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Billboard photo by Chuck Pulin
A DEFINITE NINE—Anita Morris, who stars in the Broadway musical "Nine," autographs the Columbia cast album at Record World in Manhattan.

Tower Chain Plans Magazine

• Continued from page 23
not advertised or written about. We think we can encourage our customers, through the magazine, to look deeper into catalog product and to encourage them to speculate on more adventurous music."

As for content, Farrace says "the nucleus of the editorial will be extensive lists of releases from the month previous to and the month subsequent to publication, as well as exhaustive charts from all our markets. There will be no reviews per se, but there will be short features on artists who have released remarkable records as well as columns where regular writers will offer insights."

PRINT VOLUME Folios, Sheet Music Called Hot Items At Stark Stores

By EDWARD MORRIS

NASHVILLE—Sheet music and folios continue to be steady accessory items for Stark Records & Tapes, accounting for from 2½% to 3% of annual sales in the company's Camelot and Grapevine stores.

Pat Tidwell, print music buyer for

Stark, estimates that the stores each carry up to 300 folios and 150 single sheets in their back-wall display sections. Occasionally, although not often, a top-selling album will be displayed with accompanying sheet music as a dual promotion. Tidwell says that customers who buy records at the Camelot locations (which are primarily in malls) are also the ones who buy print music.

Although most of the stores are stocked through Stark's central warehouse in North Canton, Ohio, Tidwell explains that each store manager determines the location's particular title and format mix. She notes that sheets and folios for "easy-play" organs sell particularly well in the Florida stores, a situation that arises, she concludes, from the

state's large population of older people.

Managers are kept abreast of what's on the print market through weekly calls between the stores and the main office and by a constantly updated catalog. The weekly calls deal with the top selling product.

Sheets, Tidwell reports, are generally the biggest sellers. But folios on Survivor, John Cougar and Chicago have also sold well, she adds.

The Grapevine stores, which have more floor space than the Camelots, sometime carry larger amounts of print music, according to Tidwell, but the methods of stocking and display are about the same.

Stark buys most of its print product through Charles Dumont & Son, Cherry Hill, N.J.

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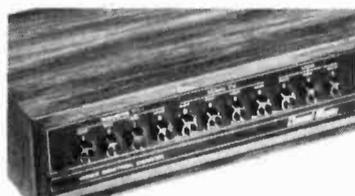
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Billboard®

Survey For Week Ending 12/4/82

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	11	PITFALL—Activision AX 108	WEEKS AT #1: 3
2	2	13	DONKEY KONG—Coleco 2451	
3	3	13	FROGGER—Parker Bros. 5300	
4	4	13	BERZERK—Atari CX-2650	
5	6	7	MEGAMANIA—Activision AX 017	
6	5	13	PAC-MAN—Atari CX-2646	
7	9	3	EARTH WORLD—(Swordquest) CX 2656 Atari	
8	8	13	DEMON ATTACK—Imagic 7200	
9	NEW ENTRY		ET THE EXTRA TERRESTRIAL—Atari 2674	
10	12	3	ATLANTIS—Imagic 7203	
11	11	9	VENTURE—Coleco 2457	
12	NEW ENTRY		RAIDERS OF THE LOST ARK—Atari CX-2659	
13	NEW ENTRY		ADVANCED DUNGEONS & DRAGONS—Intellivision 3410	
14	14	13	EMPIRE STRIKES BACK—Parker Bros. 5050	
15	15	3	REALSPORTS—Baseball Atari CX 2640	