

FREE

MEMPHIS STAR
 the voice of music ...in memphis!
 VOLUME 1, NUMBER 3 SEPTEMBER, 1981

MUSIC HALL OF FAME IN MEMPHIS

The National Academy of Recording Arts & Sciences (NARAS) is seeking a location for the National Music Hall of Fame and Museum. Memphis is currently being considered for that location. If Memphis should be chosen, it would have a significant economic impact on the Memphis area and the state of Tennessee as a whole.

Currently a feasibility study is being made to ascertain whether or not Memphis would fit into the overall plans, but if it were to come to pass there would be several economic benefits for all of Memphis, Shelby County, and Tennessee. For example, as a tourist attraction alone the NARAS facility would be expected to draw more than 200,000 people to Memphis each year, generating over 15 million new external dollars for the Memphis economy. As a

national focal point for the entire music industry, it would strengthen and expand the Memphis Music Industry and re-establish us as a world leader in the creation of all types of music. When completed, the complex would give us a total consolidated music community similar to "Music Row" in Nashville but with major differences. The proposed complex would be adjacent to and coordinating with the Orpheum, Beale Street, and Mid-America Mall. The results would be a total music complex that exceeds anything else in the world.

It is proposed that the NARAS National Music Hall of Fame and Museum be located in the block between McCall, Main, Beale, and Front Streets. The site, which is currently used as a parking lot, is within three blocks or less

of the Peabody Hotel, Beale Street Historic District, Beale Street Landing, the Orpheum, hundreds of existing and proposed parking spaces, Elvis Presley Plaza, the Mid-America Mall, Cotton Row, Goldsmith's Department Store, W.C. Handy Park and the Mississippi River.

Within this 20-block district one can find Memphis' heritage of music, the cotton industry and the Mississippi River. No other area in the region has such a wealthy of history and such a potential as a tourist attraction. It is the optimum site for a national-scale facility toward music.

The building itself would consist of a Grand Rotunda, Music Museum, Archives and library, Pedestrian plazas with retail mall, parking facility, office

building for music related firms, and the Orpheum. The three basic structures would be linked together at various levels, with the museum containing four levels on the southern portion of the site. The estimated cost is approximately 16.6 million dollars including the related office building.

Besides generating new income, well over 1500 new jobs would be created both during construction of the facility and on a long-term basis, both in the facility and in supporting businesses. This would include 830 indirect jobs throughout the area, 500 jobs in the office tower, 150 in the retail shops, 35 in the museum and 300 during construction. In addition, consideration must also be made for the new entertainment jobs that would be opening up for the benefit of the additional area tourists.

At the time of this publication being released, the total question of the Hall of Fame and Museum is still up in the air. As information arrives (pro or con) we at the Memphis Star will make sure that you are informed.

"Editor's Note-We would like to personally thank John Frye and John Dudas for their assistance in assembling this article."

WDIA Names New Program Director



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Carl Connors has been named Program Director of WDIA Radio by Charles Scruggs, General Manager.

Before coming to WDIA, Connors was Program Director for WAOK in Atlanta. Prior to joining WAOK, he held programming positions at WVON in Chicago, WABQ, WJMO & WGCL in Cleveland, Ohio and WVKO AM & FM in Columbus, Ohio. He has also served as Production Manager at WAMO in Pittsburgh, Pa., and Operations Manager at WTMP in Tampa, FL.

A native of Cleveland, Ohio, Connors is married and has two sons, age 2 and 3 years.

Viacom owns eight radio stations in five markets. In addition to WDIA in Memphis, the Viacom Radio Division includes WRVR-FM, Memphis; WMZQ, Washington, D.C.; WWRL and WKHK-FM, New York; KIKK, Pasadena, TX; KIKK-FM Houston; and KDIA, Oakland/San Francisco.

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Letters To The Editor

The Memphis Star encourages reader input. We desire to be the sounding board for the Memphis music community. However, opinions expressed or implied are those of the writers of letters to the editor. We will offer space for opposing views.

Dear Editor

I just got through reading your August issue of the Memphis Star, and I have one question for you. Why in the () did you pick Edwin Hubbard as Entertainer of the month? Every time something happens in Memphis he is involved. I am sick of reading about him. Why don't you write about some of the new talent in town instead of the same old () that every one else writes about.

Unsigned

Dear ():

I am sorry that you feel that way. At least you are reading the Memphis Star and I thank you for that. First of all, most people enjoyed the article about Ed. He is an asset to the Memphis music community and his talents are to be appreciated. Secondly, the subjects of our articles are usually suggested by our readers, we also encourage artists and writers themselves to submit info to us. That is what the Memphis Star is all about, we want to be the voice of all the talent in and around Memphis. Finally, this is the first and the last time that an unsigned letter will be published in The Star. If you believe in what you say, then you should have the courage to sign your name.

Jim Santoro, Editor-in-Chief

Dear Editor:

Thank you! The real musicians of Memphis finally can get some badly needed recognition and publicity in the Memphis Star. The truth and facts about what is happening to the working musicians in the real world of music is a needed change. Since reality, truth and facts are in short supply in the music column in our daily newspapers, maybe many misconceptions about Memphis music will be changed. A majority of articles written by Walter Dawson about local music figures concern punk rockers or some other bizarre characters who are as big a jokes as Dawson being a music critic. It's time the other 95-98% of our music community is heard from I'm glad the Memphis Star is here to help.

When the average citizen reads an article about musicians in our newspaper, most are gullible enough to take it for the truth. Automatically, musicians are viewed as low-lifed bums who destroy guitars with chainsaws or are so repulsive they have the "plug pulled" on them. It's too bad Mr. Dawson doesn't have a plug the music community could pull. When people ask my musicians I book what they do for a living, they reply, "I play music". The next question is "well, don't you have a real job?" Then, they assume they all take drugs, are drunks or are moral degenerates. Musicians in the past have done much to earn this type of reputation. Mr. Dawson has added fuel to this fire. But this is 1981 and the working musicians of today know they have to take care of business.

In our city, if you go to a loan company to borrow money and put down musician as occupation, they don't even run a credit check. You are turned down because of your occupation. In Nashville, being a musician is a respected job. Their media works hard to help their image. But in Memphis, a handful of people get a big majority of the ink. If just doesn't seem right. Please keep your publication helping instead of hurting Memphis music. You may be small in circulation but any serious working musician is on your side.

In closing, I have nothing personal against Walter Dawson. I don't even know the man. I only know what I read and that he's so very wrong so often. Having a working relationship with at least 30 local bands, not one member of any group takes him seriously or thinks he knows what he's writing about. I've played music for 15 years and have had a booking agency since 1974. So mine is a voice of experience and a voice for working musicians. I'm fed-up with players, bands who undercut prices, agents who undercut prices and musicians who act like slugs. If Mr. Dawson disagrees with me, I am very available to discuss it face to face or through your publication. I'm sure he couldn't defend his points since so few of them are based on truth, facts or reality. The Dawson article I read today, the words repulsive, obnoxious, bizarre and weird were used. I'd like to use the same words to describe ole Walters.

Thank you Memphis Star =
T. O. Earnheart

"WHAT DO YOU THINK?"

In an effort to keep in contact with the most important people in Memphis, You our READERS, the MEMPHIS STAR is adding a new community "Sounding Board". Each month we will select from reader response a question or issue that is important to the MEMPHIS MUSIC community, as well as the entire community as a whole. On each question or issue we want to know what your feelings are. They will be consolidated and expressed in the next issue of the MEMPHIS STAR.

September:

Question: Should Memphis be the home of the NATIONAL MUSIC HALL OF FAME AND MUSEUM?

Yes No

Why? _____

(Use separate sheet if necessary) Send to MEMPHIS STAR, P.O. Box 38956 Memphis, Tn. 38138. Attention: WDYT

THE MEMPHIS STAR

The MEMPHIS STAR is a monthly publication dedicated to the advancement and recognition of the many forms of music created and developed in and around our area. We are further dedicated to re-ignite public awareness of one of Memphis' most valuable natural resources...Memphis Music. The Memphis Star is published monthly by TC and Co. Copyright 1981. All rights reserved. Opinions expressed or implied are those of the authors, and do not necessarily represent the views of the ownership or management.

THE MEMPHIS STAR

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From The Editor

On August 16th Memphis State University sponsored the third annual Memphis Music Awards. This year the recipient was Charlie Rich. The event, which received national media attention was complete sell out. Entertainment for the occasion included Al Green, Jerry Hays, Tony Jo White, John Prine and a super performance by Charlie himself. The impressive guest list included a large percentage of the Memphis Music community.

This type of event and the spotlight that it shines on Memphis, is a boost in the arm for the entire Memphis music business. It was really a good feeling to see many people, from a very competitive profession, set aside their business differences for a while and unite to tell Mr. Rich "Hey Charlie, we're happy for ya."

Here's a question for us to think about. What would happen if the entire music community was to be able to set aside their differences permanently, and unite as they did on August 16th with the goal of making Memphis the

recording capitol that it once was? Better yet, greater than it once was! I would venture to say that if we had that unity and shared that same goal as a team nothing could stop us.

During the ceremony, John Prine referring to the decline of Memphis music made the statement "I'm just waiting for Memphis to re-open". I would love to see the day that I can write John and say "John the doors have just re-opened and they are open to stay. So come on back and bring some friends."

In closing I'd like to personally congratulate Charlie Rich. I would like to also thank Sam, Knox, & Jerry Phillips, John Frye, and the entire Memphis State Staff along with all the other notable people who believe in Memphis, and made this occasion the huge success that it was.

Sincerely

James T C Santoro, Editor in Chief, The Memphis Star

The management and staff of the Memphis Star would like to apologize to our advertisers and readers who may have tried to call us last month only to get a recording saying that our number had been disconnected. This mix-up was due to a printing error. Sorry. Thank you for your letters of concern. It means a lot to us.

Sincerely JTCS,
Editor-in-Chief

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Editorial

Make It Or Break It — Why Not?

So you've got this group that's the greatest thing since draft beer and you're tearing up the local club circuit and you're gonna cut a single to get airplay and exposure in your area. Good idea but there's only one small problem. The chances of you or your group cutting a single on a small independent label and then getting airplay on any commercial station are all but non-existent. You may ask why, because you see yourself as local talent and you rationalize that local radio stations should give you airplay. After all you figure your stuff is as good or better than most of the material that is played. Again this is good thought but the problem lies with the stations themselves. In a word the problem is "numbers". You see nearly all commercial radio stations live and die by periodic ratings given out by national rating services. These ratings break down into number, i.e. how many people listen to a station at a given time period. The bottom line is this. Stations believe that playing material that has not yet broken into the national top 40 or thereabouts will drive their ratings or numbers down. Naturally low ratings on a station has a direct influence on how much advertising said station can sell. Again we're talking numbers, only this time dollars and believe me money talks.

Now don't get me wrong. I see nothing basically wrong with the rating system. I mean businesses, and radio

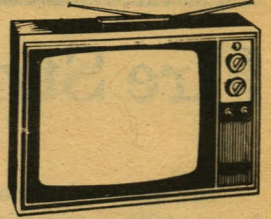
stations are businesses, are there to make money. You really can't blame station management for doing everything they can do to increase profits. Unfortunately this usually means that local talent with a bill of goods to expose is ultimately lost in the shuffle.

Ok I can concede that stations must play top 40 or whatever but here is a suggestion. Why not have a "Make it or Break it" hour on each station every week or so to expose local or area talent. D.J.'s could encourage listeners to call in and vote on records of local artist that are played. If a record bombs so be it, but if audience response is good then why not give the record additional airplay? I mean if the public likes it why not play it?

I've given this idea a lot of thought and I really can't see the hurt in it. The stations might argue that its been tried before in different areas and didn't go over. This might be deceiving. Sure if "Make it or Break it" comes on at 1:00 a.m. without any advance public notification who the hell is gonna listen to it. If this new feature were pushed by DJ's, pumped up and advertised, and then produced well, it just might go over. I think the public should at least be given the opportunity to decide to a certain extent what we listen to on the radio.

Lets give it some thought. My feeling is "Make it or Break it" Why Not.

TUBE REVIEW



Tube Review is a regular section of the *Memphis Star* that allows TV stations to pass on personnel changes, promotions, public announcements, opinions, and sneak previews of future shows, especially Memphis entertainment. We invite station reps to submit their notes of community interest to: *The Memphis Star*, P.O. Box 38956, Memphis, TN 38138. Deadline 20th of each month.

CH 24 - "Memphis Almost Alive" To Revamp Structure

LaNelle Comer and Georgianna Fletcher, co-producers of "Memphis Almost Alive" (Memphis' only locally produced comedy-variety program) announced Friday that they have canceled their current contract with WPTY-TV in order to restructure and re-concept the program. Said Ms. Comer, "We want to produce a quality product that Memphis can be proud of." When the program has been restructured they will be negotiating with WPTY-TV for a new contract and new time period.

JANICE KNAPP NAMED PROMOTION DIRECTOR OF WRVR

Janice Knapp has been appointed Promotion Director of WRVR, announced Terry Wood, General Manager of WRVR.

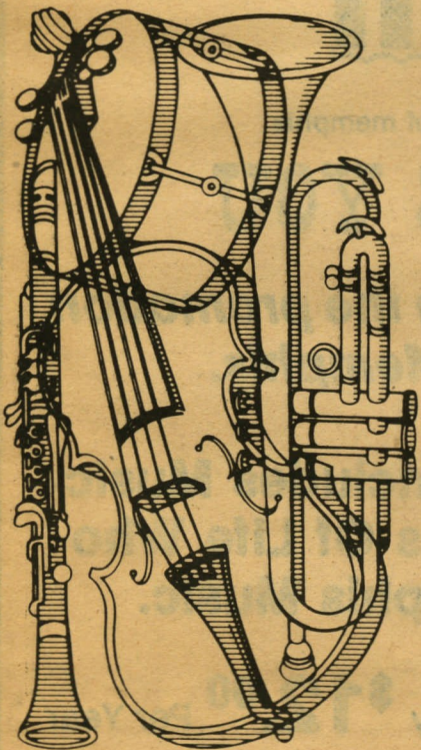
Wood said, "We searched diligently for the past month for the right person to assume the responsibility of handling all promotion for WRVR. Janice fits all of the requirements and has the demeanor and experience to represent this station with flair and class. I'm positive her contributions to the continued success of WRVR will be significant."

Knapp is a longtime Memphis resident and since 1974 has been with the Memphis school system, most recently as Program Director of WQOX-FM and WQOX Cable 30 the system's radio and tv station. She has won the Memphis Advertising Federation's Pyramid Award for radio commercial work, selected as "Outstanding Woman Who Works" for Achievement in the Arts by the Downtown Association Council of the Memphis Area Chamber of Commerce, listed as one of "America's Outstanding Young Women", appointed to the City Beautiful Commission for the 1981-82 year and is currently President of the Memphis Chapter of American Women in Radio and Television.

In acknowledging the appointment, Knapp said, "This position is an exceptional challenge. I am pleased to have the opportunity to work with the great staff of WRVR and be a part of its continued meteoric growth." She will assume her position at WRVR August 10th.

Viacom owns eight radio stations in five markets. In addition to WRVR in

Memphis, WDIA also in Memphis, KDIA in Oakland/San Francisco, WKHK and WWRL in New York, WMZQ-FM in Washington, D.C., KIKK-FM in Houston and KIKK in Pasadena, Texas, make up the station list of the Viacom Radio Division.



On The Finer Side

Starting in October the ever growing MEMPHIS STAR will add a new standard section. It will be called ON THE FINER SIDE. This section will be devoted to articles and input about the Fine Arts in Music, including symphony concerts, musicals, and ballet. As usual, all articles, press releases, and reader input will be greatly appreciated. Write to the MEMPHIS STAR P.O. Box 38956 Memphis, Tn. 38138.

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Fire Strikes New Music Hall

Jim Santoro

In the early morning hours of August 12th an electrical fire struck the new MUSIC HALL located on Lamar just off of Winchester. The Music Hall, owned by Bobby Kizer and Buddy Chitton, had just completed moving their operation from their old location on Madison. (Poets Music Hall).

Fire officials determined that the electrical fire was caused by faulty wiring. Damages were estimated to be around \$15,000. The new business had been open for only two weeks before the

fire occurred.

Mr. Chitton estimates that it should take about four weeks for repairs and that the club will be back in operation "better than ever" by the second week in September. When word of the accident spread, phone calls began pouring in with offers of volunteer help. Commenting, Mr. Chitton said "On behalf of Bobby Kizer and myself, we are very appreciative of all the real music business people who have shown their concern and support for us."

When the Music Hall again opens

its doors, it will offer the same fine entertainment as Poets did but only on a larger scale. The Music Hall has a seating capacity for over a thousand people with more than ample parking.

Although arrangements are still in the planning stage, it is hoped that when the club re-opens in September, two of the Halls premiere guests will be Johnny Van Zant and Jimmy Van Zant.

Although the fire caused a set back in the projected business of the Music Hall it apparently has not dampened the spirits of the owners. Referring to the fire, Bobby Kizer reflected "It is all a part of the rich pageant of life". And as Buddy Chitton put it. "We can't stop now, we are just too hot to stop."

Across The Board

This section is to let the public know who's been recording in our fair town. We encourage Recording Studio Reps to write about their studio's activity. By the way, many people would also be interested in your facilities and rates. We further encourage artists and groups to check out what we have in town before traveling elsewhere to record. Send press releases, pictures etc. to:

Memphis Star
P.O. Box 38956
Memphis, TN 38138

Who's Happening

This section is set aside to let Memphis know what is happening in the careers of Memphis area artists, writers, T.V. and Radio personnel. We welcome your contributions. Articles should be 80 words or less. Articles must be received by the 21st of each month-No pictures please. Send to:

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FOREPLAY will be opening things up when the Music Hall reopens later this month. Foreplay was selected for this months entertainer of the month. (See page 8.)

BORDERLINE's new single "Is It

Right" has just been released locally, and is receiving minimal airplay. The Songwriting/performing duo is also currently negotiating with a Nashville record label in hopes that a song that they wrote "Half Time" will be re-released by a nationally known artist. Last year the song was released by a small independent label and yet it hit 56 on the Billboard Country charts and remained in the charts for ten weeks. Good Luck boys.

EDWIN HUBBARD recently injured himself and as a result cracked his rib. The true professional can not be stopped however and he is back playing, business as usual. (See Now Appearing Page 11.)

JERRY LEE LEWIS has just been released from the hospital and is recovering well from complications of an operation that he had several months ago. Jerry attributed the miraculous recovery to his faith in God. Keep it up Jerry, we miss you.

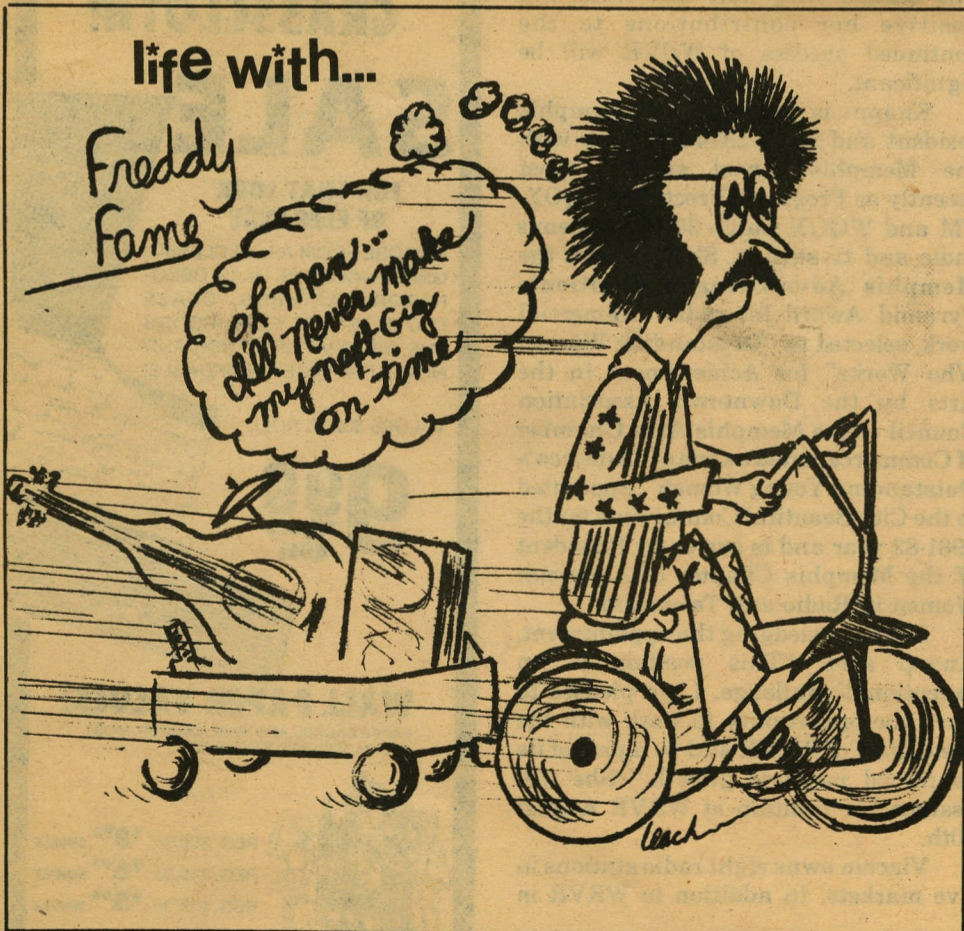
Music Industries Of Memphis Seeks New Members

Music Industries of Memphis a non-profit organization is seeking new members who are interested in any and all types of music in Memphis. The purpose of the organization is to foster interest among the general public, and music profession in Memphis Music. Membership is open to all who are interested in, supportive of, or actively involved in music in Memphis.

Although the organization has been together for over two years, it has just recently reorganized and is building up steam and support from all facets of the community. The group is currently planning future activities. These and

other events of "M.I.M" will be announced in the MEMPHIS STAR as details become available.

The next general meeting of MIM will be held on Tuesday, September 15 at the "Annex" Room of the Ramada Inn Convention Center. The Convention Center is located across from the Peabody Hotel. The meeting will begin at 7 p.m. Included in the program will be a Forum Panel Discussion on record promotion at the national, regional and local level. The panel will feature three experts in the field. Visitors and observers are surely welcomed.



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RADIO WAVES

(Radio Waves is a section of the Memphis Star for all the fine radio stations in and around Memphis. Let our readers know what is happening at your station, what personality changes and changes in station formats have occurred. Also let our readers know about your promotions and station sponsored entertainment or events. Press release deadline is the 20th of each month, no photos please.)

WDIA-AM-1070

WDIA-AM-1070 the Memphis Spotlight, a new Sunday feature on Beautiful People Radio, WDIA is a special program designed to give exposure to gospel artists in the Memphis and Mid-South area. Hosted by Linda Morgan each Sunday morning at 7:45, this program will consist of interviews and live music from the studio.

WMQM-1480-AM is proud to announce the addition of William Shearer to its staff announcers. William will be airing many of WMQM's most popular religious programs. WMQM's music includes beautiful traditional Christian music with lavish orchestrations, magnificent choirs, and outstanding vocalists. Something Memphis has never heard before in Sacred Music.

WLVS-94-FM was visited by country star Leon Everette a few weeks back. Leon, who is signed to RCA records, was in town on a promotional tour for his hit record "Hurricane". The visit came as Leon was taking a short break from his concert tour with Ronny Milsap. P.S. For All Leon Everette Fans... Watch Out *The Memphis Star* has learned that he is about to release a dynamite new single in the near future. It is to be called "Midnight Rodeo".

WSMS FM 92 - Station Manager Bill Haines just announced that the station will be changing its format to "All Jazz". This change shall include all ranges of Jazz and Blues. They shall be playing old with the new. Bill estimates that the change over will be completed by September 14.

In addition, WSMS will be giving more consideration to Memphis recording groups of all kinds. As Mr. Haines says, "We are eager to get a hold of anything recorded in Memphis or by Memphis people."

To kick off the new format and show their continual active concern for Memphis Music and talent, WSMS will be broadcasting in the near future tapes of Memphis area acts that were recorded earlier this summer LIVE in Memphis clubs.

Also, WSMS will be airing recorded segments of The Salute to Memphis Music in memory of the late Elvis Presley. Included in the show will be testimonies of Greil Marcus, rock critic (Rolling Stone). They are scheduled for September 14, 15 and 16 starting at noon. (See related editorial on page 3).

Congratulations On The 3rd Issue Of The Memphis Star From Everyone At Composet, Inc.

Memphis Groups Donate Services

by Chris Thomas

On July 29th Memphis commercial free station, WLYX sponsored a concert at Pogo's New Wave Club on Lamar. The purpose of the concert was to raise money to support the radio station. Phil Jones, WLYX's interim manager stated that he "believes that this type of fund raiser is a most economically feasible way of keeping the station going". The concert funds are to be used to pay immediate bills and the balance will be used to sponsor future benefit concerts.

Three popular Memphis acts shared the limelight. They were: "The News, The Crime, & Barking Dog". Dan Tinsley guitarist and vocalist for "Barking Dog", explained his group's donation of time and effort this way, "Hey man we're happy to do it, it's a

great way to donate something back to a fine radio station that is a great source of inspiration (supportive) to all Memphis area recording groups."

The managers of POGO's, Peter & George Cotros donated their facility for the benefit. They also donated their staff charging just for the drinks all other proceeds went to WLYX. POGO's is a successful "new wave" club and has been in operation for seven months providing entertainment from Tuesday thru Sunday. The club has a casual friendly atmosphere and plenty of video games for between sets.

WLYX is presently seeking underwriting sponsors. If you are interested contact Phil Jones at WLYX. Telephone number: 276-1711.

The Sound Rebound

(Sound Rebound is a new record review section of the Memphis Star. Our record reviews are somewhat different than others you may read for two reasons: first of all they deal with artists from and around Memphis, and secondly they are reviewed by professionals from Memphis area radio stations and our readers. September's Sound Rebound is courtesy of Doug Dahlhauser of WLYX (FM 89) in Memphis).

Gimmer Nicholson - Christopher Idylls

Some things can't wait. You have to talk about them, whether you know anything about the artist or not. The new album *Christopher Idylls*, by Gimmer Nicholson is just such an example. In the first place, Gimmer Nicholson is a Memphis guitarist of some apparent stature. In the second place, that's all I know about him. I assume this to be his first album.

His music speaks with a quiet command that attracts your attention whether you like acoustic guitar or not. There are no vocals on this album, just beautiful guitar. It was released recently on Peabody Records, with no song titles, just an A and B side with three songs on each. At times the music rings of Pat Metheny, but man it sounds more like Anthony Phillips (former Genesis guitarist), and sometimes like Memphis own Bruce Barham.

The best cut on the album is the opening cut A-1. Its tempo is quick and lively, and probably the most Metheny sounding. The arrangement is superb. The second cut A-2 is entirely different, at times almost sounding Indian. It is the shortest cut on the album unfortunately. Cut B-3 is the most interesting. The contrast of a delicately picked, carefully sustained whole notes, with the crisp quickness of eighth notes is delightful. Although some portions are very laid back and mellow, it is paced at such a tempo that your ear craves that next note, and when it arrives you sigh with the exstasy of post-orgasm. The technical quality of the album gives it an extra clean sound, which I'm sure has much to do with its appeal. The only technical drawback is the length of the album, about 28 minutes. But it is 28 minutes of ecstasy for any guitar lover.

Doug Dahlhauser

Phillips

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639 Madison Ave.
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MEMPHIS STAR EXTRA

Jerry Phillips

By John Stewart

Editor's Note: This interview was conducted with Jerry Phillips, program director for WLVS radio in Memphis. Jerry is the son of the legendary Sam Phillips and brother of Knox Phillips (See August, 1981 Memphis Star interview, Issue #2). This interview is part of the continuing effort of the Memphis Star to explore the impact and mystique of the Phillips family and their role in the building and now rebuilding of the Memphis music scene.

John: Jerry thank you very much for taking the time to meet with me on the interview. Could you tell us a little about WLVS radio and why you think the station is gaining in popularity.

Jerry: The thing about myself and our family is that we're Memphis people and the things we're trying to do, especially with this station, is cater to the wants and desires of Memphis. For example, a lot of stations subscribe to programming services where an independent agency will do their programming for them. I don't know if any stations in the area are still doing this. We definitely do not because we feel that we have enough musical expertise to decide what the public wants to hear in this particular area. I mean I have been in music all my life, so has my brother Knox and so has my dad, Sam. We feel that we don't have to rely on the charts to tell us what sounds good. We can all sit down, listen to a record and decide what sounds good. We have people drop off records all the time and we do listen to them. Again we don't go by the "label", we go by sound. For example, if someone dropped off a record on a small local label and we felt the sound was there, we'd play it. Paying attention to the little guy is as important as looking at the big guys (major labels). When Sam started out all of the major labels were really scoffing at him but he had enough determination to make things work. The rest is history. Basically, what we're trying to do here is run everything on a very honest level. I'll talk to anyone who walks through that door and give them a very honest opinion on what I think. Like I said, we listen to everything that is submitted to us. If we don't play a record it's not because we personally don't like it, but you have to remember that we are programming for thousands of listeners and we have to consider their listening desires also. A lot of programmers will tell someone "Hey man if you get your song in the top 10 then we'll play it". We don't subscribe to that policy here at WLVS and I think Sam's influence on us is why. We listen to each song on its own

merit and nothing else.

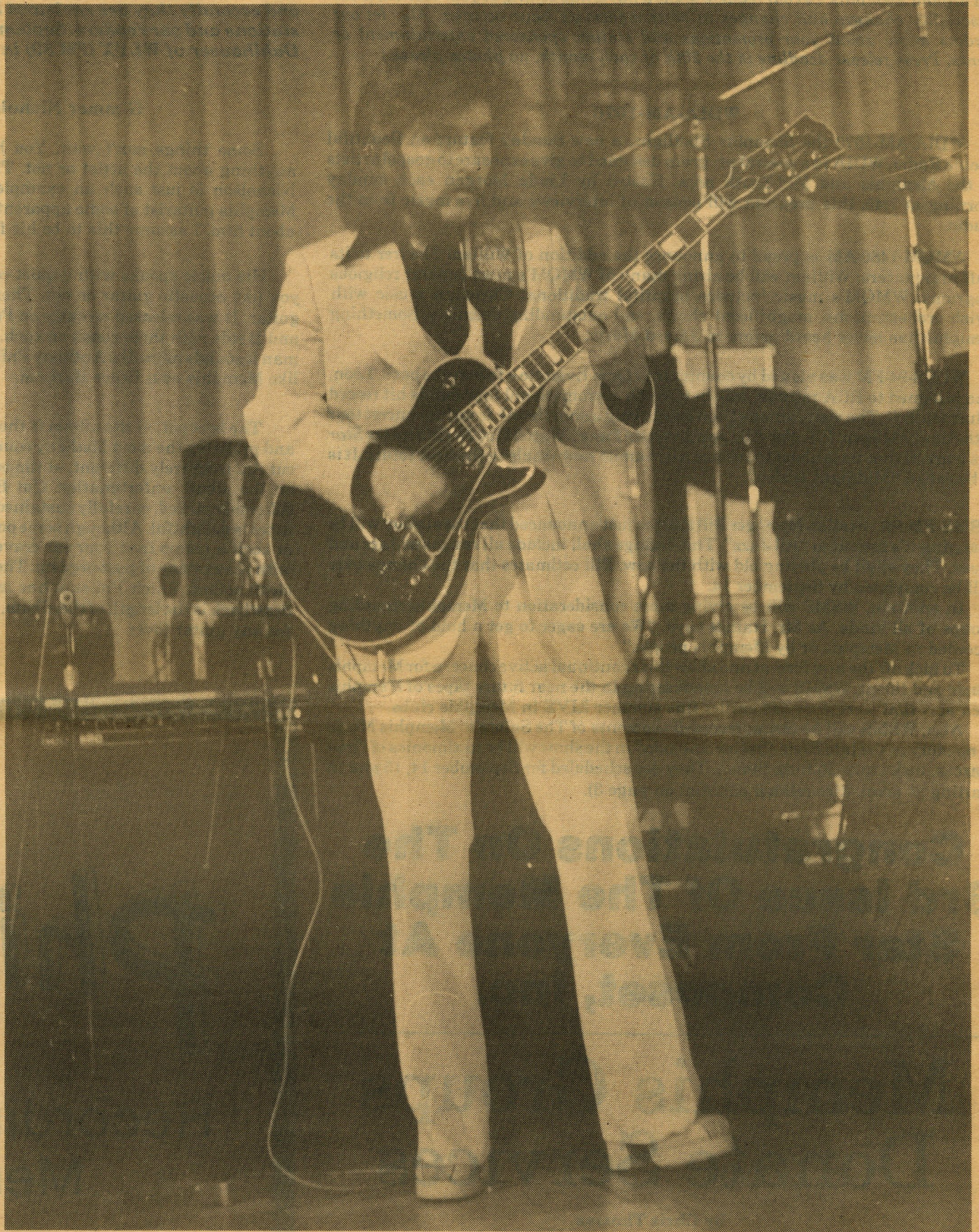
John: Jerry, we all know that radio stations are subject to national ratings which have a large impact on advertising that stations sell. It is generally agreed that a station can only achieve high rating if the station plays only 40 in different categories. I know that WLVS plays other than top 40 but you continually score high in the ratings. How do you explain this?

Jerry: First of all, we do play the so called top 40, but I think one of our secrets is that we jump on these songs

long before they ever arrive in the top 40. In a sense, we're giving our listeners the opportunity to hear a "hit" long before "Billboard" ever says it's a hit. I have guys from record companies calling me all the time and saying "Man you're the only station in town playing our song and it's selling like crazy". So I know the power of the station is here and that our particular style of programming gets results. Other than this I think the fact that my whole family being so deeply involved in Memphis projects in our programming.

John: Jerry, I know that WLVS started out playing "easy listening" music and then for awhile you played "rock" before you changed to "country music". Do you find it surprising that this style of music has been so successful in view of the fact that your station is located near Germantown.

Jerry: No, not really. In the past country music was thought of as being only for the truck driver or farmer. Things have changed these days with music as well as with the listening audience. I hesitate to use the



"Memphis Music will always be there. I hope nobody counts us out because we just might sneak up and knock them out."

Jerry Phillips

terminology "country music". I would prefer calling it "American music". This is a style of music which everyone can relate to. This style of music has changed dramatically through the years and it appeals to all types of people. For example, we have a surprising number of Black listeners which just goes to show that all Blacks don't listen to R&B. So to answer your question about Germantown listeners, no it doesn't surprise me one bit.

John: Jerry, what about the future of Memphis music?

Jerry: That's a tough question. You know we still have some of the best musicians, producers, and performers in the world located right in Memphis. Man, there is so much talent out there that it's unbelievable. The problem is this, and I think Knox touched on it in his article. Say you cut something here locally, something that is a little different but has definite state of the art quality and then take it to a major label. The chances of scoring are very slim. The large record companies hesitate to take a chance on something new and this hurts because Memphis has always been a leader musically and not a follower. It's tough convincing major label decision makers that something new will work. Unfortunately the way they look at it is that if you don't play the mainstream norm and you don't have a million dollar road show complete with smoke, lighting, etc., then they don't want you. It's frustrating to say the least. Memphis music will always be here. We might go through some tough times, but I hope nobody counts us out because we just might sneak up and knock them out.

John: A lot of response we are getting from the Memphis Star is from performers. What advice can you give these people?

Jerry: Well, music is still active in this area and there are still some hits being cut here. The best advice I could give is to prepare for opportunities. Make sure that whatever you do musically, do it well. Be professional. However, you have to remember that you've got to eat. Don't put yourself in a creative bind by depending solely on music if it can't support you. You've got to have a free mind to be creative, and you've got to love music. Make sure where you want to go musically, be prepared for any opportunities that may arise, and then shoot for it in a positive manner.

John: What about Jerry Phillips. What are you shooting for?

Jerry: Most definitely I want to be a vital part of bringing Memphis music back by working with WLVS, doing studio work, and meeting community leaders. Also, I'd like to have some of my songs recorded by other people and record some of my songs myself. The station is a very large part of my life and I would like to use the station to not only provide musical entertainment but to also educate the people on the Memphis musical heritage. Other than this, just to try and do anything in a very open, honest manner.

John: Thanks Jerry.

Jerry: My pleasure.

Songwriter of The Month

MS. REGINA DUNCAN

By John Stewart

As I listened to the smooth flowing lyrics and the intricate guitar harmonies I couldn't help but think "Man this song is a hit following anyone's standards". Regina finished the song "Ringing" and said. "Well there it is. What do you think?" "Great" is the only words I could utter.

It was hard for me to believe that at the ripe old age of 20, Regina had arrived as a first class songwriter. Born in Memphis, Tennessee, Regina Duncan began playing guitar at the age of 9. Since that time she has written, played and performed in many locations throughout the mid-south. Presently, Regina is enrolled in Lambuth College majoring in Music Business. Between classes and studying she still finds time to write new material, sing with "Deep South", one of the areas more successful bands, does studio work singing commercial jingles and even sing for the Miss Tennessee Pageant. (Her voice is a very pleasing mixture of Linda Ronstadt and Bette Midler).

I asked Regina how she writes a song. She replied, "That's hard to pinpoint. I write when the mood hits me. That could be just about anyplace. For example, I once wrote a tune while sitting in a restaurant. However, my best times are when I'm alone just strumming my guitar. During those times the "feeling" just seems to come naturally and I can really get into my music. I can't write a song for a particular artist. That just isn't my

style. I write what I feel at that time. I just don't believe you can force inspiration."

Regina's musical tastes run from soft rock to country to ballads and these are all reflected in her original music. Several major companies are looking at her original songs as well as her singing abilities. "It's hard not to get excited

when someone in the music industry is looking at you," she continued, "but it's a tough business that requires a lot of time, talent and luck." "I just hope that I have enough of these qualities to make it."

Regina picked up her 12 string and started on another song. This one's an easy ballad. I settled back in the easy chair, closed my eyes and listened. Beautiful song I thought, "Keep it up Regina Duncan. You're gonna make it!"



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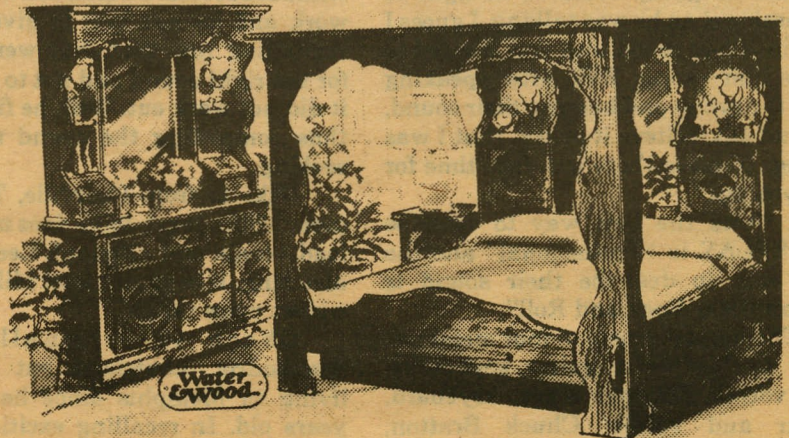
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ENTERTAINER OF THE MONTH

Foreplay.



LEE MILLER

MICHAEL WADE

CHUCK BRATTON

DAN KENNEDY

JOE MOSIER
Photography

By Chris Thomas

Each month the MEMPHIS STAR brings to you an in-depth story about an entertainer or group in the Memphis area. We would love to hear about YOU or your GROUP. Send your press kit or a letter of interest with as much information as you can think of to the MEMPHIS STAR P.O. Box 38956 Memphis, Tn. 38138. We will get in touch with you for more information.

This month the Memphis Star is pleased to bring to you a super Memphis based rock-n-roll group by the name of "Foreplay".

I first came into contact with the group through their manager, Charles Moore III. After listening to him describe the group over the phone, I decided that I just had to meet them because no group could be as tight or professional as he was talking. I guess I was in a bad mood and just wanted to prove him wrong. Well, after speaking with the group and hearing their sound, I found out, believe it or not, that I was wrong. (I guess there is a first time for everything).

I think the best way to describe FOREPLAY is "Professional" and the best way to describe their sound is "Clean-Clear Rock and Roll".

The band consists of four members. They are Lee Miller, guitar, keyboards, and vocals; Michael Wade, keyboard, guitar and vocals; Chuck Bratton, drummer and Dan Kennedy, vocals and bass guitar. Although the band only has four members, they can deliver the power, the punch and the fullness that you would find in most five piece groups.

Besides doing their own fine show, Foreplay has been the lead-in act for several other regional and national acts

including: Point Blank, Johnny Van Zant, Jimmy Van Zant, Creed, Jackson Highway and LaRue.

Memphis is the home of Foreplay, but because of the power of their set and the size of their following, there are very few places in town that they can play. They enjoy the concert-like effect of larger clubs such as The Music Hall, Soloman Alfreds, or Flannigans.

The band has been together for just over a year. The organizer and their #1 fan is their manager. Charlie knew Chuck and Mike from the group "Wizard". (Many will recall that Wizard was a hot band that was just ready to "break out" when, due to inner strife, they broke up instead.) Picking a bass player that would fit in the group was most difficult. They had tried 13 of them without success. Charlie knew Dan from work and invited him to give it a try, reminding him that they were looking for the right sound and not to feel bad if it did not work out. Well, he fit right in, thus completing the sound they were seeking.

Mike is from Currville, Tennessee (near Millington). Mike does most of the lead vocals and although Lee and Dan also sing, it is agreed that Mike has the widest voice range.

Chuck is originally from Alexandria, Louisiana but has been living in Memphis since he was five years old. In recalling exciting events from his career so far, Chuck noted a time when he was with "Wizard" and they opened for "Meatloaf" at the Ritz (P.O.E.T'S). They were standing there doing a sound check when a large man came in dressed in a trench coat and shook their hands, thanking them for being the warm-up band. It was

"Meatloaf" himself.

Lee is from Memphis, graduating from Overton High School. Up until recently he was a student at Memphis State, majoring in Music, but has had to put these plans on hold due to growing music commitments with "Foreplay".

A few months ago, he was on his way to visit a friend late one night, when he fell asleep at the wheel, striking a parked car and breaking his jaw. He had just played Memphis Almost Live on a Monday and the accident occurred on a Tuesday night. Lee spent a week in the hospital but by the end of the second week, he was back on stage. Wired jaw and all...

Dan is from Henderson, Tennessee and has been in Memphis for about three years. During my interview with him, Dan related to me a "close encounter" with the law that he had a few weeks back.

The band was coming back from a job in Mississippi late one evening. Dan was driving the van and no one was really paying much attention to things along the side of the road (like speed limit signs, for example). As he trucked along, he negotiated a sharp cruce and immediately went over a set of railroad tracks. Because of vehicle speed, angle of assent, and all that stuff, the van became airborne. While in flight, Dan noticed a police car setting on the side of the road. By instinct, he applied the breaks to slow down and just then discovered that breaks do not work in the air. Of course Dan was pulled over but he was very hesitant on getting out of the car for two good reasons. First of all, the sight of the police officer's car made Dan realize that he had left his driver's license at home. Secondly, Dan was dressed in his show clothes and he felt that this was not conducive with trying to talk his way out of a traffic ticket.

Thoughts of spending time in jail taugted him as he walked towards the officer dressed in white tennis shoes, white socks, white shorts (in Mississippi?) and a T-shirt that had a tuxedo printed on it. Dan tried to explain his way out of a ticket as the officer just looked at him. Considering the flying van and Dan's dress, the officer probably thought he had just contacted a UFO. He just said OK and let them go on their way.

The name Foreplay was Lee's idea. The rest of the group had reservations at first, but settled on it soon after. It has caused a few small problems though. The group was playing Millington one time, and the band was getting great publicity including their pictures and nice write-ups, claiming that they were the hottest band in Memphis, but No Where in the write-up were any mention of their name. (We can only assume that their name might have offended the sailors).

The band members play music full time now giving up their previous jobs, but it wasn't long ago when they worked 40 hour weeks and worked in their music every night only to come home to go to work again. This is something that they are proud of. As Charlie puts it "It shows their dedication to put that many hours into something they believe in".

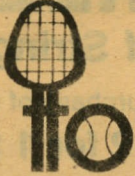
Foreplay is very quality conscience. They would rather make a little less money and sound real good than take a chance on compromising their sound for a few extra dollars. They also agree that audience response is very important, like most professionals they look for it and strive on it.

cont. on pg. 9



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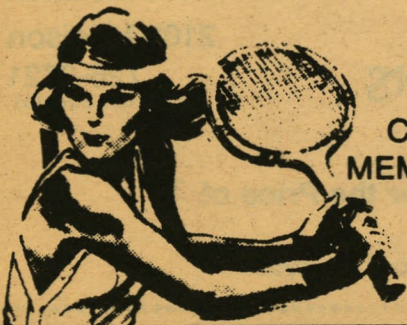
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Hi Roller

What's The Scoop

by Hi Roller

Dear Hi Roller: Last week I got into a real bind for cash so I loaded my Yamaha PA system up and trucked off to my favorite shop. My system costs about \$3,000.00. It really hacked me off that nobody offered me more than \$150.00 for the entire system. What a rip-off. Why don't these guys give you a decent price for your stuff.

Jim K., Memphis

Dear Jim K.: I checked with several local pawnbrokers about your situation. Unfortunately there are no state or local laws covering a minimum loanable amount on any item brought in by a customer. There is pro and con on this. You might not get what you expect your material is worth but at least you get something. If you're in a real bind for cash something is better than nothing. Sorry about your particular situation but that's life man.

Hi Roller

Dear Hi Roller: As an avid record fan I find it distressing the record prices keep going up and up, especially the LP's. What gives?

Sue G., Memphis

Dear Sue: Would you believe greed? Well seriously there are many variables associated with record prices. The old saying that all prices keep going up is especially true in the music business. Ten years ago it might cost \$50,000.00 to cut a super LP. Today we're talking more like \$300,000.00. I mean big bucks. Not only has the initial cost or merely cutting the record gone up but also the costs in distribution and promotion has skyrocketed. All of these costs, and others, are passed along to you the customer. To be truthful with you prices will not go down in the foreseeable future. Also remember the cost of plastic, an oil by product is based on the whole sale price of oil and the whims of OPEC. Most record industry personnel still see hard times ahead and to you the customer that breaks down to higher prices.

Hi Roller

Dear Hi Roller: As a local performer I was somewhat concerned with some of the ideas about Memphis Music brought out in last month's interview with Knox Phillips. Is the music scene in Memphis really at such a low?

Larry J., Memphis

Dear Larry: Hope you enjoyed Knox Phillips interview. From the industry personnel in Memphis who we have spoken to the climate does not look all that great right now. The problem is that we don't have enough major label people with decision making powers here in Memphis. I think the point which Knox brought out, an excellent one at that, is that we're gonna have to contact these people and convince them that Memphis music is still alive and thriving. Then we have to get these people to come to Memphis and check out the local talent. This will take a serious coordination between people like yourself, people like Knox Phillips and community and government leaders. The talent is here. If we play our cards right something just might happen. Don't give up.

Hi Roller

Dear Julie: Thanks for a beautiful weekend. Are your friends always so kinky?

Hi Roller

Foreplay

Foreplay sees jealousy and conflicts between bands as petty and unnecessary. On their off nights, (which is not too often lately) they make it a point to go out and support other bands and entertainers.

There are two other members of the band that have not been mentioned earlier. These are as Charlie puts it "The unsung heros" who make or break a show. They are Allen Cox, who handles the lights and Keith Nolen who is in charge of the sound system. Both of these members are as important as any player in presenting a truly professional and enjoyable show.

Foreplay will be in town in September for more details check out the "Appearing Soon" column. We expect to hear more from them and wish them the best in their careers.

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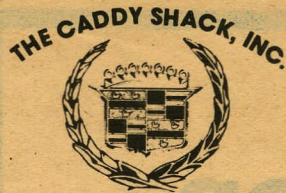
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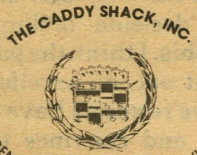
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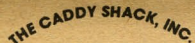
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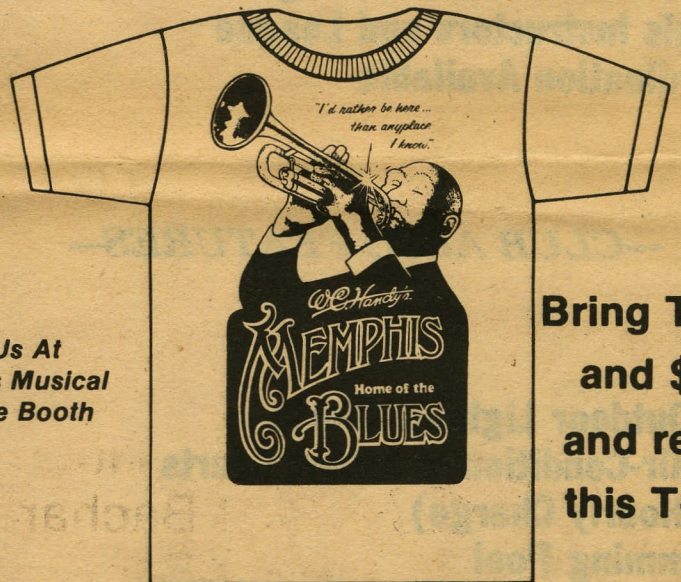
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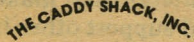
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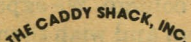


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Sept 5	(over 40 acts)	Mid America Mall
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Sept 6	Bert Bacharach	Peabody Hotel
Sept 9	Foreplay	Music Hall
Sept 11	Foreplay	Music Hall
Sept 12	Foreplay	Music Hall
Sept 13	Foreplay	Music Hall
Sept 16	Tommy Dorsey Orchestra	Peabody Hotel
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5. Services

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NEED...
ART WORK?
LETTERING?
Dan Leach does it!
372-2384

6. Equipment

Need cash? Let the *Memphis Star* sell your guitar and amps - only 10¢ a word. Use our Special Coupon and save even more.

7. Personal

Don't Fear Snakes? Volunteer w/little or no fear of snakes needed to take tests in Research Project. 744-1855.

Fear Snakes? Project to help people overcome strong fears of harmless snakes being conducted at MSU - No Fee. 744-1855.

Need Help? Need someone to talk to who understands? Call The Crisis Center at 274-7477. 24 hour telephone service.

8. Rip Offs

(This section is FREE, courtesy of the *Memphis Star* and our advertisers. Fill out the classified ad form and mail it to us. Send ID numbers and details/descriptions of items).

Ibanez Bass, (no case) taken from the Raleigh area. Call Mary Curry 372-8488. REWARD.

9. Real Estate

- A. For Sale Residential
- B. For Rent/To Share
- C. For Sale Commercial
- D. For Lease

10. Vehicles

The *Memphis Star* is your auto selling vehicle, especially vans and other trucks that can be used to haul bands and equipment. Use our special coupon.

Miscellaneous

Special Edition, "Collector's Item". The first BORDERLINE L.P. only 3000 copies were ever pressed. All original songs from this unique Recording Group. As a Free Bonus receive two "new", never released singles. All three records only \$6.00 (P.P.D.) (L.P. alone sells for \$7.99 in Record Stores). Send check or money order to: QUICK STAR RECORDS, P.O. Box 38956, Memphis, Tn. 38138.



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2-4 weeks for delivery.

In Passing

In Memory of showmen and musicians of the Memphis area who are no longer with us. May they and their contributions be remembered always. (If you know anyone who has recently passed away please call us so we may honor them in a future issue of the *Memphis Star*).

Big Sam — (Samuel Clark) passed away on August 6. The Ambassador of the Blues was 65 years old at the time of his death. A special memorial service was held in his honor at Blues Alley, here in Memphis.

A tribute to Big Sam will be forthcoming in October's issue of the *Memphis Star*.

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Notice

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