

Steve Allen Cast Opposite Sullivan Show

Comic Claims He's Not
Out to Knock Ed
From Perch

By ALINE MOSBY
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HOLLYWOOD (UP)—Steve Allen bravely marches off to battle Sunday as the next NBC-TVite to oppose king Ed Sullivan, but Allen insists he's not out for blood.

"I'm not doing this to be known as the man who knocked off Ed Sullivan," the bespectacled comedian insisted after a guest appearance here before returning to his New York headquarters.

"I'd be doing the same show if this were on BBC and we had no competition. I just want to do a good show."

At times the fight between NBC and CBS for that Sunday night viewing time has had viewers chuckling. Sullivan got into TV on the basement floor and took over the whole building with his easy manner, top variety acts and umpteen guest stars.

NBC Tries Everything
NBC has thrown in everything from monkeys to Jonathan Winters during their 8-9 p.m. time, but beat Sullivan only with Martin and Lewis.

Now Allen will drop two of his nightly "Tonight" shows to vie with Sullivan on Sundays. The comic claims his new program will "stay casual." But his plans aren't so casual.

He'll fight fire-with-fire with an impressive list of guest stars Sunday: Sammy Davis Jr., Bob Hope, Bambi Lynn and Rod Alexander, Dane Clark, Vincent Price, Kim Novak and Wally Cox.

Hollywoodites, however, already are predicting CBS' Sullivan will clobber the new NBC contender in their first battle. Allen's initial show falls on the date of Sullivan's eighth anniversary program—and the "Great Stone Face" will bombard Allen with an all-time high of 45 guest stars.

Film Clips Shunned
"However, our guest stars won't run across the stage," added Allen. "Also, we won't use film clips showing movie stars."

Allen also will send live cameras out of the studio, a la "wide world." On the first show Bambi Lynn will dance on the roof of the building next door to Allen's NBC stage in New York.

"It's a Chinese restaurant," explained an Allen aide. "We ate chop suey for a week to arrange this. We wanted to show the real New York skyline."

Allen figures NBC previously "lost by default" in the Sullivan battle. He figures he can "split the ratings" with a good show. His theory, one that may give viewers gray hairs, is that TV's ideal situation is for the audience "to be driven out of its mind by having to choose between four or five excellent programs at the same time."

In Spring, People Turn To Country

In the springtime thoughts of young men may turn to love, but to those a bit older it's more often thoughts of the country. In many cases the desire for the country leads them not only to drive into the country but to move into the country.

Drawing Power Noted
Observing this turn to the country the county agent from Washington County, Oregon, Wilbur Burkhardt, has written an article on the drawing power of the country on city dwellers. It follows:

"A Sunday drive into the country in the spring will fascinate the children and bring back memories of our childhood days on the farm. Such time taken for a mere drive pays high dividends to our library of information about how our food is produced. There is one case that sometimes leads to trouble. It seems that many observers let this farm dust change to "star dust" which starts a chain reaction of ideas that eventually lead to the decision that the home in the city must be forsaken in favor of moving to the country to live on a farm.

"Further support to the idea of moving to a farm is found when the family makes a trip to the grocery store. Food prices are high today and the thought of growing the family groceries over shadows all common sense and true conception of what is involved in owning and operating a farm.

"Soon there is no turning back until the papers are signed and the family has become the proud owners of five acres in the country which is supposed to increase the income and in some cases provide the greater part of the necessary income.

Star Dust Goes

"About this time, the star dust disappears and the near-tragedy comes into sharp focus. It is found that the acreage is too small to provide any significant income to bolster the family budget. No crop of any kind can be invented that will do the job. Father must still drive to the city to continue his job. The evenings and weekends turn out to be much shorter than they were back in the planning stage. Thus, another part-time farm turns out to be either a headache or at best a large living area.

Offers a Hobby

"Generally the part-time farm can do little more than offer a hobby that may result in a few dollars return. As hobbies go, we seldom think of them as returning on the investment, but in the case of part-time farming some return is possible. The point is that such ventures are not to be taken lightly as some folks have done in

The advertisement features a central illustration of a mountain landscape with a cabin and trees. Several Rainier beer cans are shown, each with a different cartoon design. The cans are labeled with the names of the cartoonists: Bob Cram, Osborn, Steig, and Irwin Caplan. A character in a top hat and cape is shown walking across the scene. The text 'SIX FAMOUS CARTOONISTS' is written across the top, 'DRESS UP RAINIER'S JUBILEE CANS' is written across the middle, and 'WITH WONDERFUL NEW CARTOONS' is written across the bottom. The main headline reads 'The cartoons are here!' and the sub-headline says 'You haven't tasted Life 'til you've tried Rainier'. A large can of Rainier Beer is shown in the foreground, with the character holding a glass of beer next to it.

Straight from the drawing boards of America's top cartoonists come new designs for Rainier's lively Jubilee cans. Virgil Partch, (VIP), William Steig, Irwin Caplan, Robert Osborn, Bob Cram, and Ray Patin combine their talents to produce the most delightful beer cans in America today.

And inside each can is the same fine beer: light and mild to be sure, but with the special taste we call Life.

Rainier's new cartoon cans are yours to enjoy. More life, more fun than ever!

The cartoons are here!

You haven't tasted Life
'til you've tried Rainier

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