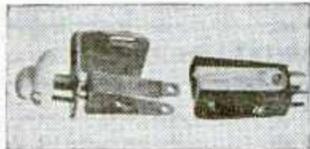


NEW DEALER PRODUCTS

LP Cartridge Snaps In



Jensen Industries, Forest Park, Ill., is currently marketing a new snap-in stereo cartridge that makes for easy

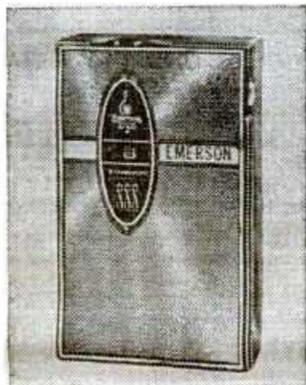
cartridge changing, easier, in fact, the company claims, than changing the needle alone. The new unit carries two needles and lists at \$5.95. There are two models, the "S" and the "T." It is designed as a universal replacement, fitting all Jensen snap-in brackets and using standard stereo needle types.

No Need to Bite Nails

Specifically designed for distaff listening is this new Miss Webcor member of the recently introduced Webcor line of portable phonographs. Not only can milady listen to the music of her choice on the set, but the firm has also included an electric manicuring kit free with the set. Colors, too, are tailored for the lady's taste in pink or light blue. Suggested list price is \$79.95.



Eight-Transistor Radios



Emerson Radio, Inc., has three eight-transistor radios in its 1962 line. Each is pocket-sized and may be played on household power or on its own batteries which can be recharged.

Leading the line is the Model 888 Titan, which permits 10,000 hours of playing from rechargeable cells. The Emerson Power King recharges batteries while the set is playing from household current. The Titan is attractively gift boxed with the Power King charger, batteries, personal listening attachment and de luxe carrying case.

Also debuted with the Titan were the Emerson 808 and 880, which are encased in unbreakable cabinets styled in gold and silver tones and assorted colors. There is a distinct difference between the styling of the two sets, but the dimensions for both are 21 3/12 inches by 4 3/32 inches and 1 5/32 inches.

Both sets are packaged in gift box or presentation jewel case, with battery, personal listening attachment and de luxe carrying case. Prices of the 888, depending upon ensemble, range from \$29.88 to \$44.88. The 808 sells for \$34.88, and the 880 for \$49.88.



Syd Nathan, King Record Chief Exec, Sounds Off on Touchy Disk Topics

CINCINNATI — Syd Nathan, venerable head of King Records here, has taken a stout stand on behalf of the full-line record dealers, and more specifically, the dealer members of the Society of Record Dealers of America (SORD). In this month's issue of King's newsletter to the trade, Nathan, noting that "the sick record business is getting sicker," advised dealers to "raise some hell because many companies feel you are a nuisance and would like to really discontinue bothering with your account."

Specifically, Nathan indicted the manufacturer fraternity on four

counts: (1) Clubs; (2) dumping of LP's and singles; (3) too many speeds and kinds of records and, (4) deals.

In a colorfully worded statement, Nathan dealt with clubs in breezy fashion. "There are many more clubs than there were a year ago," he told the dealers. "This, Mr. Dealer, can do only one thing to you, kill you."

Disk Gassers

Commenting on dumping practices, Nathan accused some manufacturers of making overruns on records so they will "have enough to dump," and of offering the dumps not to the little dealer but

'PARTY SWINGS' MAKES BOW IN NOVEL MANNER

HOLLYWOOD — Unique form of launching an album via a dealer window will be staged this weekend by Music City on behalf of the Freddy Marshall LP, "The Party Swings." From 5 p.m. to 7 p.m., Friday (23), Saturday (24) and Sunday (25), a window at the Sunset and Vine Music City will serve as the scene of a live party, complete with chorines (from the cast of the local "Strip for Action" stage offering), celebs and record buyers, all hosted by comedian Marshall.

Album, issued on Marshall's own Nocturne label, will be seen in a huge blow-up of its cover. Aside from the live participants, window display will also consist of bongo drums, beatnick cushions, plus refreshments (non-alcoholic). Posters will be on display, listing "Reasons for Having Parties" and relating contents of the album.

Prior to the window party, Marshall is hitting the area's disk jockey shows with personal appearances, inviting the spinners to the party and thereby announcing the promotion to the listeners. Teaser ads, heralding the event, are scheduled in the local daily papers.

If the promotion works, it will be the first known time that a dealer window served as the main fire power to place an LP in sales orbit. Marshall plans to stage similar window displays in other key markets if the local experiment pays off.

Irv Jerome Joins Bell Sound Firm

NEW YORK — Veteran record business executive Irv Jerome has resigned from Continental Records to join Bell Sound Studios as sales vice-president.

In his new post Jerome will concentrate on the advertising field, utilizing his 16-year background in the recording field in his work with producers, agencies and jingle writers. Prior to his stint with Continental, Jerome was a vice-president with Capitol Records and MGM Records.

to those who "have the Bank of England behind them." He also noted that "with six gallons of gas, you can get a hi-fi record for 69 cents."

On speeds, remarking on the presence of "78, 33, 45, 16 2/3, 7 1/2, 3 3/4," not to mention compacts, monaural, stereo, etc., he asked: "What's next?" Nathan accused some diskeries of "flying by the seat of their pants," in introducing some of these concepts "without testing and with only hit-and-miss proclamations."

Nathan also declared that many manufacturers make special deals and then do not live up to them. "If you don't live up to the small print in your deal, you're a dead mackerel," he told the dealers.

Favors SORD

Speaking of SORD, he remarked, "I note SORD is getting increasingly active and there is evidence their efforts are paying off. I now go on record as being in favor of their objectives and they have my support any time they call on me. I feel so strongly about the survival of our business that I plan to do something about it." He did not disclose what he intended to do about it.

BEST SELLING PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers, based on results of a month-long study using personal interviews with a representative national cross-section of record-phonograph dealers. A different price group is published in this chart each week.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of dealer. Only manufacturers earning 3% or more of the total dealer points are listed below.

PHONOS LISTING BETWEEN \$151 AND \$200

Pos. This Issue	Pos. 11/13/61 Issue	Brand	% of Total Points
1	1	Magnavox	40.5
2	2	RCA Victor	16.8
3	4	Voice of Music (V-M)	9.5
4	6	Zenith	7.3
5	3	Motorola	6.6
6	7	Stromberg-Carlson	4.0
Others			15.3

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please consult these for full information.

AUDIO-FIDELITY—Expires February 23, 1962. Started January 22, 1962. One album free for every six purchased on new releases plus catalog, in addition to extension on special price offer pre-pak deal on "Best of Dixieland" LP.

RIVERSIDE—Expires February 28, 1962. Started January 16, 1962. Regional distributors and dealers will receive two albums on every 10 ordered on new releases and catalog of the Riverside line and its subsidiary labels, Jazzland, Washington and Offbeat.

KAPP-MEDALLION—Expires March 15, 1962. Started January 15, 1962. Ten per cent discount with dating to qualified dealers on 20 new releases plus complete catalog. Contact local distributor.

TAMLA-MOTOWN—Expires March 15, 1962. Started November 10, 1961. Label is offering one album free for every six purchased. Special program deal covers entire catalog.

SMASH—Expires March 16, 1962. Started February 5, 1962. Inauguration '62. Label is offering one free LP for every seven purchased on its six LP's.

PHILIPS—Expires March 20, 1962. Started February 12, 1962. Label is offering, through distributors, 12-on-100, with deferred payment on its album catalog.

LIBERTY—Expires March 23, 1962. Started February 19, 1962. The label adds four packages to its Premiere line, with a special dealer program covering both previous and new Premiere product, offering a 10 per cent discount, full exchange (any time after July 1); payments in two installments, due April 10 and May 10.

VEE JAY—Expires March 26, 1962. Started February 5, 1962. Album Discount Program. Label is offering one free for every seven purchased on pop, spiritual and blues albums, and one for five on jazz albums. Program covers complete catalog plus new releases.

PRESTIGE—Expires March 31, 1962. Started January 7, 1962. Two free 45 r.p.m.'s with every 10 purchased of the Prestige, Bluesville and Tru-Sound singles.

ABC-PARAMOUNT—Expires March 31, 1962. Started January 1, 1962. Label is offering distributors 12 1/2 per cent discount on 23 new albums, including 12 ABC-Paramount LP's, 6 Impulse, 4 Chancellor, and 1 in its new comedy series, Aristocrat.

PRESTIGE—Expires March 31, 1962. Started December 29, 1961. The label offers two free LP's for every 10 purchased on the International, Bluesville, Lively Arts, Anatolian, Greek and Documentary series.

CAMEO—Expires August 31, 1962. Starts March 1, 1962. Plan features a prepack of 80 LP's assorted of best-selling catalog and new releases, with minimum quantities of both mono and stereo, in a browser box. Dealers may purchase complete package initially at "unusual discounts and under stipulated conditions and may earn 12 1/2 per cent reorder privilege for six months." Specific details are available through distributors.

MONITOR—No expiration date. Started January 31, 1962. Five LP's are specially priced to the distributor at \$1 and \$1.98 to the consumer. The Oistrakhs, Gilels, Kogan, Rostropovich playing Bach, Mozart and Beethoven; The Oistrakhs playing Bach, Sarasate, Hindemith; Rachmaninoff Third Piano Concerto played by Merzhanov; Richter plays Schumann, and Franck, Let's Dance the Pachanga and Charanga.

CONCERT-DISC—No expiration date. Started September 25, 1961. Complete catalog including new releases offered on a one free-every-five-purchased basis. Label's "Success in Life" and "The Businessman's Record Club" series available at 10 per cent discount.

when answering ads . . .

Say You Saw It in Billboard Music Week