

Sight & Sound

By Ernest Kreiling

HOLLYWOOD — The hottest seat in Hollywood today is occupied by Charles Marquis Warren, whose unenviable job it is to ensure that the most ambitious and costly programming enterprise in network television history pays off for NBC.

This monumental gamble is The Virginian, a 90-minute weekly western in color for which Warren is the executive producer.

What put Warren in his high voltage chair, besides his distinguished career as a novelist, screen writer and producer, was one of the most singular maneuvers ever recorded in the networks' occult game of musical time slots.

Last year NBC sold its perennially popular Wagon Train to ABC for a staggering sum of money. ABC quite naturally decided to indulge the convenience of some 20 million families by scheduling its new Wagon Train at the familiar time of 7:30 Wednesday. This, of course, left NBC with a whopping hole in its schedule, a hole that clearly had to be filled with something stronger and more attractive than its successful but betrayed progeny.

SO apparently the powers that see and season the public tastes determined that the best way to compete with a big, popular western was to produce a bigger and more popular western, and then to add color and 30 minutes.

NBC's gamble on The Virginian lies much deeper than its \$200,000 plus weekly budget, which in itself is about as deep as one ought to go. Equally important is that much of the public has a habit of staying tuned to the same channel most of the evening.

So The Virginian carries the burden of grabbing a major share of the American audience at 7:30 each Wednesday and holding it for 90 minutes. If the new extravaganza can't do that, NBC's Perry Como and The Eleventh Hour will be playing to a semi-private audience of fleeing sponsors and their wives.

OBVIOUSLY NBC wasn't in the mood to draw lots for a producer. Wisely they went to Charles Marquis Warren, who had established a fine track record for successfully launching Gunsmoke and Rawhide against rugged competition.

I speculated several months ago that The Virginian would have to be remarkably original, or at least different, to earn and hold an audience that has seen about everything a western has to offer.

So recently I asked Warren just what The Virginian had going for it to justify not only NBC's gamble, but his own willingness to put an illustrious career as a producer on the line.

"THERE ARE a number of things that makes The Virginian considerably more than just another western," he said. "The classic American novel by Owen Wister, upon which the TV series is based has sold more than two million copies since it was published in 1902. And since then four movie versions and one stage version have all been successful. So we're dealing with a story and with characters of lasting value."

Warren, a genial, soft spoken man whose calm enthusiasm belies the heat emanating from his chair, continued. "But the really unique opportunity we're facing is that of doing the equivalent of a full-

length feature every week. (In reality about 78 minutes). The opportunities this presents us, of course, are accompanied by some major challenges too."

The second column in this series on The Virginian will deal with some of those opportunities and challenges, as well as with a visit to Revue's bustling ranch where Medicine Bow, Wyoming has been re-created and populated by one of the biggest budgets and most daring gambles in television history.

Blues Duo Playing at Insomniac

A crying harmonica, wailing and moaning to the lazy rhythms of a mellow guitar, is weaving the deepest shades of the blues six nights each week at the Insomniac European

Coffee House in Hermosa Beach. Brownie McGhee and Sonny Terry have been performing before packed houses at the beachnight spot during the

limited four-week engagement. They will leave for a tour of Europe as soon as the show closes.

McGhee and Terry have been appearing as a team since 1939. They met along the dusty roads of North Carolina and are described as "prime examples" of two talents coming together to make a "new artistic whole that is greater than the separate halves."

The duo appears nightly except Mondays from 8:30 to 2 a.m. Also featured are the Landmen and Mel Carter and the Gospel All-stars.

Bus Manager In Seminar

John Mock, of the Torrance Unified School District, will be a member of the faculty for a special school for public school transportation officials at California State Polytechnic College at Pomona, it was announced yesterday.

day at the Pomona campus of the college and run for five days.

Mock will conduct a seminar on "Explanation, Demonstration, and Scoring Skill Tests as Selection and Training Devices."

The school will begin Monday.

Harbor Area Chest Gets Top Leaders for Drive

The Harbor Area has the highest percentage of leadership recruitment in the Los Angeles area for the forthcoming Community Chest appeal, according to Fred Mill, Harbor chairman.

Mill, speaking at a special "Campaign Cabinet" meeting in Torrance, said, however, that this does not mean that local Chest volunteers can re-

lax recruitment of leadership. "Although it looks good that we have the highest percentage of leadership recruited in the Los Angeles Chest area," Mill said, "we are actually behind in a deadline set weeks ago."

"Our top volunteers have been enrolled, but the supporting leadership is not complete.

We still need leaders at this time," Mill said.

Pvt. Charles R. Osborn, USMC, son of Mr. and Mrs. Marvin D. Osborn of 1616 W. 254th St., Harbor City, completed the teletype operator's course at the Marine Corps Recruit Depot, San Diego, on June 19.

PACIFIC COAST HIGHWAY at CRENSHAW-TORRANCE
E. CARSON at MAIN-TORRANCE-NEXT TO SHOPPERS MARKET

OPEN 7 DAYS A WEEK . . . 9 A.M. to 10 P.M.

WE GIVE BLUE CHIP STAMPS

STACY - WHERE PENNIES DO THE WORK OF DOLLARS

SHOP AND COMPARE — YOU'LL AGREE YOU BUY MUCH MORE AT STACY!

7 SALE DAYS
THURS. thru WED., JULY 26-AUG. 1, 1962

MEADOW GOLD • PREMIUM QUALITY ICE CREAM
HALF GALLON ROUNDS REG. 89c **69c**

NEHI • CANNED • REFRESHING BEVERAGES 10 10-OZ. CANS **79c**

2 full glasses in every can. Choice of Cola, Orange, Root Beer, Grape and Upper 10.

QUALITY PRESCRIPTION SERVICE

Promptly, accurately, economically! That's how your prescriptions are filled at Stacy! Our registered pharmacists are specialists, professionally trained to compound your prescriptions and render the extra service you have a right to expect.

CHOICE OF KAPOK, FOAM OR FEATHERS PRINCESS BED PILLOWS
17" x 24" **88c**
\$1.29 VALUE

HARVELL • QUICK COOKING B-B-Q GRILL

For indoor-outdoor cooking! Provides instant heat, ready to broil steaks in one minute! Light with a match—no special equipment needed!

\$5.95 VALUE \$2.99

GIANT TIDE
Reg. 79c **55**

GIANT SIZE BOTTLE MR. CLEAN REG. 73c **49c**
THE ALL PURPOSE CLEANER

BIG STACK! WRITING TABLETS OR SCRATCH PADS
FULL POUND OF PAPER **37c**
REG. 49c WHILE THEY LAST!

DECORATOR • THROW PILLOWS
Wonderful choice of fabrics and colors for every room! Full 14" x 14". **77c**
\$1.29 VALUE

RUSTIC • REDWOOD • CALIFORNIA "BUNNY" BENCH
Strongly constructed and bench that can be used so many ways! Easy to assemble natural redwood; plated hardware. **177c**
\$2.98 VALUE 2 for \$3.49

THE EAGER EATER DOG FOOD PURINA DOG CHOW
10-LB. BAG... **1.19**
REG. \$1.39

FOR FAST PAIN RELIEF BUFFERIN
FOR HEADACHES, MUSCLE ACHES AND COLDS **99c**
BOTTLE OF 100 REG. \$1.23

FLORAL DESIGN • ITALIAN IMPORTS SWIM CAPS
Stunning caps to keep your hair do neat and dry. One size fits all adult head sizes. **79c**
\$1.98 VALUE

PATIO CHEF • CHARCOAL • B-B-Q BRIQUETS
10 LB. BAG **69c**

DR. MERRICK'S • MEDICATED SCRATCHEX
FOR DOGS KILLS FLEAS, CHECKS ITCHING AND ODORS **66c**
REG. 98c

CURITY • WET PROOF TAPE ADHESIVE
1001 Uses. 1/2" x 5 YDS. REG. 25c ROLL • NOW **33c**

CHRISTMAS IN JULY - BUY NOW & SAVE!
EARLY BIRD SPECIAL! **SAVE 50% ON CHRISTMAS CARDS**
Solid packs of REG. 25 cards and envelopes. \$1.00 **50c**

CUTIE • HIGH FASHION • DOLL CARRIAGES
Excitingly beautiful carriages for her favorite dolly. Well made, all dressed up with bows and frills. **4.98**
REG. \$7.95 HALF PRICE!

DISPOSABLE • PLASTIC COATED PET BOWLS
With Sturdy Metal Holder PKG. OF 14 **29c**
49c VALUE WHILE THEY LAST!

SUPERIOR QUALITY EPSOM SALTS
IDEAL FOR A SUMMER FOOT BATH 49c VALUE **33c**
5-LB. BOX

DOLLS • HALF PRICE

Reg. \$19.95 PATTI PLAY DOLL	\$9.98
Reg. \$14.95 "BABES" IN TOYLAND	\$7.48
Reg. \$ 9.95 32" WALKING DOLL	\$4.98
Reg. \$ 7.95 "BETTSY WETSY" DOLL	\$3.98
Reg. \$ 3.49 "SWEETUM" DOLL	\$1.75

AND MANY MORE PRICED TO CLEAR WHILE THEY LAST!

ALL PURPOSE • TUBULAR STEEL STACK STOOLS
Strong tubular steel legs with colorful leather-like seat for all purpose use. **1.44**
REG. \$3.49 ea.

GEM • ISOPROPYL • RUBBING ALCOHOL
FULL PINT REG. 19c **13c**

BLUE PETAL HAND & BODY LOTION
WITH PUMP DISPENSER 16-oz. \$2.00 Val. **39c**

"HOLD IT" • 7-DAY • HAIR SETTING LOTION
ADD BODY TO YOUR HAIR 8-OZ. BTL. **88c**
REG. \$1.00 CHOICE OF GENTLE OR FIRM

NEW WOODBURY SHAMPOO
HOLDS CURLS BETTER 11.5-OZ. BTL. **57c**
\$1.00 VALUE

HELENE CURTIS SUAVE HAIR DRESSING
NEW PENETRATING FORMULA WITH ESSENCE OF LANOLIN 1.4-OZ. SIZE **53c**
REG. 69c

WIRE WALLED • HOME SWIM POOL
Sturdy pool to set up in the back yard. Strong wire walls hold it steady. Measures 12 inches deep by 5 feet across. **5.29**
REG. \$8.95

PALMOLIVE RAPID SHAVE BOMB
FOR A CLEAN, COOL SHAVE 11-OZ. CAN REG. 98c **77c**

WILLIAMS • BEFORE SHAVE LECTRIC SHAVE LOTION
CONDITIONS YOUR BEARD FOR A CLOSER SHAVE 3-OZ. BTL. **66c**
REG. 79c

VALUABLE COUPON
WITH THIS COUPON ONLY **FREE** HERSHEY CHOCOLATE SYRUP 5 1/2-OZ. CAN
Coupon Good Thursday thru Wednesday, July 26 - Aug. 1, 1962

If You Are A Newcomer to Torrance Call **DORIS STAMM DA 7-9193** for a visit from Welcome Wagon