

The World's Foremost Amusement Weekly

HANDWRITING ON KINESCOPE

King Records
Grants Jukes
5% Kickback

On Returned Platters

CHICAGO, July 10.—In an unprecedented move, King platters' Prexy Sid Nathan announced that juke operators will be given the 5 per cent return privilege twice a year that previously has been extended only to record retailers. The return privilege will be retroactive to July 1 and the first period will end January 1, 1949.

Previous to the King innovation, juke ops have gotten rid of out-dated platters by marketing them to firms which peddle used and dated new platters, or to retail outlets, such as dime stores and chain department stores. Platters were usually peddled for from 4 to 9 cents for used records, depending upon condition, or from 14 to 20 cents for an unused platter.

Berlin Showbiz
Good, But New
Acts Scarce

BERLIN, July 10.—Two main factors in the Berlin set-up have brought a hypo to German showbiz. Lack of beer gardens and travel restrictions have contributed towards good box offices in theaters, circuses and niteries.

But by the same token, the travel regulations and restrictions have brought added headaches to show producers. The difficulty in bringing in new acts lies in the fact that acts find it hard to get inter-zonal passes, and the managers have tried to lure them in with offers of high salaries. (See BERLIN SHOWBIZ, page 51)

Jock's WW Appeal
Re Bing Ban in
Canada Hits Home

NEW YORK, July 10. — Walter Winchell's recent line about Bing Crosby's platters being banned from Canadian air waves has resulted in the hot water treatment for disk jockey Bob Harvie, of Montreal's CJAD.

Harvie, peeved that Canadian Decca distributors (the Compo Company) had embargoed The Groaner's records from the air (The Billboard, July 3), complained about it in a letter to Winchell, who used the item and passed a copy of Harvie's note to the U. S. Decca firm. Since the two firms have only the name in common, Decca here sent the letter on to Canadian Decca.

When Herbert Berliner, prexy of the Canadian firm, received the missive, he did a fast flip and sent a blistering denouncement to J. Arthur (See JOCK'S WW APPEAL, page 4)

Adler Now Rates

SAN FRANCISCO, July 10.—After years of blowing new life into a succession of harmonicas, Larry Adler was declared a legitimate musician this week by the American Federation of Musicians.

Altho Adler has played with numerous symphony orchestras and appears as a concert artist, his status was in doubt.

Now the musicians' union has declared that the harmonica is a musical instrument and not a toy.

Adler appeared before an examining board composed of Walter Weber, acting president; J. J. Voss, treasurer, and A. Jack Haywood, secretary. He will join Local 47 of the union, in Beverly Hills, where he lives.

Saul, Perkins Depositions Clash
As Court Probes Miracle Claims
Vs. Millner on Bogus Wax Charge

HOLLYWOOD, July 10.—As investigation into activities of record counterfeiters pressed to a climax, names of persons charged with participating in the bogus disk traffic were revealed in depositions for the first time since the illegal platter probe started. Legal documents made available exclusively to *The Billboard* include a deposition by Milton Saul, of Millner Record Sales Company, St. Louis, in which he names War Perkins, A. M. Wolfe and Day Distributing Company, all of Los Angeles, as the source from whom Millner received counterfeit Miracle records, and a deposition by War Perkins countering Saul's charges, denying participation in the bogus disk racket and disclaiming any association with Wolfe. Depositions were taken relative to the suit filed by Miracle Record Company against Millner Record Sales Company in U. S. District Court in St. Louis in which the diskery charged the latter (See SAUL, PERKINS on page 4)

Block Kisses Off
Sunkist H'wood

HOLLYWOOD, July 10.—Martin Block, the "million-dollar disk jockey," will forsake California and re-establish his residence in New York. Block will sell his lavish encino ranch home, broadcasting studio and recording equipment before he leaves. Departure is expected in late August.

Block said he was leaving because (1) tele is growing rapidly in New York and with Chesterfield about to make a deeper plunge in the field, he will be needed there, and (2) the California climate does not agree with his child's health.

Block winds up his pic commitment with Metro-Goldwyn-Mayer in August, completing the last of a series of six musical shorts tagged *Martin Block's Musical Merry-Go-Round*.

Block went West originally to do a show for KFWB and the Don Lee web, meanwhile, transcribing his WNEW shows, a practice he has continued. The KFWB and Lee stanzas have since been cancelled.

Sports and Special Events
Men Indicate Increasing
Concern Over TV Effects

Daniel-Ruark Coincidence Points Up Situation

By Joe Csida

NEW YORK, July 10.—Tho many TV toppers are blissfully unaware of the situation, others are seeing ever-sharper outlines of a significant handwriting on the kinescope. The scrawl is to the effect that promoters of sports and many other types of special events, as well as newspaper and magazines moguls, are becoming increasingly concerned about co-op-

erating with video.

Stories in *The Billboard*, as far back as a year ago, have indicated concern of some of these promoters re tele activity. Tom Meany, local sports scribe, for example, pointed out last baseball season that club owners were failing to realize that video was a problem of immediate concern. Ford Frick, National League prexy, verified that belief this week. And tomorrow the major league club owners will review the whole baseball-TV picture from the vantage point of a 4,000-interview professional survey they have conducted on the effect of telecasts on baseball gates in the New York metropolitan area. Dan Daniel, recognized as one of the business's heppiest baseball chroniclers, reported in his *World-Telegram* column Friday (9) that the survey showed televising of ball games had resulted in an 8 per cent drop-off in adult attendance. This, according to Daniel, however, was compensated for by a pick-up in seat sales to women and children.

Daniel points out, however, that beefs from minor league club owners in cities where TV stations pick up out-of-town major league game telecasts from their web mother stations, are getting serious consideration from major league moguls. There is a good chance, apparently, that future major baseball deals will provide that originating stations may not feed the program to affiliates if there is (See SPORTS, "SPECIALS" page 17)

Philly Dealers
Ink Retail Wax
Fair Trade Pact

PHILADELPHIA, July 10.—After many months of hard campaigning, the Philadelphia Retail Record Dealers' Association, headed by Frank Ryall, has been able to get every major record distributor and most of the minor ones to sign a fair trade agreement—effective immediately.

The code is all-embracing, and it remains to be seen whether or not there are any loopholes in it. According to one of the bigger distributors, it is so exacting that a dealer can't even sell a broken record under the price. The agreement makes it an offense to sell records under the price established either by the manufacturer or the distributor.

Because of the business slump here since the beginning of the year, distributors were reluctant to sign any fair trade agreements—particularly since they were loaded with inventory, and the retailers were stubborn when it came to stocking them up. However, association pressure won out, and after two major labels signed up, they all fell in line.

Under Cast Sales

While under-pricing and cut-in sales have been rampant for many months with many retailers eager to drop prices in favor of a quick turn- (See FAIR TRADE PACT on page 4)

Warner Chain
Seeks Agents'
Talent Lists

Indies May Join In

NEW YORK, July 10.—While the film producer-exhibitor divorce decisions indicated the return of flesh, the first sign that such a return wasn't straight dream stuff was shown last week. Warner Bros., for the first time in more than a year, or since it closed the Earle, Philly, asked talent agencies to submit their list of top attractions.

The chain was cagey about saying what houses would use such attractions. Harry Mayer, Warner talent buyer, admitted that they would be used for "out-of-town houses." Insiders say these will probably include the Earle, Philly; Stanley, Pittsburgh, and the Warner house in Washington.

Bookers say that the return to flesh isn't due entirely to the divorce (See Warner Bros. Seek on page 42)