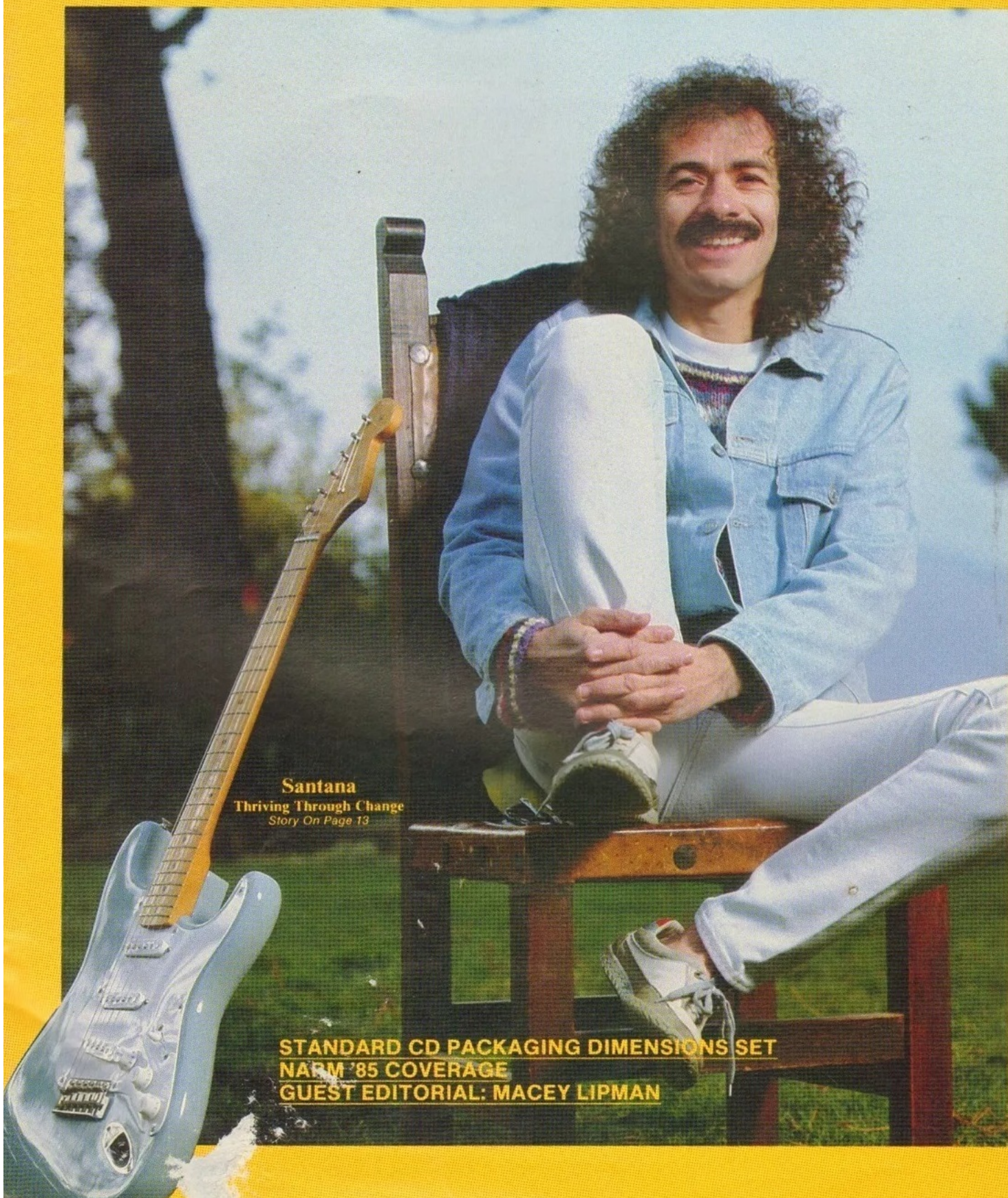


CASHBOX

April 13, 1985

© T.M.

NEWSPAPER \$3.00



Santana
Thriving Through Change
Story On Page 13

STANDARD CD PACKAGING DIMENSIONS SET
NARM '85 COVERAGE
GUEST EDITORIAL: MACEY LIPMAN



Cover Story

Santana: Thriving Through Change

by Peter Holden

In a career which has spanned 16 years of some of the most tumultuous changes in rock music, some things in the music of Carlos Santana have stayed the same. The first is obviously superior musicianship. From the first blues infused Latino rock workouts of the Mexican-born recording artist on his debut "Santana" and later the "Abraxas" LP to the more spiritually slanted material of "Love, Devotion, Surrender" to the state-of-the-art fusionistic "Zebop" and finally to the current smash LP "Beyond Appearances," Carlos Santana has managed to keep an amazingly high level of musicianship constant throughout his work.

The other things which have stayed consistent since Santana broke onto the scene in 1969 from the Haight-Asbury 'happenings' in San Francisco have been his label, Columbia Records, and a positiveness of spirit and profile that, though it has often been out of vogue, has always been from the heart and in step with his many fans. These threads have been woven into a unique tapestry over the years, and that tapestry is guitar player extraordinaire, composer and spiritual adventurer, Devadip Carlos Santana.

With the release of "Beyond Appearances" on Columbia, Santana and his band take yet another step, this time toward a more broad and indeed commercial audience. From the contemporary graphic design of its cover to the sensitive video of the single "Say It Again," to the overall slick production of the album's sound, "Beyond Appearances" is indeed a reaching out to a new and younger generation of Santana fans as well as to his longtime followers. In speaking with *Cash Box*, Santana commented, "We did try to make this album a bit more commercial in the

sense of trying to reach a wider age group of people. Unfortunately, the way things have been going these days in music, it has been hard for a lot of serious musicians to get their music across to the popular audience. In the past, there was a bridge — what the best musicians were doing on their records was also what was most popular with the people. But that's not the way it is now. A lot of things I hear today are just kiddie pop, and so what happens when people try to play more serious type of music is that the kids can't relate to it because they haven't heard anything to prepare them for it."

While "Beyond Appearances" does have its share of classic Santana guitar leads, there also seems to be a greater emphasis on song composition and lead vocal presence through Greg Walker and Alex Ligertwood. Though some of the material on the LP was written by others, the bulk of "Beyond Appearances" was penned by the band with "Breakin' Out" written by David Sanchez, Walker and Ligertwood. And in keeping with the industry's latest high-profile tool, a video of "Say It Again" has been especially well received. Directed by David Hogan, the video makes use of various Santana Family members in its gentle story line. Santana explains, "What happened with the video was that everybody involved had some really creative ideas and the director obviously had his own idea of where the video should go, but what was different was that we didn't write out any big dialogue, we did it very spontaneously. I wanted to bring out a tenderness in the way it looked at people, 'cause that's the way I relate to the things and people around me. It had to do with just seeing the beautiful side of everybody; even

(continued on page 36)



IN THE STUDIO — Carlos Santana, vocalist Greg Walker, producer Val Garay and guitarist/vocalist Alex Ligertwood gather input for Santana's latest Columbia disc "Beyond Appearances."

EAST COASTINGS

STYLE AND SUBSTANCE — The land of female vocal-dom was filled with irony last week. It was a curious development indeed when, while Madonna was making a nationwide critically-acclaimed film debut, Cyndi Lauper was still cavorting with wrestlers around Madison Square Garden. Of course both events were major draws, with "Wrestlemania" relayed to major closed-circuit TV outlets, but it must have come as some sort of critical vindication to Madonna, who after being poorly characterized by most of the press and associated with "bimbo rock" has apparently turned in a fairly remarkable debut screen performance. Now *East Coastings* had not seen *Desperately Seeking Susan* at presstime but did have beaucoups of wrestler posters on its wall when it was growing up (in Texas, where men are men and



GIRLS DO HAVE FUN — Cyndi Lauper (right) and Wendi Richter, the professional wrestler Cyndi manages, shout their joy to the crowd after Richter reclaimed the World Wrestling Federation championship belt. She defeated Lelani Kai for the women's title.

Cyndi and Madonna capturing so much media attention? Well, beyond the obvious similarities of New York bases, fashion sense and big hits they offer those time-honored attractions: non-conformity and sex. And what, you ask, has all this to do with record sales? Well, nothing, if you believe the old adage that you're only as good as your last hit. But this is truly the age of diversification, and both women have broken serious ground in making major contributions to and beyond the record business, wherein they've both already made careers beyond the dreams of most artists. So the victories two weekends ago belonged to more than Mr. T and Hulk Hogan. Lauper, who will next show up on the soundtrack LP to Stephen Spielberg's new production *Goonies*, and Madonna, who will no doubt see another left field single when somebody picks up the *Susan* soundtrack, continue striking blows for women in the ever-expanding entertainment business.

AFRICAN TRANSFER — The Manhattan Transfer will headline the International African Relief Concert in the United Nations Assembly Hall on April 26 to benefit drought relief programs in the African nations. Wives of ambassadors representing 39 African nations have organized as the United Nations African Mothers for the crisis and are presenting the New York City concert, which will also include performances by the Guinea National Ballet Company and the National Dance Company of Nigeria. According to Mrs. Evelyn Garba, chairwoman of the UNAMC and wife of the Nigerian ambassador to the UN, the Manhattan Transfer was chosen to perform because of their widespread worldwide popularity. Tim Hauser, who founded the Transfer 13 years ago in New York, said the group immediately accepted the African Mothers' request. "Music breaks down all language and cultural barriers," he said. "Our participation in the event signifies our support of programs to create long-term solutions to drought and desertification now facing the African continent. Not only will the concert raise funds for the effort, but it will draw continuing world media attention to the struggles of the African nations. We are honored to have been asked to be a part of the event." Garba hopes to raise several hundred thousand dollars for select relief programs.

ROCK RADIO NY — April 22 is the date for the Seventh Annual Rock Radio Awards to be presented at Jerry's Restaurant in New York. DIR Broadcasting will tape the proceedings for the two-hour national radio broadcast scheduled to run on more than 200 top stations over the Memorial Day Weekend (May 25-27). Already scheduled as presenters are Billy Squier, Philip Bailey, John Waite, Weird Al Yankovic, Patty Smyth, John Taylor, Ratt and Martin Briley. Potential winners have been nominated by program directors and on-air staff at more than 200 rock radio stations. Nominees include: (Favorite female vocalist) Pat Benatar, Chrissie Hynde-Kerr, Cyndi Lauper, Patty Smyth and Tina Turner; (Favorite male vocalist) Bryan Adams, David Bowie, Phil Collins, Prince, Bruce Springsteen and John Waite; (Favorite group) The Cars, Hall & Oates, Huey Lewis and the News, U-2 and Van Halen; (Favorite single/EP) "Drive" — the Cars, "The Honeydrippers," "Time After Time" — Cyndi Lauper, "Dancing in the Dark" — Bruce Springsteen and "Jump" — Van Halen; (Favorite album) "Heartbeat City" — the Cars, "Sports" — Huey Lewis and the News, "Purple Rain" — Prince, "Born in the U.S.A." — Bruce Springsteen, "1984" — Van Halen and "90125" — Yes; (Favorite debut album) "Welcome to the Pleasure Dome" — Frankie Goes to Hollywood, "Giuffria," "Honeymoon Suite," "She's So Unusual" — Cyndi Lauper, "Valotte" — Julian Lennon and "Out of the Cellar" — Ratt; (Favorite in-concert act) Genesis, Huey Lewis and the News, Prince, Bruce Springsteen, Van Halen, Yes and Z.Z. Top and (Favorite album — Hall of Fame) "Abbey Road" — Beatles, "Rubber Soul" — Beatles, "White Album" — Beatles, "L.A. Woman" — Doors and "Born to Run" — Bruce Springsteen.

rusty cutchin



GORRIE AND PARROT PALS — Former Average White Band member Alan Gorrie turned up at the Red Parrot in New York to spin his latest single. Pictured (l-r): Kevin Burke, club DJ, Gorrie, Ray Smith, A&M Records promotions and David Lotz, Red Parrot publicist.

CLASSIFIEDS

CLASSIFIED AD RATE 35 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$10.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is NOT enclosed with order your classified ad will be held for following issue pending receipt of your check or cash. NOTICE—2023 Classified Advertisers (Outside USA add \$78 to your present subscription price). You are entitled to a classified ad of 40 words in each week's issue for a period of one full year, 52 consecutive weeks. You are allowed to change your classified each week if you so desire. All words over 40 will be billed at the rate of 35¢ per word. Please count words carefully. Be sure your Classified Ad is sent to reach the Los Angeles publication office, 6363 Sunset Blvd., Los Angeles, CA 90028 by Tuesday, 12 noon, of preceding week to appear in the following week's issue.

Classified Ads Close TUESDAY

COIN MACHINES

Payphones \$65 as extensions. Add kit to require coin. \$98. Requiring coins with free 911, timed calls or not, genuinely FCC registered \$295 one (\$235 quantity). Expecting soon long-distance touch-call under \$400. Since '82 custom circuit board manufacturers for other payphone makers. Call 608-582-4124.

WANTED: Miss Pac Man Cocktails, Whac-a-mole, Skee-ball, Lucky Craine. For Sale: Shopped Regular Pac Man \$395, Miss Pac Man \$300, Frogger \$295. Call Mike or Phil (717) 848-1846.

FOR SALE — Hi Lo Pokers New \$1200 (1 to 4 pieces) \$1100 (5 to 9 pieces) \$1000 (lots of 10). Maxi-Dealer-King Pins \$1000. Mini Dealers \$700. Dixielands New-Ball's Used-Miss Americas 75,77,79 Winner Circles Cocktails and Uprights-Diamond Derbys Derby Kings-Quarter Horses-Call Monti-Video, Inc. 201-926-0700.

DYNAMO POOL TABLES 4x8-\$1,000 each 1/3 deposit & balance C.O.D. I want to buy 22 Crownline Cig Machines in good condition. Henry Adams Amusement Co. 114 South 1st, P.O. Box 3644, Temple, TX 76501.

MATA HARI-\$695; Evel Knievel-\$495; Strikes & Spares-\$595; Airborne Avenger-\$295; Atarians-\$225; Dolly Parton, Getaway-\$395; Thunderbolt-\$395; Nugent-\$655; Hot Tip-\$495; Wheels II-\$395; Sneaks-\$295; Racer-\$295; M-4-\$495; Anti Aircraft-\$295; MICKEY ANDERSON, INC. P.O. BOX 6369 ERIE, PA 16512 PHONE (814) 452-3207

FOR SALE: I, Robot \$995, Pole Position \$1395, Hyper Sports \$795, Mikie \$895, Karate Champ \$1895, Cobra Command \$895, Crossbow Gun \$1495, Galaga 3 \$1695, Big Bat \$1095, Spy Hunter Upr \$1595, Tapper \$1095, Two Tigers (2-Pl) \$1295, Mister Viking \$995, M.A.C.H. III Sit-down \$795, Punch-Out \$1795, VS Golf/Pinball \$1495, VS Baseball or Tennis \$1495, Thayer's Quest (w/1000 laser disc) \$895, Super Bagman \$795, Star-Rider Sit-down \$795, Road Fighter Conversion \$1095, Spy Hunter Pinball \$1095, Black Pyramid \$1025, El Dorado \$1495, The Games \$1195, Alien Star \$1345, Jacks To Open \$795, Touchdown \$1195, Agent 777 \$1195, Laser Cue \$795, Carousel \$1495, Imported Toytown Express \$1295, New Game Close-outs. Call Us! Call or write NEW ORLEANS NOVELTY CO., 3030 N. Arnould Road, Metairie, LA, 70002. Tele: (504) 888-3500.

SERVICES

ACE LOCKS KEYS ALIKE: Send locks and the key you want them mastered to: \$1.50 each, 10% D/C in lots of 100 or more. RANDOL LOCK SERVICE, 61 Rockaway Ave., Valley Stream, N.Y. 11580. (516) 825-6216. Our 49th year in vending.

PROFESSIONAL

NITE RECORDS OF AMERICA seeking one final investor in new innovative country music label. Silent or active partner. Exciting opportunity to participate in revenue from an evolving marketplace. Direct inquiries to Ray White c/o Nite Records of America, P.O. Box 2909, Hollywood, CA, 90028 (213) 466-4707.

INCOME TAX RETURNS prepared by CPA. Tax consultation. Call for appt. (213) 936-2324.

RECORDS-MUSIC

FOR EXPORT: All labels of phonographic records, cartridges, cassettes. Also excellently priced selections of close-outs. Nearly 40 years of personalized service to importers world over. Wholesale only. DAHO EXPORTS, LTD. 1468 Conoy Island Avenue, Brooklyn, NY 11230 Cable: EXPODARO, NEW YORK.

FREE CATALOG: New York's largest and most complete one-stop specializing in oldies but goodies. Retail stores and chains only. Write to Paramount Records Inc. Dept. CB, 81 Sheer Plaza, Plainview, N.Y. 11803.

JUKEBOX OPERATORS — We will buy your used 45's — John M. Aylesworth & Co., 9701 Central Ave., Garden Grove, Calif. 92644 (714) 537-5939.

FROM 1-1000... ANY CURRENTLY, CHARTED LP OR CASSETTE \$7.26. 1-803-791-8763.

MERCHANDISE

Record companies, book & music publishers, producers, modeling agencies, TV studios, managers, book agencies, studios. The list goes on. Send \$2.00, Neighborhood Press, P.O. box 210282, Columbia, S.C., 29221, Jojo St. Mitchell — 803-796-6178.

INDEPENDENT RECORD STORES! We can provide cut-outs, budget product, Buttons, and Patches to you for less! Full return privileges. Send for Free wholesale catalogs on your letterhead. SQUARE DEAL RECORDS, Box 1002, Dept. CB, San Luis Obispo, CA 93406.

THE SOURCE: for imprinted posters, buttons, pins, jewelry, calendars, jackets, caps, bandanas, ties, wallets, belt buckles, mugs, backstage passes. Thousands of stock or custom imprinted products. Best prices anywhere! Send for product classification & literature. State your needs. International Promotions, 2481 VanBuren, Ogden, UTAH 84401.

EMPLOYMENT SERVICE

GOVERNMENT JOBS \$16,559 - \$50,553/year. Now Hiring — Your Area. Is it true? Find out now. Call 805-687-6000 Ext. R-4415.

INFORMATION

COMPREHENSIVE reference books: International Who's Who in music & musicians directory. Popular music, 8 volumes, video source book 35,000 titles. Producers masterguide, American actors & actresses. Send for list of titles & book description to International Reference Books, 2481 VanBuren, Ogden, UTAH 84401.

REAL ESTATE

LARGE Prestigious Office Suite (2800 SF) located in the RCA Building w/3 Recording Studios. Please call Joseph at 464-1100.

GOVERNMENT HOMES from \$1 (U repair). Also delinquent tax properties. Call (805) 687-6000 ext. GH-4415 for information.

NEWLY RENOVATED HOLLYWOOD LANDMARK

Retrofitted w/NEW executive offices! All NEW amenities! Telephone & Receptionist! Secretarial services available.

Short term leases OK

Call: ROBIN SCHOLER ZUGSMITH & ASSOC., INC.



(818) 760-1211
Broker Coop.

Promoter Gains Beverly Injunction

LOS ANGELES — Promoter David Duffy, doing business as Westworld Productions, a Los Angeles entertainment production company, has successfully obtained a preliminary injunction against Beverly Hills Live, Inc., operators of the Beverly Theatre, restraining the Beverly Hills concert theatre from presenting any future productions, without giving first option to co-produce to Westworld.

Filed last month in Los Angeles County Superior Court, the preliminary injunction, granted by Judge John L. Cole, was in response to a \$15 million lawsuit brought in November of last year, wherein Westworld Productions alleged that the Beverly Theatre's operators, Beverly Hills Live, Inc. and officers Robert Stein and Steve Schneider, breached a contract signed in July 1984, giving Westworld first right of refusal to put up production costs for presentations at the Beverly Hills venue, in return for an equal share of the profits.

In their November complaint, Westworld further charged that Stein and Schneider, as managers of the Beverly Theatre, committed fraud by agreeing to the July

contract, when they had no intention of holding to the terms of the agreement. Moreover, says Westworld in its complaint, both Stein and Schneider actively worked to keep Westworld from taking part in future productions, in an effort to keep from sharing profits.

Westworld Productions' Duffy also charged in his original filing that Beverly Hills Live, Inc.'s Stein and Schneider participated in slandering them to numerous members of the entertainment industry, thereby seriously injuring their reputation and ability to do business.

According to Duffy's motion for preliminary injunction, Westworld entered into a joint venture to participate in Beverly Theatre productions as early as September 1982.

Under the provisions of the Superior Court's preliminary injunction, the Beverly Theatre is restrained from presenting any production at the Beverly Hills venue without first giving Westworld an opportunity to consider if they want to participate as co-producers of the event. The injunction is valid until the current litigation is concluded.

think Santana might get tired of working the promotional circuit after so many years touring, but as usual, Santana is able to turn the hectic pace and hard work of touring into an upbeat thing. "there is a lot to do, but it also gives me a chance to do something positive which is reach a lot of people. For instance, if I'm able to reach someone who is in anguish, some kids who are on drugs or thinking about suicide, if I can get to them and present them with some options and alternatives about life, then maybe they will get excited about life again. That's it right there, that's the point. So, really my schedule is not all that hectic, it's all worth it."

Gartenberg Speech

(continued from page 5)

Gartenberg told the group, "At the same time, we see nothing to indicate that the audio tape cassette will not continue to build its share of the recording market," but added that "I believe that the continued prosperity of the cassette will depend on just how close CD players can come to matching the cassette for lightness, durability and convenience."

Gartenberg also noted the public's increased interest in sound quality — discussing CBS' decision to experiment with chromium-dioxide-coated tape on selected releases — and pointed to the eventual introduction of digital cassettes. Calling the looming prospect of digital cassettes "a major reason for the speed with which the hardware manufacturers have brought the compact disc player onto the market, and the even greater speed with which player prices have fallen," Gartenberg said, "It seems clear to me that the future of any recording configuration from now on will depend on the ease with which it can combine audio and video elements," noting that CDs have the ability to carry still pictures.

As to the increasing numbers of ways

the consumer now has of listening to music, Gartenberg told the gathering, "A software company like CBS Records would obviously rather not be producing the same music in too many configurations at once." But, he added, "we will test the waters in a way that protects CBS Records in the event that the configuration fails to catch on, or the hardware manufacturers back away from building the necessary players."

In closing, Gartenberg pointed out that, "For home entertainment companies like CBS Records, for hardware companies, and for tape and disc manufacturers... surviving and thriving in this kind of climate will require an open mind, a capacity to try something new, and the ability to change very quickly when the public demands something different." Earlier in his address he quoted the late Goddard Lieberson as saying, "If they want it on cabbage leaves, we'll give it to them on cabbage leaves." Cabbage leaves may be a configuration for the distant future, but, for all those who say the LP is as good as a stuffed cabbage leaf, Gartenberg feels, "We are not looking for a sudden demise for the LP such as we experienced with the 8-track."

Santana Survives The Changes

(continued from page 13)

though sometimes the world or life's circumstances can make it difficult to do, still, that's the goal.

"On the album, and with the single and its video, we are trying to merge both the overall quality of the music together with a sound that we hope is more accessible for both the kids and for people of all ages. We feel that quality and quantity can go together. There is a soulfulness and sincerity on the album, and there is also a lightness of spirit and a feeling of celebration." Currently "getting into the rhythm of being on the road in support of 'Beyond Appearances,' you would

Capitol Video Distribution

(continued from page 5)

exclusive distribution agreements. He also stated that Capitol will rely solely on its existing national music oriented retail accounts for distribution of product. "We will be going specifically and exclusively to our record account base," said Davis.

Capitol Video Distribution and Sales is

a separate entity from other Capitol affiliated video enterprises such as Picture Music International and HBO Thorn/EMI Home Video, which are owned by Capitol Records parent company, Thorn EMI.

The new distribution arm operates distribution centers in Los Angeles, Jacksonville Fla. and Bethlehem, Penn.