‘SAVE-TV FOR N.Y.’ CAMPAIGN

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

SUPPLIERS FEAR
$10,000,000 LOSS

J. J. Outst Milton from Shubert Firm;
Surviving Partner Owns All Stock

Gen. Motors Lops Off
Canada Tele Script
As ‘Anti-Capitalistic’

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

J. J. Outst Milton from Shubert Firm;
Surviving Partner Owns All Stock

GENEVA

VOL. 194 No. 1
NEW YORK, WEDNESDAY, MARCH 10, 1954
PRICE 25 CENTS

General Foods is putting $500,000 on the line for a one-shot, two-
tube tv spectacular to run 90 min-
utes this month. The feature is set up around “a Rodgers & Ham-
merstein Cavalcade” which will encompass
the duo’s major tunes and Broadway show
acts. With R & H to appear on the stand-
as, and with the stars of six different
TV shows going after the top stars, including
those of the telephones, it is indeed a
moderator and R & H clicks. Producing will be
Ralph Levy, with the Jack Smith & Burns & Allan
staffs.

Film with CBS is on the way, possibly for 9 to 9:30 p.m. Sunday,
which would permit CBS Stufis
“Toast of the Town” and Front of the Moon” to be handled at
Mercury ad agency, Kenney & Eckert. CBS seems clearly disposed
in the case of General Electric, Wir-
ings, and tables to go along with the deal. Sullivan
C. William Dwyer of Hoyt.

(Continued on page 30)

Gen. Motors Lops Off
Canada Tele Script
As ‘Anti-Capitalistic’

Ottawa, March 9.

“General Motors’ Tele’ Theater” has
canceled “The Legend of the Bas-
etes” by Ted Allan and substituted a
revival of a previously presented show, “Eveline’ on its weekly
radio spot tonight. “Baskies” cast was
paid off. According to Her-
bert Whittaker, theatre critic of the
Toronto Globe & Mail, and who would seem that General Motors re-read the Allan play and decided
that the show was not “in the tec-
ture.”

The video version of a radio play by Allan, done on Canadian Broad-
casting Corporation’s “Stage 64” a long while ago, tells of a
Mexican peasant who gets into an
American industrialist’s offer to market the health benefits of
which turns out leisurely and at a low
price, maybe making a millionaire out
of them. The case was reformers because it would destroy his artis-
tic pleasure.

Censorship by sponsorship has
two strands. one on an U. S.
radio and television to let it get
an equal hold on CBS without some
kind of a veto. The other is Herbert
Whittaker in the Globe & Mail
March 4.

Dir of a Decade
Regina, N. S., March 9.

Members of the Saskatchewan
law legislature were told by Labor
Minister C. C. Williams that the
provincial government had no
intention of any kind to “cancel
Broadway”ing” the public services as
viduation house, cost-cutting prop-
ositions. The $20 million in the
refugee fund alone that’s estimated at $100,000-
000, according to the minister, who
then added that little matter of
real estate.

“Originals” (CBS and NBC
principally) are being forced
contradictory situation by their
original writers to the consterna-
tion of the public. Meanwhile, how
that far has paid little more than
ly suggests in the idea of having
the “fabulous” new medium.

Narcotics Boss
Opposes Film
By Goldwyn


Any film dealing with narcotics
problems is to come in for a
big battle from Samuel Gold-
wyn was warned last week by H. J.
Anstich, L. C. Commissioner of
Narcotics.

Goldwyn got the dressing down because he suggested in a maga-
nine interview that the Motion Pic-
ture Code should be amended to
permit films to be made on the legal
narcotics traffic. After read-
ing the interview, Anstich wrote to
him:

“Judging from the many motion
pictures on narcotics that we have
viewed, it is our opinion that it is
impossible to produce pictures
dealing with the subject. We do not
stimulate undue curiosity or interest
concerning the use of, and traffic
in, such drugs, inviting to viola-
tions of the narcotic and mari-
juana laws.

“Experience shows that it is
impossible to produce pictures
which will not cause significant
violations of the narcotic and mari-
juana laws.”

Home Picture Nudies
Netting $3,000 Monthly;
Involves Sherie North


Sherie North, recently signed by
20th Century-Fox and regarded in Hollywood as being a
hooker-playing (and honeymoun-
ing) Marilyn Monroe, is in the
private art scandal of the
set which originally gave Miss
Monroe as much "unprotected
publicly as an unknown.

Miss North is one of the tightly
or non-clad females appearing in
the product of a small town
(Continued on page 22)

Builders Show

AUDITORIUM, MINNEAPOLIS

Currently presents

The Hour of Choir
All Girl Orchestra and Choir
Featuring EVELYN and her Magic Violin

PHIL SPALTNY