

LABELS OFFER WIDE RANGE

A Plethora Of Product For Kids

• Continued from page 21

market, then the opposite end of the spectrum leans toward more sophisticated educational product such as spoken word, records designed to improve motor and verbal skills, novels, drama, literature, foreign language, math, classical music and more.

One of the oldest and foremost manufacturers of spoken word product is 30-year-old Caedmon Records. President Carol Haubert calls Caedmon "an upscale label" with such best selling titles as "The Story Of The Nutcracker" performed by Claire Bloom, "Peter & The Wolf And Tubby The Tuba" by Carol Channing, "Where The Wild Things Are" by Tammy Grimes, "The Wizard Of Oz" by Ray Bolger and more priced at \$8.98.

Haubert reports that cassette sales have more than doubled since 1975 and have increased 200% in the last two years. Caedmon's catalog contains 350 titles.

"If we pick right, we never have to put anything out of print," says Haubert. "We have things produced 30 years ago, such as Boris Karloff records, that are still on our best seller list."

Caedmon does no advertising, relying instead on reviews in parent-oriented magazines and newspaper articles and reviews. Some performers have done in-store appearances.

Caedmon cassettes, says Haubert, are packaged in boxes the size of paperback books instead of Norelco boxes. The back has contents and time, a photo of the performer and liner notes which continue inside.

Another leader in the field of spoken word recordings is 20-year-old CMS Records, which releases instructional records, music for ballet practice, stories of great composers and folk and fairy tales.

"We're not into comic books," states CMS president Leon Golovner, "but quality recordings." CMS also has a music appreciation series, poetry, short stories and others.

Like Caedmon, CMS relies on reviews from exposure, although Golovner says ads are placed in magazines such as Parents. Golovner is proud of "Happy Rhythm And Rhyme," which is culled from the pages of "My Weekly Reader." CMS obtained rights to it through a licensing deal with Xerox. Texts accompany product and most recordings come with extensive liner notes.

Conversa-phone, founded in 1911, deals almost exclusively in the education field, with product teaching spelling, math, languages, vocabulary and children's songs. Product is distributed to schools, libraries and record and book stores. Conversa-phone gives ad allowances to its distributors, who in turn place advertising in children's magazines.

Youngheart Records also specializes in educational material through its "We All Live Together" series, comprised of four volumes. Sold primarily to school supply stores and some toy stores, the record/book series is comprised of sing-along, movement activities and original material geared to ages three to nine.

Folkways Records has recordings for pre-school, kindergarten, primary and elementary grades. Among the type of records issued by Folkways are historical ballads, children's songs of other countries, literature, science, activities, rhythms, participation and more.

Kimbo Records feature "Songs About Me," children's exercise records and two new recordings, "It's Toddler Time" and "Fun Activities For Toddlers." According to advertising manager Bob Wass, there are 300 titles in the label's catalog. Kimbo also distributes popular Canadian singer Raffi to the educational market in the U.S. Kimbo recordings come with booklets describing the activity, lyrics and liner notes all with \$7.98-\$8.98 suggested lists.

Sparrow Records, a gospel label, has a special "Agapeland" series geared toward children with performances by the group Candle. The

1977 release of "Music Machine" has reportedly sold 750,000 copies. Sparrow's forthcoming release is "Lullabies & Nursery Rhymes Vol. 1."

According to Billy Hearn, vice president of marketing, all the records have concepts. Sparrow product is available in Christian book stores as well as record outlets. "Ants'hilvania," featuring Pat Boone, was nominated for a Grammy Award.

Mom And Pop Stores Hanging On One-Stop Execs Say Things May Improve This Fall

• Continued from page 1

they are mildly encouraged by recent Labor Day sales. But they caution that many entrepreneurs will shut their doors in January if they do not see a marked improvement in their businesses.

"They're hanging on—and it's a struggle—but there's still a viable mom and pop business out there," asserts Joe Voynow of Bib Distributing in Charlotte, N.C. However, he warns that if their profit margins slip any further, "it could easily tilt the balance of the record retail industry."

Voynow, one of 15 one-stop executives surveyed by Billboard, confirms that indie dealers are holding their own by specializing in specific musical categories and sprinkling their product mix with video games and other accessories.

"Their business has contracted, and we're hearing stories about one-stops having collection problems," says Harold Okinow, president of Lieberman Enterprises in Minneapolis. "But the ones that survive this year are probably in business to stay."

Noting the loss of approximately 350 mom and pop accounts during the past year, Okinow explains that those dealers who went out of business were impacted by changes in laws governing the sale of drug paraphernalia. "It was a substantial part of their business—margins run as high as 50%. And that hurt their profitability tremendously."

Raymond Espinosa of Stratford Distributors in New Hyde Park, N.Y., predicts that some of his accounts will assess their future in record retail after the holidays. "I expect a lot of them to weigh their prospects around Christmas time," he states. "Right now, they're buying just what they need, like midlines and the hits. Nobody has the room or the money to stock much catalog."

Sam Ginsburg, president of Show Industries/City One-Stop in Los Angeles, acknowledges that while the mom and pop business is slow, "the indies are pulling their own. I've been dealing with them for 21 years, and the industry seems to have forgotten how intelligent they are. They know how to belt-tighten and control their inventory much easier than a mass retailer."

"Their love for music is keeping them alive, too," adds Harvey Campbell of Mobile Record Service in Pittsburgh. "The overall picture may not be rosy, but they're attuned to the street and they know what the public wants. They don't speculate, either. Major chains can't rule the world, you know."

Other operators dispute assertions that the fortunes of the independent dealer are changing. "Little stores

Aim In National Print Ad Campaign

LOS ANGELES—Lew Merenstein, president of Aim Record Distributing, New York, is in the midst of a nationwide print media advertising campaign that will find his LP product in more than 100 newspapers before the holidays.

Merenstein would not divulge his future ad plans, but he did disclose that he is running full page ads in conjunction with Warehouse Records in San Diego, San Francisco and here. In addition, Aim is working with Caldor's Ben Bernstein in a series of ads inserts in more than 80 newspapers in the Northeast.

Already set prior to Christmas are an additional 15 newspaper ads with eight different chains cross country.

Aim is doing so well with its educationally-oriented LPs, Merenstein says, that he intends to come with his first cassette counterparts soon. The tapes, too, will carry a suggested list of \$4.98.

have no future," argues Stan Lewis of Stan's Record Service in Shreveport, La., noting a 30% decline in sales this year compared to 1981. "There are too many people out of work." Victor Chin of Chin-Randy's Records in Brooklyn estimates that he's lost "about 850" domestic customers to store closings in the past two years. "They weren't fly-by-nighters," he insists. "Their markup was just too low." And Jerry Richman of Richman Bros. in Pennsauken, N.J., contends that "there isn't much of a mom and pop network to sell to anymore, and I'm talking about the whole Eastern sector."

"It's a dead situation," he continues. "The economy is a contributing factor, of course, but the manufacturers are the real cause of the problem. Their policies are so restrictive that we can't even carry the number

of catalog titles we used to. And the mom and pop stores can't make any money on hits because that's the domain of the chains. It's an impossible circle."

The bleakest picture comes from Calvin Simpson of Simpson's Wholesale in the Detroit suburb of Ferndale. "The mom and pop store is slowly disappearing," he states, "and there's nobody to replace him. Last month we lost five customers who had been in business for an average of three years. They just gave up."

Simpson says that some of the more established retailers in his vicinity are adding such items as blue jeans, sunglasses and confections to their inventories.

"They're turning into the corner candy stores of yesterday, shifting

(Continued on page 64)

SEPTEMBER 25, 1982, BILLBOARD

GiftWrap the Gift of Music

Buy 1000 Pick 1000 Free

45's, lp's, and cassette

MUSICWRAP

5331 N. Tacoma Indianapolis, Indiana 46220 (317) 251-3918

Under 1 roof.

AUDIO Record & Tape Care Products VIDEO

Ultra Magnetics Styli

POWER DRIVE Headphones & Speakers

Try our open house policy on profits for you.

RECOTON

46-23 Crane St. L.I.C., N.Y. 11101 (212) 392-6442

Billboard® Survey For Week Ending 9/25/82

Top 15 Video Games

© Copyright 1982, Billboard Publications, Inc. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

These are the best selling home video games compiled from retail outlets by the Billboard research department.

This Week	Last Position	Weeks on Chart	TITLE	Copyright Owner/Manufacturer, Catalog Number	WEEKS AT #1
1	3	3	DONKEY KONG	Coleco 2451	1
2	1	3	BERZERK	Atari CX-2650	
3	2	3	DEFENDER	Atari CX-2609	
4	6	3	FROGGER	Parker Bros. 5300	
5	4	3	PAC-MAN	Atari CX-2646	
6	NEW ENTRY		PITFALL	Activision AX 108	
7	5	3	STAR MASTER	Activision AX-016	
8	8	3	CHOPPER COMMAND	Activision AX-015	
9	7	3	YAR'S REVENGE	Atari CX-2655	
10	9	3	EMPIRE STRIKES BACK	Parker Bros. 5050	
11	11	3	DEMON ATTACK	Imagic 3200	
12	13	3	ATLANTIS	Imagic 3203	
13	NEW ENTRY		KABOOM	Activision AG 010	
14	NEW ENTRY		STAR STRIKE	Intellivision 5161	
15	14	3	NIGHT STALKER	Intellivision 5305 (Mattel)	