

Butterfly Records Achieves Success During Its First Year

by Peter Hartz

LOS ANGELES — Since incorporating in Dec. 1976, Butterfly Records has developed an aggressive marketing strategy, tallied several chart successes and achieved upwards of \$10 million gross sales, according to A.J. Cervantes, label president and owner. With 24 releases planned for the next 12 months and six newly-signed acts currently in production, Cervantes looks confidently at the future of the label.

"This company has literally come out of nowhere," says Cervantes. "In the 10 months since our first major release, 'Je T'Aime' by Saint Tropez, we have had 9 records that have charted. Tuxedo Junction is currently over 250,000 units sold and in several months, that record will be our

Audiofidelity Sues 'Slim' Williamson

NEW YORK — Audiofidelity Enterprises Inc. has filed suit in Federal Court in Nashville, Tennessee, charging that Bradley L. ("Slim") Williamson conspired with the First American National Bank in Nashville to prevent AudioFidelity from collecting \$84,000 worth of defaulted notes from Williamson's former record company, Better Sounds Inc. The lawsuit seeks compensatory damages of \$84,000 and punitive damages of \$500,000.

Williamson, who formed the Nashville-based Chart Records in 1964, sold the company to AudioFidelity in 1969 but remained as manager of Chart. In 1971 Chart's assets were sold back to Williamson, who formed Better Sounds Inc. He secured the purchase price by a series of promised notes, and in 1974 resold the assets of Better Sounds to Mrs. Dorothy L. Worden and Robert E. Harris, who has since defaulted on the notes. The collateral to secure payment of the notes consisted of the master tapes that comprised the original Chart catalog.

When Worden and Harris defaulted on the notes, the First American Bank, from whom the pair obtained financing, repossessed and sold the master tapes without Audiofidelity's consent to Masters of Music Inc. The company, which was formed by Ronnie McDowell (whom Williamson manages and produces), allegedly resold the Chart masters it had required to the original artists who had recorded them. The complaint also alleges that Williamson and the Bank conducted fraudulent business practices in their conspiracy to keep Audiofidelity from ever collecting its monies.

"We emphatically deny any conspiracy," said Herb Rich, who is Williamson's lawyer. "We think the charges are extremely unfounded. The lien referred to in the suit was supposed to have been released by Audiofidelity over a year ago. Audiofidelity just never did what it was supposed to have done. This is a case of a company admitting it gave up a lien and didn't. We think it's a frivolous lawsuit."

Capitol Signs Nitsche In Production Pact

LOS ANGELES — Producer/arranger Jack Nitsche has signed a production agreement with Capitol Records calling for Nitsche to produce Capitol artists through his North Spur Productions firm and to scout new artists for the label.

Nitsche's first project under the new agreement was the recently released Mink DeVille LP "Return To Magenta." Nitsche's production company has also brought two new acts to the label, Alley & The Soul Sneakers and the Neville Brothers Band.

first gold record."

Cervantes assembled a team of executives with strong promotion backgrounds. Nancy Sain, the first woman to be named Promotion Executive of the Year in 1975, joined the label as vice-president and general manager. Fred Ruppert left Polydor in New York to become vice-president of promotion for Butterfly in Sept. 1977. Since its inception, the Butterfly staff has grown from 3 to 24 people. Currently in the planning stage is the development of a regional promotion team. The L.A.-based label is also contemplating opening a New York office.

'Genuine Force'

"As a young company, it is important to show the industry that you are a genuine force. That means demonstrating the ability to commit to a record and to bring it home. We want broadcasting to know that if they add a Butterfly record, we can deliver. I think we proved that with 'Chattanooga Choo Choo,' which some people felt was a novelty record."

With a catalog of approximately 50% disco, Butterfly devised a strategy centered on stimulating sales at the retail level and at discotheques. The radio strategy of the label attempted to bypass secondary markets and establish a major market influence.

"The way disco product sells is one of the best kept secrets in the industry," says Cervantes. "We believe in a multi-pronged marketing. Our disco product is designed to use the discos as a marketing base and then we cross it pop. Our material has good lead vocals and the ability to fit the Top 40 verse-hook format."

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Foglesong, ABC Sign New Pact

NASHVILLE — Jim Foglesong has signed a long-term contract to continue as president, ABC Records, Nashville operations. The announcement was made by Steve Diener, president of ABC Records.

Commenting on the new agreement, Diener said, "Jim Foglesong is one of the most respected figures in Nashville. This agreement demonstrates ABC Records' continuing commitment to country music."

Foglesong's association with the company began in 1970, when he was named Nashville director of the then Dot Records label. In 1974, Dot was sold to ABC and the record company was renamed ABC/Dot records. ABC abandoned the logo in January of this year, and Foglesong was named to his present post.

"I believe in the American Broadcasting Corporation and I'm proud to be renewing my ties with them," Foglesong said of his new contract. "I feel the future for our label and Nashville is unlimited."



Jim Foglesong

POINTS WEST — DYLAN BLOOMS — Just about everyone was taken by surprise when Bob Dylan played the Amphitheatre for a week by his open, informal stage manner. During his 1974 tour with the Band, you recall, he offered one "thank you" and a "see you next time" at the end of the show. This time, "thank you's" have been plentiful as well as comments such as "Here's a song that's sort of the story of my life" (preceeding "Shelter From The Storm") and plugs for the new album, "Here's a song from my new Columbia album 'Street Legal.' Remember that." If that wasn't enough, at the end of the concert he announced, on separate nights, "We are leaving now so we can beat the traffic" or "I hope you all drive safely." After one of his shows, he was greeted backstage by Mick Fleetwood and Connie Stevens. We love it. Bob . . . Some of the celebrities in the audience at the Nick Lowe/Dave Edmunds/Ray Campi show at the Whisky included John Prine, Bernie Taupin, Tim Moore, The Dictators' Adny Shernoff and Levi & Smut, two members of the English rockabilly band Levi and the Rockets. But was that really Elvis Costello at one table flanked by fans (not to mention Be Be Buell) and signing autographs? Lowe, by the way, agreed to do a phone interview with L.A.'s foremost new wave DJ, Rodney Bingenheimer. So after his set at the Hollywood High Costello/Mink DeVille/Lowe extravaganza, he strolled to a pay phone on a street corner and called Rodney on the air. When Rodney asked him where he was calling from, Lowe said, "The corner of Sunset & Highland." Within minutes, at least two dozen cars, whose drivers had been listening to Bingenheimer, surrounded Lowe. A Columbia publicist had to rescue him from the fans and get him back into the auditorium. So It Goes.

YOU'RE IN MY HEART — Fortunately for Rod Stewart, this wasn't the case. While in Buenos Aires attending the World Cup Soccer matches, Stewart decided it was time to head back to jolly olde England when the restaurant he was eating in was robbed. The robbery resulted in a shootout at the scene which left one gunman dead. Shortly after, the advantages of satellite television in England became more and more attractive, weighed against the merits of armed robbers in Argentina. . . . Some recent signings include: Teddy Pendergrass for management with Alive Enterprises; The Dells to ABC Records; and TV/film actor Andrew Stevens to a Warner/Curb recording contract. . . . Randy Bachman and Burton Cummings will perform the Guess Who classic "American Woman" together on the June 23 segment of Midnight Special. . . . ATV is negotiating a production deal with Gus Dudgeon. . . . Correction Dept: In a photo caption in last week's Cash Box, the name of Gerry Landry, president of Landry Video Systems, was incorrectly spelled because of a typographical error. And an inadvertent slip of the typewriter caused the name Egan to incorrectly appear in a Walter Murphy LP review.



BACHMAN, CUMMINGS REUNITE ON TV

— Polydor recording artist Randy Bachman and Burton Cummings, former stalwarts of the group Guess Who, were reunited on NBC-TV's "Midnight Special." The show airs Friday, June 23.

SLIPPIN' AND SLIDIN' — The recent Paramount Pictures premier of "Grease" starring John Travolta and Olivia Newton-John was held in Hollywood at Mann's Chinese Theatre. The party following the screening was held at a Paramount soundstage modeled to resemble the gym of Rydell High. TV crews filmed playbacks of Linda Clifford singing "If Only My Friends Could See Me Now" which is expected to air soon as part of a special on the film. Among the many celebrities at the bash were John Travolta, Olivia Newton-John, Andy Gibb, Yvonne Elliman, Stephen Bishop, Player, the Bay City Rollers, Chevy Chase, Cindy Williams, Barry Manilow, Lily Tomlin, Jodie Foster, Alice Cooper and Penny Marshall, plus Cash Box luminaries Dave Fulton, Alan Sutton, Peter Hartz, Scott Anderson, Ken Kirkwood and Harald Taubenreuther. . . . At another party/reception, given by Warner Bros. for Carlene Carter, regular patrons of the Yamashiro Restaurant, the site of the gathering, didn't know what to think when famed western tailor "Nudie" showed up in his customized automobile with horns sounding out loud "moos" and "whinnies" as opposed to the usual dull honks. . . . United Artists' Joanne Mackell is doing a series of interviews, radio spots and television appearances in England as part of a promotional tour there.

ON THE ROAD TO RECOVERY — Best wishes to WEA's Skid Weiss, who has spent some time in the hospital recently, and Don Arden's wife Hope, who has been in an English hospital. . . . And well-known convalescent Jimmy Buffett showed up on crutches here at the Troubadour to see Deborah McCall, one of his support vocalists, who is making a solo career. Another ABC act, Danny Green, broke his leg in an accident while in Memphis. His new album, "Night Dog," is being produced by Don Nix. . . . Jennifer Warnes is working through June with producer Rob Fraboni on her new album at Village Recorders. . . . Heart kicked off a 21-city tour in Bismarck, North Dakota. All the dates will be in midwestern states. . . . The Marshall Tucker Band has instituted a unique method of keeping MTB fans informed of the group's activities. Call (800) 845-7592 and you will be in contact with "The Marshall Tucker Band Hotline." MTB is in the midst of a 47-date tour which runs through August. . . . Jasmine will be playing the Troubadour June 30, July 1-2. The L.A.-based progressive rock group just completed a stint at the Lighthouse. . . . Congratulations to Paul Wexler and Lydia Valentine (now Wexler also) who were married May 28 here. Paul is Warner Bros.' head of quality control.

SHORT TAKES — Eloise Laws will be heading to Japan for the Tokyo Music Festival. . . . Janus group Charlie had their equipment truck stolen while they were on stage at the Palladium in New York. Fortunately, only a transformer was in it and the truck was recovered shortly after its theft. . . . High Inergy's second album, "Steppin' Out," will be released soon by Motown. . . . Steely Dan's Donald Fagen and Walter Becker are working on a jazz album project featuring Wayne Marsh and Pete Christlieb, the sax man on "Deacon Blues". . . . A&M Records and Avco Embassy Pictures are teaming up for a single from the Avco film "A Different Story." The theme song, titled "Let Tomorrow Be," is sung by A&M's Cory Wells, and will be released later this month. . . . Casablanca Record and FilmWorks' film "Thank God It's Friday" has been the number one box office draw for two weeks now, having grossed more than \$5½ million in those first two weeks of release. . . . Plans for the first Frank Sinatra Society of America convention will soon be down to the final stages. It is scheduled for spring 1979. . . . Steve Martin's 30-second television commercial promoting his "Let's Get Small" album has been selected by the American Television and Radio Commercials Festival as one of 10 finalists for "best use of humor." It was chosen from more than 8,000 international entries. . . . Capricorn group Black Oak joined the Ted Nugent tour June 10 and will open dates in the east, midwest and south through

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