

which is a little old-fashioned, but it works. It does," he added, "take up a lot of time." The time-saving aspects of the bar-coding system are virtually limitless, according to Fogelman. "The information flow would be endless," he enthused. "I could sit down for an hour and tell you all the stuff. It's a fantastic sales, retail and manufacturers' tool."

With album covers being such an integral part of the music scene, the question of artists' consent was brought up. Would a bar-code destroy the esthetic value of careful and creative artwork?

'Crawl Before You Walk'

"There's going to be a problem," said Bob Lockart, acting art director for Warner Brothers Records. "We've created a standard of graphics and it's going to be very difficult to deal with the bar code on a jacket. We would have to design something to make the thing work."

Lockart, using the analogy of the legal lines required on records, said that he, as a graphic designer, was opposed to the bar-code. "When we had to put the anti-piracy legal line on we had a hard time working it in. We try to fit it on the spine. Record covers sell the artist, too." When faced with the benefits of bar-coding, however, Lockart said that it was possible to work with; there would just have to be some new ideas.

Wayne Velot is aware of these pitfalls, but feels that they are minor in the larger fabric of things. "You've got to crawl before you can walk," Velot said. "Just because the bar-coding might be a trifle difficult to implement in some areas doesn't mean it's not a good idea."

Numberless Survey Helps Programming fr 21

record for our market, and that's what is important."

Cordial And Friendly

The WROV operations director went on to say that the relationship between himself and the trades/promoters/record companies has remained cordial, friendly and complete. "In fact our service has even improved from everyone," says Levine. "The trades usually ask about records that took the biggest jump on our survey for the week and when we told them of dropping the numbers, they just asked us to tell them what was hot. It's basically the same thing. At least it means the same to us at WROV."

"When anyone finds out how committed we are to this non-number approach, they understand it's a decision we've made and we're sticking to it."

Incentive

It may have caused little excitement in the industry, but WROV's move to eliminate numerical popularity values for records they are playing may be quite an incentive for other stations to follow suit, especially stations who may also tire of the unwritten rule of the past that says rock stations, or any stations for that matter, have to have a numbered survey. One thing that naturally follows in that elimination is certainly a fairer way for listeners to determine their own favorites, without knowledge of what the so-called "vast majority" like. Although some people cannot tolerate a numberless system, some might just find it the exciting change they've been waiting for.

Z.Z. Top fr 10

buffalo, two trained turkey vultures, two trained black vultures and four rattlesnakes will be part of the stage presentation. Over \$140,000 is being spent to insure the safety and health of the animals throughout the tour.

For The Record fr 14

match prior to the bicentennial cup playoff (England/Brazil) brought a few musical rats out of the studios and into the sunshine for a little exercise. Seen kicking and such were Chris Jagger, Sergio Mendes, Davey Jones, Laudir DeOliveira (Chicago's conga player), Klaus Voorman, Paul Carrack and Bam King (of Ace), Yes' Alan White and Cheech & Chong. This reported by producer Patricia Friedman who was too crazy to remember who scored a goal but did remember one standout: waterboy Robert Plant ... Crusaders to Europe this week with new trombone player Garnett Brown ... Anne Murray back in town for a new LP w/Tom Catalano ... Lamont Dozier cutting Margie Joseph (finished) and Ben E. King (fresh out of the blocks) ... Maureen McGovern has signed on with Kessler/Grass Management who first send her to Toronto to a TV game show taping and then off for a ten-day tour of the Philippines ... Captain & Tennille will be heard contributing keyboards and b.g. vocals to Elton's next LP ... Vaughn Meader, whose "First Family" record sold something like five billion units when Kennedy was president, is label shopping with a single called "American Spirit." A New England rap (could be Paul Revere) over a countrified "America" with the likes of John Hartford and Chris Etheridge playing backup ... Hal Freeman takes another gutsy step forward for his Cin-Kay label ("an independent by choice") as he announces that beginning immediately Cin-Kay will distribute all future releases out of its home office in Sherman Oaks, Calif. Cin-Kay, which has two country charters this week, may soon add a third, a novelty having to do with the Hughes fortune, from the point of view of the guy who has guarded the Spruce Goose all these years. Record by Buford Hiram and The Contestors (a well-known deejay backed up by the Palomino Riders) will find itself in a novelty race as ABC/Dot has a Hughes single out the door this week, as well ... Randy Senter has closed his Upside Down Studios to outside traffic this week as he lays down a few tracks of his own ... Frank Zappa was holed up in a suite at the Beverly Hilton last week, hosting daily screenings of his self-produced vid-tape of a Mothers of Invention concert two years ago. The 55-minute tape employs a lot of complicated techniques and moves fast, including some astonishing clay figure animation. It's probably the best film of a rock band we've seen and Zappa wants to get his work on American television. He says it's been shown in Europe already. "I see no reason why the American public shouldn't enjoy this," he said, adding, "maybe they'll show it in ten years and it'll be an antique." Zappa is in the midst of producing the next Grand Funk Railroad LP for an end-of-summer release. "The sound is what they really sound like," Zappa (a) declared (b) chided (c) warned, "instead of being produced with a Capitol P." Ahem ...

stephen fuchs

R&B Adds fr 38

Let It Shine — Al Green — London
Could It Be Magic — Donna Summer — Casablanca
It Ain't The Real Thing — Bobby Bland — ABC
NEW LPs — Brothers Johnson, Bootsy Collins

KDAY — LOS ANGELES
#1 — I Want You — Marvin Gaye
NEW LPs
People's Choice — Jam, Jam, Jam, Here We Go Again — Phila. Int'l.
Graham Central Station — Intro I Got A Reason, Love — WB
Supremes — I'm Gonna Let My Heart — Motown
Curtis Mayfield — WB
Lou Rawls — Never Find Another Love — Phila. Int'l.
Bootsy Collins — Stretchin' Out — WB
Bottom Line — Disco Dobro, Crazy Dancing — Greedy
Hottest LP — Bob Marley

KGFJ — LOS ANGELES
#1 — Misty Blue — Dorothy Moore
Can't Stop Groovin' — B.T. Express — Columbia
Nine Times — Moments — Stang
Happy Man — Impact — Atco
L.A. Sunshine — Sylvia — All Platinum
NEW LPs — Lee Oskar, Millie Jackson, Bob Marley, Whispers

WLOU — LOUISVILLE
#1 — Sophisticated Lady — Natalie Cole — Capitol
So Good — Tyrone Davis — Dakar
Nine Times — Moments — Stang
Get It While It's Hot — Eddie Kendricks — Tama
Stretchin' Out — Bootsy's Rubber Band — WB
Original Touch — Originals — Motown
People Power — Billy Paul — Phila. Int'l.
Somebody Told A Lie — Ashford & Simpson — WB
28 To 20 — Something He Can Feel — Aretha Franklin
22 To 13 — Love — Graham Central Station
30 To 19 — Get Up Off That Thing — James Brown
NEW LPs — Pleasure

WDIA — MEMPHIS
#1 — Kiss And Say Goodbye — Manhattans
Love Is Alive — Gary Wright — WB
Strok'n' — Leon Haywood — 20th
So Good To Be Home — Tyrone Davis — Brunswick
Never Find Another Love — Lou Rawls — Phila. Int'l.
Steal Away — Ted Taylor — Alam
Evil Thing — John Fogerty — Asylum
27 To 19 — Takin' It To The Streets — Doobie Bros.
13 To 5 — It Ain't The Real Thing — Bobby Bland
8 To 10 — Can't Stop Groovin' — B.T. Express
33 To 21 — This Masquerade — George Benson
NEW LP — Al Wilson

WMBM — MIAMI
#1 — Tear The Roof Off — Parliament — Casablanca
Yes, Yes, Yes — Bill Cosby — Capitol
Something He Can Feel — Aretha Franklin — Atlantic
Hear The Word — Margie Joseph — Cotillion
Can't Stop Groovin' — B.T. Express — Columbia
It's Good For The Soul — Luther — Cotillion
Somebody's Gittin' It — Johnnie Taylor — Columbia
Missing An Angel — Tavares — Capitol
Can't Help Falling — Stylistics — H&L
Get Up The Creek — Temptations — Gordy
Get Up Off That Thing — James Brown — Polydor
Movin' Like A Superstar — Jackie Robinson — Ariola
America/Capitol

When I'm Loving You — Al Hudson — Atco
Ten Per Cent — Double Exposure — Salsoul
You Don't Have To Go — Chi-Lites — Brunswick
Love — Graham Central Station — WB
It's Got To Be Magic — Major Harris — Atlantic
L.A. Sunshine — Sylvia — Vibration
Wherever You Go — Skip Mahoney — Bant
There You Are — Millie Jackson — Spring
Here We Go Lovin' — Dillard & Johnson — Epic
I'll Do The Rocking — George & Gwen McCrae — Cat.
Hard Times SOS — Tommy Tate — Koko
Everything's Coming Up — David Ruffin — Motown

Get It While It's Hot — Eddie Kendricks — Tama
Hey Baby — King Floyd — Chimneyville
Heart Do The Walking — Supremes — Motown

WNOV — MILWAUKEE
#1 — Young Hearts Run Free — Candi Station
Treat Me Like A Man — Dramatics — ABC
Steal Away — Ted Taylor — Alam
You Don't Have To Go — Chi-Lites — Brunswick
Get Up Off That Thing — James Brown — Polydor
Ex To 22 — Somebody's Gittin' It — Johnnie Taylor
NEW LPs — Lou Rawls, Isleys

WVOL — NASHVILLE
#1 — Sara Smile — Hall & Oates — RCA
This Masquerade — George Benson — WB
Move Me — James Gilstrap — Roxbury
Nashville Soul — The Syndicate — Piedmont
Everything's Coming Up Love — David Ruffin — Motown
31 To 20 — Hear The Words — Margie Joseph
24 To 12 — Something He Can Feel — Atlantic
NEW LPs — Ohio Players — David Ruffin — The Syndicate

WYLD — NEW ORLEANS
#1 — Something He Can Feel — Aretha Franklin — Atlantic
Move Me — James Gilstrap — Roxbury
Missing An Angel — Tavares — Capitol
Up The Creek — Temptations — Gordy
Get Up Off That Thing — James Brown — Polydor
Sharing The Night Together — Arthur Alexander — Buddah
Since I First Laid Eyes On You — Larry Linn — Virgil
29 To 9 — BLT — Lee Oskar
NEW LPs — Individuals — Candi Station — Lamont Dozier — Graham Central Station — Bottom Line

WWRLL — NEW YORK
#1 — Kiss & Say Goodbye — Manhattans — Columbia
You'll Never Find Another Love — Lou Rawls — Phila. Int'l.
This Masquerade — George Benson — WB
Hope We Get To Love In Time — Marilyn McCoo & Billy Davis — ABC
Love Chain — Eli's Second Coming — Silver Blue
The Lonely One — Special Delivery — Mainstream
11 To 5 — Tear The Roof Off — Parliament
Extra To 11 — Something He Can Feel — Aretha Franklin
23 To 14 — Missing An Angel — Tavares
19 To 12 — Foxy Lady — Crown Heights Affair
NEW LPs — Van McCoy — Dorothy Moore — Tavares

KDIA — OAKLAND
#1 — Tear The Roof Off — Parliament
Foxy Lady — Crown Heights Affair — DeLite
Heaven Must Be Missing — Tavares — Capitol
Can't Stop Groovin' — B.T. Express — Columbia
Hear The Words — Margie Joseph — Cotillion
Whole New Thing — Rose Banks — Motown
NO NEW LPs
24 To 19 — Takin' It To The Streets — Doobie Bros.
27 To 20 — Friend Of Mine — Little Milton
15 To 8 — Sara Smile — Hall & Oates
10 To 5 — Fallin' In Love — 9th Creation
16 To 11 — Nine Times — Moments
31 To 18 — Never Find Another Love — Lou Rawls

WDAS — PHILADELPHIA
#1 — You'll Never Find Another Love — Lou Rawls — Phila. Int'l.
Freak-N-Stein — Blue Magic — Atco
No Regrets — Phoebe Snow — Columbia
This Masquerade — George Benson — WB
Party — Van McCoy — H&L
18 To 11 — Hard Work — John Handy
28 To 12 — Super Disco — Rim Shots
30 To 25 — Turn The Beat Around — Vicki Sue Robinson
35 To 28 — Can You Deal With It — L.J. Waiters
NEW LPs — Graham Central Station — Stanley Turrentine — Aretha Franklin — Impact — David Ruffin

WAMO — PITTSBURGH
#1 — I Want You — Marvin Gaye — Tama
Something He Can Feel — Aretha Franklin — Atlantic
Happy Man — Impact — Atco
So Good — Tyrone Davis — Dakar
Hear The Words — Margie Joseph — Cotillion
Missing An Angel — Tavares — Capitol
Strok'n' — Leon Haywood — 20th Cent
Can't Stop Groovin' — B.T. Express — Columbia

Marcus To Chi Coin fr 41

celerating production of pingames and arcade equipment, with special emphasis on pingames in view of their widespread appeal and Chicago Coin's outstanding success with them. Factory's most current pin is the 4-player "Cinema" model.

In addition, Chicago Coin is presently shipping the "Coney Island" rifle game and the "Lo-Boy Demolition Derby."

Sega Earnings fr 40

economic conditions in Japan, its principal operating market, and to a reduced level of business in certain segments of its amusement operations. Start-up costs for the company's manufacturing operations in the United States also reduced pre-tax earnings. The gain in the quarterly net earnings reflects the lower effective tax rate that has been used in the current fiscal year. Improved nine-month results were due to gains recorded in the first half.

Sega is a manufacturer, distributor, and operator of coin-operated amusement machines, and operates amusement centers. The company is majority-owned by Gulf + Western Industries, Inc.

Station Breaks fr 21

the events and mood of the era. Dan Dunningan is program director of the station.

j.b. carmicle

17 To 12 — Who Loves You — Isley Bros.
21 To 16 — Sing A Happy Funky Song — Miz Davis
20 To 17 — Whole New Thing — Rose Banks
30 To 22 — Takin' It To The Streets — Doobie Bros.
34 To 24 — Hope We Get To Love In Time — Marilyn McCoo & Billy Davis
35 To 25 — Love — Graham Central Station
40 To 33 — This Masquerade — George Benson
NEW LPs — Silver Convention — Curtis Mayfield — Ohio Players

KQIV — PORTLAND
#1 — Can't Seem To Forget — Heaven & Earth
Here We Go Loving Again — Dillard & Johnson — Epic
It's Alright — Crack Of Dawn — Epic
Freak-n-stein — Blue Magic — Atco
I'm Counting On You — State Dept. — 6th Avenue
Something He Can Feel — Aretha Franklin — Atlantic
Happy Man — Impact — Atco
Can't Say No — S.S.O. — Shadybrook
Groovy Kind Of Day — Fatback Band — Event
Ex To 42 — Everything Is Coming Up Love — David Ruffin
Ex To 43 — Somebody's Gittin' It — Johnnie Taylor
35 To 21 — Fallin' In Love — 9th Creation
NEW LPs — Ohio Players, Betty Wright, People's Choice, Chicago Gangsters, Impact, Isleys

KATZ — ST. LOUIS
#1 — Young Hearts Run Free — Candi Station
Never Find Another Love — Lou Rawls — Phila. Int'l.
Heaven Must Be Missing An Angel — Tavares — Capitol
Treat Me Like A Man — Dramatics — ABC
Ain't The Real Thing — Bobby Bland — ABC
18 To 11 — So Good To Be Home — Tyrone Davis
16 To 10 — Let It Shine — Santana
24 To 17 — Something He Can Feel — Aretha Franklin
29 To 23 — Somebody's Gittin' It — Johnnie Taylor
NEW LPs — Ohio Players, People's Choice

XEAZ — SAN DIEGO
#1 — Tear The Roof Off — Parliament
Party — Van McCoy — H&L
Everything Is Coming Up Love — David Ruffin
Call The Police — Lou Courtney — RCA
Fifth Of Beethoven — Walter Murphy — Private Stock
Somebody's Gittin' It — Johnnie Taylor — Columbia
24 To 14 — Hard Work — John Handy
9 To 4 — Who Loves You Better — Isleys
30 To 20 — Foxy Lady — Crown Heights Affair
NEW LPs — Van McCoy, David Ruffin, Lou Rawls
Hot — John Handy, Crusaders, George Benson, Van McCoy, Hall & Oates

WSOK — SAVANNAH
#1 — Happy People — Tramps
Freak-n-stein — Blue Magic — Atco
There You Are — Millie Jackson — Spring
Spread It — Houston Person — Westbound
It's Got To Be Magic — Major Harris — Atlantic
12 To 9 — Sara Smile — Hall & Oates
Ex To 25 — It's Good For The Soul — Luther
Ex To 28 — Something He Can Feel — Aretha Franklin
Ex To 29 — Heaven Must Be Missing — Tavares
Ex To 30 — Can't Stop Groovin' — B.T. Express
29 To 20 — Foxy Lady — Crown Heights Affair
NEW LPs — Aretha Franklin, People's Choice

KYAC — SEATTLE
#1 — Love Hangover — Diana Ross
Cotton Candy — Sylvers — Capitol
Party — Van McCoy — H&L
Lie To Me — Bill LaBounty — 20th
Hot Stuff — Rolling Stones — Rolling Stones
12 To 8 — Yes, Yes, Yes — Bill Cosby
11 To 7 — Sophisticated Lady — Natalie Cole
17 To 11 — Who Loves You Better — Isleys
NEW LPs — Ohio Players, Rose Banks

WOL — WASHINGTON
#1 — Young Hearts Run Free — Candi Station — WB
Party Time Is Here To Stay — Olympic Runners — London
Super Disco — Rim Shots — All Platinum
Hard Times SOS — Tommy Tate — Koko
Party — Van McCoy — H&L
NEW LPs — Ohio Players — Curtis Mayfield — Charles Earland — Graham Central Station