

TELEVISION DAILY

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TV CIRCULATION TOPS NAT. MAGS

TELE TOPICS

CBS-TV and the Esso Company have come up with a smash comedy program in "The Alan Young Show," which premiered last Thursday evening over the Columbia network. As a radio comedian, Young never quite lived up to his early promise; but introduced quietly into video shows to full advantage as a hapless and wistful character with whom the viewing audience immediately feels an affinity. The highlight of the new program is that Young dominates the action throughout with musical and vocal numbers being used only to bridge his skits. The debut program was well written and directed and was expertly filmed. If succeeding programs live up to the standards that the first one set, "The Alan Young Show" certainly should be around for sometime to come.

ANY WAY of additional comment on the Bob Hope debut program over NBC-TV on Sunday afternoon it should be noted that Beatrice Lillie was particularly good as she employed several of her time-tested roadway revue skits including the now legendary "two dozen double damask" routine. And it is to producer Max Liebman that credit must go for presenting a perfectly balanced hour-and-a-half of top video entertainment. . . . First rate were the antics of Messrs. Ken Murray, Milton Berle and Robert Q. Lewis as they subbed for Ed Sullivan on Sunday night. . . . Molly Goldberg has been packed by Paramount to star in a film, "The Rise of the Goldbergs." . . . "Telefax News," WOR-TV's video newspaper, has been extended to a full hour nightly in the 11 to midnight time slot. . . . CBS is auditioning new video package entitled "Grab Bag News." Show is about—of all things—skimoes! . . . Columbia, incidentally, auditioned the new Bert Lahr show last night.

KEKE MANNERS debuts on video April 12 with a two-hour, four-times-a-week program with a group of participating sponsors. First to ink a contract is Paperell. . . . The cancellation Monday night of the Robert Montgomery Show due to labor difficulties once again underlines the fact that one of video's major problems, which will probably grow with the medium, is the problem of labor jurisdiction. . . . The Keystone Auto Club has begun sponsorship of a series of ten-minute programs entitled "Let's Go" on Sunday evenings. . . . Madison Avenue smarties talk is that the recent rise in Ken Murray's national TV rating is only the start of the bite into NBC-TV's Saturday night rating monopoly. . . . Tony Pastor guests with the Kirby Stone Quintet (that's five, boys) tonight.

Notre Dame Games To DuMont Web Again

For the second successive year, the DuMont video network has gained exclusive rights to televise all Notre Dame home football games for the 1950 season, it was announced yesterday by Mortimer W. Loewi, network director. DuMont also gained rights to televise pre and post game activities including such collegiate perennials as rallies, alumni meetings, gridiron club gatherings and other connected events.

Loewi said the contract has been negotiated at a series of conferences between Leslie G. Arries, the web's sports director, and the Rev. John Cavanaugh, and Rev. Theodore M. Hesburgh, the university's president and executive vice-president, respectively.

Father Hesburgh said prior to the conferences that Notre Dame wanted "to make our rights available exclusively to the network that has the best coverage, the best programming and the best bid."

Games scheduled to be played at South Bend by Notre Dame during the 1950 season include North Carolina, Purdue, Michigan State, Navy (at Cleveland) and Pittsburgh.

Twenty-one DuMont affiliated stations carried last season's games. More are expected to handle this year's.

Bobby Benson Bows As WOR-TV Video Feature

"Bobby Benson and the B-Bar-B Riders," a Mutual radio feature, bows as a television production over WOR-TV on Tuesday, April 18, in the 7 to 7:30 p.m. time slot, it was announced yesterday. Herb Rice

SDG Signs

Hollywood—Directors and assistant directors at KTLA, Paramount's video outlet here, have chosen the Screen Directors Guild of America to represent them. The KTLA men voted unanimously to go over to the SDGA after a meeting attended by a majority of local TV directors.

Announcements from megaphone men of other video stations regarding a switch are expected shortly.

NABET Labor Dispute Forces Show Erasure

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scheduled at 9 p.m. (EST), the time the program should have gone on the air. The announcement explained the cause of the cancellation but emphasized the fact that the dispute in no way involved either Montgomery or his sponsor, the American Tobacco Company.

The dispute, according to a network statement evolved around the question of who should give instructions to the technicians present on the set.

The program scheduled for presentation was an adaptation of Thornton Wilder's "Our Town," with Burgess Meredith in the leading role. The program will be presented next Monday, jurisdictional settlement permitting.

will produce and the show will be directed by Bob Novak and Hal Cranton. Pete Dixon will collaborate with Cranton on the script and no sponsor has yet been announced.

NBC-TV Announces Signing Of Saturday Night Sponsors

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take a summer hiatus starting May 20, to return in the fall.

NBC also announced the signing of the Magnavox Corporation as sponsor of the 9 to 9:30 p.m. (EST) portion of the Saturday night revue starting April 15.

In other new business the network announced that a new "Hopalong Cassidy" film series will be telecast over the web starting April 16 under sponsorship of General Foods. The

General Foods deal, however, is not applicable in the New York market where "Hopalong" will continue under sponsorship of Silvercup until the Spring of 1951. The General Foods order was for 52 weeks.

NBC-TV also announced that the Admiral Corporation has extended the 26-week contract of "Lights Out" for an additional eight weeks with options. The extension is effective May 8.

Bonus Viewer TV Strongest Point, Says Weaver

Pittsburgh—Television's circulation now surpasses the circulation of major magazines in the United States in the number reached, Sylvester "Pat" Weaver, NBC-TV veepee, yesterday told the Pittsburgh Advertising Club. Weaver said that the new medium's "amazingly rapid growth" was responsible for this phenomena.

Television, said Weaver, is always ahead of the many predictions that are constantly being made regarding its future. "In the major markets, the number of television sets available are considerably in excess of the circulation of any major magazine in the same market," he asserted.

He said that video offers advertisers a "tremendous" bonus circulation and asserted that TV is currently available in three out of every five families in the nation. He pointed out that of the 20 million viewers who watched television attractions over NBC in February of this year, "nearly half actually did not own their own sets," but watched video programs at the homes of friends or in public places. This situation, he continued, represents a "highly productive" market for advertising.

Weaver asserted that general TV circulation figures are "considerably higher in audience reached regularly than any individual rating will show." He alleged that cumulative audience habit studies reveal that individual ratings range "anywhere from only one-half to one-third of the actual total number of people who watch a program regularly."

Para. Not In Control Of DuMont, FCC Told

Washington Bureau of RADIO DAILY
Washington—The Allen B. DuMont Laboratories, in a statement made public yesterday by the FCC, reasserted that the company is not and never has been controlled by Paramount Pictures. Therefore, said DuMont, it is not and has not been an anti-trust defendant, and would not be affected should the FCC adopt a uniform policy with regard to applicants who have records of anti-trust violation.

The statement was filed in connection with the April 24 hearing on the advisability of adopting a uniform policy. Other statements have been filed by major motion picture companies, as well as NAB, CBS, Yankee, Westinghouse and others.