



UA SIGNS MARCUS — Artie Mogull, president, United Artists Records, is shown with newly-signed artist Marcus, leader of the Detroit-based heavy-metal rockers by the same name. Their debut LP will be released in September.

Soundtracks, Denver, Manilow Dominate Weekly Record Ads ^{fr7}

ad with no prices listed). Also, at Sam Goody in New York for \$3.99/\$5.49 tape, at Sam Goody in Philadelphia for \$3.79/\$5.49 tape, at Viscount and Discount Records in St. Louis for \$3.99/\$4.99 tape, and at Treasury stores in San Francisco for \$3.99/\$4.99. According to plans made by Jack Kiernan, division vice president of marketing for RCA, ads were also supposed to appear simultaneously in the Los Angeles *Times*, Chicago *Tribune*, Washington *Post*, and the Atlanta *Journal and Constitution*. The ads, however, did not appear in any of these papers.

Arista Records continued its major market campaign for the third week in support of the newest Barry Manilow release, "This One's For You." Ads appeared in nine

markets surveyed, including five major markets embraced by Korvettes. The chain advertised the album in Baltimore, Chicago, Detroit, Philadelphia, and Washington for \$3.69. In addition, Thomas & Hart in Dallas offered it for \$3.88/\$4.98 tape, Sam Goody in New York for \$3.99/\$5.49 tape, National Record Mart in Pittsburgh for \$3.99/\$5.99 tape, and Montgomery Ward in San Francisco for \$3.99/\$4.99 tape.

... And In New York

Meanwhile, in New York, where the "price war" among record retailers continued its low profile, jockeying for optimal position remained the week's most important concern. Korvettes retained at least a share of the front running spot with its list of "super specials," at \$2.99 each, expanded to seven in the Sunday edition of the New York Times. The albums offered were "Ten Percent" by Double Exposure, "Wild Cherry," "Silk Degrees" by Boz Scaggs, "Good King Bad" by George Benson, "Juicy Fruit" by Isaac Hayes, "You Are My Starship" by Norman Connors, and "Love, Life & Feelings" by Shirley Bassey. In addition, newest albums by the Andrea True Connection, Marilyn McCoo & Billy Davis, Jr., Grand Funk Railroad, and Walter Murphy were available for \$3.54 each. Four days later, the 30-store area chain added "War's Greatest Hits," to its list of \$2.99 specials, as well as four 2-LP sets from Buddah Records (The Best Of... Sha Na Na, Lovin' Spoonful, Monty Python, and The Essential Paul Anka). The War offering is significant because this is the album's first week of general release to retailers.

'Hottest Top 10'

Alexander's temporarily abandoned its policy of \$3.64 for sale-priced albums offering the "hottest top 10" for \$2.99 each. The albums involved were latest releases by the Ritchie Family, Beach Boys, Helen Reddy, Jefferson Starship, Barry Manilow, Diana Ross, Lou Rawls, David Bowie, and, interestingly enough "War's Greatest Hits." Quantities were limited to 100 of each title per store, and one of each per customer. Jimmy's, recently expanded to 10 stores, advertised 10 "new releases and best sellers" for \$3.49/\$4.99 tape.

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Bob Seger Perseveres ^{fr16}

album, Palladium might have become a new Capricorn. But when a record company starts a project like that, it's really creating its own little monster.

"After all," insisted Andrews, "how much money can they really afford to dump into Palladium Records knowing that in three or four years I'm going to say to them, 'I want a million dollars if you want me to stay.' Keeping this in mind, it's only natural that Warner Brothers product is going to get worked and if it happens at Palladium, great. If you can wield enough economic power, like a Capricorn or an Asylum has now, you can demand that your product is worked. But at the time we were in no position to be making demands, besides it's just not realistic to expect them to dump tons of money and time into something when they know that they're just creating a monster. When I apprised them of the situation, they told me, 'give us one more album and if we can't bring that record together we'll write you a release.' And that's exactly what they did — the album didn't come together and they wrote us the release."

According to Andrews, that's when the label shopping began. "We had decided to leave Palladium with Warner Brothers because I wanted my artist to be one of the number one acts at a label again so he would receive the attention that he deserves. Without our own label to worry about, we knew that a company would see that if they'd build us, they would stand to make some money on us, rather than just creating somebody to bitch at."

Management — A Tough Game Gets Tougher

"The manager's job is getting tougher and tougher," related Andrews, "fortunately for us, all the guys we had known when we were with Capitol way back in the beginning had become influential executives, so we didn't have to prove anything to anybody. They knew what kind of people we were — that we were hard workers."

Seger interrupted Andrews with a smile. "We're just not the type of band that's in a big hurry to get home and sit around and do nothing — our living is on the road." He then summarized: "Working the road is your key to the top. It's definitely the hardest, but it's also the best."

Prefacing his statement with a broad grin, Punch Andrews resumed: "Like I was saying, it's really getting tough for a manager to break a new act. For example, even FM airplay is getting tough to get — no, I shouldn't say that it's getting tough, cause it's always been tough — now it's brutal. And agents — sure a lot of them will sign you, but they won't do anything for you. They've got a lot of acts to book, so they're not likely to take a new act with nothing going for it in the way of sales and throw it on a Z.Z. Top or Kiss, or Rolling Stones tour — they're just not going to do it," he emphasized. "Unless you've got credentials, meaning sales, you're really up a tree."

Bringing all of these elements together in one definitive statement, Seger concluded, "If you're a new act without any product, the only things a record company has to look at are your live performance and management. There is absolutely no doubt that the two are equally important. You can have the best band in the world but if the record company thinks your management is flaky and they're going to have trouble with them, you might as well forget it."

Cale Sets Tour

LOS ANGELES — Shelter recording artist J.J. Cale is set for his first major concert tour of the United States in three years. The tour will take Cale throughout the Western U.S., as well as into Canada, beginning Sept. 1-2 at Ebbets Field, Denver.

The Cale tour will coincide with the release of his fourth album for Shelter, "Troubadour," produced by Audie Ashworth.

National Newspaper Survey Shows Absence of Record Company Ads ^{fr9}

the former were \$11,466 up from nothing in 1974; for the latter, totals were \$14,949, also up from nothing in 1974.

20 Markets Surveyed

The 20 markets surveyed by Media Records were selected from Standard Rate and Data's rankings of metropolitan area household markets. In order of largest to smallest, they were: New York, Los Angeles, Chicago, Philadelphia, Detroit, San Francisco, Washington, D.C., Boston, Dallas, Pittsburgh, Long Island, Houston, Baltimore, Cleveland, Atlanta, St. Petersburg-Tampa, San Diego, Miami, Denver and Cincinnati. However, these are not the nation's 20 largest markets, according to Standard Rate and Data.

"We wanted to get the 20 top markets," explained an official of Media Records, "but we found out that certain ones weren't subscribers to our service, either last year or this year." Consequently the firm had to extend itself to 26 cities to arrive at its list of 20 top markets. The six cities not included in the survey, and their relative positions on the Standard Rate and Data list, were St. Louis (13), Newark (15), Minneapolis/St. Paul (16), Anaheim (19), Seattle (24), and Milwaukee (25).

MCA Releases Sherbet Debut, 'Car Wash' Track

LOS ANGELES — MCA Records has set for immediate release the American debut album of the Australian rock group Sherbet, entitled "Howzat," and the two record soundtrack LP from the movie "Car Wash."



NEMPEROR SIGNS THOMPSON — Nemperor Records has signed Robbin Thompson to a long-term contract with the label. His debut album is set for late-September release on the Atlantic distributed label, and will be produced by Jim Mason. Shown above are (l to r) Nat Weiss, Nemperor president; Thompson; Thompson's manager Allen Long.

looking ahead to the top 100

- 101 **STRUTTIN' MY STUFF**
(Crabshaw Music — ASCAP)
ELVIN BISHOP (Capricorn/WB CPS 0256)
- 102 **IT AIN'T THE REAL THING**
(Meadow Ridge — ASCAP)
BOBBY BLAND (ABC 12189)
- 103 **CHERRY BOMB**
(Bad Boys — BMI)
RUNAWAYS (Mercury 73819)
- 104 **LOVE ON DELIVERY**
(Black Sheep/Heath Levy — BMI)
BILLY OCEAN
(Ariola America/Capitol P-7630)
- 105 **THE MORE I SEE YOU**
(Bregman, Vocco and Conn — ASCAP)
PETER ALLEN (A&M 1813)
- 106 **THE END IS NOT IN SIGHT**
(Fourth Floor — ASCAP)
AMAZING RHYTHM ACES
(ABC/Dot ABC 12202)
- 107 **KID CHARLEMAGNE**
(ABC/Dunhill — BMI)
STEELY DAN (ABC 12195)
- 108 **SING YOUR OWN SONG**
(Anheuser — ASCAP)
MARK LINDSAY (Greedy G-106-AS)
- 109 **I NEED IT**
(Vir-Jon — BMI)
JOHNNY "GUITAR" WATSON
(DJM/Amherst DJM 1013)
- 110 **WANNA MAKE LOVE (COME FLICK MY BIC)**
(Glenwood/Osmosis)
SUN (Capitol P 4254)
- 111 **YELLOW VAN**
(Don Kirshner — BMI)
RONNIE & THE DIRT RIDERS (RCA PB 10651)
- 112 **HEART ON MY SLEEVE**
(Irving — BMI)
GALLAGHER & LYLE (A&M 1850)
- 113 **IT'S A LONG WAY THERE**
(Australian Tumbleweed — BMI)
LITTLE RIVER BAND
(Harvest/Capitol P 4318)
- 114 **I'LL PLAY THE FOOL**
(Pink Pelican — ASCAP)
DR. BUZZARD'S ORIGINAL "SAVANNAH"
BAND
(RCA JH 10762)
- 115 **MY SWEET SUMMER SUITE**
(Sa-Vette/January — BMI)
THE LOVE UNLIMITED ORCHESTRA
(20th Century TC 2301)
- 116 **GRASSHOPPER**
(U.S. Arabella — BMI)
SPIN (Ariola America/Capitol P 7632)
- 117 **MORE THAN A FEELING**
(Pure Songs — BMI)
BOSTON (Epic 8-50266)
- 118 **BETTER THAN AVERAGE**
(Foxborough Jr./Intersong USA — ASCAP)
BRIAN GARI (Vanguard VSD 35192)
- 119 **FIRE**
(Tisra-Til — ASCAP)
MOTHER'S FINEST (Epic 8-50269)