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from the

VICE PRESIDENT'S CONSOLE

by

Jiny James



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MEMBERS WHOSE DUES have not been received by the mailing date of this issue will find their names deleted from the mailing list. This situation can be overcome quickly by forwarding check to A.T.O.E. immediately. Annual membership dues for 1959 in A.T.O.E. are \$4.00, two dollars of which is for a subscription to THEATRE ORGAN for one year, four quarterly issues.

HOW TO JOIN A.T.O.E. . . . any person interested in . . . preserving the tradition of the Theatre Organ and to further the understanding of the instrument and its music through the exchange of information . . . is invited to membership. Make your check payable and mail to A.T.O.E., P.O. Box 167, Vallejo, California.

It should not be difficult to imagine the profound satisfaction shared by your officers when, on May 11, 1959, Volume I, No. 1 of THEATRE ORGAN was delivered to the post office, 1094 copies all told. This was the culmination of months of work on one detail after another! But now it was complete, and mailed to 439 members and 655 prospects.

Each person who was not a paid-up member for 1959 received along with a copy of THEATRE ORGAN a billing envelope. Three questions were printed on the envelope flap, and an analysis of the remarks and answers should prove interesting at this point. Of 188 returns, we discovered that 75 owned electric organs, of which the majority were Hammonds (39). Theatre Organ owners numbered 51, with 28 Wurlitzers of all sizes from a 2-4 to a 5-21, 4 Robert Mortons, 2 Marr & Colton's, 2 Kimball's, 2 Mollers, 1 Wicks, 1 Page, 1 Woods, and the rest unstated. However, the requests for information of all kinds on Electric organs numbered only 7, whereas the same type request for technical information on theatre organs numbered 43! This was the largest total asking for any one item to be featured in THEATRE ORGAN!!!! A breakdown of all returns shows the following requests:—

Theatre organ technical—43; Home installations—20; Biographies—17; Records and Stereo Tape reviews—17; Theatre organ history—15; Specifications—14; Pictures of all kinds—9; Electronic Organ information—7; Swaps and ads—6; Playing tips and techniques—5; Theatre stories—5; Membership Roster—2; Non-Wurlitzer organ stories—2. There were about 20 miscellaneous requests, but of the total number of envelopes received, only 9 were left completely blank!

This information is invaluable to your officers in guiding our course during the coming issues, and every effort will be made to satisfy our readers' requirements for a well-rounded, satisfying Theatre Organ magazine.

Those who were primarily responsible for our first issue of THEATRE ORGAN include our Editor, Ralph Bell, M.D., and our Art Director, Bill Steward, who did the lay-out. It is gratifying to all of us, but especially to these two theatre organ enthusiasts, to note that of all the letters and comments received as a result of our first issue, there was nothing but praise for their efforts!—and not one single word of complaint! The errors that seemed to somehow creep into such a production were minor, and very few—a comma in place of a slant, the dropping of a single letter, etc.! Hardly enough to worry about printing and errata column in the next issue! Our future course appears to be well charted!

All of us in A.T.O.E. have undertaken a project which can bring a great amount of joy and satisfaction to members and "staff" alike—or conversely, it could probably produce one of the world's biggest headaches!!!! The former situation will be assured by the continued support and excellent cooperation that we have thus far enjoyed, evidence of which is the inquiry and subsequent efforts for the formation of three new chapters.

We welcome all of your letters and comments—and although it will be impossible to answer all of the letters that were enclosed with the many dues checks that have arrived, every single word and thought has been carefully read—and appreciated!

Our membership now stands at 505—let's keep them coming until we reach our quota of 600.