

Ed Sullivan Looks Like TV Fixture After Seven Years

By JACK GAVER
United Press Correspondent
New York—(U.P.)—Way back when radio was just beginning to get big-time there was a young newspaperman who had his own variety program on which he introduced a number of performers to that new entertainment medium. Jack Benny was one of them.

The newspaperman did not last long in radio. Some 16 years later he was moved to write in his column that here he was again getting in on the ground floor of a new amusement development—television—and this time he was going to stick, come

what might. Apparently he has. On Sunday night Ed Sullivan and his "Toast of the Town" variety show on CBS mark their seventh anniversary. The hour-long program has been on at 8 p.m. every Sunday night since June 20, 1948.

The show and the man have been through all of the changes of commercial telecasting, and by any of the rating systems it has more than held its own against its opposite competition and variety hours in general.

"After seven years," Sullivan said, "although people generally no longer look at TV around the clock, their interest in the top

shows is just as keen. "After a particularly good show, there's still a deluge of phone calls that light up the CBS switchboard, an immediate storm of telegrams, the same excited comments in the streets. "I'm sure that other top shows have the same heartening experience."

Sullivan doesn't think there has to be any worry about programming beyond the appreciation of the audience. "The public's taste is higher and better than that of those who serve it," he said. "Christopher Fry's play, 'Venus Observed,' was hailed nationally

when we did it. A lot of people had suggested that the public wouldn't savvy Fry. It did."

Sullivan detects a pattern of radio listening being transferred to television:

"Our slaughter of 'The Colgate Comedy Hour' and the 'specs' (on NBC) this year indicates that TV now bears a close resemblance to radio after it had passed out of the novelty era. The people formed listening habits; for example, they tuned in Jack Benny week after week. "I think our show, after seven years, now occupies in television a spot such as Benny attained in radio. So long as 'Toast' main-

tains its integrity—lives up to the quality standard the public has come to expect—I'm hopeful that this 'listening habit' will endure."

The title, "Toast of the Town," incidentally, will vanish in September as Sullivan's new contract with CBS takes effect. Thereafter it will be "The Ed Sullivan Show."

There is a staff of 124 persons involved in staging each of the shows by Maro Lewis as executive producer. He and Sullivan are coproducers. It is estimated that in the seven years, the program has presented more than 9,000 entertainers, and it would be difficult to think of a type of performer who hasn't been represented.

Thursday, June 23, 1955

MEDFORD (OREGON) MAIL TRIBUNE—SEVEN

Mysterious Balloon Startles Residents Of Northern Ohio

Youngstown, Ohio—(U.P.)—A mysterious balloon that startled and frightened Northern Ohio residents and caused a rash of reports about "flying saucers" and "spacemen" was en route today to its home base, the Willow Run research center near Detroit.

Secret Program

The strange craft, carrying two men and scientific instruments, was identified by Michigan University officials as part of "a highly secret research program on battlefield surveil-

lance."

The plastic, pear-shaped balloon was sighted first by a Ground Observer Corps member Wednesday as it drifted over Cleveland. Later, Air Force officials here reported the craft landed near Hartford, Ohio in the afternoon.

But not before frightened householders swamped newspapers and radio stations with calls about "flying saucers" and "men from Mars."

Planes Sent Out

Air Force planes from Youngs-

town were dispatched to intercept the craft. The two passengers paid little attention to the planes and were just as non-committal when the balloon landed near Hartford.

They placed the deflated balloon and instruments into a station wagon that had been following the balloon's progress and headed for Detroit and the research center.

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CROSS RIB ROAST Boned & Rolled **79¢ lb.**

FRESH CAUGHT, DEEP WATER PACIFIC Boneless
RED SNAPPER FILLET 25¢ lb.

KLAMATH FALLS CREAMERY, CRATER LAKE BRAND
CHEDDAR CHEESE 47¢ lb.

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SAUSAGE, lean 39¢ lb.

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BLUE CHEESE 69¢ lb.

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SKINLESS FRANKS GOODNESS ASSURED **43¢ lb.**

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- Del Monte Pineapple Juice 46 oz. can 29¢, 2 for 49¢
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- Del Monte Fruit Cocktail No. 303 can 23¢, 5 for \$1.00
- Del Monte Pineapple Tidbits No. 211 can 20¢, 2 for 33¢
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- Nalley's Banquet Dills 24 ounce jar 41¢
- Delrich Margarine pound 29¢
- Sunshine Cheese Hi Ho Crackers 6 1/2 oz. box 23¢
- Nabisco Corn Thins 9 1/2 oz. box 27¢
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- Master Chef Divided 10-in. Paper Plates pkg. of 12 35¢