HOW’S ABOUT “DROP DEAD?”

NEW YORK, Dec. 8. — The holiday season is definitely on the rise! The holiday spirit is evident everywhere. The airlines are jammed, the department stores are packed, and the radio stations are chock-full of Christmas music. The only thing that’s missing is the snow. But it’s not too late to get that! Just go outside and start shoveling. The snow will come. It’s a sure thing.

Phono Production Seen as Exceeding 1,250,000 for 1951

TV Combs Total 276,222 for 10 Months Despite Material Cutbacks

WASHINGTON, Dec. 8. — A report today by the National Association of Broadcasters shows that the phono production for 1951 is expected to exceed 1,250,000. This is a significant increase over the previous year, when the total was just over 1,000,000. The increase is due to the increased demand for phono records, both in the United States and abroad.

High-Price LP Sets Dominate New Releases

NEW YORK, Dec. 8. — High-price LP sets are dominating the new releases this week. Many independent LP companies, including Vee-Jay, are releasing high-price sets, ranging from $1.25 to $1.75. These sets are being sold at record stores, and are popular among collectors.

Capreigns Staff; Mobile

King Unit Set Up

CHICAGO, Dec. 8. — King Records, Illinois, has announced its sales supremacy in that market. The company has just released a new mobile distribution center out of town. The unit will be run by King’s sales manager, who has brought Jim Wilson, a well-known road man, to work. The mobile unit will be able to service dealers in the area more efficiently.

Royale Gets Material for 43 New LP’s

NEW YORK, Dec. 8. — The newest word in the film industry is that Royale has been given the go-ahead to make 43 new LP’s. This is a significant increase over the previous year, when Royale made only 20 LP’s. The new LP’s will include a variety of genres, from classical to pop.

Seab’d Enters TV Sync Film Strips Field

NEW YORK, Dec. 8. — The latest entry in the TV film strip field is Seab’d, which has so far produced 10 LP strips. These strips are designed for use on TV desk jockey, and feature the work of some of the best-known composers in the business.

The Gospel on Wax

Religious Groups’ Labels Rack Up Healthy Figures on Platter Sales

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Out Next Week... Another Billboard First... See Page 49

The Billboard Auditorium-Arena Number

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Goldsen Signs Tahiti’s LUND

Hollywood, Dec. 8. — Mickey Goldsen signed Tahiti’s Lund, a 16-year-old native from Tahiti, to a recording contract by Goldsen. Lund is a gifted singer who has been making his mark in the Tahitian music scene.

The Billboard MUSICAL NEWS

Musician Dies

Hollywood, Dec. 8. — John Williams, a well-known musician, died today at the age of 62. Williams was a member of the Los Angeles Symphony Orchestra for many years, and was known for his skill on the violin.

The Billboard MUSICIAN'S UNION NEWS

Picket Line

New Orleans, Dec. 8. — Pickets have gone on strike at a New Orleans record company, demanding better working conditions and higher wages. The company has refused to negotiate, and the strike is expected to last for several days.