$80.6 million). Sales of records were up 7.3% over the previous year, but prerecorded tapes sales decreased 3.1%.

Over at Alfa, however, the news was much worse. Suffering from a lack of hits, Alfa reported revenues of 1.5 billion yen (\$6.7 million) for the six-month period ended Dec. 20, 1982, a drop of 37.3% from the previous six-month period (ended June 20, 1982). The figure was also 48.7% down from the same six-month period the year before. Records accounted for revenues of 904.3 million yen (\$3.9 million), 65.1% of the total; while prerecorded tapes brought in 483.8 million yen (\$2.1 million).

At K.K. Shinsei-do, one of Japan's large wholesalers, revenues surpassed the 30 billion yen mark for the first time in the company's history. Sales revenues for the fiscal year ended Jan. 31, 1983 reached 30.2 billion yen (\$131 million), 5.6% up over the previous year. Sales revenues generated by records increased 1.2% over the previous year, while prerecorded tapes experienced an increase of 13%.

In another matter, Shinko-Gakufu Music Publishing president **Sholchl Kusano** announced that the publishing house would change its name to K.K. Shinko Music. In addition, with 1983 being the 50th anniversary of the company's founding, Kusano announced that Shinko Music would this year expand its operations to other areas of the music business beyond publishing.

Finally, Victor Musical Industries instituted sweeping organizational changes at the end of February. Replacing its old "section" system with a "group system," Victor said the changes were made in the interests of establishing a more "efficient and elastic" mode of operation. Simultaneous with the reorganization, there were a number of personnel changes.

kozo otsuka

Upbeat Mood Highlights CBS U.K. Sales Meet

by Nick Underwood

LONDON — A mood of celebration reigned recently as CBS representatives from Europe and Scandinavia converged on London for CBS U.K.'s annual winter sales conference. With CBS acts riding high on the charts throughout the U.K., Europe and Scandinavia, the various delegates had much to celebrate as they gathered for three days of product presentations, sales meetings and seminars at the Penta Hotel at Heathrow Airport outside London.

At the time, CBS U.K. was holding the #1 and #2 singles positions in the U.K. charts with Michael Jackson's "Billie Jean" and Bonnie Tyler's "Total Eclipse Of The Heart." (It still is.) That, added to the fact that the recent 1982 market share figures showed CBS as #1 LP company in the U.K. in 1982, inspired an air of jubilation over the entire proceedings.

Although the main thrust of the event was centered around freshening sales force motivation on forthcoming new product, several international meetings took place, as did a CBS Compact Disc meeting.

The main audio-visual product and new marketing campaign presentations took place on the second day beginning with a commercial marketing presentation followed by a new product presentation from CBS distributed labels — Jive, MCA and DJM. The CBS/Epic presentations concluded the morning's music exposure, which was followed in the afternoon by divisional area, promotion and international meetings.

From CBS America new product, including Carlos Santana's new solo LP, titled "Havana Heaven," was presented during the main audio-visual thrust. A high point, following the recent breakthrough of CBS artist Bonnie Tyler, was the presentation of her forthcoming debut Jim Steinman-produced LP, "Faster Than The Speed Of Light," which caused tremendous excitement among delegates, as did the presentations of Men At Work's follow-up single to "Down Under," "Overkill," taken from its upcoming LP, "Cargo."

In his concluding address to delegates after the audio-visual presentations, CBS chairman Maurice Oberstein said: "Our mission is to be a good, successful business. At the same time, we have learned to smile and enjoy what's going on. That I find very warming and helpful to what I do."

Focusing on CBS's International perspective, Oberstein remarked: "Our Dutch company has three singles in the Top 10, our Italian company has four LPs in the Top 10, our German affiliate has numbers 2, 3 and 5 on the German singles chart,

and our Canadian company has numbers 1, 2 and 3 on the singles chart. It is that way throughout the world with CBS, and this global success constantly bounces off all of us."

Concluding his address by remarking on the recent U.K. launch of the Compact Disc (see separate story), Oberstein said: "In any new technology, there is one common denominator, and that is the artists and repertoire that are on and in the various devices being used to provide in-home entertainment. The Compact Disc is a gimmick in a sense that it is a translator of a master tape into somebody's home. But it isn't anything new. It isn't the music business. It isn't the record business, and it isn't the entertainment business. It's a sound carrier — nothing more, nothing less. All the talk about Compact Disc should really be talked back to the mainstream of our business, the music."

Hoogeveen, Felix Named VPs At Phonogram Int'l

LOS ANGELES — Hans Hoogeveen and Paul M.J. Felix have been named to vice president positions at Phonogram International of The Netherlands. Hoogeveen becomes vice president, finance & administration, and Felix assumes the post of vice president, business affairs.

The appointment of Hoogeveen and Felix follows the recent promotion of Bas Hartong and Mathieu Vanswevelt to the respective management team positions of vice president, international A&R, and vice president, marketing, at the label.

Prior to his current assignment, Hoogeveen served as chief financial officer of the Stigwood Group for PolyGram. He joined PolyGram in 1973, first serving in The Netherlands as an accountant. He transferred from Europe to New York in 1976, where he served as vice president, finance, of PolyGram Distribution, Inc. In 1977, he was appointed to his post at the Stigwood Group.

Felix assumes his new post after a brief hiatus for completion of graduate studies in the field of business administration. Prior to that, he had served as a legal counsel in the Group Legal Department of PolyGram, B.V. of The Netherlands, which he joined in 1979.



Hoogeveen

Felix

INTERNATIONAL BESTSELLERS

Argentina

TOP TEN 45s

- 1 Olvidame — Pimpinela — CBS
- 2 Ojo De Tigre — Survivor — CBS
- 3 Perdoname — Silvestre/A. del Boca — Music Hall
- 4 Da Da Da — Trio — PolyGram
- 5 Si O No — Cris Manzano — Interdisc
- 6 Me Tenes Podrido — Los Locos de Amor — EMI
- 7 Donde Estas — Mecedades — CBS
- 8 Che Plbe — Raul Porchetto/Leon Gieco — Music Hall
- 9 Abracadabra — Steve Miller — PolyGram
- 10 Entre La Espada Y La Pared — Manzanilla — Music Hall

TOP TEN LPs

- 1 Pimpinela — Pimpinela — CBS
- 2 17 Top Hits 1983 — various artists — PolyGram
- 3 En Argentina — Mercedes Sosa — PolyGram
- 4 En Concierto — Pedro y Pablo — Music Hall
- 5 Pubs Angelical — Charly Garcia — SG/Interdisc
- 6 Hits Non Stop — various artists — ATC
- 7 Roberto Carlos — Roberto Carlos — CBS
- 8 Exclusivo Para Disc Jockeys — various artists — Interdisc
- 9 Sandra Milhanovich — Microtram
- 10 Last Famous Words — Supertram — A&M/CBS

—Prensario

Japan

TOP TEN 45s

- 1 Plerrot — Toshihiko Tawara — Canyon
- 2 Hlsame — Akio Kayama — Canyon
- 3 Hlmitsu No Hanazono — Seiko Matsuda — CBS/Sony
- 4 Sazanka No Yado — Eisaku Ookawa — Nippon Columbia
- 5 Madaka No Kyodal — Warabe — For Life
- 6 Hlsame — Mika Hino — Teichiku
- 7 Harunanoni — Yoshie Kashiwabara — Nippon Phonogram
- 8 Mid Night Stallon — Masahiko Kondo — RVC
- 9 1/2 No Shinwa — Akina Nakamori — Warner/Pioneer
- 10 Anata — Hiroshi Itsuki — Tokuma

TOP TEN LPs

- 1 Another Page — Christopher Cross — Warner/Pioneer
- 2 Shyllights — Junyichi Inagaki — Toshiba/EMI
- 3 Frontiers — Journey — CBS/Sony
- 4 Reincarnation — Yumi Matsutoya — Toshiba/EMI
- 5 Work Songs — Men At Work — Epic/Sony
- 6 Harunanoni — Yoshie Kashiwabara — Nippon Phonogram
- 7 Momentos — Julio Iglesias — Epic/Sony
- 8 Lonely Girl — Junko Yagami — Disco
- 9 Eve Only — Toshihiko Tawara — Canyon
- 10 Urusel Yatsura Only You — Canyon

—Cash Box of Japan

United Kingdom

TOP TEN 45s

- 1 Billie Jean — Michael Jackson — Epic
- 2 Total Eclipse Of The Heart — Bonnie Tyler — CBS
- 3 Sweet Dreams — Eurythmics — RCA
- 4 Afrca — Toto — CBS
- 5 Rock The Boat — Forrest — CBS
- 6 Love On Your Side — Thompson Twins — Arista
- 7 Too Shy — Kajagoogoo — EMI
- 8 Tomorrow's Just Another Day — Madness — Stiff
- 9 Never Gonna Give You Up — Musical Youth — MCA
- 10 Tunnel Of Love — Fun Boy Three — Chrysalis

TOP TEN LPs

- 1 Thriller — Michael Jackson — Epic
- 2 Quick Step And Side Kick — Thompson Twins — Arista
- 3 Business As Usual — Men At Work — Epic
- 4 Another Page — Christopher Cross — Warner Bros.
- 5 Waiting — Fun Boy Three — Chrysalis
- 6 Porcupine — Echo & The Bunnymen — Korova
- 7 IV — Toto — CBS
- 8 Night And Day — Joe Jackson — A&M
- 9 Sweet Dreams — Eurythmics — RCA
- 10 War — U2 — Island

—Melody Maker

CASH BOX TOP 100 ALBUMS

March 19, 1983

Title, Artist, Label, Number, Distributor

Title, Artist, Label, Number, Distributor	Weeks On Chart		Title, Artist, Label, Number, Distributor	Weeks On Chart		Title, Artist, Label, Number, Distributor	Weeks On Chart	
	3/12	Chart		3/12	Chart		3/12	Chart
1 THRILLER MICHAEL JACKSON (Epic QE 38112) CBS	1	13	34 OLIVIA'S GREATEST HITS VOL. 2 OLIVIA NEWTON-JOHN (MCA-5347) MCA	8.98 33	25	67 LIVE EVIL BLACK SABBATH (Warnar Bros. 9 23742-1 G) WEA	11.98 46	7
2 BUSINESS AS USUAL MEN AT WORK (Columbia ARC 37978) CBS	2	37	35 EMOTIONS IN MOTION BILLY SOUIER (Capitol ST-12216) CAP	8.98 36	33	68 EVERY HOME SHOULD HAVE ONE PATTI AUSTIN (Qwest/Warner Bros. QWS 3691) WEA	8.98 61	17
3 FRONTIERS JOURNEY (Columbia QC 38504) CBS	3	5	36 WORLDS APART SAGA (Portrait ARR 38246) CBS	— 34	21	69 THE EVER POPULAR TORTURED ARTIST EFFECT TODD RUNDGREN (BearsVila 23732-1) WEA	8.98 62	9
4 H2O DARYL HALL & JOHN OATES (RCA AFL1-4383) RCA	4	21	37 MOUNTAIN MUSIC ALABAMA (RCA AHL1-4229) RCA	8.98 38	53	70 MIRAGE FLEETWOOD MAC (Warnar Bros. 9 23607-1)	8.98 64	36
5 LIONEL RICHIE (Motown 6007 ML) IND	6	22	38 AEROBIC SHAPE-UP II JOANIE GREGGAINS (Parade/Pater Pan PA 106) IND	8.98 40	13	71 DAYLIGHT AGAIN CROSBY, STILLS & NASH (Atlantic SD 19360) WEA	8.98 56	36
6 RIO DURAN DURAN (Harvest ST-12211) CAP	7	14	39 DAWN PATROL NIGHT RANGER (Boardwalk NB-33259-1) IND	8.98 43	9	72 ALL THIS LOVE DaBARGE (Motown 6012G) IND	8.98 82	8
7 THE DISTANCE BOB SEGER & THE SILVER BULLET BAND (Capitol ST-12254) CAP	5	10	40 FOREVER, FOR ALWAYS, FOR LOVE LUTHER VANDROSS (Epic FE 38235)	— 42	23	73 MEMORIES BARBRA STREISAND (Columbia TC 37678) CBS	— 80	9
8 IV TOTO (Columbia FC 37728) CBS	9	49	41 GREATEST HITS LITTLE RIVER BAND (Capitol ST-12247) CAP	8.98 35	16	74 GREATEST HITS RAY PARKER, JR. (Arista AL 9612) IND	8.98 75	16
9 ANOTHER PAGE CHRISTOPHER CROSS (Warnar Bros. 9 23757-1) WEA	10	5	42 HIGH ADVENTURE KENNY LOGGINS (Columbia TC 38127) CBS	— 44	27	75 VANDENBERG (Atco 90005-1) WEA	8.98 81	13
10 BUILT FOR SPEED STRAY CATS (EMI America ST-17070) CAP	8	39	43 BEATITUDE RIC OCASEK (Geffen GHS 2022) WEA	8.98 37	9	76 ALL THE GREAT HITS COMMODORES (Motown 6028 ML) IND	8.98 68	16
11 PYROMANIA DEF LEPPARD (Mercury 810 308-1 M-1) POL	12	6	44 PONCHO & LEFTY MERLE HAGGARD/WILLIE NELSON (Epic FE 37958) CBS	— 50	8	77 QUARTET ULTRAVOX (Chrysalis B6V 41394) CBS	— 85	3
12 KILROY WAS HERE STYX (A&M SP-3734) RCA	—	1	45 GREATEST HITS DAN FOGELBERG (Full Moon/Epic OE 38303) CBS	— 41	19	78 WAR U2 (Island/Atco 7 90067-1) WEA	8.98 —	1
13 JANE FONDA'S WORKOUT RECORD (Columbia CX2 38054) CBS	14	43	46 SPECIAL BEAT SERVICE THE ENGLISH BEAT (I.R.S./A&M SP 70032) RCA	8.98 47	22	79 GAP BAND IV THE GAP BAND (Total Experience/TE-1-3001) POL	8.98 83	41
14 KISSING TO BE CLEVER CULTURE CLUB (Virgin/Epic ARE 38398) CBS	15	16	47 LEXICON OF LOVE ABC (Mercury SRM-4059) POL	8.98 39	29	80 SCANDAL (Columbia FC 38194) CBS	— 86	7
15 GET NERVOUS PAT BENATAR (Chrysalis FV 41396) CBS	11	18	48 ALWAYS ON MY MIND WILLIE NELSON (Columbia FC 37951) CBS	— 48	51	81 GREATEST HITS MELISSA MANCHESTER (Arista AL 9611) IND	8.98 99	5
16 HELLO, I MUST BE GOING PHIL COLLINS (Atlantic 80035-1) WEA	13	7	49 TOO-RYE-AY KEVIN ROWLAND & DEXYS MIDNIGHT RUNNERS (Mercury SRM-1-4069) POL	8.98 59	6	82 TWISTING BY THE POOL DIRE STRAITS (Warnar Bros. 0-29800) WEA	4.98 95	4
17 POWERLIGHT EARTH, WIND & FIRE (Columbia TC 38367) CBS	29	3	50 KIHNSPIRACY GREG KIHNS BAND (Baselklay/Elaktra 9 60224-1) WEA	8.98 67	3	83 THE CLOSER YOU GET . . . ALABAMA (RCA AHL1-4663) RCA	8.98 —	1
18 NIGHT AND DAY JOE JACKSON (A&M SP-4906) RCA	19	26	51 TOO TOUGH ANGELA BOFILL (Arista AL 9616) IND	8.98 57	9	84 MORE JAZZERCISE JUDI SHEPPARD MISSETT (MCA-5375) MCA	8.98 78	19
19 MONEY AND CIGARETTES ERIC CLAPTON (Duck/Warner Bros. 9 23773-1) WEA	20	5	52 PLEASURE VICTIM BERLIN (Geffen GHS 2036) WEA	6.98 60	6	85 SIDE KICKS THOMPSON TWINS (Arista AL 6607) IND	6.98 93	5
20 SPRING SESSION M MISSING PERSONS (Capitol ST-12228) CAP	17	21	53 ON THE ONE DAZZ BAND (Motown 6031 ML) IND	8.98 58	7	86 FOREVER NOW THE PSYCHEDELIC FURS (Columbia ARC 3826) CBS	— 87	23
21 THE NYLON CURTAIN BILLY JOEL (Columbia TC 38200) CBS	16	23	54 TROUBLE IN PARADISE RANDY NEWMAN (Warnar Bros. 9 23755-1) WEA	8.98 55	7	87 HEAVEN 17 (Virgin/Arista AL 6606) IND	6.98 104	6
22 NEVER SURRENDER TRIUMPH (RCA AFL1-4382)	23	8	55 TOUCH THE SKY SMOKEY ROBINSON (Tamla/Motown 6030TL) IND	8.98 53	8	88 WINDS OF CHANGE JEFFERSON STARSHIP (Grunr BXL1-4372) RCA	8.98 88	21
23 FRIEND OR FOE ADAM ANT (Epic ARE 38370) CBS	21	21	56 AMERICAN MADE OAK RIDGE BOYS (MCA-5390) MCA	8.98 63	5	89 DECEMBER GEORGE WINSTON (Windham Hill C-1025) IND	8.98 89	13
24 CUT GOLDEN EARRING (21 T1-1-9004) POL	27	16	57 SOMETHING'S GOING ON FRIDA (Atlantic 80013-1) WEA	8.98 65	19	90 REACH RICHARD SIMMONS (Elaktra E160122F) WEA	10.98 84	42
25 THE YOUTH OF TODAY MUSICAL YOUTH (MCA5389) MCA	25	10	58 BLINDED BY SCIENCE THOMAS DOLBY (Capitol MLP-15007) CAP	5.98 66	7	91 TOUGHER THAN LEATHER WILLIE NELSON (Columbia QC 38248) CBS	— —	1
26 THREE LOCK BOX SAMMY HAGAR (Geffen GHS 2021) WEA	24	13	59 FAMOUS LAST WORDS SUPERTRAMP (A&M SP-3732) RCA	8.98 45	19	92 AEROBIC SHAPE-UP JOANIE GREGGAINS (Parade/Pater Pan 104) IND	8.98 76	48
27 RECORDS FOREIGNER (Atlantic 7 80999) WEA	18	13	60 WE'VE GOT TONIGHT KENNY ROGERS (Liberty LO-51143) CAP	8.98 92	2	93 THE SINGLES ABBA (Atlantic 80036-1-G) WEA	11.98 73	15
28 LONG AFTER DARK TOM PETTY AND THE HEARTBREAKERS (Backstreet BSR-5360) MCA	28	18	61 THE BEST IS YET TO COME GROVER WASHINGTON, JR. (Elektra 9 60215-1) WEA	8.98 52	15	94 LOVE OVER GOLD DIRE STRAITS (Warnar Bros. 9 23728-1) WEA	8.98 70	24
29 TRANS NEIL YOUNG (Geffen GHS 2018) WEA	22	9	62 CUTS LIKE A KNIFE BRYAN ADAMS (A&M SP-6-4949) RCA	6.98 77	5	95 HOOKED ON SWING 2 LARRY ELGART and his MANHATTAN SWING ORCHESTRA (RCA AFL1-4589) RCA	8.98 101	5
30 MIDNIGHT LOVE MARVIN GAYE (Columbia FC 38197) CBS	30	18	63 GET LUCKY LOVERBOY (Columbia FC 37638) CBS	— 54	71	96 HOOKED ON CLASSICS II: CAN'T STOP THE CLASSICS LOUIS CLARK conducts THE ROYAL PHILHARMONIC ORCHESTRA (RCA AFL1-4373) RCA	8.98 91	34
31 1999 PRINCE (Warnar Bros. 9 23720-1F) WEA	32	18	64 HEARTLIGHT NEIL DIAMOND (Columbia TC 38359) CBS	— 49	23	97 ASIA (Geffen GHS 2008) WEA	8.98 98	51
32 AMERICAN FOOL JOHN COUGAR (Riva RVL 7501) POL	31	46	65 HERE COMES THE NIGHT BARRY MANILOW (Arista AL 9610) IND	8.98 51	15	98 PROPOSITIONS BAR-KAYS (Mercury SRM-1-4065) POL	8.98 100	19
33 COMBAT ROCK THE CLASH (Epic FE 37689) CBS	26	41	66 NERUDA RED RIDER (Capitol ST-12226) CAP	8.98 69	7	99 SCREAMING FOR VENGEANCE JUDAS PRIEST (Columbia FC 38160) CBS	— 74	36
						100 I CAN'T STAND STILL DON HENLEY (Asylum EL-60048) WEA	8.98 90	2*

CLASSIFIEDS

CLASSIFIED AD RATE 35 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$10.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is NOT enclosed with order your classified ad will be held for following issue pending receipt of your check or cash. NOTICE — \$203 Classified Advertisers (Outside USA add \$78 to your present subscription price). You are entitled to a classified ad of 40 words in each week's issue for a period of one full year, 52 consecutive weeks. You are allowed to change your Classified each week if you so desire. All words over 40 will be billed at the rate of 35c per word. Please count words carefully. Be sure your Classified Ad is sent to reach Hollywood publication office, 6363 Sunset Blvd, Los Angeles, CA 90028 by Wednesday, 12 noon, of preceding week to appear in the following week's issue.

Classified Ads Close WEDNESDAY

COIN MACHINES

FOR SALE: One penny falls like new \$4,000.00. Used OK Bingo machines, used flippers, and video games. Write for special prices. Also have live AMI Music M-1, and M-11 With dollar bill acceptors. D. & P. MUSIC, 658 W. Market St., York, Pa. Box 243 ZIP 17405. PHONE 717-848-1846.

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DYNAMD POOL TABLES 4x8 - \$1,000 each. 1/3 deposit & balance C.O.D. I want to buy 22 Crownline Cig. Machines in good condition. Henry Adams Amusement Co. 114 South 1st, P.O. Box 3644, Temple, TX 76501.

FOR SALE: New and used Sircoma Draw Pokers, also Status, Omega and Speak Easy, Draw Pokers, like new. Call (717) 248-9611 Guerrini's, 1211 W. 4th St., Lewistown, PA. 17004

MATA HARI-S695; Evel Knivel-S495; Strikes & Speres-S595; Airborne Avenger-S295; Atarians-S225; Dolly Par-ton, Getaway-S395; Thunderbolt-S395; Nugent-S695; Hot Tip-S495; Wheels II-S395; Sheets-S295; Racer-S295; M-4-S495; Anti Aircraft-S295; MICKEY ANDERSON, INC. P.O. BOX 6369 ERIE, PA 16512 PHONE (814) 452-3207

FOR SALE: Stock Markets, Ticker Tapes, and HI Flyers. We also carry a complete line of Bingos and Uprights. We are also Distributors for Amstars Hold end Draw poker games. Antique slots for legal areas. Cell Wesslick Dist. area code 304 - 292-3791. Morgantown, W. Va. 26505.

SERVICES COIN MACHINE

ACE LOCKS KEYS ALIKE: Send locks and the key you want them mastered to: \$1.35 each, 10% D/C in lots of 100 or more. **RANDEL LOCK SERVICE,** 61 Rockaway Ave., Valley Stream, N.Y. 11580. (516) 825-6216. Our 49th year in vending.

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WE HAVE been representing recording artists, record labels, music publishers since 1953. National promotion and distribution. Send records or tapes to: E. Sephler Record Promotion Enterprises, 1730 Loserville Road, Cincinnati, Ohio 45237.

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FOR EXPORT: All labels of phonograph records, cartridges, cassettes. Also excellently priced selections of close-outs. Nearly 30 years of personalized service to importers world over. Wholesale only. **DARO EXPORTS, LTD.** 1468 Coney Island Avenue, Brooklyn, NY 11230. Cable: EXPODARO, NEW YORK.

COUNTRY COLUMN

(continued from page 27)

judges from film, television and recording out of a field of 30 country video projects. **NOT AGAIN** — The perils of **Leon Everette** could easily be written into a Keystone Cops movie. His most recent voyage to absurdity occurred on a trip to New York to tape **Glen Campbell's Country Closeup** and The United Stations' *The Weekly Country Countdown*. During the day, Everette's plane developed engine trouble, delaying him one hour, the elevator in one building malfunctioned and stranded him between two floors on the way to an interview, and a restaurant where he was eating lunch was evacuated following a bomb threat. To top off the day, Everette discovered upon his return to the airport that his pickup had two flat tires. It could only happen to Leon.

SONGWRITERS SHOWCASED — The Songwriters Showcase, held March 4 at the Songwriter Symposium, proved a veritable powerhouse filled with a diverse cross-section of superb material, much of it still unrecorded, from a host of top-flight songwriters who rarely are given the chance to bask in the spotlight. Among the highlights of the presentation were **K.T. Oslin**, ("Round The Clock Lovin'"), who added more than a smattering of humor to take the bite off the underlying realities of her tunes, which spoke to the glories and depressions of those bent on independence. She aided her set with an electronic rhythm box she had named "Jason," and her frank admissions of nervousness further helped to provide a light side to the lengthy showcase. Gospel writer **Bob Bailey** laid out some moving renditions, and his uptempo fare was certainly spirited. A keyboard player, Bailey has a wicked left hand (can a gospel writer have a wicked hand?) that infused emotionally charged dance elements into his R&B vocal stylings. The best performance, however, came from **Dave Loggins** ("Please Come To Boston") and "Pieces Of April") and **Randy Goodrum** ("You Needed Me" and "Lesson In Leavin'"), who played one of the most precisely crafted tunes heard in recent memory, "Somewhere Between Old And New York." Filled with vivid images of Yankee Stadium and various personalities who have donned the coveted pinstripes, the song related the story of an elderly man who shined shoes at the stadium, just a step away from his own dream of stepping onto the field in a Yankee uniform. They prefaced the performance by noting that the song had never been intended as a commercial piece but rather as their own artful expression. Whether the song ever even gets cut, let alone approach the royalties brought in by their other works, they both should hold a lot of pride for this tune because it is truly a work of art.

GONZO MARDI GRAS — The self-proclaimed "Ted Nugent of Country Music," Leon Everette, recently became the first country artist to serve as a grand marshal during Mardi Gras celebration in New Orleans. He rode the Samson and Delilah float for some four hours and later played to a packed house along with his **Hurricane** band at the Mardi Gras ball.

DISPLAY OF DESIGN — The art department for CBS/Nashville, the only label art department that works strictly for a country division, is being highlighted with a three-month display at the Country Music Foundation entitled "The Design Of Country Music." Both **Virginia Team** and **Bill Johnson** have received several awards from art and advertising institutions for their efforts on behalf of the label, which consistently turns out high quality album graphics. The display is a first in two ways: 1) an album display has never been done in Nashville before, and 2) the foundation and a record label have never worked hand-in-hand on a specific project before. A sampling of the cover art included in the exhibit (sans lettering, etc.) includes previously unreleased jacket graphics of **Billy Swan** and **Moe Bandy**, as well as familiar cover work for such artists as **Bobby Bare**, **Ronnie McDowell**, **Rosanne Cash**, **Ray Charles**, **Charly McClain** and **Lacy J. Dalton**.

tom roland

THE RHYTHM SECTION

(continued from page 31)

like cut . . . Epic Records has seen fit to provide American record buyers with more of **Eddy Grant**, and he has amply delivered in the form of his latest LP, "Killer On The Rampage," which contains the cut "Electric Avenue." As a 12-inch, the tune shows how pop sensibilities represent no obstacle for Grant. "Electric Avenue" displays his penchant for melding new rock instrumentation with his roots. As an added treat, Epic backed "Electric . . ." with "Time Warp," which was a staple at underground dance clubs last summer as an import . . . Love ballads and 12-inch records don't normally make for a healthy relationship at retail or on the club dance floor, but fledgling **Thunderflash** on Jam-Power Records approaches the music honestly on "Not A Day Too Soon," a Remy Martin-smooth tune of lush textures.

michael martinez

ITA 'Update' Examines Trends

(continued from page 23)

interested in buying their favorite videos as Video 45s for \$15-20, 91% said that Video 45s should be stocked in record stores, and 71% said that they would be more interested in purchasing video hardware if there was a good selection of video 45s available.

From these results, O'Donnell claimed that there was a large awareness and growing demand for video music, that it was important to market it at short lengths for under \$20, and that the increased availability of the product would promote video hardware sales. Apar agreed with many of O'Donnell's conclusions, though he felt that discs were better in sound quality and easier to access. He liked the "take 'em or leave 'em, short and sweet" three-song format, but felt that even \$15.95 was too high for young buyers and should fall further to below \$10. He concluded by predicting that music appreciation in the future would be defined by video, as well as audio, esthetics.

Other discussions centered on interactive CED videodiscs, new technology, interactive video games, and videotext, and the application of the VALS (Values, Attitudes and Lifestyles Program) research program to the marketing of VCRs and home computers. Tricia Parks, vice president of marketing at the Dallas-based market research firm Future Computing Inc., detailed variously priced computer hardware and software systems along with the main distribution channels. She estimated that the current \$6.3 billion worldwide personal computer hardware market at retail in 1982 would grow to \$35.9 billion by 1987, and that the \$1.2 billion worldwide computer software market in retail sales in 1982 would hit \$11.4 billion in 1987.

More Computer Opportunities

Parks said that software publishers would include home computer hardware manufacturers, book publishers, toy companies, other entertainment companies,

start-up companies, personal computer software companies, video game software companies and movie producers. She said that software retailers would include catalog showrooms, department stores, drug stores and supermarkets, computer specialty stores, electronic specialty stores, toy specialty stores, software specialty stores, book stores and record stores.

Reid Anderson, chairman of the board of Verbatim Corp., concluded the day's sessions with illustrations of several prototypes of forthcoming 3½-inch computer microdiscettes, down from the 8-inch and 5-inch floppies currently in use. He said that the standard micro floppies will most likely follow the Sony model, which is encased in a plastic shell that can be slipped into a shirt pocket. He added, however, that a few incompatible models would also survive because of the size of the companies behind them.

The less-is-more trend was also evident in a March 9 discussion on "Bringing Music to MicroCassettes." Terry Shimada, manager of audio engineering at Matsushita Technical Center in Secaucus, N.J., said that microcassette players, at less than half the size of the smallest personal portable cassette player, and the microcassette itself, which at one-fourth the size of a regular cassette can fit four to a regular cassette box, should prove more convenient to carry for consumers wishing to slip the units into shirt pockets. Stalling the market, said Shimada, is a "chicken and egg" situation where hardware manufacturers are waiting for software and vice versa. So to spur both sides, Matsushita is offering record companies the opportunity to obtain microcassette duplications of master tapes without putting out any money up front. Shimada added that approximately 70 prerecorded microcassette titles had been released by three manufacturers in Japan; one of them, Apollon, was strongly promoting the concept, convinced of its marketability.

COAST TO COAST

(continued from page 14)

week, stickered with an X-rated label due to obscene language. The flip side contains the same song with the epithets edited out . . . A new record label, D&D Records, was launched by industry vets **Ed DeJoy** and **Bud Dain**, with backing from one of Japan's largest indie LP companies, Canyon Records. The new label was officially toasted March 8 with a lavish cocktail affair at the Century Plaza Hotel in Los Angeles that brought back memories of parties a few years back. First release from D&D, an album by modern music band **Dial M**, is set to ship on April Fool's Day. A hearty *Points West* 'good luck' to Bud and Ed . . . **Michael Jackson** has been hard at work shooting and editing a video around L.A.'s skid row for his "Beat It" single, and from what we've heard so far, the clip involves a scenario featuring rival street gangs. Real street toughs rather than poseur extras were used for the sake of realism.

jeffrey resner

CASH BOX

March 19, 1983

AROUND THE ROUTE

by Camille Compasio

Jack Mittel has stepped down as president of Taito America Corp., **Cash Box** has learned. **Paul Moriarity**, vice president, has been named to replace Mittel. No further details were available at press time.

Chuck Farmer, president of Bally Distributing Corporation, recently returned from Phoenix where he presided over a three-day sales seminar/business meeting, held at the Pointe Resort out there. Event was the first of its kind for the factory owned distrib group -- and very productive, Chuck told us. Chuck's still wearing two hats (the second one donned some weeks back when Jerry Marcus departed the head post at Bally Midwest Dist., which Chuck is presently occupying) and dividing his time between corporate headquarters on Belmont Ave. and Bally Midwest on North Paulina. . . In the past couple of weeks there have been a few personnel shifts and staff additions at Bally Midwest. **Ed Pellegrini** has been upped to vice president-sales of the Chicago branch; **John Murnane** (formerly with Rowe) was named vice president of operations; **Leonard Budner** is now shop supervisor, with vet staffer **Floyd Babbitt** in charge of customer service.

(continued on page 43)

Attendance For 1983 AOE Expected To Top 7,000 Mark

CHICAGO -- The fourth annual Amusement Operators Expo is expected to attract an attendance of over 7,000, according to Conference Management Corporation, the firm that is directing the show. Some 600 exhibits are expected to be booked by showtime (as of early March, 545 were recorded). The convention is being held March 25-27 at the O'Hare Expo Center here.



In addition to the exhibits, which focus on coin-operated amusement equipment, accessories and related products, a key feature of this annual function is the extensive program of seminars presented.

Among the seminars that will be held on Friday, March 25 are: "Soldering Tips & Techniques," conducted by Randy Fromm (Randy Fromm's Arcade Schools); "Insurance For Arcades & Route Operators," Jon H. Eisen (insurance broker); "Signature Analysis/Microprocessor Troubleshooting Simplified-Part 1," Jim Sneed (Kurz Kasch); "Troubleshooting For The Conventional Video Game System," Robert Norton (Bally Midway Mfg. Co.); "Starting And Managing The Arcade," Steven Badenstein (The Game Exchange); "Troubleshooting Techniques For The Pinball Machine," Lou Rudolph (Stern/Seeburg); "Arcade & Street Location Profit Analysis," Charles Ross (Innovative Management Consultants); "Motivating &

Directing Employees," John W. Lee (MOHR Development); and "How To Effectively Manage & Market Your Amusement Business," Ira Bettelman (C. A. Robinson & Co.).

Seminar topics to be covered on Saturday, March 26 include: "Semi-conductors," Randy Fromm (Randy Fromm's Arcade Schools); "New Equipment Purchasing In To-

AOE '83 EXHIBIT HOURS

Friday, March 25 10:30 am to 4:00 pm
Saturday, March 26 10:30 am to 6:30 pm
Sunday, March 27 10:30 am to 4:00 pm
Children under 18 will not be admitted.

Saturday, March 26 (Distributors Preview -- by invitation only) 9:00 am to 10:30 am
Sunday, March 27 (Distributors Preview -- by invitation only) 9:00 am to 10:30 am

SEMINAR/WORKSHOP HOURS

Morning sessions on Friday, Saturday and Sunday 9:00 am to 11:00 am
Afternoon sessions on Friday, Saturday and Sunday 3:30 pm to 5:30 pm
(All meeting rooms will have special non-smoking sections)

day's Market," Jerry Marcus (Atari); "Tokens: Changing The Way America Plays," Virgil Vance (Van Brook of Lexington); and "How Much Does Your Banker Really Need To Know?," Charles Ross (Innovative Management Consultants).

The seminar schedule on Sunday, March 27 will include "Cash Flow Management & How It Affects The Operator," John Gatens (Southwest Vending); "Troubleshooting

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COIN MACHINE

Record Losses For Video Game Operators Posted During 1982

(Ed. Note: The following news item submitted by J. D. Meacham, Director of Communications & Research for AMOA, is being reproduced in its entirety, with permission.)

CHICAGO — For the past few years, speculation has been one of the most common problems video game operators have had to face from legislators and local tax and licensing bodies. Most of it centering around the exaggeration of "financial riches operators are reaping from the golden goose" of video games . . . And most of it tied directly to local and state needs to offset dwindling revenue and escalating costs.

To offset this situation the operator has had

Big Exhibitor Turnout Expected At NAMA Western Convention

CHICAGO — The number of exhibitors expected at the 1983 Western Convention-Exhibit of Vending and Foodservice Management will be greater than the 120 who participated in San Francisco last year, according to Jack Rielley, director of sales of the sponsoring National Automatic Merchandising Assn. (NAMA).

To date 117 companies have contracted for exhibit space at the convention and trade show, which is scheduled for April 22-24 at the Anaheim (California) Convention Center. "Indications are that we will surpass last year's participation," Rielley said.

Under the theme of "Win-Win Management," the convention program will feature keynote speaker Dr. Ken Blanchard on the subject of "The One Minute Manager," which is based on his best-selling management book; consultant Karl Albrecht, who teaches managers "how to think"; NAMA board chairman Ralph Sanese; and a session on industrial security presented by two Miami police officials, entitled "Your Right To Be Free Of Fear." Speakers will be Sergeants Donna Shepherd and Debra Chitwood.

George Loeb, owner of California Industrial Vending Company, is general chairman of this year's Western Convention, and Mrs. Wayne Hood of Hood Services is chairing the Ladies' Activities Program.

Also on the convention agenda will be

(continued on page 53)

few credible facts and figures to fall back on except the AMOA 1981 Cost Of Doing Business Survey conducted by Dr. James F. Gaertner of Notre Dame University. This too is changing, for during the past year the Amusement and Music Operators Association (AMOA) has been coordinating operator input on the state of the industry and channeling it to appropriate media and financial information outlets.

It is working. Working for the operator and working for our industry in an improved information environment, a more enlightened public, and more importantly, right now, it is producing realistic facts and figures about this industry.

One of the more immediate results has been the just released Bernstein Research Report on "The Video Game Industry," prepared by Christopher D. Kirby, the Leisure Time Industry Market Analyst for Sanford C. Bernstein & Co., Inc.

Some of it is no surprise and repeats what every operator's bottom line has been telling him all year — the difference is in the credibility of the telling.

According to Mr. Kirby, "The coin-operated game market (video games) has encountered a flat growth stage" with the results being a unit decline in 1983. This is not a falling off in total play by players but a reduction of machines purchased by the operator and a reduced income per machine and is a direct reflection of saturation.

The effects carry over to manufacturers and distributors who find themselves with reduced pricing flexibility and margins.

Mr. Kirby concludes that after the "shakeout phase," going through 1983 the industry will begin showing "modest" growth. However, this growth will not carry over as fully to arcades as to street locations. It is estimated in the Bernstein Report that by 1986 fully 25% of the approximate 10,000 video game arcades in business at the end of 1982 will have closed their doors and pulled the plug on their equipment.

Mr. Kirby's analysis reveals that there are approximately 1,220,000 coin-op video games right now on location (both street and arcade). Of this equipment, the industry average for street locations reveals a loss of \$616 per piece of equipment and about an \$80.00 loss for each arcade piece.



John Murnane

Murnane Named At Bally Distributing

CHICAGO — The appointment of John F. Murnane to the position of vice president operations of Bally Distributing Corporation-Midwest Division, has been announced by Charles H. Farmer, president of Bally Distributing Corporation. Murnane will be responsible for the operations of the Chicago branch of Bally Midwest as well as for coordinating the six midwest offices.

Involved in the vending industry for many years, Murnane was most recently midwest region sales manager for Rowe International, Inc. Prior to that he was national sales manager for Micromagnetic Industries, Inc. He brings to his new position a strong background in sales and finance and has worked with distributors and operators across the country.

"John will be a valuable asset to the Bally Distributing Corporation with his vast experience in the coin operated industry," stated Farmer, in announcing the appointment. "We are very pleased he has chosen to become a part of the Bally Distributing team."

A Message From Manufacturers To Operators On Conversion Kit Standards

(Ed. note: The following notification was issued by the Amusement Game Manufacturers Assn. Because of the urgency of its content, Cash Box is reproducing the "message" in its entirety.)

CHICAGO — By order of the Federal Communications Commission (FCC), all coin-operated amusement games manufactured or imported after Dec. 1, 1982, must adhere to the FCC Class A Standards for computing devices. The obligation for hardware compliance falls squarely with the original manufacturer.

In recent months, conversion kits have begun to appear in the marketplace. Some kits originate from manufacturers and are designed to convert games from the same manufacturer, while some conversion kits originate from manufacturers and are designed to convert games other than those produced by that kit manufacturer.

With respect to conversion kits, the FCC Rules provide that a manufacturer shall verify that if a conversion kit is installed in accordance with the instructions provided by the manufacturer and included with the kit, the resulting game satisfies Class A Computing Device Interference Standards. While all conversion kits originating from manufacturers of the game intended to be converted meet these FCC requirements, their installation by local operators, often times fall short of the FCC Standards due to improper installations

Conversion Kits: An Idea Whose Time Has Come?

by Jeffrey Ressler

"The question becomes how is the operator going to be able to afford to replace a game? How this used to be handled in the past was based on trade-ins. Well, trade-ins don't exist any more — particularly in the volumes we're discussing. We feel that one of the more important ways that this problem can be overcome is by a Convert-A-Game/Convert-A-Pak concept. I'm sure that other manufacturers will come up with similar concepts in the future. It has to be; it's the economics of the business."

—David Rosen, chairman and CEO of Sega Enterprises, Inc. December, 1981

When Sega chief David Rosen brought up the idea of convert-a-game back in 1981, manufacturers, distributors and operators quickly voiced their disdain of the concept. After all, this was the time coin video game machines were peaking in popularity and few members of the industry were inclined to consider the fickle nature of consumers; nearly every arcade piece was back-ordered or sold as soon as it came off the production line into distributors' showrooms, and the future of dedicated games seemed as secure as an ace and a face card in blackjack. But as the bubble burst last summer and coin-op insiders found themselves faced with a marketplace that demanded solely "hit" games while locations, ops and distribs were swamped with a miasma of secondary product, it came time to re-evaluate Rosen's dictum.

Cavalcade Of Equipment

Today, the coin-op video game business has taken Rosen's advice to heart and emerged with a cavalcade of game equipment which can be changed to make new units out of old ones. Presently, there are three different configurations of variable games: conversion kits, which use new printed circuit boards and

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or failure to follow the supplied instructions. This creates a situation where a game in the marketplace may be in violation of FCC Standards. Furthermore, some conversion kits originating from manufacturers which are designed to convert games not originally produced by that manufacturer may not contain sufficient instructions to properly convert the game in compliance with these FCC Standards.

Therefore, the members of the AGMA wish to urge all operators and/or other installers of conversion kits to take appropriate steps to ensure that the installation of any conversion kit or the modification of any existing games be done so with full awareness of and compliance with the FCC Standards. If the industry fails to meet substantial compliance with the new Standard, the FCC may reimpose the more restrictive Class B Interference Standards to the detriment of the entire industry.

Because of the impending dangers of the improper installation of conversion kits, the members of the Amusement Game Manufacturers Assn. at their recent meeting in February agreed to make this public statement to all members of the industry as a cautionary note and as a respectful request that all members of the industry comply fully with the FCC requirements regarding the manufacture, conversion, operation, or other modifications of coin-operated electronic video games.

CALENDAR

- | | |
|---|---|
| Feb. 20-22: So. Carolina Coin Operators Assn.; state convention; Holiday Inn/City Center; Columbia. | May 20-22: Music and Amusement Assn.; annual convention; Concord Hotel; Keamesha Lake, N.Y. |
| March 25-27: Amusement Operators Expo, O'Hare Expo Center; Chicago. | June 9-11: Illinois Coin Machine Operators Assn.; state convention; Holidome; Springfield. |
| April 7-10: Florida Amusement Vending Assn.; state convention; Curtis Hixon Hall; Tampa. | June 9-12: Amusement & Music Operators of Tennessee; state convention; The Peabody; Memphis. |
| April 8-10: North Dakota Coin Machine Operators Assn.; state convention; Kirkwood Motor Inn; Bismarck. | June 16-18: Ohio Music & Amusement Assn.; annual exposition; Hyatt Regency Columbus; Columbus. |
| April 22-24: NAMA Western Convention Assn.; annual convention; Anaheim, Calif. | Sept. 8-11: No. Carolina Coin Operators Assn.; state convention & trade show; Hyatt House; Winston Salem. |
| April 22-24: Pacific Amusement Operators Show; trade show; Disneyland Hotel; Anaheim, Calif. | Oct. 28-30: Amusement & Music Operators Assn.; annual exposition; The Rivergate; New Orleans. |
| April 30-May 1: Pennsylvania Amusement & Music Machine Assn.; state convention; Greater Pittsburgh Merchandise Mart/Expo Center; Monroeville. | Oct. 13-16: NAMA National Convention; annual convention; McCormick Place; Chicago. |

AROUND THE ROUTE

(continued from page 41)

A number of the factories who will be participating in AOE '83 are sponsoring meetings and social functions on March 24, preceding the official opening of the convention. Among them: Centuri, Gottlieb and Sega — as of this writing. There may be others.

Centuri, Inc, president **Arnold Kaminkow**, along with **Ivan Rothstein** and **Tom Siemieniec** will shortly be heading for Chicago to host the factory exhibit at AOE. Products featured will include current hit "Time Pilot," the newly debuted "Munch Mobile" video — and, who knows, maybe a "surprise" as well.

Spoke with M. Kramer & Co. exec **Jerry Dooley** who will also be in the Windy City for AOE to unveil a new video game called "Tic Tac Toe."

Loewen America president **Rus Strahan** just got back from an extensive road trip, during which he visited various factory distribs and also attended the So. Carolina state convention. He's now all set for AOE and excitedly noted that the Loewen exhibit will spotlight the brand new "Satellite 200" NSM phonograph. Rus said this is one terrific looking machine — completely redesigned and a total departure in appearance from any previous models released by the German-based producer. The new 200-selection phonograph offers a galaxy of pulsating colors and cosmetic enhancements, and should be a big hit on location! What's more, it's just about ready for delivery.

Dateline Phoenix, home of Bally Southwest Dist., the latest addition to the factory owned distrib group. Located at 2300 N. Black Canyon Highway, the 18,000 sq. ft. facility houses showroom, parts and service departments, administrative offices, and, under the direction of general manager **Paul Pettigrew**, has been flourishing in the first six months of its existence. As Paul told us, "Considering the climate of the industry, we're pleased with present business." Staff members include sales manager **John Coe** (formerly of Rowe International); operations manager **John Reckas** (formerly with Bally Pinball Division); service manager **Dennis Burch**; and, the newest member of the team, vending salesman **Ken Gentry**, who was with Vendo for 20 years.

State Association News: The **North Carolina Coin Operators Assn.** mid-year meeting was held March 18-20 at the Bordaux Hotel in Fayetteville. Group's annual state convention and trade show has been scheduled for Sept. 8-11 at the Hyatt House in Winston Salem. As reported by association president **Bobby Earp**, NCCOA is gravely concerned about three bills that are currently pending in the state legislature. If passed, any one or all three could place a heavy financial burden on operators. There's one bill in the Senate that would assess a \$100 per machine annual fee on videos, another in the House that would place a \$200 per machine fee on videos and yet another House bill calling for a 3% gross tax on collections, stipulating that the machines must be metered and the state would have authority to inspect the meters.

Conversion Kits: An Idea Whose Time Has Come?

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other items to completely change the game program; enhancement kits, which may augment play action in an already existing game; and interchangeable games, which allow different types of programmable software inserted into a cabinet to modify whole games much in the same way home game cartridges can be changed on consumer consoles (see accompanying sidebar for additional information). However, even though several major companies have now entered the altered amusement fray, it's unclear just how long the trend will continue and how it'll affect the conventional, dedicated game industry. To clarify the confusion regarding this part of the coin-op trade, **Cash Box** surveyed a number of leading figures in the business to get their thoughts on the subject.

According to Mark McClesky, vice president of sales at Data East USA, an interchangeable game company, the idea of altered games took a while to catch on because when it was first brought up the market was too young, and location expansion was rampant. "Distributors were afraid that these games would promote direct-to-operator sales by the manufacturer, and operators were afraid it would promote direct-to-location sales," commented McClesky. Today, with the marketplace in a replacement rather than expansion mode, the Data East exec said the legal conversion business is just starting to become popular with operators and "within three months they'll jump in, providing good games are available in the conversion form."

McClesky sees this part of the business as a transition stage for vid games until the technological advancements on the horizon become fully realized and formats such as laserdisc and other expanded hardware begin to evolve. "We will see efforts by several manufacturers with new technologies like laserdisc at the Amusement Operator's Expo," he stated. "However, I don't think it will make sense to the market from a pricing standpoint until AMOA time or later, because laserdiscs are very expensive today. PC boards and raster monitors will be viable for 12 to 18 months, and maybe even longer depending on developments for games coming out in that form. Laserdiscs will probably take until then to get the price down within reason and maybe three to four months afterwards until it makes sense in the marketplace."

Even though McClesky sees a viable market for laserdisc-driven games in the near future, he says it won't be on the scale of technological transfer that occurred when solid state pinball machines overtook electromechanicals in popularity. "We won't have another boom to overwhelm the business," said the Data East vice president, "but I think the introduction of videodisc technology will see a steady growth."

In the meantime, he explained, operators are faced with falling collections, shorter life expectancy of pieces and high-priced dedicated equipment making it more difficult to buy new games and still get a decent return

Dynamo Taps Laniel

CHICAGO — Dynamo Corporation has announced the appointment of J. Laniel of Laniel Canada, Inc., as exclusive distributor in Eastern Canada for Dynamo's popular Big D pool tables and Pro-Bilt soccer tables.

Laniel is located at 7101 Trans-Canada Highway, Villa St. Laurent, Quebec, H4T 1A2, Canada. Operators interested in contacting the firm may do so by calling Jacques Cheronneau at (514) 336-5050.

Dynamo, a Grand Prairie, Tex.-based firm is one of the nation's largest manufacturers of coin-operated pool tables and soccer tables.

on investment. He added that Data East has post-AOE plans to be in both the convertible and conversion game business, since a new "multi-conversion kit" shown at the Expo allows ops to change virtually any cabinet with a vertical raster monitor into one accepting Data East interchangeable game packages.

Whereas Data East's games like "Burger Time," "Lock 'n' Chase" and "Mission X" are interchanged via a patented "DECO Cassette" system for easy loading, unloading and programming, Cinematronics recently put out a couple of full-fledged conversion kits comprised of new printed circuit boards. A "Brix" kit converts obsolete "Naughty Boy" and "Jack the Giantkiller" units into fresh pieces, and a "War of the Worlds" outfit can modify old "Star Castle" or "Armor Attack." Company marketing director Tom Campbell admits that the kits are not the firm's main thrust, but "there is a marketplace for conversions, and the response has been very good. Operators have gotten tired of buying cabinets. There seems to be a market for conversions, and any manufacturer which ignores that is doing a disservice to itself."

Likened To Pinball

Campbell said no more kit games are currently on the Cinematronics drawing boards because the factory is busy with new dedicated merchandise and laserdiscs. "Solid state pinball came so fast and swept mechanical pins under the rug," he analogized, "and the same thing will happen to conversions in the wake of laserdiscs. I think dedicated video games will also suffer."

While quite different from converting and interchanging games, the use of enhancement kits has also boomed in popularity. A large degree of "enhanced" vid games are changed through the use of black-market "speed up" circuitry which violates manufacturer's audio-visual copyrights by zipping game play to a level where consumers face near-impossible obstacles and are cheated out of their quarters. One manufacturer stepping into the enhancement kit field, Bally-Midway, developed its "Pac-Man Plus" kit to stop nefarious tampering. By enhancing the pop-

ular game's visuals rather than merely speeding up the activity, the kit has performed well at locations and has stopped many ops from purchasing bogus variations.

"Pac-Man Plus has met with success in the marketplace mainly because its still a Pac-Man game and never lost its true identity," explained Bally-Midway executive vice president, marketing, Stan Jarocki. "Our basic position hasn't changed; we're not into convert-a-games, and this kit is not intended as an ongoing program. We've had many, many requests from operators to develop a complete enhancement kit, and after the court injunctions and seizures, Namco developed Pac-Man Plus to discourage operators from using illegal speed-up kits."

Jarocki said there are relatively few, approximately 10,000, Pac-Man Plus kits out in the field, compared to the overall 96,000 original Pac-Man machines manufactured. But he warned "piracy has not gone away," and his firm is still spending "a lot of work, time and money to clean up" the underground trade. In fact, even the Pac-Man Plus enhancement kit's main hardware, "the black box," contains a self-destruct mechanism so game pirates can't open it up and copy its contents.

Undoubtedly, the AOE will reveal new conversion, interchangeable and enhancement kits boasting a wide range of different game programs the operator can purchase. Not every company, however, believes in the future of the altered machine industry. Atari, for example, is making a "Black Widow" conversion kit available for its "Gravitar" upright, but coin-operated games division president John Farrand says this is a unique situation and kits are definitely "not for Atari," with Black Widow being strictly a temporary measure to help cure certain inventory problems.

But whether they are used to solve inventory balancing woes, lower purchasing costs, bring fresh life to an old game through intensified visuals or serve as an interim between dedicated uprights and the brave new world of videodisc games, conversion kits obviously fulfill a need, just as Rosen predicted they would two years ago.

What's In A Kit?

What exactly does a conversion "kit" consist of? How do you tell an interchangeable game from a convert-a-game? Does it take a factory-trained technician to properly install an enhancement kit? The following summary provides the answers to these questions and more — including important FCC requirements for game conversions. (For a complete list of currently available conversion kits, refer to the Manufacturers Equipment feature on page 48).

Conversions. Most conversion kits range between \$300-\$800, although some have run as much as \$1,000. The usual package includes a new marquee, control panel, cable, set of circuit boards and an instruction booklet. Operators should be aware that any game converted after Dec. 1, 1982 must comply with Federal Communications Commission (FCC) Class A specifications — primarily calling for an electronic filter board and a "cage" surrounding PCs to trap any radio wave emissions. Some conversion kit manufacturers have warned ops the FCC has been conducting spot checks of arcades and street locations, and if enough games are found lacking Class A approval, coin-op vid machines will be ranked with Class B devices, causing the industry major headaches.

Interchangeable Games. Data East USA's interchangeable games include a styling header, a microcassette tape carrying a digital program for the game and a "key module" device which acts as an interface between the microcassette and the PC boards. The operator gets the cabinet with resident boards capable of 64K and can buy cassettes as needed. Contrary to popular belief, the tape runs just when initially loading the program to the computer boards and only needs to be repeated if the power is shut off. The tapes, which take three minutes or under to load into the "key module deck" can run for about twenty hours a year, and are guaranteed for life. If something goes wrong, a diagnostic cassette can be substituted for the game tape and the machine examines itself, giving operators aids to solve malfunctions after discussing them with Data East technicians by phone. "Bump & Jump" is one of the latest interchangeable kits offered by the company, and other product will be introduced at AOE. Sales vice-president Mark McCleskey remarked that 55 game developers in its Tokyo research labs are divided into 11 teams, yielding a total of 2 prototype games a month. Out of these, Data East will issue just one interchangeable game every two months.

Enhancement Kits. Bally Midway Mfg. Co.'s "Pac-Man Plus" is probably the most popular enhancement kit, and it comes with a new header, a few large labels for the display glass, a new set of ROM programming and a self-destruct hardware device. In just a half-hour's installation time, old Pac-Man uprights are turned into a "new challenge" for players with disappearing mazes, invisible monsters, faster Pac-Man and ghost characters and different bonus items.

AOE PREVIEW

Exhibitors

FIRM	BOOTH
A-1 ASH TRAY CO. 333 N. Queen St. Kingston, NC 28501	900
ABC WAREHOUSE HAPPY SIGNS 7021 Burnet Road Austin, TX 78757 (Robots; portable moving & waving signs)	331
ABLOY SECURITY LOCKS 5603 Howard St. Niles, IL 60848 (Security locks)	1165
ACCA INDUSTRIES, INC. 407 Blade Ave. Cincinnati, OH 45216 (Kiddie video games)	473
ADVANCED GRAPHICS, INC. 620 E. Plum Lane, Suite 210 Reno, NV 89502 (Silk screening graphics)	1167
AIRVEND, INC. 9809 Valleyview Road Eden Prairie, MI 55344 (Coin-operated tire inflators and vacuums)	336
ALCOHOL BREATH ANALYSIS, INC. 532-A East Maryland Phoenix, AZ 85012 (Alcohol breath analysis machines)	1086
ALGOL TECHNOLOGY, INC. 303-3 Convention Way Redwood City, CA 94063 (Color monitors for the game industry)	1036
ALL-WEATHER AMUSEMENTS, INC. 1024, 1026 131 Avenue B Westhampton Beach, NY 11978 (Video outpost protective structure for video games)	
ALTER ENTERPRISES 549, 648, 551, 650 Road #3 Route 15 South Wharton, NJ 07885 (Coin-operated remote control amusement equipment)	
AMERICAN AMUSEMENTS, INC. 300, 302, 304, 306 2009 Old Cuthbert Road Cherry Hill, NJ 08034 (Electronic video games)	
AMERICAN COMMUNICATIONS LABORATORIES, INC. 1033, 1035 1190 South Little Creek Road Dover, DE 19901 (Video games)	
AMERICAN LOCK CO. 1104 3400 W. Exchange Road Crete, IL 60417 (Security devices)	
AMES SUPPLY COMPANY 1060 2537 Curtiss St. Downers Grove, IL 60515 (Electronic test equipment & supplies)	
ANTARES GAME REPAIR 339 6035 W. 11th Ave. Unit 2 Devner, CO 80214 (Info on independent repair service)	
AMUSEMENT TECHNOLOGY, INC. 727, 729, 826, 828 1200 Memorial Drive Ashbury Park, NJ 07712	
ARACHNID, INC. 1025 208 N. Madison St. Rockford, IL 61104 (Patented electronic dart game)	
ARDAC, INC. 560, 562 3400 Vokes Drive Eastlake, OH 44094 (Dollar bill changers & coin changers)	
ATARI, INC. 857-875, 956-974 790 Sycamore Drive Milpitas, CA 95035 (Coin video games)	
THE ATHLETIC SUPPORTER, LTD. 1034 27591 Schoolcraft Road Livonia, MI 48150 (Line of video tees)	
ATW, INC. 543, 545, 642, 644 50 Chin 5th Road N.E.P.Z. Kaohsiung, Taiwan 813 ROC (Coin-operated video games)	
AUCTION ASSOCIATES 901 290 West Napessino Lapeer, MI 48446 (Professional auctioneers of pinballs, videos & arcade games)	
AUTOROVO CANADA, LTD. 759, 761, 858, 860 P.O. Box 668 Orilla, Ontario, Canada L3V 6K5 (Kiddie games, hydraulic rides, light & sound effects)	
BALLY MANUFACTURING CORP. 501-512: 600, 616 2640 W. Belmont Ave. Chicago, IL 60618 (Coin-operated video & flipper games)	
BAY TEK, INC. 464 1180 Hill Drive Onida, WI 54155	
R.H. BELAM COMPANY, INC. 843, 845, 847, 942, 944, 946 One Delaware Drive Lake Success, NY 11042 (Belita coin counters; page alert & theft alert silent alarm pager)	
BELL-A-MATIC MANUFACTURING CORP. 1138 P.O. Box 20215 Reno, NV 89510	

BHUZAC INTERNATIONAL 823, 825, 827, 922, 924, 926
Trading Company International
552 Fathom Drive
San Mateo, CA 94404
(Coin-operated video games & pinballs)

BIGUSI ELECTRONICS 1183
1320 W. Sunshine St.
Springfield, MO 65807

BOB'S SPACE RACERS, INC. 802, 804, 806
427 15th St.
Daytona Beach, FL 32017
(Coin-operated Whac-A-Mole, Hot Spot & Super Shifter game)

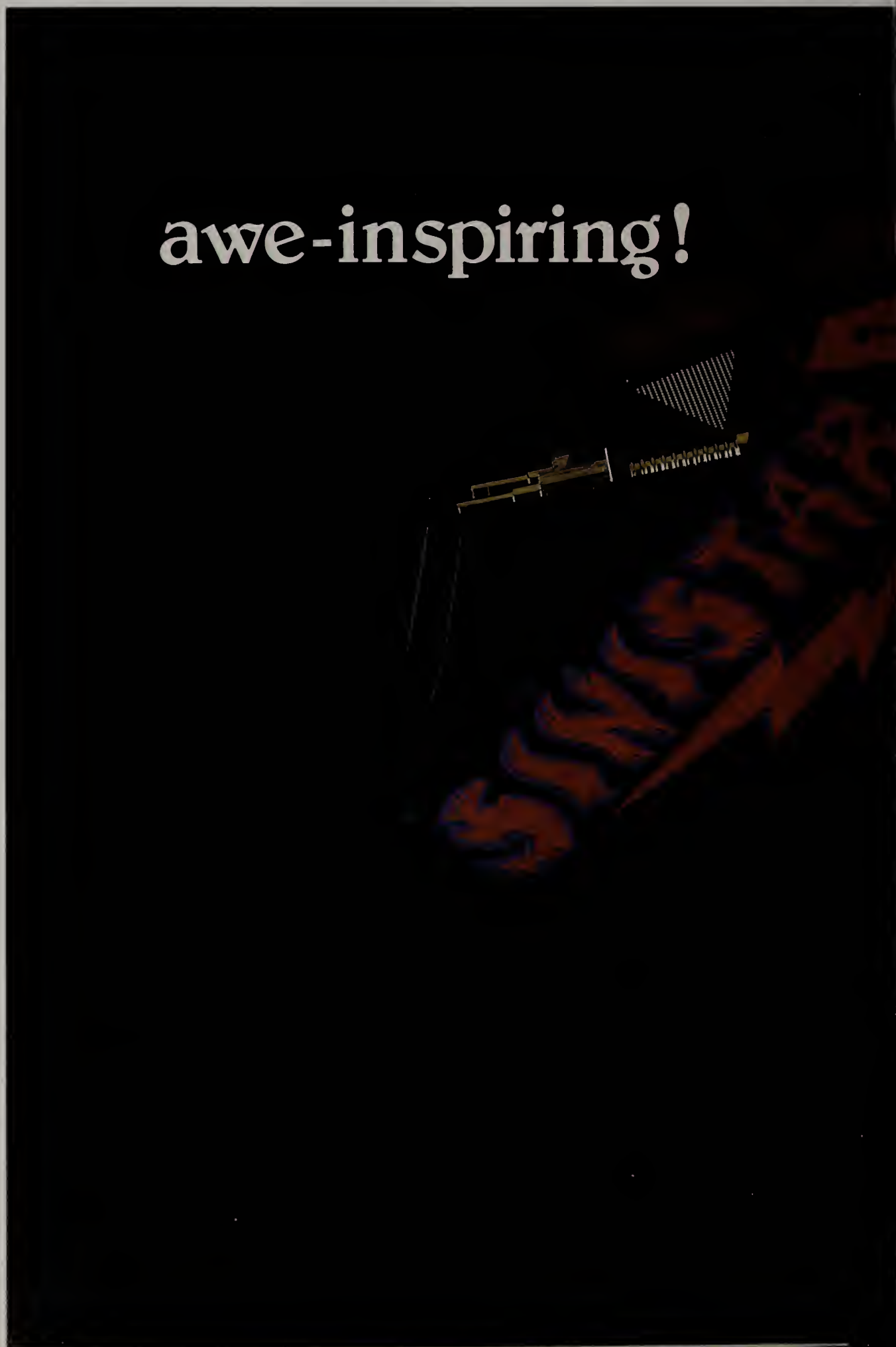
BRANDT, INC. 1116
P.O. Box 200
Watertown, WI 53094
(Money processing systems)

BRUNSWICK CORPORATION, CONSUMER DIVISION 220, 222
525 West Laketon
Muskegon, MI 49443
(Coin-operated billiard tables & billiard supplies)

BUCHERT 111
450 Caredean Drive
Horsham, PA 19044

BUSINESS BUILDERS 965
10381 S. De Anza Blvd., Suite 209
Cupertino, CA 95014
(Promotion materials for game centers)

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AOE PREVIEW

Exhibitors

FIRM	BOOTH
CANADIAN COIN BOX MAGAZINE 833 2nd Avenue East Ontario, Canada N4K 5P4 (Canadian Vending magazine)	1021
CAREX, INC. 907 Hollywood Way Burbank, CA 91505 (Demonstration of Sanyo DA 2500 oscillator & physical modulator)	1063
CAROUSEL INTERNATIONAL CORPORATION P.O. Box 307 Eldon, MO 65026 (Coin-operated kiddie rides)	1052

CCA 110 Division St. Toms River, NJ 08753	210
CENTURI, INC. 245 W. 74th Place Hialeah, FL 33014 (Coin-operated video games & Centuri 2001 jukebox)	407-417; 506-516

CHEMTRONICS, INC. 681 Old Willets Path Hauppauge, NY 11788 (Chemicals & other products for repair & maintenance of electronic games)	1059
CINEMATRONICS, INC. 1841 Friendship Drive El Cajon, CA 92020 (Electronic video games)	401, 403, 405, 500, 502, 504

COIN ACCEPTORS, INC. 4946 Daggett Ave. St. Louis, MO 63110 (Coin handling equipment)	1017, 1019
COIN CONTROLS, INC. 2609 Greenleaf Ave. Elk Grove, IL 60007 (Complete line of coin & token handling devices)	870, 872, 874, 876
COIN MACHINE CORPORATION OF AMERICA 4322 N. Western Ave. Chicago, IL 60618	1118
COIN MECHANISMS, INC. 817 Industrial Drive Elmhurst, IL 60126 (Complete line of coin & token mechanisms)	238
COIN SECURITY SYSTEMS, INC. 7702 Balboa Boulevard, Suite 4 Van Nuys, CA 91406 (Sales center for high security devices)	1122
COIN SLOT/COIN JOURNAL P.O. Box 57 Daltry St. Oldham, England OL 1 4BB	1000
COMEDY CARTOON FACTORY, INC. 460 Sunrise Highway Valleyspring, NY 11580	556, 558
COMPUTE-A-PULSE/HEART INTERNATIONAL Box 80004 Albuquerque, NM 87108	RATE 235
COMPUNETICS DEVICES 3353 S. Highland Drive #505 Las Vegas, NV 89109 (Biorhythm & pulse readers)	1135, 1137
COMPUTER KINETICS CORP. 31129 Vioa Colinas #701 Westlake Village, CA 91362 (Line of multi-programmable games)	215, 217
CONVERTIBLE VIDEO SYSTEMS, LTD. 55 Northern Blvd. Great Neck, NY 11021 (Convertible video systems)	753, 755
CORECO RESEARCH CORP. 370 Seventh Ave. — Suite 301 New York, NY 10001 (Two-way automatic intercom set; therapeutic vibrator)	333
COSMOS 500 S. Highland Las Vegas, NV 89106 (PC boards, cabinets, laser disc materials)	458, 460
COTTON CANDYVEND, DIVISION NET USA, INC. 11th & Linden Sts. Camden, NJ 08102 (Automatic cotton candy vending machine)	338
DATA EAST, INC. 470 Gianni St. Santa Clara, CA 95050 (Coin-operated interchangeable video games)	849, 853, 851, 948, 950, 952
DESTRON/GDI, INC. 4801 W. Peterson Ave. Chicago, IL 60646 (Video amusement games; astrology & bio rhythm machines)	637, 639, 736, 738
DIGITAL CONTROLS, INC. 6576A1-85 Interstate Court Atlanta, GA 30093 (Little Casino bar-top unit with 4 game capabilities)	552, 554
DRPM'S Corporation 10003 W. Main St. Brandford, CT 06405	310
D & R INDUSTRIES 7111 N. Capitol Drive Lincolnwood, IL 60645 (Coin machine parts & supplies; billiard supplies & accessories)	931
DUFFERIN, INC. 318 Holbrook Drive Wheeling, IL 60090 (Bowling, an automatic bowling lane; billiard cues & balls)	557, 559, 561
DYNAMO CORP. 1805 S. Great Southwest Parkway Grand Prairie, TX 75051 (Coin-operated pool tables, soccer tables & video games)	765, 767, 864, 866
EAGLE CONVERSIONS, INC. 25 Eagle St. Providence, RI 02908 (Electronic conversion kits)	200
EASTERN MICRO ELECTRONICS, INC. 12 D World's Fair Drive Somerset, NJ 08873 (Video games, conversion kits, cabinets, monitors, PC boards & components)	771, 773 775, 777
EISEN/CORRON & BLACK 4350 E. Camelback — Suite 8250 Phoenix, AZ 85018 (Video game arcade)	1044
ELECTROHOME LTD. 809 Wellington St. North Kitchener, Ontario, Canada N2G 4J6 (Complete line of display monitors for games & leisure industries)	1067, 1069
ELECTRO SPORT, INC. 3170 Airway Ave. Costa Mesa, CA 92626 (Video games)	1073, 1075 1077, 1170, 1172, 1174
ELECTRO VISUAL PRODUCTS, INC. 124 Northeast 9th St. Grand Prairie, TX 75050 (Video games)	1088, 1090

From the very first moment the player grasps the controls, he is struck by the diabolical power of Sinistar as the evil voice thunders the words "I live". He knows he is confronted by the most challenging game ever devised. And, awed by the intense action, riveted to the outer space chase, he also knows that Williams and only Williams could be its creator.

Cockpit shown.
Also available in upright.

Williams 
ELECTRONICS, INC.

AOE PREVIEW

Exhibitors

(continued from page 45)

FIRM	BOOTH	FIRM	BOOTH	FIRM	BOOTH
ENTERTAINMENT ENTERPRISES LTD. 485 Brown Court Oceanside, NY 11572 (Coin-operated video games & soccer tables; video conversion kits)	1117, 1119, 1121	HANTAREX U.S.A. LTD. 127 Prospect Ave. Douglaston, NY 11363	461, 463	MARANTZ PIANO CO., INC. Highway 64-70 East, P.O. Box 460 Morganton, NC 28655 (Computer controlled coin-op piano)	658, 660
E. T. MARKETING, INC. 1724 West 4th St. Tempe, AZ 85281 (Moppett video game line for children; Tuni interchangeable video game line)	422, 424, 426, 428	HOFFMAN INTERNATIONAL LTD./IMPORT EXPORT 600 N. McClurg Court-Suite 309A Chicago, IL 60611 (Video games)	1027, 1029	MASTER PITCHING MACHINE, INC. 4200 Birmingham Road Kansas City, MO 64117 (Baseball pitching machines; batting cages; ball feed systems)	705, 707
EVERCLEAR INTERNATIONAL 3612 W. Lincoln Highway Olympia Fields, IL 60461 (Safety products)	342	HOUSE OF CARDS, INC. 4641 Roosevelt Rd. North East Atlanta, GA 30341 (Counter-top video amusement card games)	206	MEGA 41 West Street Middlefield, CT (Coin sorters and packagers)	1114
EXIDY, INC. 390 Jave Drive Sunnyvale, CA 94086 (Coin-operated games)	815, 817, 819, 821, 914, 916, 918, 920	IMPERIAL BILLIARDS 6 Empire Blvd. Moonachie, NJ 07074 (Billiard supplies, electronic video parts & coin-op foosball table)	923	MELTEC, INC. 290 Commercial St. Sunnyvale, CA 94086 (Boom Ball)	1081, 1083, 1176, 1180
FALCON INTERNATIONAL 1127 Conveyor Lane-Suite 100 Dallas, TX 75247 (Falcon 8 video simulator test equipment)	1185, 1187	INNOVATIVE CONCEPTS IN ENTERTAINMENT, INC. 1280 Main St. Buffalo, NY 14209 (Chexx Hockey Game)	1148, 1148, 1150, 1152	MERIT INTERNATIONAL, INC. 630 Woodland Ave. — P.O. Box 213 Chettentham, PA 19012 (Video amusement machines)	221, 223, 225, 227
FIDELITY TRADING, INC. 650 Hadley Road South Plainfield, NJ 07080	101	INTERLOGIC, INC. 9806 W. Farragut Ave. Rosemont, IL 60018	852, 854	M.H.I. MANUFACTURERS Wright Group, Inc. State Highway 35 West Elkland, MO 65844 (Animated electronic toy vending machines)	448
FORT LOCK CORPORATION 3000 N. River Road River Grove, IL 60171	1041	INTERNATIONAL TOTALIZING SYSTEMS, INC. 1244 Chestnut St. Newton Upper Falls, MA 02164 (Totalizing systems)	447, 449	MICRO-COIN ELECTRONIC CONVERSION 2252-17 Main St. Chula Vista, CA 92011 (Conversion kit for vending machines)	1143
RANDY FROMM'S ARCADE SCHOOL 6123 El Cajon Blvd. San Diego, CA 92115	1022	INTREPID MARKETING, INC. 4984 El Camino Real Los Altos, CA 94022 (Children's games; conversion kits)	301, 303, 305, 307	MICRO-MAGNETIC INDUSTRIES, INC. 4083 Transport St. Palo Alto, CA 94303 (Bill & token changers; portable cash accountability reporting systems)	1049
THE GAME EXCHANGE, INC. 313 Neilston St. Columbus, OH 43215	643, 645, 742, 744	J-S SALES COMPANY, INC. 24 South Third Ave. Mount Vernon, NY 10550 (Parts and supplies)	915, 917	MIDWEST CABLE, INC. Lighting & Sound 25052 West 6 Mile Road Farmington, MI 48219 (Lighting and sound systems)	1018, 1020
GAME PLAN, INC. 1515 W. Fullerton Ave. Addison, IL 60101 (Videos and gaming equipment)	1064, 1066	JOHNSON PRODUCTS CO. 627 15th Ave. East Moline, IL 61244	556, 558	MIRACLE RECREATION EQUIPMENT CO. P.O. Box 275 Grinnell, IA 50112 (“The Carousel”)	1059
GAMES GALORE 10031 Monroe Drive #306 Dallas, TX 75229 (Projectavision projection system for arcade games)	1023	KIDDIE RIDES U.S.A. 604 Main St. Davenport, IA 52803 (Coin-operated kiddie rides)	831-839, 930-938	MONROE DISTRIBUTING, INC. 2399 Payne Ave. Cleveland, OH 44114 (Computers & software designed for the industry)	1120
GAMETECHNIKS/Div. of CASINO TECHNOLOGY CORP. 10501 Delta Parkway Schiller Park, IL 60176 (Change-Mate 500 bill changer)	457, 459	KLOPP INTERNATIONAL, INC. P.O. Box 708 Pinellas Park, FL 33565 (Coin/token counting & sorting equipment)	933	MONTANA BILLIARD SUPPLY & MFG. CO. P.O. Box 20878 134 Regal St. Billings, MT 59102 (Home and coin-op pool tables)	224, 226
GOLD MEDAL PRODUCTS CO. 1825 Freeman Ave. Cincinnati, OH 45214 (Concession and snack bar equipment)	343, 345, 448	KONAMI INDUSTRY COMPANY, LTD. 1215 11-41 chome Umeda Kita-Ku Osaka City, Japan 530 (Coin-operated video games)	831, 633, 730, 732	M.V.S. AMUSEMENTS, INC. 7940 Pendleton Pike Indianapolis, IN 46226 (Distributor of video games)	462
D. GOTTLIEB & CO. 165 W. Lake St. Northlake, IL 60164 (Video, pinball, arcade amusement games)	601-609, 700-708	M. KRAMER MFG. CO., INC. 1100 Towbin Ave. Lakewood, NJ 08701 (Video games)	201, 203, 205, 207	NAMCO-AMERICA, INC. 343 Gibraltar Drive Sunnyvale, CA 94086	655, 657, 659, 754, 756, 758
THE GREAT AMUSEMENT EMPORIUM 6880 S. Emporia St. Englewood, CO 80112 (Parts & supplies; accessories; components; security devices)	937, 939	KURZ-KASCH, INC. — Electronics Division 2271 Arbor Blvd. Dayton, OH 45439 (Digital test equipment)	335	NATIONAL COIN 1405 W. Diversy Blvd. Chicago, IL 60614	909
GREEN DUCK CORP. 255 S. Elm St. Hernando, MS 38632 (Tokens, coins, medals, buttons, badges, tabs & emblematic jewelry)	546, 548	LASER DISC COMPUTER SYSTEMS, INC. 63 Atlantic Ave. Boston, MA 02110 (Interactive laser disc arcade gaming system)	1139, 1141	NICHIBUTSU U.S.A. CORP. 15407 South Broadway Gardena, CA 90248 (Full line of video games)	649, 651, 746, 750
GREENWALD INDUSTRIES 1340 Metropolitan Ave. Brooklyn, NY 11237 (Coin metering systems)	202	LEE SEN ENTERPRISE D.N.C. (USA) Industrial Corp. d.b.a. 12300 E. Washington Blvd. — J Whittier, CA 90606 (Video games)	453, 455	NICOLE MANUFACTURING, INC. 1122 Ninth Street Altoona, PA 15601 (Convertible video games & video game kits)	475, 570
GREYHOUND ELECTRONICS 7 Sturgis Road Lavallette, NJ 08735 (3-in-1 convertible video games)	1155, 1157, 1159	LOEWEN AMERICA, INC. 9213 Park Lane Franklin Park, IL 60131 (NSM phonographs)	321, 323, 325, 442, 444, 448	NINTENDO OF AMERICA, INC. 4820 150th Ave. North East Redmond, WA 98052 (Coin-op video games in upright & table versions)	711-715, 609-814, 909-912
HAMILTON SCALE CORP. 3350 Secor Road Toledo, OH 43606 (Currency changers and token vendors)	1038	MAMA TOP CORPORATION 3-1-3 Kitaando Shizuoka, Japan 420 (Upright type cabinets)	1065	NORTH AMERICAN AMUSEMENT CO. 524 2nd Street Rock Island, IL 61201 (Coin-op kiddie rides & kiddie amusements)	971-981, 1070-1080

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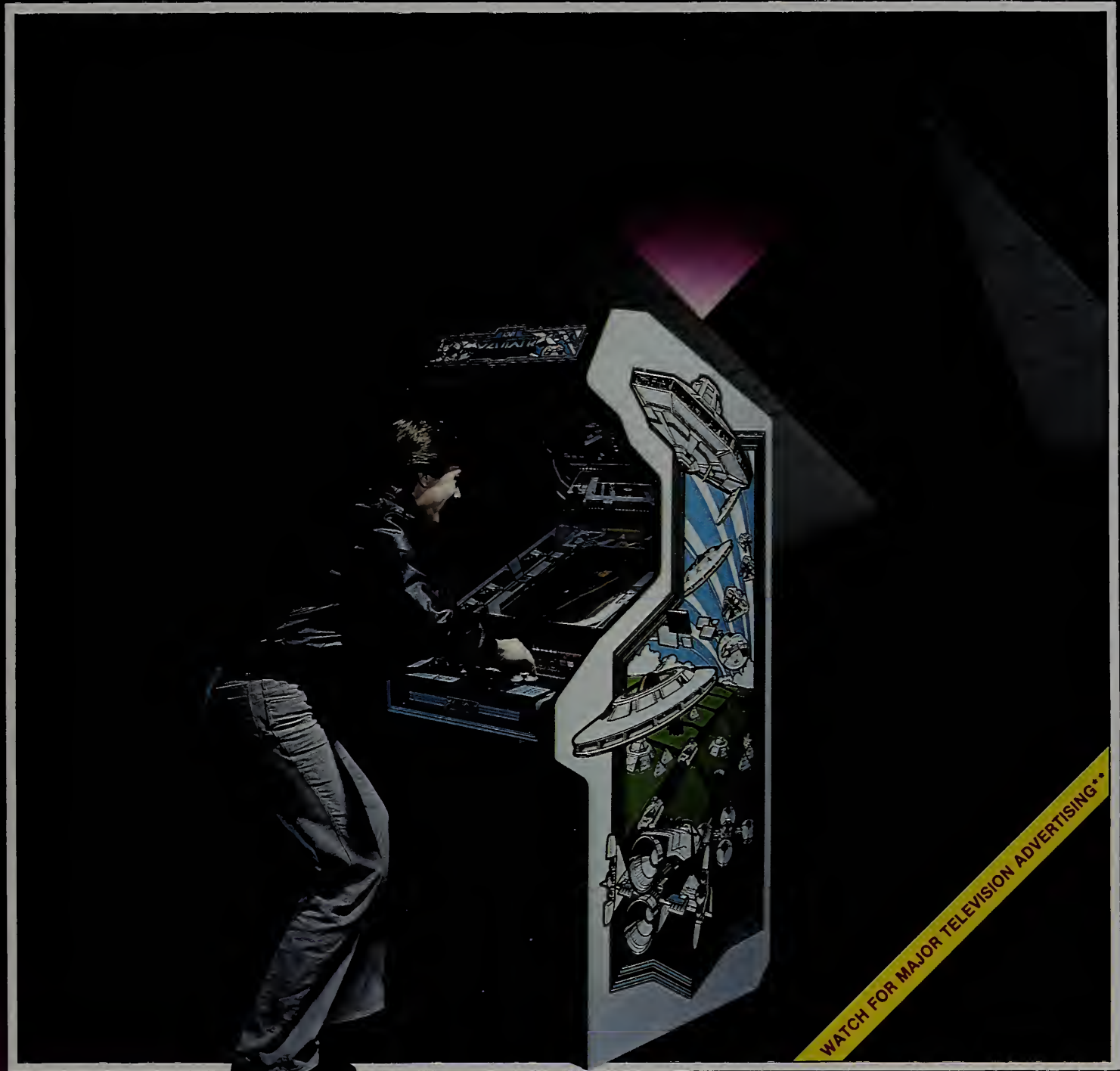
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Williams Ups Dividend

CHICAGO — The board of directors of Williams Electronics, Inc. has approved a 5 cent increase in the quarterly cash dividend to 15 cents per share from 10 cents. The dividend will be payable on May 16, 1983 to stockholders of record at the close of business on April 21, 1983.

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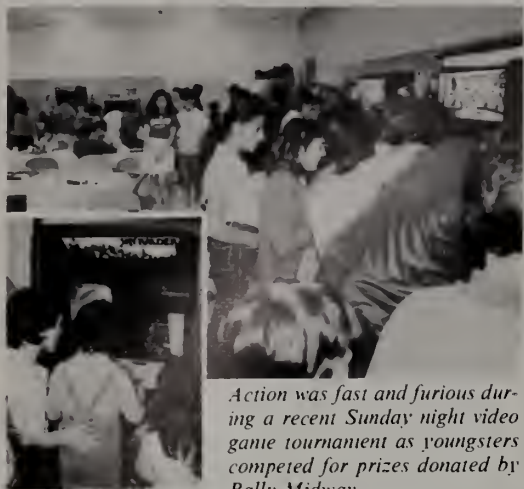
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POINT OF VIEW



Action was fast and furious during a recent Sunday night video game tournament as youngsters competed for prizes donated by Bally Midway.

Kids of all ages enjoy playing video games at Sinai Temple.



High scores on the various machines were posted on a bulletin board, where anxious competitors are shown checking their places in the standings.



Andrea Wolf, director of the volunteer staff, Rabbi Rothstein and Sandy Bettelman seem pleased that the tournament has attracted nearly 100 competitors.



During the competition, players were lined up four deep while waiting to try and beat the high scores on such games as "Jungle Hunt" and "Super Pac-Man."



The expression on the young man's face speaks volumes about the atmosphere of fun and excitement video games have helped create at the Drop-In Center.



Rabbi Schneider (circle) is a strong believer in the positive aspects of video games, as are all of the volunteers who donate their time to supervise the youngsters.

Text and Photos by Alan Sutton

"We've got the best equipped arcade of any temple in the country," jokes Rabbi Paul Schneider of Sinai Temple in Los Angeles. Although many adults would probably question the propriety of video games in a house of worship, Rabbi Schneider is not one of them. Indeed, he and senior Rabbi Solomon Rothstein believe there is a place for video games in the temple's Drop-In Center, where a dozen machines have been installed to provide youngsters with an alternative to hanging out on street corners and possibly getting into trouble. "We feel the games give kids a positive opportunity to socialize at the temple," Rabbi Schneider explains. "We have no hang-up about the concept (of video games); it's just another form of entertainment when handled in moderation."

According to Rabbi Schneider, games can be a catalyst for getting youngsters involved in other programs at the temple. "Before we can draw them into the religious and educational activities, we have to get them into the building," he says. "We've tried to create a healthy atmosphere where they can socialize without worrying about parents eavesdropping on their conversations and so forth. And while they are here we can talk to them about other areas of involvement." Adds Rabbi Rothstein: "Con-

trary to the media's image of video games, we feel this is one step towards bringing kids into the heart of the congregation."

The Drop-In Center is open daily after school hours and on Sunday evenings, with supervision provided by volunteers in their twenties and thirties. The games were donated by Sandy Bettelman of C.A. Robinson & Co. distributors, who from time to time organizes tournaments like the one shown in the accompanying photographs. "At great personal expense and sacrifice, Sandy has helped make the Drop-In Center a success," says Rabbi Rothstein.

How do the older members of the congregation feel about the installation of video games in the temple? "There has been no backlash from the congregation," according to Rabbi Rothstein, who points out that it is the sharing of an enjoyable experience, rather than the opportunity to play video games for free, that keeps the youngsters coming back. "We want them to feel that to be in Sinai Temple is a happy, joyous experience," he says, "and the games are a way of showing the kids that we have opened our doors to them. The next step is to get them to open up and discuss their problems in an environment that helps them identify with God and their fellow Jew."

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As play progresses, the enemy changes its battle plan and attacks with tanks! Now guns are useless. The player can lob grenades or jump into a tank in hot pursuit. Brick walls can be used for temporary protection but the player must also beware of grenades thrown from fox holes. For a stronger defense and heavier artillery fire, the player can jump into a larger tank. If his tank is hit twice, it spells defeat at the hands of the enemy.

When the fort is in sight, the player must successfully execute one final assault. He must leave the tank and grenade the fort. Then it's total victory as the enemy raises the white flag!

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AOE PREVIEW

Exhibitors

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DON TAYLOR SALES Box 270 Westtown, PA 19395 (Bimbo, the mechanical marionette)	212
TECHSTAR, INC. 8651 NW 56th St. Miami, FL 33166	324, 326
TECH VEND MARKETING, INC. 6050 McDonough Drive-Suite O Norcross, GA 30093 (Pulse meter & heart rate vending equipment)	1046
TEHKAN LTD. 41 Kanda Higashi-Matsushita Cho Chiyoda-Ku Tokyo, 101, Japan (Video games, arcade games and demo equipment)	335, 337
THIRD WAVE ELECTRONICS CO. 4021 North East 5th Terrace Ft. Lauderdale, FL 33334 (Electronic coin acceptors)	204
THOMAS AUTOMATICS, INC. 3310 Woodward Ave. Santa Clara, CA 95050 (Interchangeable video games, amusement only slot machines)	747, 749, 846, 848
TOMMY LIFT GATE MFG. CO. Bus Brown Drive P.O. Box 8 Woodbine, IA 51579 (Hydraulic lift gates)	1144
TONKA TOOLS 7707 W. 22nd St. Minneapolis, MN 55426	1008
TORNADO TABLE SOCCER, INC# 5204 Airport Freeway Fort Worth, TX 76117-5997 (Tornado Soccer Table)	1056, 1058
TOTAL VENDING SERVICES 750 Ponce de Leon Place Atlanta, GA 30306	760
ULTRA LIFT CORPORATION 1040 The Alameda San Jose, CA 95126 (A lift gate for trucks; power movers)	1124, 1128
UNIVERSAL MACHINE CO., INC. 5201 S. Hampton Road Dallas, TX 75232 (Coin handling equipment)	466
UNIVERSAL USA, INC. 3250 Victor St. Santa Clara, CA 95050 (Video games & slot machines)	1009, 1011, 1013, 1108, 1110, 1112
U.S. BILLIARDS, INC./K ENTERPRISES 243 Dixon Ave. Amityville, NY 11701 (Video games, pool tables, air cushion games & arcade games)	719, 721, 723, 818, 820, 822
UTEC, INC. 2770 Highland Ave. P.O. Box 12530 Cincinnati, OH 45212 (Coin-operated kiddie rides)	1030, 1032
VALIDATA COMPUTER & RESEARCH CORP. 428 S. Perry St. Montgomery, AL 36104 (Computer systems for the amusement & vending operator)	947
THE VALLEY COMPANY 333 Morton St. P.O. Box 656 Bay City, MI 48707 (Coin-op pool, Bumper Pool and soccer tables & other products)	1010, 1012
VAN BROOK OF LEXINGTON, INC. P.O. Box 5044 Lexington, KY 40555 (A wide range of tokens; and promotional material)	925, 927
VAN LOCK COMPANY 3609 Church St. P.O. Box 44066 Cincinnati, OH 45244 (Locks and lock hardware)	213
VENDING INTERNATIONAL 33157 Camino Capistrano Suite C San Juan Capistrano, CA 92675 (Amusement games & vending machines)	231, 233, 330, 332
VENDOPRISE, INC. 30 Di Tomas Court Capiague, NY 11726 (Coin counting machines, electronic computers & parts)	949
VENTURE LINE, INC. 3731 East LaSalle Phoenix, AZ 85040 (Video games & conversion kits)	803, 805, 902, 904
VIDEO COMMUNICATIONS, INC. 2220 E. Main St. Richmond, VA 23223	465, 467
VIDEO GAMES SOUTHWEST, INC. 3111 S. Valley View, E120 Las Vegas, NV 89102 (Table top and cabaret amusement games)	230
VIDEO MUSIC INTERNATIONAL 8265 Sunset Blvd., Suite 108 Los Angeles, CA 90046 (Startime video jukebox)	911, 913
VIDEO PRO ENTERPRISES, INC. P.O. Box 23663 Harahan, LA 70183	1173
VIDEO PROJECTIONS LTD. 736 Allerton Ave. Bronx, NY 10467 (Projection of video games on giant TV screen)	237, 239
WELLS GARDNER ELECTRONICS 2701 North Kildare Chicago, IL 60639	903, 905, 1002, 1004

WICO CORPORATION 6400 W. Gross Point Road Niles, IL 60648 (Parts, accessories, security equipment, conversion kits & related products)	611, 613, 710, 712
WILDCAT CHEMICAL COMPANY/ BIG STATE SUPPLY COMPANY 1349 E. Seminary Drive Fort Worth, TX 76115 (Chemicals, parts & supplies for vending & amusement industry)	661
WILLIAMS ELECTRONICS, INC. 3401 N. California Ave. Chicago, IL 60618 (Solid state pinball & video)	431-439, 530-538

ROGER WILLIAMS MINT 79 Walton St. Attleboro, MA 02703 (Tokens)	967
WILLY WASH, INC. 3575 Monza Drive Salt Lake City, UT 84109 (Coin counting & packaging equipment)	703
WIZ KIDS, INC. 161 Everest Drive North Huntingdon, PA 15642 (Licensed video game T-shirts, CPA's and related items)	957, 959
WORLD GAMING DEVICES, INC. 1300 Howard St. Elk Grove Village, IL 60007	314, 316

(Various electronic amusement version machines)	
WORLDVEND PULSISCAN COMPANY 8369 Vickers St. Suite 0 San Diego, CA 92111-2173 (Pulsiscan Model 2000 heart rate meters)	1084
WORLD WIDE DISTRIBUTORS, INC. 2730 W. Fullerton Ave. Chicago, IL 60647 (Reconditioned amusement games, phonographs & vending machines)	115, 117, 214, 216
WORLD WIDE PRESS, INC. 110 Third St. South, P.O. Box 143 Great Falls, MI 59403	1166
W.V.G.O. 15000 Main St. Gardena, CA 90248 (Game conversion kits & other products)	211

Williams Games: Less Is More

A common complaint among coin machine operators these days is that manufacturers are churning out more equipment than the market can bear -- a practice many contend has resulted in saturation of the video game market, shorter game life, reduced collections and the collapse of the used game market. To be sure, one of the most frequently heard operator gripes is aimed directly at the factories: "Stop coming out with so many new games so often."

While the pace of new game introductions overall hasn't slowed much since the boom period of 1978-81, one factory stands out as an exception. Williams Electronics has adopted the philosophy of less is more by introducing fewer games than its competitors, which means less is more profit for operators with fewer purchases, according to Ron Crouse, vice president and director of marketing.

"We believe in quality, not quantity," says Ron Crouse. "Just take a look at Cash Box's own chart on manufacturers' equipment and you'll get an idea of what I'm talking about. The statistics on video game introductions bear me out."

"We like to refer to our games as the 'Williams hit parade,'" says Crouse.

Sales figures show the "Williams hit parade" got off to a flying start in November of 1980 with the introduction of "Defender" Williams' first video game took the nation by

modularity, dependability and fully independent sound systems are all distinctive marks of Williams video games."

Before being released on the market, all Williams games must meet the rigorous standards of scores of Williams inspectors. Indications are that this control is well worth it. Game operators around the country report Williams' video games are well-known for their dependability and performance.

One reason, according to Crouse, that Williams games have longevity is that the company provides the kind of game adjustments that keep them earning top money in all types of locations. A player can't get too good at playing a game because of the numerous levels of difficulty that can be selected to suit all levels of skill.

Williams consistently sets out to give video

game players what they want, from game concepts to graphics to sound effects to controls, says Crouse. And success is never left to chance. All games are extensively pre-tested for player appeal before they ever hit the market. "Probably the biggest reason we make so much money for so many operators with so few models," Crouse concludes, "is that we listen to what the players and the operators want and we give it to them."



storm and, by the end of 1981, was one of the industry's highest-earning games. Over the next two years, the company introduced "Stargate," "Make Trax," "Robotron: 2084," "Moon Patrol" and "Joust."

In 1979, after nearly 40 years of designing innovative pinball machines, Williams set out to create its first video game. Video experts were hired and put to work along with Williams' top pinball wizards. After a year of intense effort, including hundreds of hours in overtime, Defender was born and went on to become one of the company's most successful games ever. That same attention to detail and engineering continues today in Williams' current products such as Joust.

"Due greatly to extensive research and development, we've earned a reputation for producing the most technically advanced video games on the market," says Crouse. "The diagnostic system, bookkeeping and game adjustments, video resolution,



Designers Ponder New Trends In Video Game Development

by Jeffrey Ressler

LOS ANGELES — The history, development and future of electronic game design was examined by experts in the field March 4-5 during a UCLA Extension conference at the Ambassador Hotel here, drawing a near-capacity crowd of approximately 300 participants. The two-day symposium, which included an exhibit showcasing arcade, consumer-oriented and computer amusements, touched on a number of important issues affecting the industry, such as new design tools, player psychology, coin and home vid machine economics and forecasts of how technological advances like videodisc and holography will interface with the gamemaking community.

Coordinated by Steven Sidley and Ruth Iskin of UCLA Extension's Dept. of the Arts, the design confab kicked off with a historical perspective of video games by Jay Smith III, president of Los Angeles-based Western Technologies, Inc., who traced the growth of the electronic phenomenon from its earliest days to the present. The future of video graphics and technical issues facing the designer was then addressed by Roger Hector, president of Videa, a freelance video graphics group recently acquired by Nolan Bushnell's Pizza Time Theatre organization to come up with games for its Sente Technology division, which plans to unveil arcade vid equipment once Bushnell's "no-competition" agreement with Atari expires this October.

Hector explained the term "Atari" comes from the Japanese game of "Go," where the phrase is used as a polite warning to an opponent that their forces are about to be engulfed. "Sente," he said, is also a Go expression, signalling an appropriate counterattack. Displaying slides of Sente games in various stages of research and development, such as one employing a Pizza Time character named Chuck E. Cheese and another, more abstract game revolving around atomic and molecular composition, Hector told the crowd how user-friendly cameras and computers can help graphic artists without extensive programming skills create fully realized works.

New Skills

The greatest potential for the future of video games, said Hector, is a higher resolution painting system with a camera capable of converting drawings to video-based resolution. New skills, such as looking at a screen instead of the hands while designing graphics using a light pen that moves a remote control cursor around a monitor, will also be necessary in animating a compelling piece. Hector pointed out that with these new tools and techniques, a spectrum of exciting effects can be achieved, ranging from M.C. Escher-like geometric progressions to spiritually uplifting mystical landscapes.

Though he declined to mention specific Sente projects in detail, saying he didn't want to build people's expectations up to an unreal



MILLI-PRINCE — Crown Prince Henri of Luxembourg ended his recent visit to the United States by taking a tour of Atari's coin video game manufacturing facility in Northern California, and afterwards was presented with a gift of a "Millipede" upright coin machine. Pictured during the presentation are (l to r): Madame Colette Flesch, Luxembourg's minister of foreign and economic affairs; Crown Prince Henri; John Farrand, president of Atari's Coin Video Games Division; Adrian Meisch, Luxembourg's ambassador to the U.S.; and Dick Maslana, Atari's vice president of manufacturing for the division.

level, Hector did say that "the things coming out first are quite nice, and the real flashy stuff is in the second round."

According to Hector, Sente will not just alter the games, but also the way they are presented. "We're not going to approach the business in the usual way," he added, saying while arcade coin-ops will be the company's initial thrust, it intends to enter the programmable home game market as well. He lauded

coin machine sales as a "very democratic process," telling the crowd "coin-op games are bought one quarter at a time," and warning "if a game is not fun, it dies."

The all-important fun factor was given further emphasis by the next speaker, *Electronic Games* magazine co-publisher and editor Arnie Katz, whose discourse on "The Psychology of Gaming" described how many

(continued on page 53)

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Elektra (12/81)
Vector (2/82)
Mr. & Mrs. Pac-Man (5/82)
Rapid Fire (5/82)
Spectrum (8/82)
Speakeasy, 2-pl. (9/82)

GAME PLAN

Coney Island (3/80)
Super Nova (4/80)
Lizard (6/80)

GOTTLIEB

Force II (1/81)
Pink Panther (3/81)
Mars (6/81)
Volcano (8/81)
Black Hole (10/81)
Haunted House (2/82)
Devil's Dare (4/82)
Caveman Pin/Video (5/82)
Rocky (8/82)
Spirit (9/82)
Punk (11/82)
Q*bert's Quest (2/83)

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Nine Ball (1/81)
Free Fall (2/81)
Lightning (4/81)
Split Second (7/81)
Catacomb (9/81)
Viper (11/81)
Orbitor I (4/82)

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Jungle Lord (4/81)
Pharaoh (7/81)
Solar Fire (9/81)
Barracora (10/81)
Hyperball Pin/Video (2/82)
Cosmic Gunfighter (7/82)
Defender (2/83)
Warlok (2/83)

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Centipede (6/81)
Centipede Cabaret (6/81)
Red Baron (8/81)
Red Baron, sit-down (8/81)
Tempest (10/81)
Tempest Cabaret (10/81)
Dig Dug (4/82)
Dig Dug Cabaret (4/82)
Kid Kangaroo (6/82)
Gravitar (8/82)
Pole Position (12/82)
Millipede (12/82)
Liberator (12/82)
Quantum (12/82)
Xevious (2/83)

BALLY/MIDWAY

Deluxe Space Invaders (1/80)
Galaxian (4/80)
Extra Bases (5/80)
Space Encounters (8/80)
Space Encounters Mini-Myte (9/80)
Space Zap (10/80)
Space Zap Mini-Myte (10/80)
Pac-Man (11/80)
Pac-Man Mini-Myte (11/80)
Rally-X (2/81)
Rally-X Mini-Myte (2/81)
Gorf (4/81)
Gorf Mini-Myte (4/81)
Wizard of Wor (6/81)
Wizard of Wor Mini-Myte (6/81)
Omega Race (8/81)
Omega Race Mini-Myte (8/81)
Omega Race sit-in capsule (8/81)
Galaga (11/81)
Galaga Mini-Myte (11/81)
Kick-Man (1-82)
Kick-Man Mini-Myte (1/82)
Ms. Pac-Man (2/82)

MANUFACTURERS EQUIPMENT

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

Ms. Pac-Man Mini-Myte (2/82)
Bosconian (2/82)
Bosconian Mini-Myte (2/82)
Tron (8/82)
Tron Mini-Myte (8/82)
Solar Fox (8/82)
Solar Fox Mini-Myte (8/82)
Satan's Hollow (10/82)
Blueprint (11/82)
Blueprint Mini-Myte (11/82)
Super Pac-Man (11/82)
Burger Time (11/82)
Domino Man (12/82)
Baby Pac-Man, pin/vid (12/82)
Bump 'N' Jump (2/83)

CENTURI

Phoenix (1/81)
Route 16 (4/81)
Route 16 Elite (4/81)
Pleiades (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

Armor Attack (5/81)
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 Hustler (12/81)

EXIDY

Spectar (1/81)
Venture (8/81)
Mousetrap (12/81)
Victory (2/82)
Pepper II (6/82)
Whirly Bucket non-video game (11/82)
Hardhat (12/82)

GAME PLAN

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

GAMETECNIKS

Tri-Pool (1/82)

GDI

Red Alert (10/81)
Slither (8/82)

GOTTLIEB

New York, New York (2/81)
Reactor (7/82)
Q*bert (12/82)
Beezer (1/83)

NAMCO AMERICA

Sweet Licks (4/82)

NINTENDO

Donkey Kong (9/81)
Donkey Kong Jr. (8/82)
Popeye (12/82)

ROCK-OLA

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

SEGA/GREMLIN

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

Eliminator (12/81)
Turbo (1/82)
005 (1/82)
Eliminator 4-player (2/82)
Zaxxon (4/82)
Turbo Mini-Upright (5/82)
Zektor (8/82)
Subroc 3-D (8/82)
Pengo (10/82)
Tac/Scan (10/82)
Buck Rogers (12/82)
Super Zaxxon (12/82)
Monster Bash (12/82)
Star Trek (2/83)
Star Trek, cockpit (2/83)

SIGMA

Launcher Z (12/81)
Rolling Star Fire (12/81)

STERN

Berzerk (1/81)
The End (3/81)
Scramble (4/81)
Super Cobra (7/81)
Moon War (10/81)
Turtles (11/81)
Strategy X (11/81)
Jungler (2/82)
Frenzy (5/82)
Tazz-mania (5/82)
Tutankham (7/82)
Dark Planet (11/82)
Lost Tomb (2/83)
Bagman (2/83)

TAITO AMERICA

Space Invaders Trimline (2/81)
Crazy Climber (3/81)
Crazy Climber Trimline (3/81)
Zarzon (5/81)
Zarzon Trimline (5/81)
Colony 7 (7/81)
Colony 7 Trimline (7/81)
Moon Shuttle (8/81)
Moon Shuttle Trimline (8/81)
Qix (10/81)
Qix Trimline (10/81)
Lock 'N Chase (10/81)
Grand Champion (12/81)
Alpine Ski (3/82)
Wild Western (5/82)
Electric Yo-Yo (5/82)
Kram (5/82)
Space Dungeon (7/82)
Jungle King (9/82)
Jungle Hunt (11/82)
Front Line (12/82)

THOMAS AUTOMATICS

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

UNIVERSAL USA

Zero Hour (1/81)
Space Panic (1/81)
Cosmic Avenger (8/81)
Lady Bug (12/81)

U.S. BILLIARDS

Quasar (4/81)

WILLIAMS

Stargate (10/81)
Make Trax (10/81)
Robotron 2084 (3/82)
Moon Patrol (8/82)
Joust (10/82)

COCKTAIL TABLES

AMSTAR

Phoenix

ATARI

Asteroids Deluxe (4/81)
Centipede (6/81)
Tempest (10/81)
Dig Dug (4/82)

BALLY MIDWAY

Rally-X (2/81)

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

CENTURI

Route 16 (4/81)
Pleiades (7/81)
Swimmer (10/82)

ELCON

Diversions booth size (9/81)

GAME PLAN

Shark Attack (5/81)

GAMETECNIKS

Tri-Pool (1/82)

GDI

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

GOTTLIEB

New York, New York (3/81)

SEGA/GREMLIN

Carnival
Space Firebird
Astro Blaster (4/81)
Frogger (11/81)
Zaxxon (5/82)
Pengo (1/83)

STERN

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

TAITO AMERICA

Crazy Climber (5/81)
Zarzon (5/81)
Qix (10/81)

THOMAS AUTOMATICS

Triple Punch (6/82)
Oli Boo Chu (7/82)

WILLIAMS

Defender (4/81)
Joust (10/82)

PHONOGRAPHS

Centuri 2001
Lowen-NSM Consul Classic
Lowen-NSM Prestige ES-2
Lowen-NSM Festival
Lowen-NSM 250-1
Rock-Ola Grand Salon II Console (9/80)
Rock-Ola 484 (11/80)
Rock-Ola 481 Max 2 (1/81)
Rock-Ola Deluxe (10/82)
Rock-Ola 488 (10/82)
Rock-Ola 476, furniture model
Rowe R-85 (10/80)
Rowe Jewel
Rowe R-87 (10-82)
Seeburg Phoenix (12/80)
Stern/Seeburg DaVinci (7/81)
Stern/Seeburg VMC (11/81)
VMI Startime Video Jukebox
Wurlitzer Cabarina
Wurlitzer Tarock
Wurlitzer Atlanta
Wurlitzer Silhouette

POOL & FOOSBALL

Irving Kaye Silver Shadow
Irving Kaye Lion's Head
Dynamo Model 37
Dynamo-The Tournament Foosball (5/82)
TS Tournament Eight Ball
U.B.I. Bronco
Valley Cougar
Valley Tiger Cat Bumper Pool (6/82)
Valley Cougar Cheyenne (8/82)

CONVERSION KITS

(including interchangeable games & enhancement kits)
Bally Midway, Pac-Man Plus (12/82)
Intrepid Marketing, Enxore Retro-Kit (1/83)
Data East, Burger Time
Data East, Bump 'N' Jump (2/83)
Sega, Tac/Scan (9/82)
Sega, Monster Bash (11/82)
Sega, Super Zaxxon (1/83)
Stern, Lost Tomb (2/83)
Universal, Lady Bug
Universal, Mr. Do

INDUSTRY NEWS

New Trends In Video Game Design

(continued from page 50)

designers implement "The Bozo Level" in games, so even the most uncoordinated consumers get some idea of play action for their money. Quoting a demographic study pegging the average player as 25 years old, financially well-heeled and highly educated, Katz elaborated on the needs of the amusement customer, calling the best games those that are easy to play, but difficult to master.

Beneficial Side Effects

The first day's session ended with a panel discussion moderated by conference coordinator Sidley, a software technology specialist at Western Technologies, Inc. Though the entire game arena was discussed during this forum, entitled "The Future of Video Games and Their Impact," the cross-pollination between consumer, computer and arcade programs was a key point raised by nearly all the panelists. *Electronic Games*' Katz remarked that a good game in one format can only aid the other configurations, and he specifically spoke about how the Nintendo upright of "Donkey Kong" enjoyed a "renaissance in arcades" due to the immense popularity of the home game version manufactured by Coleco.

Day Two of the conference began with a spirited monologue by Chris Crawford, head of Atari game design research, on the artistic elements in game design. Dubbing art as a sensory experience leading to a fantasy that creates an emotion for an audience, Crawford went on to say the vid game industry must make a commitment to artistic excellence as its highest priority, or else suffer the fate of "a vast wasteland" where clones, knock-offs and rip-offs dominate the field. He suggested that the best way to avoid conflicts between designers and programmers would be for the two talents to merge into a single person, and heartily recommended artists interested in vid game design learn to program computers. He also said vids could be given a great shot in the arm by tying the entire realm of human experience into games rather than just focusing on specific genres like space shoot 'em ups, and he's developing projects dealing with such topics as interpersonal relationships and corporate politics.

Following Crawford, a discourse on "Arcade Game Design" by Sega's director of game development, Lane T. Hauck, dissected the various stages an arcade piece goes

through from written specification program to cabinet design, and how games of the future will look. Regarding the durability of coin-op machines, Hauck said a variety of things must be considered when designing a piece, especially since some people try to set off replay switches with cigarette lighters and "devastating bangs" to the side of a cabinet can cause game malfunctions. "The space program could save a lot of its testing by putting satellites in a video game cabinet and leaving it in an arcade over a weekend," he joked. The Sega designer also drew a wide round of laughter from the crowd when he commented on the cost efficiency of new technology by saying "With videodisc games you need to develop a coin slot to accept Krugerands."

Another dimension of the game world was explored in the address on "Women and Gaming: Designing Games For Female Arcaders" delivered by Joyce Worley, senior editor of *Electronic Games* magazine, who pegged vibrant color graphics and a sense of whimsy as the two main elements in attracting women players to games. Worley also made a strong point in admonishing the use of female characters as helpless "damsels in distress" in most games, stressing humanism, not chauvinism, should be the goal of amusement designers. "We have a 'Superman' game, but where's 'Wonder Woman,'" asked the editor. "There's a game about Tarzan, but why not one featuring Sheena, Queen of the Jungle?"

The final speaker of the symposium, prior to a panel discussion on the future of game design, was Malcolm E.A. Kaufman, a former Sega employee who left to start a "talent agency" representing game designers. Breaking down the complete costs of a coin-op game into material and labor sub-segments, Kaufman explained that 50% of the game's total costs come from the hardware needed to complete a game: monitor (\$225), electronic package (\$300), cabinet (\$125), cash box (\$75), power supply (\$75), speaker (\$20), and marquee (\$15). Because of these costs, he called convertible games "the next logical step in the industry" and termed the coin-op business' major problem today as no real continuity of successful product.

AOE Gets Underway

(continued from page 41)

Microprocessor Circuits," Russ MacDonald (Atari); "The Used Game: Is There Life After Death," Robert Rothman (The Game Exchange); "How To Solicit Top Locations," Bill Cravens (Universal U.S.A.) and "Computer Applications For The Amusement Operator," Richard Priesmeyer (Innovative Management Consultants).

The above is only a partial list of the topics; there will be more than 50 seminars/workshops taking place during the three-day run of the show, with a special Early Bird session on Thursday, March 24 preceding the official opening of the convention. The session, titled "The Manufacturers Face the Firing Line . . .", will allow participants to question some of the coin machine industry's leading figures, including Joseph Dillion (Williams), Jack Gordon (Gremlin), Stan Jarocki (Bally Midway), Donald Osborne (Atari) and Gary Stern (Stern/-Seeburg), who will be among the panelists.

NAMA Convention

(continued from page 42)

roundtable discussions on inventory controls, route servicing standards and upgrading supervisory performance, as noted as G.H. Tansey, NAMA director of conventions.

NAMA advised that persons attending the show can save 30 to 50 percent on air fares by booking reservations through Travel Headquarters service.

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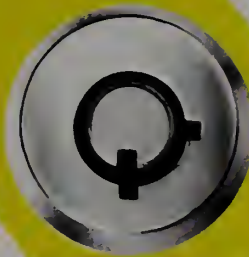
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March 19, 1983

* indicates new entry

POP

- 1 **BILLIE JEAN**
MICHAEL JACKSON (Epic 34-03509)
- 2 **HUNGRY LIKE THE WOLF**
DURAN DURAN (Capitol B-5185)
- 3 **WE'VE GOT TONIGHT**
KENNY ROGERS AND SHEENA EASTON (Liberty B-1492)
- 4 **BACK ON THE CHAIN GANG**
PRETENDERS (Sire 7-29840)
- 5 **YOU ARE**
LIONEL RICHIE (Motown 1657MF)
- 6 **ONE ON ONE**
DARYL HALL & JOHN OATES (RCA PB-13421)
- 7 **DO YOU REALLY WANT TO HURT ME**
CULTURE CLUB (Epic 34-03368)
- 8 **MY KIND OF LADY**
SUPERTRAMP (A&M 2517)
- 9 **BREAKING US IN TWO**
JOE PERAZICH (A&M 2510)
- 10 **SEPARATE WAYS (WORLDS APART)**
JOURNEY (Columbia 38-03513)
- 11 **BEAT IT**
MICHAEL JACKSON (Epic 34-03759)
- 12 **I'VE GOT A ROCK 'N ROLL HEART**
ERIC CLAPTON (Warner Bros. 7-29790)
- 13 **MR. ROBOTO**
STYX (A&M 2525)
- 14 **STRAY CAT STRUT**
STRAY CATS (EMI America B-8122)
- 15 **ALL RIGHT**
CHRISTOPHER CROSS (Warner Bros. 7-29843)
- 16 **JEOPARDY**
GREG KINN BAND (Beserkley/Elektra 7-29848)
- 17 **I DON'T CARE ANYMORE**
PHIL COLLINS (Atlantic 789877)
- 18 **BABY, COME TO ME**
PATTI AUSTIN (Owest/Warner Bros. QWE50036)
- 19 **TWILIGHT ZONE**
GOLDEN EARRING (21/PolyGram T1103)
- 20 **GOODY TWO SHOES**
ADAM ANT (Epic 34-03367)
- 21 **PASS THE DUTCHIE**
MUSICAL YOUTH (MCA-42149)
- 22 **EVEN NOW**
BOB SEGER (Capitol B-5213)
- 23 **CHANGE OF HEART**
TOM PETTY AND THE HEARTBREAKERS
(Backstreet/MCA BSR-52181)
- 24 **SHAME ON THE MOON**
BOB SEGER & THE SILVER BULLET BAND (Capitol B-5187)
- 25 **DREAMIN' IS EASY**
STEEL BREEZE (RCA PB-13427)
- 26 **DER KOMMISSAR***
AFTER THE FIRE (Epic 34-03559)
- 27 **DON'T TELL ME YOU LOVE ME**
NIGHT RANGER (Boardwalk NB-11-171-7)
- 28 **AFRICA**
TOTO (Columbia 38-03335)
- 29 **DOWN UNDER**
MEN AT WORK (Columbia 38-03303)
- 30 **LITTLE RED CORVETTE***
PRINCE (Warner Bros. 7-29746)

COUNTRY

- 1 **SWINGIN'**
JOHN ANDERSON (Warner Bros. 7-29788)
- 2 **I WOULDN'T CHANGE YOU IF I COULD**
RICKY SKAGGS (Epic 34-03482)
- 3 **WE'VE GOT TONIGHT**
KENNY ROGERS AND SHEENA EASTON (Liberty B-1492)
- 4 **REASONS TO QUIT**
MERLE HAGGARD/WILLIE NELSON (Epic 34-03494)
- 5 **SHINE ON**
GEORGE JONES (Epic 34-03489)
- 6 **DIXIELAND DELIGHT**
ALABAMA (RCA PB-13446)
- 7 **WHEN I'M AWAY FROM YOU**
THE BELLAMY BROTHERS (Elektra/Curb 7-69850)
- 8 **YOU DON'T KNOW LOVE**
JANIE FRICKE (Columbia 38-03498)
- 9 **THE ROSE**
CONWAY TWITTY (Elektra 7-69854)
- 10 **DOWN ON THE CORNER**
JERRY REED (RCA PB-13422)
- 11 **GONNA GO HUNTIN' TONIGHT**
HANK WILLIAMS, JR. (Elektra/Curb 7-69846)
- 12 **AMERICAN MADE**
OAK RIDGE BOYS (MCA-52179)
- 13 **EVERYTHING'S BEAUTIFUL**
DOLLY PARTON/WILLIE NELSON (Monument WS4 03408)
- 14 **YOU'RE THE FIRST TIME I'VE THOUGHT ABOUT LEAVING**
REBA McENTIRE Mercury/PolyGram 810-338-7)
- 15 **I HAVE LOVED YOU, GIRL**
EARL THOMAS CONLEY (RCA PB-12414)
- 16 **AIN'T NO TRICK**
LEE GREENWOOD (MCA-52150)
- 17 **COMMON MAN**
JOHN CONLEE (MCA-52178)
- 18 **LAST THING I NEEDED FIRST THING THIS MORNING**
WILLIE NELSON (Columbia 38-03385)
- 19 **BREAKIN' IT**
LORETTA LYNN (MCA 52158)
- 20 **FEELS RIGHT**
TANYA TUCKER (Arista AS 0677)
- 21 **AMARILLO BY MORNING**
GEORGE STRAIT (MCA-52162)
- 22 **JOSE CUERVO**
SHELLY WEST (Warner/Viva 7-29778)
- 23 **FINDING YOU**
JOE STAMPLEY (Epic 34-03558)
- 24 **HANGIN' AROUND***
THE WHITES (Elektra 7-69855)
- 25 **STILL TAKING CHANCES**
MICHAEL MURPHEY (Liberty B-1468)
- 26 **SAVE ME**
LOUISE MANDRELL (RCA PB-13450)
- 27 **'TIL I GAIN CONTROL AGAIN**
CRYSTAL GAYLE (Elektra 7-69893)
- 28 **WHY BABY WHY**
CHARLEY PRIDE (RCA PB-13397)
- 29 **HONKYTONK MAN**
MARTY ROBBINS (Warner/Viva 7-29847)
- 30 **IF HOLLYWOOD DON'T NEED YOU**
DON WILLIAMS (MCA-52152)

BLACK CONTEMPORARY

- 1 **I LIKE IT**
DeBARGE (Motown 1645)
- 2 **BILLIE JEAN**
MICHAEL JACKSON (Epic 34-03509)
- 3 **I'VE MADE LOVE TO YOU A THOUSAND TIMES**
SMOKEY ROBINSON (Tania/Motown 1655 TF)
- 4 **ON THE ONE FOR FUN**
DAZZ BAND (Motown 1659MF)
- 5 **LAST NIGHT A D.J. SAVED MY LIFE**
INDEEP (Sound Of New York, S.N.Y. 5102)
- 6 **YOU ARE**
LIONEL RICHIE (Motown 1657 MF)
- 7 **ATOMIC DOG**
GEORGE CLINTON (Capitol B-5201)
- 8 **TOO TOUGH**
ANGELA BOFILL (Arista AS 1031)
- 9 **KNOCKOUT**
MARGIE JOSEPH (HCRC WS4 03337)
- 10 **FALL IN LOVE WITH ME**
EARTH, WIND & FIRE (Columbia 38-03375)
- 11 **GOT TO FIND MY WAY BACK TO YOU**
TAVARES (RCA PB-13433)
- 12 **'TIL TOMORROW**
MARVIN GAYE (Columbia 03589)
- 13 **MS. GOT-THE-BODY**
CON FUNK SHUN (Mercury/PolyGram 76198)
- 14 **TONIGHT**
WHISPERS (Solar/Elektra 7-69842)
- 15 **I'M FREAKY**
O'BRYAN (Capitol B-5203)
- 16 **SO CLOSE**
DIANA ROSS (RCA PB-13424)
- 17 **PASS THE DUTCHIE**
MUSICAL YOUTH (MCA-52149)
- 18 **COME GIVE YOUR LOVE TO ME**
JANET JACKSON (A&M 2522)
- 19 **THE BEAT GOES ON**
ORBIT (Quality/RFC 7025)
- 20 **ONE ON ONE**
DARYL HALL & JOHN OATES (RCA PB-13421)
- 21 **SHE'S OLDER NOW**
BETTY WRIGHT (Epic 34-03523)
- 22 **YOU ARE IN MY SYSTEM**
THE SYSTEM (Mirage/Atco WTG 7-99937)
- 23 **BETCHA SHE DON'T LOVE YOU**
EVELYN KING (RCA PB-13380)
- 24 **MORNIN'**
JARREAU (Warner Bros. 7-29720)
- 25 **BAD BOY**
RAY PARKER, JR. (Arista AS 1030)
- 26 **HEARTBEATS**
YARBROUGH & PEOPLES (Total Experience/PolyGram TE8204)
- 27 **LITTLE RED CORVETTE***
PRINCE (Warner Bros. 7-29746)
- 28 **SINCE I LOST MY BABY**
LUTHER VANDROSS (Epic 34-03487)
- 29 **TRY AGAIN***
CHAMPAIGN (Columbia 38-03563)
- 30 **OUTSTANDING**
THE GAP BAND (Total Experience/PolyGram TE 8205)

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Margot Green (Jones Music, Burbank)
TOUCH ME — Tom Jones — Mercury/PolyGram

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LUCILLE — Waylon — RCA
THE GIRL IS FINE — Fatback — Spring/PolyGram
SHE TALKS TO ME WITH HER BODY — Bar-Kays — Mercury/PolyGram
I WON'T HOLD YOU BACK — Toto — Columbia
SO WRONG — Patrick Simmons — Elektra

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