Sullivan Happy Over High Rating For Variety Show

By FRED DANZIG

NEW YORK (UP) — Although his Nielsen rating shows little sign of wear and tear, 10 years of Sunday night variety shows have left Ed Sullivan feeling a trifle pooped.

"In a couple of years, I'd like to do fewer shows," said Sullivan, relaxing in his office last week. "It's nearly 10 years now and the grind gets terrific. I'd like to be able to take longer vacations."

But that's in the future. As for the present, Sullivan is delighted with the latest Nielsen, which places him third, behind "Gunsmoke" and "The Perry Como Show" in audience size. Rival Steve Allen is sixth and that pesky "Maverick," which clobbers both Allen and Sullivan in the Trendex ratings, slows to 32nd place in the Nielsen.

"I get elated over that Nielsen," says Ed. "It would be a crushing disappointment to me if the time ever came when the public stopped liking our show."

The pride of Port Chester, N.Y. had a number of free-swinging comments to make during an exclusive United Press interview. Some samples:

On Steve Allen: "He's wise," says Sullivan. "Instead of putting on another variety show, he's taking a different approach. He's using the satiric approach. If he tried to fight us with pure variety, he'd be in trouble."

On the Allen-Sullivan "feud." "I never took that seriously. I believe it was cooked up by Allen's side for the publicity. I certainly have nothing against Allen personally."

On "Maverick:" "The Trendex makes it look like tremendous competition, but in the Nielsen, which is nationwide and not limited to 15 cities, it's way down. Westerns are another TV fad and we've survived all kinds of fads. We'll survive this one, too. But I'd just as soon see 'Maverick' drop dead."

On smiling: "Smiling has no relevancy. If I sit here and tell you about a great act I've seen, why must I smile? I think the public is sick of the big, false, toothy smile, anyhow. My function is to talk as I talk to you. I think the audience knows my function. I assemble a good group of acts, introduce them and get the hell out of the way. I'm not a performer. I rarely work with the acts because I despise amateurs. They make me sick to my stomach and I'd fit in with that class if I tried to work with the acts."

On moving to the West Coast: "I think New York has more electricity. Our climate doesn't make you lazy. In Hollywood, it's a tropical climate. The sun hits your head and you get lazy. You can't learn about the country sitting near a swimming pool with a butler serving drinks. There's still a lot of that out there. In New York, there's a greater sense of urgency... wider interests... a greater clash of ideas and opinions, a greater bundle of talent to pick from."

On "cultural" acts: "When we had the Metropolitan Opera, with Maria Callas, a 92-piece orchestra George London and Rudolf Bing, we dropped about five points in the ratings, but we expected it. That's not why we cancelled the other Met appearances. It was purely financial. We spent a lot of money putting the Met on our show and the newspapers—which always cry for more culture on TV — pretty much ignored us. If they weren't going to bail us out with comment, to offset the cost, we didn't want to tackle it alone." on "The Ed Sullivan Show."

"Of course, it's impossible for every show to stay up always where you want it. We have our off nights. But I think variety shows will outlast all others. Everyone can find something to entertain them in the hour, when we have about 16 acts. I think, psychologically, our format fits the mood of the times. We have streamlined vaudeville, edited down long night club acts so our audience gets only the meat of the act. Another thing—I've never booked an act with a Chicago or New York audience in mind, as they did in vaudeville. I have found that people are darn near exact in their tastes and that goes for everything — except special things like ballet."

Officer Issues Warning On Dogs

DORRIS — Dogs chasing calves and deer in the Dorris area have caused Archie Brimmer, Dorris constable, to issue a warning to residents that the owners are liable for any damages their dogs might cause.

He was called out at 6 a.m. one morning last week because of two dogs chasing new born calves on the Tom Cavener ranch west of Dorris. Bob Lucas, game warden, has also been troubled with dogs chasing deer.

Dorris residents owning dogs are legally responsible for them and can receive a fine or face a jail term, and they also would have to pay for any animal the dogs damage or kill.

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Radio-TV Log

(ED NOTE: The Herald and News is not responsible for last minute changes in the radio and TV schedules. They are published merely as a public service and are furnished by the various stations involved.)

KFLW—CBS & ABC, 1450 KC
Tuesday, January 28
6:00 Sports Highlights
6:05 Music for Dining
7:00 Chevrolet News CBS
7:05 Lowell Thomas CBS
7:20 Sports Time CBS
7:25 People in the News ABC
7:30 Amos 'N' Andy CBS
10:00 Richfield Reporter CBS
10:15 The Bob Inch Show
12:00 Sign Off
Wednesday, January 29
6:00 Early Morning News
6:15 America's Favorite Music
7:00 News — Breakfast Edition
7:15 Weathercast
7:19 Breakfast Broadcast
7:30 Frank Goss CBS
7:45 Harry Babbitt CBS
8:00 Musical Variety Show CBS
8:05 Yours for a Happy Day
8:30 Biola Time
9:00 Breakfast Club ABC
10:00 News CBS
10:05 Peter Lind Hayes Show CBS
10:15 Ma Perkins CBS
10:30 Young Dr. Malone CBS
10:45 Road of Life CBS
11:00 Magazine Newsstand Theater
11:10 Music for Enjoyment
11:45 Just Entertainment CBS
12:00 Noon Edition News
12:15 Payless Sidewalk Show
12:30 House Party CBS
1:00 Arthur Godfrey Time CBS
2:30 Backstage Wife CBS
2:45 Helen Trent CBS
3:00 Our Gal Sunday
3:15 Nora Drake
3:30 Second Mrs. Burton CBS
3:45 The Couple Next Door CBS
4:00 Basin Briefs
4:15 Music
4:35 Arthur Godfrey CBS
5:00 Edward R. Murrow CBS
5:15 Weather Roundup
5:25 Behind the Headlines
5:30 Tom Harmon CBS
5:45 Frank Goss CBS
5:55 Hometown News
6:00 Sports Highlights
6:05 Music for Dining
7:00 News CBS
7:05 Lowell Thomas CBS
7:20 Sports Time CBS
7:25 People in the News ABC
7:30 Amos 'N Andy CBS
7:55 Music
8:05 Masters of Melody CBS
8:30 Robt. Q. Lewis CBS
9:00 News CBS
9:05 The Bob Inch Show
10:00 The Richfield Reporter CBS
10:15 The Bob Inch Show
12:00 Sign Off

KFJI—MBS & DLBS, 1150 KC
Tuesday, January 28
6:00 Edward P Morgan News DLBS
6:15 World of Sports
6:30 First Federal News
6:45 News — DLBS
6:50 Bill Brundige Sports — DLBS
7:00 Adventures of the Scarlet Pimpernel — DLBS
7:25 Gabriel Heatter — DLBS
7:30 Squad Room — MBS
7:55 Headline Edition — DLBS
8:00 Merrill-Henley Basketball Game
10:00 10:00 PM Headlines
10:10 Bill Stern Sports — DLBS
10:15 Dan The Midnight Man
11:00 News Summary
11:05 Dan The Midnight Man
12:00 Sign Off
Wednesday, January 29
5:30 News Summary
5:35 The Cow Hour
6:00 News Summary
6:05 The Cow Hour
6:30 News Summary
6:35 The Cow Hour
6:45 Sports Roundup
7:00 Hemingway MBS
7:15 Breakfast Gang DLBS
7:30 Today's Best Buys
7:45 Local Morning News
8:00 Cliff Engle DLBS
8:15 Over the Coffee Cup
9:00 News — DLBS
9:05 Over The Coffee Cup
10:00 Newspaper of Air — DLBS
10:15 Tello Test —DLBS
10:30 Visit to LaPointes
10:45 Musical Sideroads
11:00 News — DLBS
11:05 Musical Sideroads
11:30 News — DLBS
11:35 Queen For A Day — DLBS
12:00 Gabriel Heatter — DLBS
12:05 Town & Country Time
12:15 Local Noon News
12:30 The Wax Works
1:30 News — DLBS
1:35 The Wax Works
1:30 News — DLBS
1:35 The Wax Works
2:30 News — DLBS
2:35 The Wax Works
3:30 News — DLBS
3:35 The Wax Works
4:00 Fulton Lewis, Jr — DLBS
4:15 Hemingway MBS
4:30 Tello Test DLBS
4:45 Traffic Jam
4:55 Bob Greene DLBS
5:00 Traffic Jam
5:30 News Report DLBS
5:45 Chevron Headline News DLBS
6:00 Edward P Morgan News DLBS
6:15 World of Sports
6:30 First Federal News
6:45 News — DLBS
6:50 Bill Brundige Sports — DLBS
7:00 Horatio Hornblower — MBS
7:25 Gabriel Heatter — DLBS
7:30 Exploring Tomorrow — MBS
7:55 Headline Edition — DLBS
8:00 Klamath Sports Album
8:15 Dan The Midnight Man
8:30 News — DLBS
8:35 Dan The Midnight Man
10:00 10:00 PM Headlines
10:10 Bill Stern Sports — DLBS
10:15 Dan The Midnight Man
11:00 News Summary
11:05 Dan The Midnight Man
12:00 Sign Off

KOTI-TV — Channel 2, California-Oregon Television Inc.,
Tuesday, January 28
2:00 Garry Moore
2:30 Arthur Godfrey
3:30 Dotto
4:00 Feminine Fancies
4:30 Uncle Bill Show
4:45 Search for Tomorrow
5:00 76 Sportsclub
5:30 Tech Talks
6:00 News And Weather
6:15 Doug Edwards
6:30 Name That Tune
7:00 Phil Silvers
7:30 Whirlybirds
8:00 To Tell the Truth
8:30 Red Skelton
9:00 $64,000 Question
9:30 Trackdown
10:00 I Spy
10:30 News
10:35 March of Dimes
Wednesday, January 29
11:40 Rev. Bell
11:50 Cartoon Time
11:55 Big Payoff
12:30 Verdict is Yours
1:00 Brighter Day
1:15 Secret Storm
1:30 Edge of Night
2:00 Garry Moore Show
2:30 Arthur Godfrey
3:30 Dotto
4:00 Feminine Fancies
4:30 Uncle Bill Show
4:45 Search For Tomorrow
5:00 Woody Woodpecker
5:30 Tim McCoy
5:45 Passport
6:00 News and Weather
6:15 Doug Edwards
6:30 Passport
7:00 Life With Elizabeth
7:30 Big Story
8:00 Millionaire
8:30 I've Got a Secret
9:00 U.S. Steel Hour
10:00 Western Marshal
10:30 News
10:35 Lawrence Welk Show
11:05 Sign Off

KBES—TV Channel 5
Tuesday, January 28
2:00 Garry Moore
2:30 Arthur Godfrey
3:30 Dotto
4:00 Feminine Fancies
4:30 Video Scope
4:45 Search for Tomorrow
5:00 Sportsclub
5:30 Cartoon Time
6:00 Your TV Weatherman
6:05 News
6:15 Doug Edwards
6:30 Name That Tune
7:00 Phil Silvers
7:30 Whirlybirds
8:00 To Tell the Truth
8:30 Red Skelton
9:00 $64,000 Question
9:30 Trackdown
10:00 I Spy
10:30 News
10:35 Championship Bowling
11:35 Sign Off
Wednesday, January 29
11:40 Chaplains Corner
11:50 Cartoon Time
11:55 News
12:00 Big Payoff
12:30 Verdict is Yours
1:00 Brighter Day
1:15 Secret Storm
1:30 Edge of Night
2:00 Garry Moore Show
2:30 Arthur Godfrey
3:30 Dotto
4:00 Feminine Fancies
4:30 Salvation Army
4:45 Search for Tomorrow
5:00 Woody Woodpecker
5:30 Tim McCoy
6:00 TV Weatherman
6:05 News
6:15 Doug Edwards
6:30 Passport
7:00 Life With Elizabeth
7:30 Big Story
8:00 The Millionaire
8:30 I've Got a Secret
9:00 U.S. Steel Hour
10:00 Western Marshal
10:30 News
10:35 Lawrence Welk
11:35 Sign Off

KVIP—TV Redding, Channel 7
Tuesday, January 28
2:00 Comedy Time
2:30 Truth or Consequences
3:00 Mission at Mid Century
3:30 Do You Trust Your Wife
4:00 American Bandstand
4:45 Shasta College
5:00 Shasta College — TV Geology Lecture
5:30 Komic Karnival—Local live with Jerrio the clown, Little Rascals, Serial — Commando Cody
6:30 Western Marshal "The School Teacher"
7:00 26 Men "Panic at Bisbee"
7:30 Wagon Train — 20 DB
8:30 San Francisco Beat — TBA
9:00 Dick Powell Show "High Stakes"
9:30 Philco Playhouse "Mysterious Mr. Moto" also Girl in 313 — Kent Taylor and Florence Rice
12:00 Late News Summary
Wednesday, January 29
11:30 Luncheon With Jerrio —also cartoons
12:00 Matinee Theater—color
1:00 Queen For A Day
1:45 Modern Romances
2:00 Comedy Time
2:30 Truth or Consequences
3:00 All About You
3:30 Do You Trust Your Wife
4:00 American Bandstand
5:00 Inside Your Schools
5:15 TAB
5:30 Komic Karnival —Cartoons, Little Rascals, Serial
6:30 My Little Margie "Vern's Flying Saucer"
7:00 Frontier Doctor "The Counterfeiters"
7:30 Pat Boone Show —13 DB
8:00 Disneyland
9:00 Kraft Theater
10:00 News
10:15 Dangerous Assignment "Missing Diplomat"
10:45 Dateline Europe "Political Murder"
11:15 Industry on Parade
12:00 Late News Summary

HE NEEDS 'EM

MADISON, Wis. (UP)— Police arrested a 17-year-old boy Monday for driving his station wagon on the sidewalk.

They rejected his protests that he was driving slowly and anyway was merely looking for a lost pair of glasses.

"DENNIS THE MENACE"

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TROOP PULL-OUT BEGINS

MANILA (UP) — U.S. Ambassador to the Philippines Charles E. Bohlen said today American military forces expect to complete an intensified pull-out from Manila by next July 31. In a note delivered to the foreign office, Bohlen said stepped-up evacuation of the Manila Air Station by U.S. military forces will begin this week. He said this was made possible by the conclusion of arrangements for a commercial concern to handle U.S. military cargo through the port of Manila.

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Roberto Seeks Annulment

ROME (UP)—Roberto Rossellini has filed suit in a Rome civil court for an annulment of his marriage to Ingrid Bergman. He contends "she was not technically free" when they married.

The suit claimed the actress was "still technically married" to Dr. Peter Lindstrom when she married the Italian film director by proxy in Mexico May 24, 1950. Fraudulent marriage is a legal ground for annulment in Italy, where divorce is not legal.

Miss Bergman received a Mexican divorce from Dr. Lindstrom Feb. 9, 1950, the week after the birth of her first child by Rossellini.

The couple was legally separated here Nov. 7 after Rossellini's name was linked with that of an Indian script writer, Sonali Das Gupta. He met her while making films in India and later unconfirmed reports said she had come to Europe.

Both Miss Bergman, who has been making a movie in London, and Rossellini were reported now in Paris. Neither was immediately available for comment on the suit.

Although a native of Sweden, Miss Bergman became a naturalized American citizen in 1945.

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