

# Leo Sayer Finds Success As Musical Quick Change Artist

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somewhat of a wandering minstrel," reminisces Sayer. "I've very much loved the idea of the troubadour, and that theme pervades many of my own lyrics."

Aside from performing, Sayer considers

## PX Record Sales Up

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He further said that most of the new artists the Armed Services web stocked were artists in Columbia Records' Emerging Artists Program, where the label offers extended and discount billing and takes back returns immediately without counting it against return credit.

Another reason cited for PX and BX stores' success in merchandising recorded material is the time spent in training personnel to operate the record departments.

"In the recent year, we spent a great deal of time preparing store staff (comprised primarily of civilians) to operate the (record) departments. It's a valuable section in our stores," Franklin commented.

He said that a store's success often depended on the personnel, and that "some record section managers who are aggressive can make the record department at a PX or BX look just like a record store." Franklin noted that PX and BX record departments made use of point-of-purchase sales aides like computer kits, posters, stand-up displays and whatever else the labels make available to them.

## Gold, Sheinberg Pact To Manage The Bottles

LOS ANGELES — Far Out Management president Steve Gold and Tower Road Prod. principal John Sheinberg have entered into an agreement whereby they will co-manage MCA recording act The Bottles. The band is currently rehearsing on Far Out's soundstage and will be using a local recording studio in Los Angeles to record its second MCA album in February.

## Shelf Prices Up, Sale Prices Down

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Some retailers noted that there were two shelf prices for \$7.98 product sold through their webs — one for catalog product and another for new releases. In most cases the catalog price was higher, reflecting the increased cost in handling slower moving goods.

Regionally, the east maintained the lowest prices on all list product, with the lowest prices being registered in the New York City market. In the east, the shelf price for \$7.98 list was \$6.72; the average shelf price for \$8.98 list was \$7.45, for \$5.98 list, \$4.98. Average sale price in the east for

lyrics as his forte, and it was as a lyricist that he gained his first recognition in the pop world. Sayer had hooked up with musician Dave Courtney, found a manager and financial backer in singer/actor Adam Faith and was working on his debut LP in 1973, when Who front man Roger Daltrey took an interest in his songs.

### Writing Hit Songs

Daltrey was so taken with the Sayer/Courtney songwriting style that he devoted his entire 1973 solo album to songs by the duo. Daltrey earned a hit with the song "Giving It All Away," and Three Dog Night scored Stateside with another Sayer/Courtney composition, "The Show Must Go On."

Later that same year, Sayer released his debut "Silverbird" LP and earned his first British hit with "The Show Must Go On." The song fit the motif of the album's cover, which presented Sayer in a Pierrot (the itinerant clown of circus lore) costume. Sayer wore the clown garb onstage in his early shows, and while it charmed the English audience, the American crowd was not as receptive.

"I was comfortable onstage in the suit because I'm slightly eccentric anyway," Sayer explains, "but it shocked the American crowd. They were expecting a vicious poseur in the style of David Bowie, but what they got was a very ordinary guy putting on a regular show. The gay crowd in San Francisco came out to see me dressed to the nines, and I thought, 'My God, what the hell have I got myself into?'"

Since that presentation didn't go over in the states, Sayer let the music speak for itself the next time around. The "Just A Boy" LP in 1974 fostered the hits "One Man Band" and "Long Tall Glasses," and Sayer was well on his way to stardom.

### Finds New Music

The boyish singer with the powerful voice pulled out the stops for his "Another Year"

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**IMAGINE!** — We're pleased that the Grammy's have widened their categories to include talents as diverse as the **Flying Lizards** and **Frank Sinatra** at this year's ceremony, but we'd be elated if NARAS included a short tribute to **John Lennon** in the proceedings. If approached right, it's conceivable that **David Geffen** might be amenable to supplying NARAS with one of those fine "Double Fantasy" video tapes. The awards show seems the perfect place for a tasteful recognition of Lennon's incalculable contribution to the music world. However, NARAS president **Jay Lowy** maintains that "it's an entertainment show and it's difficult to single out Lennon when nothing was done for **Elvis Presley**, **Bing Crosby** or **Arthur Fiedler**." We, on the other hand, feel a tribute to this musical giant is a great place to start a Grammy tradition.

**TOTALLY WIGGED OUT** — The **Police** did indeed mean business when they advised all fans that they would not be admitted to the band's Jan. 17 show at the Variety Arts Theatre here without a blonde wig or hair. To prevent any brazen brunette or rowdy redhead from slipping into the "Police Go Platinum" show, a rather stern faced Police manager, **Miles Copeland**, was out in front of the venerable old hall to guide them to the nearest wig salesman. **Cash Box** staffers, who attended the show resorted to a \$3.98 spray can of gold hair coloring in order to fit into the motif. We couldn't quite rival A&M's president **Gil Friesen**, (who no doubt had his locks dyed blonde at some chic Westside Parlor) for looks, but we know we had as good a time as part of the platinum topped crowd that was assembled for the parting shots in the Police's new movie. There were some initial sound problems for the gig itself, but **Sting**, who hammed it up more than usual, and the boys were in fine form. The finely chiseled lead singer lauded the crowd all night for its blonde hair. But, the Aryan aura of the evening turned into a total spoof as the trio donned curly black wigs when it returned to the stage for its encores of "Message In A Bottle" and "Can't Stand Losing You." Afterward, many of the pseudo blondies were invited upstairs at the Variety Arts for a party that, of course, honored the reggae pop band for earning a platinum certification for its "Zenyatta Mondatta" LP. The show was also filmed for the finale to the Police movie, which will be released in Europe in May. The film details the band's world tour, which took them to such exotic locations as Egypt and India, but it also has a heavily Beatle-influenced plot as well we are told. **Derek Burbridge** (director of "Urgh" and Monty Python movies) is behind the lens on the project. Such rock 'n' roll eccentrics as **Wazmo Nariz**, **John Otway** and **Jools Holland** also have roles in the film. Holland, who was out in front of the Variety Arts Theatre "platinum" night interviewing the crowd in a crazed journalist fashion, was also in town to talk about his latest musical venture. The zany boogie woogie piano player left



**LOOK MA NO HAIR** — Former hippie and LAX Records president Jerry Goldstein displays his MIDEEM bound haircut. The freshly shorn Goldstein is currently preparing a movie about Jimi Hendrix among other LAX projects.

**Squeeze** shortly after the "Argy Bargo" LP to found **Jules & The Millionaires**. "We hope to do for the music of New Orleans what the Police have done for reggae," said Holland. The band features saxophonist **Mick Paice**, bassist **Pino Paladino** and drummer **Martin T. Deegan** in addition to Holland's keyboard playing. From what we've heard, the quirky little A&M act has a rosy future as it combines New Orleans swing, boogie woogie, modern pop and reggae into sort of a new wave paella. The band will release its first single, "Pineapple Chunk," in February. **HURRICANE WENDY** — Recent **Cash Box** visitors **The Plasmatics** had a bit of a run in with the Milwaukee Police Jan. 19, but **Wendy O.** fans should take heart that she's out on \$2,000 bail. It seems that some of the suds city's finest took offense to the punkette's stage antics, and arrested her backstage at the Palms after the show for allegedly making obscene gestures with a sledgehammer during the act. Wendy denied causing any trouble and said a police officer indecently touched her during the arrest. The officers countered that the mohawk coiffed singer fought with them and kicked at least one officer in the hand. **Plasmatics** manager **Rod Swenson** was also booked for resisting arrest and battery when he tried to prevent Williams' arrest. Swenson too is free on \$2,000 bail. Williams pleaded innocent to charges of making obscene gestures at the nightclub. The pair will plead their case in court March 10. It is also known that the scuffle between Police and The Plasmatics tag team ended with Williams and Swenson being treated for multiple contusions of the head and body at Milwaukee's Mt. Sinai Hospital. According to a UPI Report, "Police said they had undercover officers at the performance after they read a newspaper report that Williams 'is not inhibited about exposing a great deal of her body during concerts.'" We thought that kind of thing went out in the Doors days during the '60s.

**EMBARRASSED ON THE BAYOU** — Oops, that smokin' **Creedence Clearwater Revival** album, "The Royal Albert Hall Concert," was not recorded at the famous London venue after all. In one of the greatest labeling faux pas in recent memory, Fantasy has now discovered that it had inadequately marked a master tape and the contents on the brilliant \$5.98 live LP have been traced to a January 1970 CCR concert recorded at the Oakland Coliseum. Fantasy is now in the process of correcting album covers and labels for future pressings; meanwhile, interim copies will carry an explanatory sticker. When the new covers are ready, the album title will read "Creedence Clearwater Revival: The Concert." Those who have helped propel the bogus "Royal Albert Hall Concert" to #120 bullet on the **Cash Box** LP chart have a collector's item on their hands. Hats off to the Berkeley-based label for admitting the error.

**HELD UP WITHOUT A GUN** — **Anderson Dorman**, head of the Orange County Record Pool, had her home ransacked Jan. 13 and more than 1,500 albums, a master tape worth an estimated \$200,000, jewelry, recording equipment and a Salvador Dali painting were taken. The master tape was for a recently recorded album by her husband, **Robert Dorman**, who had worked on the southern pop rock flavored effort in Atlanta with such hot Dixie sessioners as **Phil Benton** and **Roy Yager**. The theft also hangs up the clubs and radio stations in the Orange County area that rely on Dorman's promotion and programming service.

**ODDS AND ENDS** — **Todd Rundgren's** latest is entitled "Healing." We're hoping it's a solo LP in the vein of "Hermit Of Mink Hollow." **The Boomtown Rats** new album, "Mondo Bongo," will be in the stores this week. The Dubliners themselves will be in town for two nights at the Santa Monica Civic Feb. 23-24... Capitol will release its first "special" record since the picture disc trend with **A Taste Of Honey's** new single, "Sukiyaki."

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## U.S. Retail Chains' LP and Single Prices

Chain	\$5.98 Sale/Shelf	\$7.98 Sale/Shelf	\$8.98 Sale/Shelf	Singles
Everybody's Records and Tapes	\$3.99/\$4.99	\$5.66/\$6.99	\$6.66/\$7.99	\$1.29
Music Plus	\$4.59/\$4.99	\$5.99/\$6.49	\$5.99/\$6.79	\$1.19
Budget Tapes and Records	—/\$4.99	\$5.99/\$6.49	\$6.99/\$7.49	\$1.08
D.J.'s Sound City	\$4.99/\$5.98	\$4.95/\$7.69	\$5.94/\$8.69	\$1.39
Peaches	—/\$4.96	\$5.68/\$6.69	\$6.68/\$7.69	\$1.49
Circles (Hollywood Records and Tapes)	\$3.99/\$4.99	\$4.66/\$6.99	\$5.66/\$7.99	\$1.39
Record Factory	\$3.97/\$4.97	\$4.88/\$6.44	\$5.88/\$7.44	\$1.19
Flip Side	\$4.00/\$4.49	\$4.99/\$6.49	\$5.99/\$7.49	\$1.29
Musicland	\$3.99/\$5.49	\$4.99/\$7.39	\$5.99/\$8.39	\$1.19
Great American Music Co.	\$3.99/\$4.98	\$4.99/\$6.88	\$5.99/\$7.78	\$1.59
Crazy Larry's Records and Tapes	\$4.99/\$5.98	\$6.29/\$6.99	\$6.49/\$7.99	\$1.45
Cal's Record Shop	—/\$5.98	\$4.99/\$6.99	\$5.99/\$7.99	\$1.39
Turtles	—/\$4.99	\$5.88/\$6.59	\$5.99/\$7.59	\$1.29
Cactus Records and Tapes	\$3.99/\$4.98	\$4.99/\$6.99	\$5.99/\$7.98	\$1.49
Hastings Books and Records	\$3.99/\$4.99	\$4.99/\$6.99	\$5.99/\$7.99	\$1.43
Record Bar	\$3.99/\$5.49	\$5.49/\$7.29	\$5.99/\$7.99	\$1.29
Music Center	—/\$5.98	\$5.88/\$7.98	\$6.99/\$8.98	\$1.67
Spec's	—/—	\$6.99/\$7.59	\$5.88/\$7.99	\$1.29
Jimmy's	\$3.99/\$4.99	\$3.99/\$5.99	\$3.99/\$6.99	\$1.16
Disc-O-Mat	—/\$3.69	—/\$4.99	—/\$5.99	\$.99
Record World/TSS	\$4.99/\$5.49	\$4.99/\$6.99	\$5.99/\$7.99	\$1.29
National Record Mart	\$3.99/\$4.99	\$4.99/\$7.49	\$5.99/\$7.99	\$1.39
Waxie Maxie	\$3.99/\$4.99	\$4.99/\$6.99	\$5.99/\$7.99	\$1.29
King Karol	—/\$5.79	\$5.99/\$7.89	\$5.99/\$7.89	\$1.35