

## Gospel Sales Up At Bookstores But Many Small Black Outlets See Continuing Decline

By CARTER MOODY

NASHVILLE—Christian bookstores are noting increased sales spurred by recent releases of major-name gospel product, improving overall business figures in a difficult year. But many independent black music retailers dealing in gospel and many mom and pop gospel outlets are suffering a continuing decline in sales, a Billboard survey reveals.

Mass market chains, despite the recession, still do relatively well with gospel product. Western Merchandisers, Record Mart, Record Bar, Fred Meyers and Poplar Tunes all laud steady sales, although many stores in the chains promote gospel reluctantly, if at all.

And a marketplace chasm still separates Christian bookstores, which specialize in music by white artists, and the mom and pop and black music retailers that sell nearly all the black gospel product in this country. Bookstores notice some black customers purchasing white artists' material, but inner city stores see few white customers, a factor adding to the recessionary pressures that hit those businesses and their clientele first.

Store managers everywhere persist with point-of-purchase materials and promotions, advertising and other ploys to lure buyers. Some have done this for years; others—with help from record companies—

are introducing strategies after being caught off-guard by hard times.

Some stores in affluent regions less hurt by the recession have conducted business as usual while worriedly watching the rest of the industry—and the nation—wriggle like a live snake on a hot griddle.

Summer debuts of midlines by Light, Sparrow and Word brought relief to some stores, as the public took advantage of price cuts. Most gospel labels are now active in helping retailers advertise with posters, mobile displays, special racks and containers, radio advertising copy and other materials (Billboard, Aug. 14).

Yet self-developed discount programs are rare among stores because

their gospel sales volumes don't create the needed capital. The Maranatha Village outlet in Santa Ana, Calif., for example, still smarts from the \$50,000 it lost in 1980 by dropping \$1 off retail prices.

Numerous stores and distributors complain of heavy backorder pile-ups. Light Records and the labels of the Benson Co. have experienced severe difficulties in this area, due to financial and computer problems. But relief for both entities is in sight with help from ownership (Billboard, Sept. 25).

One of the most startling sales jumps appears at His Place Bookstore in Dallas, described by manager Bob Hatleberg as the top store

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## New LP/Tape Releases

• Continued from page 18

- McDOWELL, RONNIE**  
Greatest Hits  
LP Epic FE 38314 ..... No List  
CA 6ET 38314 ..... No List
- MOUZON, ALPHONSE**  
Distant Lover  
LP HighRise Entertainment HR-100AE
- NOLANS**  
Portrait  
LP Epic ARE 38244 ..... No List  
CA AET 38244 ..... No List
- PAYCHECK, JOHNNY**  
Biggest Hits  
LP Epic FE 38322 ..... No List  
CA 6ET 38322 ..... No List

- RHEINGOLD**  
Fan Fan Fanatic  
LP Harvest DLP 15005
- ROBBINS, MARTY**  
Biggest Hits  
LP Columbia FC 38309 ..... No List  
CA 6CT 38308 ..... No List
- RODRIGUEZ, JOHNNY**  
Biggest Hits  
LP Epic FE 38321 ..... No List  
CA 6ET 38321 ..... No List
- SIMONE**  
Amar  
LP Columbia FC 38138 ..... No List  
CA FCT 38138 ..... No List
- STAMPLEY, JOE**  
Biggest Hits  
LP Epic FE 38319 ..... No List  
CA 6ET 38319 ..... No List  
(Also see Moe Bandy & Joe Stampley)
- SUN, JOE**  
Best Of Joe Sun  
LP Elektra 9-60189
- SWEET, RACHEL**  
Blame It On Love  
LP Columbia FC 38342 ..... No List  
CA FCT 38342 ..... No List
- TILLIS, MEL**  
Mel Tillis' Greatest Hits  
LP Elektra 9-60192-1
- UNIPOP**  
Unilove  
LP Kat Family FZ 38288 ..... No List  
CA FZT 38288 ..... No List
- UTOPIA**  
Utopia  
LP Network 60183
- WEST, DOTTIE**  
Full Circle  
LP Liberty LT51129
- WILLIAMS, HANK, JR.**  
Hank Williams Jr.'s Greatest Hits  
LP Elektra 9-60193-1
- WYNETTE, TAMMY**  
Biggest Hits  
LP Epic FE 38312 ..... No List  
CA 6ET 38312 ..... No List

### JAZZ

- CAMPBELL, MIKE**  
Secret Fantasy  
LP Palo Alto Jazz PA8020
- DAVIS, MILES**  
Live At The Plugged Nickel  
LP Columbia C2 38266 (2) ..... No List
- FARMER, ART**  
The Time & The Place  
LP Columbia C2 38232 (2) ..... No List
- GETZ, STAN**  
The Master  
LP Columbia FC 38272 ..... No List
- GOODMAN, BENNY**  
Seven Come Eleven  
LP Columbia FC 38265 ..... No List
- MAYS, BILL**, see Bobby Shew
- MONK, THELONIOUS**  
Live At The Jazz Workshop  
LP Columbia C2 38269 (2) ..... No List
- SHEW, BOBBY, & BILL MAYS**  
Telepathy  
LP Jazz Hounds JHR0003
- VARIOUS ARTISTS**  
Newport Jazz Festival: Live (Unreleased Highlights From 1956, 1958, 1963)  
LP Columbia C2 38262 (2) ..... No List

To get your company's new album and tape (no EP's) releases listed, either send release sheets or else type the information in the above format on your letterhead. Send to Bob Hudoba, Billboard, 2160 Patterson St., Cincinnati, Ohio 45214.



CAT'S CONCERT—Jason Ringenberg of Jason & the Nashville Scorchers warms up his band for Cat's Records & Tapes "Last Chance Dance Party," held Labor Day at the chain's West End store near Vanderbilt University. The free concert, which also featured the White Animals, attracted 1,200.

## Cat's Concert Draws 1,200

NASHVILLE—To make its West End store here more visible to area college students, Cat's Records & Tapes sponsored a free "Last Chance Dance Party" in its parking lot on Labor Day. The event, which drew an estimated 1,200, featured music by two top local acts, Jason & the Nashville Scorchers and the White Animals.

"We were trying to maintain a high profile with students," says Robert Diehl, who is advertising manager for the chain, "and we will continue to showcase local talent in this manner."

The next such concert, according to Diehl, will be held at Cat's McHenry Center location and will spotlight the groups Pidgin and Aura. "We're also trying to put something similar together for the Knoxville market—where we have three stores—in late October," Diehl adds.

The chain promoted the West End event through spots on WKDF-FM, ads in the Nashville and Vanderbilt University newspapers, posters and bag-stuffers.

Diehl says the only records put on special sale for the Labor Day concert were those by the featured artists. The White Animals' album was tagged at \$5.67 and the Scorchers' EP at \$2.

OCTOBER 9, 1982, BILLBOARD

## Promotions Pay Off For One Phoenix Video Store

PHOENIX—Few video retailers have put so much emphasis on a tape rental club as Linda and Bob Rosser, owners of Entertainment Systems of America here, and few have as many ideas for promotions.

When Linda Rosser appeared on a panel at the recent Video Software Dealers Assn. giving ideas for promotions, she was swamped by calls from fellow VSDA members and manufacturers.

Nothing she's done to date, however, has topped the upcoming extravaganza planned for Oct. 30 when "Darth Vader comes to Phoenix." In attempting to estimate attendance, Rosser muses, "If one out of four of our 2,200 club members respond, that's 550. If they bring someone, it's 1,100. Then there's the quarter-page ad in the Gazette, which should pull 100, and radio spots, another 100, and then we're

on the busiest corner in Phoenix..."

A similar promotion was staged by Video Warehouse of Atlanta and Rosser, comparing notes with Steve Goodman of that store, has developed a 17-step plan for the Darth Vader promotion. It includes theater ropes to assist in controlling lines, an airport limo for out-of-town guests, a dinner for local media and more.

In June, 1980, Bob Rosser opened a 600 square foot store in Phoenix. He moved to the present site that November, where expansion has never ceased. There is a separate off premises warehouse, with three days' supplies in the one room of the store that isn't involved one way or another in merchandising. Linda Rosser joined the store in December.

From a select 500 titles, the store's club has enlarged to a whole library room handled by two of the 18 employees. Soon, all the store's rental activity will go onto a computer system.

Perhaps as startling as anything for visitors to Entertainment Systems is the emphasis on sales—and not just of software. Two rooms are set up mainly to promote large-screen television systems. In one room, eight different models are always being demonstrated. Brands include Hitachi, Quasar, Panasonic, RCA, Zenith, Sony, Sanyo and Zenith. Prices range down to \$750, but average sales are \$1,100-\$1,300.

The store's piece de glamor, however is the Novabeam room, where two sizes are demonstrated with a sound system that features a subwoofer that shakes the room during the "Close Encounters" mothership landing sequence (and other selectively chosen movies). The screen sizes: 6.5 feet and 10 feet, the latter

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Billboard<sup>®</sup> Survey For Week Ending 10/9/82

# Top 15 Video Games

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This Week	Last Position	Weeks on Chart	TITLE	Copyright Owner/Manufacturer, Catalog Number
1	1	5	★	DONKEY KONG—Coleco 2451
2	6	3		PITFALL—Activision AX 108
3	2	5		BERZERK—Atari CX-2650
4	4	5		FROGGER—Parker Bros. 5300
5	5	5		PAC-MAN—Atari CX-2646
6	3	5		DEFENDER—Atari CX-2609
7	NEW ENTRY			STAR RAIDERS—Atari CX 5205
8	8	5		CHOPPER COMMAND—Activision AX-015
9	10	5		EMPIRE STRIKES BACK—Parker Bros. 5050
10	7	5		STAR MASTER—Activision AX-016
11	9	5		YAR'S REVENGE—Atari CX-2655
12	NEW ENTRY			VENTURE—Coleco 2457
13	11	5		DEMON ATTACK—Imagic 3200
14	15	5		NIGHT STALKER—Intellivision 5305 (Mattel)
15	12	5		ATLANTIS—Imagic 3203