

Retailing

PROMOTIONS UNDER WAY

Record Chains Stocking Scripto's Rock Lighters

NASHVILLE — Scripto has placed its Star Lights disposable lighters in some of the country's largest record store chains, the Atlanta-based manufacturer reports, and is backing it with a variety of promotions.

According to Ross Knapp, markets development manager for Scripto, the line is now being carried by Record Bar, Hastings, Listening Booth, Licorice Pizza, Tower, Record Factory, Sound Odyssey, Co-Op Records, Turtle's, Rainbow, Peaches, Five Star and Everybody's Records.

Conceived and licensed by Rockbill, Inc., the lighters carry the imprinted logos of such rock acts as Journey, REO Speedwagon, the Who, Foreigner, Black Sabbath, Rush, Ted Nugent, Judas Priest, Molly Hatchet, the Police, the J. Geils Band and Van Halen. The lighters wholesale at \$1 and have a suggested retail price of \$1.99.

Knapp says there is special lower promotional pricing during such peak buying periods as Christmas.

Promotion for the lighters is being conducted through trade magazine ads, radio ads and sponsorship of MTV programs. More than 125 radio stations, says Knapp, have aired free ads for the lighters and the locations where they are being sold in return for promotional giveaway lighters imprinted with the stations' call letters. Approximately 60% of the stations participating have requested that the promotion be renewed with them, Knapp adds.

Each artist featured on the lighters receives a percentage of the sales, Knapp says, although he would not specify what the percentage is.

Stores ordering the 18-dozen minimum are provided a free counter rack which holds 12 lighters at a time for display and an additional 12 in storage.

EDWARD MORRIS

New LP/Tape Releases

This listing of new LP/Tape releases is designed to enable retailers and radio programmers to be up-to-the minute on available new product. The following configuration abbreviations are used: LP—album; 8T—8-track cartridge; CA—cassette. Multiple records and/or tapes in a set appear within parentheses following the manufacturer number.

POPULAR ARTISTS

- AMUZEMENT PARK**
Amuzement Park
LP Our Gang Entertainment OGI 30001
- ANTHONY, RAY**
Big Band Series
CA Piccadilly PIC5-3422 \$5.98
- ASSOCIATES**
Sulk
LP Sire 9237271
- BACHARACH, BURT**
Songs Of . . .
CA Piccadilly PIC5-3353 \$5.98
- BEATLES**
20 Greatest Hits
LP Capitol SV-12 24 5
- BERLIN**
Paradise Victim
LP Enigma 3
- BLOTTO**
Combo Akimbo
LP Blotto BLP 004 \$7.98
CA BCS 004 \$7.98
- BLUE EMOTIONS**
Doo-Wop Doo-Wop All Night Long
LP Ambient Sound FZ 38346 No List
CA FZT 38346 No List
- BURNETTE, ROCKY**
Heart Stopper
LP Goods TGR9302
- CABARET VOLTAIRE**
Hail!
LP Rough US 2 4 \$7.98
CA US 24C \$7.98
- CHENIER, CLIFTON, & HIS RED HOT LOUISIANA BAND**
I'm Here
LP Alligator AL 4729 \$8.98
- CREW CUTS**
The World Of . . .
CA Piccadilly PIC5-3560 \$5.98
- CULTURE CLUB**
Kissing To Be Clever
LP Virgin/Epic ARE 38398 No List
CA AET 38398 No List
- DAVIS, MAC**
Forty 82
LP Casablanca NBLP 7274 \$8.98
CA NBL5 7 274 \$8.98
8T NBL8 7274 \$8.98
- DEXYS MIDNIGHT RUNNERS**
Too-Rye-Ay
LP Mercury SRM-1-4069 \$8.98
CA MCR-4-1-4069 \$8.98
- DORSEY, JIMMY**
Big Band Series
CA Piccadilly PIC5-3352 \$5.98
- DUPREES**
Have You Heard
LP Piccadilly PIC-3450 \$5.98
- FAGEN, DONALD**
The Nightly
LP Warner Bros. 23696
- FALL, THE**
A Part Of America Therein, 1981
LP Cottage LP 1 \$7.98

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George Atkinson Hopes For Life After First Sale

Continued from page 27

charge, he says, is that it fed rental in two ways. The high price "muted sales" and drove more consumers to rental. But the surcharge also tended to motivate retailers to concentrate on the higher surcharge product, creating more rental turns in order to overcome the nut.

As for the pricing of "StarTrek II" at \$39.95, Atkinson is somewhat ambivalent. On one hand he says, "It won't be much of a test at all," because the title is such a strong one. But he applauds Paramount. "If we had all the studios offering some title at a special price each month it could see us through the transition phase," says Atkinson, who is now a manufacturer, with such products as "War And Peace."

Even as Video Station enlarges its manufacturing activities with "Mephisto" as a second release, the company continues its expansion in retailing. Atkinson plans a new store, probably in Santa Monica, where the firm will soon headquarter in a new 18,000 square foot building.

Video Station's four wholly owned stores represent models for the franchise operation, including the club plan philosophy. Atkinson offers life memberships at \$100 and yearly ones at \$50.

As with other successful club operators, Video Station's promotion works to encourage non-members to take advantage of the member rental fees. The rental brochure for the 11968 Wilshire model store in West

Los Angeles offers all formats for a two-day minimum period:

Units	Club Members					Weekly
	2	3	4	5	6	
1	\$4	\$6	\$8	\$10	\$12	\$14
2	\$6	\$10	\$14	\$18	\$22	\$26
3	\$8	\$14	\$20	\$26	\$32	\$38
4	\$10	\$18	\$26	\$34	\$42	\$50
5	\$12	\$22	\$32	\$42	\$52	\$62

The schedule for non-members is double the member prices, for example, five units, rented for six days, would be \$104.

Additional member benefits include discounts on all purchases, film exchange privileges, free newsletter and 200-page color catalog with membership applying to an entire family.

Another service offered is conversion of 8mm and 16mm home movies and color slides to videocassette.

As to where the videodisk enters and impacts on the present rental vs. sales question, Atkinson remains skeptical of the disk, though he stocks both CED and laser versions in his four model stores.

In a newsletter rap on the disk, headlined "Disc Comforting News," he questions claims made for disk growth. But he does not necessarily try to influence affiliates' thinking. "I recommend, I suggest, I lead the horse to water," he says of his influence with Video Station's affiliates. It is Atkinson's belief that the present stage of video is "like the 8-track age. Imagine then if someone came down the street waving a 3 1/2 disk as a new invention?"

NOVEMBER 6, 1982, BILLBOARD

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Billboard[®] Top 15 Video Games

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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
★ 1	1	9	DONKEY KONG	Coleco 2451
2	2	7	PITFALL	Activision AX 108
3	3	9	FROGGER	Parker Bros. 5300
4	4	9	BERZERK	Atari CX-2650
5	10	3	MEGAMANIA	Activision AX 017
6	6	5	STAR RAIDERS	Atari CX 5205
7	7	3	LOCK N' CHASE	Intellivision 5663
8	12	9	PAC-MAN	Atari CX-2646
9	8	9	DEFENDER	Atari CX-2609
10	5	9	EMPIRE STRIKES BACK	Parker Bros. 5050
11	11	5	VENTURE	Coleco 2457
12	13	9	STAR MASTER	Activision AX-016
13	NEW ENTRY		B-17 BOMBER	Intellivoice 3884
14	14	9	DEMON ATTACK	Imagic 3200
15	9	9	CHOPPER COMMAND	Activision AX-015

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