

VARIETY

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'SAVE-TV-FOR-N.Y.' CAMPAIGN

'R & H Cavalcade' Set by Gen. Foods As 2-Network 300G TV Spectacle

General Foods is putting \$300,000 on the line for a one-shot, two-web tv spectacular to run 90 minutes on March 28. Show will be built around a "Rodgers & Hammerstein Cavalcade" and encompass the duo's major tunes and Broadway production numbers, with R & H to appear on the stanza as well. GF, now in the midst of a terrific tv upbeat through Young & Rubicam ad agency, is going after the top stars, including those who've been marquee'd in R & H clicks. Producing will be Ralph Levy, who masterminds the Jack Benny and Burns & Allen stanzas.

Pact with CBS is on the way, possibly for 8 to 9:30 p.m. Sunday slot which would preempt Ed Sullivan's "Toast of the Town" and Fred Waring. "Toast"-Lincoln-Mercury ad agency, Kenyon & Eckhardt, appears kindly disposed toward surrendering its own niche—for the first time in the show's six years—to R & H by reason of the team's past cooperation and "graciousness" in appearing on the stanza, once stepping in for the then ailing Irving Berlin. While there's been no official word from General Electric, Waring's sponsor, they will probably go along with the deal. Sullivan show has booked Eddie Fisher and Billy De Wolfe, latter of John Murray Anderson's "Almanac" on Broadway, as the March 28 top-
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Gen. Motors Lops Off Canada Tele Script As 'Anti-Capitalistic'

Ottawa, March 9. "General Motors Theatre" has cancelled "The Legend of the Baskets" by Ted Allan and substituted a revival of a previously presented show, "Ebbtide," on its weekly tv spot tonight (9). "Baskets" cast was paid off. According to Herbert Whittaker, theatre critic of the Toronto Globe & Mail, "it would seem that General Motors re-read the Allan play and decided that it attacked the capitalist system."

The video version of a radio play by Allan, done on Canadian Broadcasting Corp.'s "Stage 54" a couple of months ago, tells of a Mexican peasant who turns down an American industrialist's offer to market the beautiful baskets he turns out leisurely and at a low price, and make him rich, if he will round up other peasants and mass-produce them. The peasant refuses because it would destroy his artistic pleasure.

"Censorship by sponsorship has had too drastic an effect on U. S. radio and television to let it get a similar hold on CBC without some kind of protest," commented Whittaker in the Globe & Mail March 4.

Dirt of a Decade

Regina, Sask., March 9. Members of the Saskatchewan legislature were told by Labor Minister C. C. Williams that censors in nearby Alberta had joined together all cuts they made from films over a number of years.

Deleted footage was made into a single pic. The finished product is called "The Dirt of a Decade."

N.Y. Mayor in TV 'Report to People,' Rotating Stations

Mayor Robert F. Wagner of New York will inaugurate a monthly tv series of reports to the people on major issues next Sunday (14) in the most elaborate setup ever devised for the head of a municipality. The skein is being blue-printed as a civic edition of "Meet the Press" in that the mayor will be quizzed by three City Hall newspapermen and a video reporter in a session following his statements on prevailing issues. In this way the "fireside chat" motif will go up the flue in favor of crispier context to dramatize what's ailing the town.

Wagner will kick off the "Mayor's Conference" series on WCBS-TV, at 2:30 to 3 p.m., but this wasn't a matter of personal choice and, politically, could not be. The flagship of CBS got the preem nod by virtue of its having been picked out of a hat, along with the five other Gotham stations. Thus the
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Dual 'World Premieres' For New Stolz Operetta In Hamburg, Oslo Shuttle

Perhaps a show biz first will be the dual "world premieres" of Robert Stolz's newest operetta, "Signorina" (Capri locale) which will debut in the state opera houses of Hamburg and Oslo, with German and Norwegian companies. Co-librettists are Per Schwenzen (Norse) and Robert Gilbert (German). The composer will conduct the world preems, which will be a week apart some time in May, with Hamburg just preceding the Oslo opening.

British showmen are hopping to Oslo for the opening with an eye to West End and ultimate Broadway production. Stolz, who flew back to Vienna yesterday (Tues.),
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SUPPLIERS FEAR \$10,000,000 LOSS

Suppliers to tv shows based in New York are reaching the point where they are seriously concerned with the flight of programs to the Coast. These include scenery construction houses, costumers, prop builders, fabric firms and such services as hauling companies—a business in physical production alone that's estimated at \$10,000,000 annually without counting the cost of labor. All told, what's at stake is perhaps \$100,000,000, embracing a multitude of other services such as electricity, telephone and telegraph, postage, processing, photo, film and whatnot—the whatnot including that little matter of real estate.

The major webs (CBS and NBC principally) are being forced gradually to abandon Gotham as an originating centre, to the consternation of the city itself, which thus far has paid little more than lip service to the idea of holding onto the "fabulous" new medium. During the administrations of Mayors William O'Dwyer and Vincent R. Impellitteri, some feints were made in the direction of "saving tv for N.Y.," but nothing came of it. Meantime, the webs are undergoing a gradual shortage in studio space, with the most recent acquisition of theatres being ear-
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D.C. Lawyers Say Webs 'In Clear' On McCarthy Nix

Washington, March 9. Lawyers here believe that NBC and CBS have the law on their side in refusing Sen. Joseph McCarthy equal time to answer Adlai Stevenson's speech. McCarthy was quoted by the United Press as saying: "They (the nets) will grant me time or they will learn what the law is. I will guarantee that."

Actually, there is nothing in the Communications Act, under which FCC operates, to support McCarthy's demand. Section 315 of the act requires that equal time be made available to opposing political candidates during an election campaign, but this would not apply to the current situation, say the legalites.

McCarthy was reported as saying that FCC "rules" require that he be given time. The Senator apparently refers to a policy doctrine laid down by the FCC in 1949 in a report, entitled "Editorializing by Broadcast Licensees," in which the agency said it expected broadcasters to provide "balanced" presentation of controversial issues.

In providing the Republican
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J. J. Ousts Milton from Shubert Firm; Surviving Partner Owns All Stock

All Is Vanity

Arturo Toscanini was complaining to his son, Walter, last week that he can't see anymore.

"Then put on your glasses," the son told the maestro.

"What!" exclaimed the 87-year-old Toscy, "I wear glasses? No!"

Milton Shubert, Lee Shubert's designated successor in the Shubert theatrical enterprises, is reportedly no longer employed by the firm. As one of the trustees under Lee Shubert's will, he is said to be managing the estate from an office in the Astor Hotel, N. Y., but with a line through the Shubert switchboard. However, he could not be reached for verification.

According to reliable report, J. J. Shubert, as the sole surviving partner in the Shubert enterprises, has relieved Milton, his nephew, of all duties with the firm and ousted him from the Shubert offices. It has been confirmed from several boxoffice men that Shubert has also instructed treasurers of Shubert houses, via a memo signed by John F. Waters, an exec with the firm, not to cash Milton's checks or honor any IOU he might offer.

It's understood that there may be some clarification of the entire Shubert family-business setup in the next month or so. Meanwhile, Milton presumably has a fulltime task in handling the Lee Shubert estate, in conformance with the decisions of the other three trustees,
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Narcotics Boss Opposes Film By Goldwyn

Washington, March 9.

Any film dealing with narcotics is bound to do harm, Samuel Goldwyn was warned last week by H. J. Anslinger, U. S. Commissioner of Narcotics.

Goldwyn got the dressing down because he suggested in a magazine interview that the Motion Picture Code should be amended to permit films to be made on the illegal narcotics traffic. After reading the interview, Anslinger wrote to him:

"Judging from the many motion pictures on narcotics that we have viewed, it is our opinion that it is almost impossible to produce pictures dealing with the subject that do not stimulate undue curiosity or interest concerning the use of, and traffic in, such drugs, inciting to violations of the narcotic and marihuana laws.

"Experience shows that it is clearly not in the public interest to feature such a morbid subject as the illegal narcotic traffic and addiction. We have been successful in checking the trend toward an
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Home Picture Nudies Netting \$5,000 Monthly; Involve Sheree North

Hollywood, March 9.

Sheree North, recently signed by 20th Century-Fox and regarded in Hollywood as that lot's threat to hookey-playing (and honeymooning) Marilyn Monroe, is involved in a "private art" scandal of the sort which originally gave Miss Monroe so much "unexpected" publicity as an unknown.

Miss North is one of the lightly or non-clad females appearing in 8m product of a so-called "home
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Builders Show

AUDITORIUM, MINNEAPOLIS

Currently presents

The Hour of Charm

All Girl Orchestra and Choir

Featuring EVELYN and her Magic Violin

under the direction of

PHIL SPITALNY