

# Assignment TV

By **TERRENCE O'FLAHERTY**

The killing off of Marshall Dillon won't take place. The surprising decision by CBS to drop "Gunsmoke" from next year's schedule after a 12-year run was reversed. Just in time.

"We had a change of heart," a network spokesman said. "Our affiliate stations had an affectionate feeling for the program. There was a surprising reaction to our announcement that the program was through. But there's a feeling that there is life in the old boy yet."

The "Old boy" crack nicely underlines the new strategy. "Gunsmoke" will shift to a new time slot in the fall "to attract a new and maybe larger audience." The program had been largely attracting an audience of older persons in its current telecast at 10 p.m. Saturdays. It is being moved to 7:30 p.m. on Mondays—a time the network hopes will recruit a younger group of viewers.

AND NETWORK television has a primary interest, say

## Play Area Developed In Pueblo

Five members of the Torrance Rotary Club currently are spending their Saturdays to help develop a recreational facility in the Pueblo Community Center.

Walley Haas, Larry Bowman, Jack Schmidt, Bob Vroman, and Dr. Carl Ahee are working each Saturday to convert a 90-by-100-foot lot into a play area for youngsters in the Pueblo area.

A slide, climber, and swings have been installed and a 12-foot tree planted in the area. The Torrance Recreation Department, with the help of the Pueblo Community Center, has staffed the Pueblo area on afternoons and Saturdays for the past year.

Basketball teams, crafts programs, and several contests are being sponsored at the center.

dropped it would have run forever in repeats. The plot and the stars have a timeless nature. And CBS said the cast and the format of the program would not be changed. The show that may be the most profitable series of all had been doing well in the ratings, so the death warrant was a major surprise.

IN ITS NEW time position, the hour-long Western will replace "Gilligan's Island,"

which is being canceled, and "Doc," a new program that had been scheduled for the fall but is also going to be dropped.

The cavalry dash to the rescue by the network may be as unexpected to the regular stars—James Arness, Amanda Blake, Milburn Stone, and Ken Curtis—as the original shove into the TV sunset.

It will be recalled that "Gunsmoke" had survived phases and it was generally

conceded that it could probably run forever. It began as a CBS radio show created by Norman MacDonnell and John Meston with Bill Conrad in the Dillon role.

WHEN IT WAS prepared for television, John Wayne was sought for the role but his lack of enthusiasm for television is unwavering. As a top movie star for decades, surely he is the last actor in the world to need it. He

suggested a young contract player named Jim Arness who with his brother arrived in Hollywood in the early 1940s in an old car and \$50 dollars between them.

When Arness was tapped for the TV role he was making a steady \$125 a week in movies and didn't want to risk losing it. Wayne convinced him it was worth a try. He accepted—but only with the provision that he could have his contract job

MARCH 15, 1967

PRESS-HERALD B-9

back if the TV show failed. IN THE 12 years that followed, the series was expanded to an hour, went to color recently and survived the departure of Dennis Weaver, whose role of Chester was considered vital. (It wasn't Wayne's suggestion paid off handsomely during those years. Arness is now one of the wealthiest actors in the world with assets estimated

at \$3 million. Three years ago when he wanted to retire CBS lured him back with a deal where he owns every other "Gunsmoke" made from that date.

One of the nicest things about a very nice guy is that Arness never complained about being "confined" by the role or that the flow of his creative juices was being clogged by a weekly series.

# SAVE at SAFEWAY

Southern California's Leading Food Merchant!

• Every Day Low Prices • Advertised Specials • Blue Chip Stamps

**BIG BUY**

Lucerne Cottage Cheese

Former Style & Large Card

—21. 4lb. lbs.

PLUS Blue Chip Stamps

**BIG BUY**

Harvest Blossom Enriched Flour

For Home Baking or Gravid Precision Blended for best results.

39¢

PLUS Blue Chip Stamps

**BIG BUY**

Hunt's Brand Tomato Sauce

So Rich and Thick—Use in Your Favorite Cooking Recipes.

12¢

PLUS Blue Chip Stamps

**BIG BUY**

Scotch Trout Frozen Orange Juice

Delicious Orange Juice with the Flavor Flavors from Portugal.

69¢

PLUS Blue Chip Stamps

**SAFEGWAY**

Prices Effective at Safeway stores in Los Angeles, Ventura and Orange Counties, except Avalon; Thurs, thru Sun., Mar. 16, 17, 18, 19, 1967. We reserve the right to refuse sales to dealers.

The **Golden Book** Illustrated Encyclopedia For the Young

**Volume 6** NOW ON SALE **99¢**

Vol. 1 & 2. Both for 49¢ Vol. 3, 4, 5 ea. 99¢

**Bel-air Fruit Pies**

Premium Quality Frozen All Varieties Except Blueberry—

**3 8-in. \$1.00**

**Cigarettes \$2.15**

Filters or Kings. Popular Brands Except Benson and Hedges Hard Pack. (Taxes extra).

**Grade "AA" Large EGGS**

Cream O' the Crop

1-doz. **47¢**

LOW, LOW PRICES — OF COURSE!

<b>Chunk Tuna</b>	Chicken of the Sea For Salads or Sandwiches	6 1/2-oz. cans	<b>32¢</b> Why Pay 35¢?	
<b>Morton's Salt</b>	Choice of Plain or Iodized—For Table Use	26-oz. ctn.	<b>12¢</b> Why Pay 15¢?	
<b>Wheaties</b>	General Mills Breakfast Cereal. Top it with Bananas!	12-oz. pkg.	<b>37¢</b> Why Pay 41¢?	
<b>Kotex Napkins</b>	Choice of Super or Regular—Low in Price	pkg. of 12	<b>37¢</b> Why Pay 41¢?	
<b>Padre Beer</b>	6 16-oz. cans	<b>79¢</b> Why Pay 99¢?	<b>Mushrooms</b> Quarter 4 2 1/2-oz. cans	<b>\$1.25</b> Why Pay \$1.50?
<b>Diet Cola</b>	Cragmont (plus dep.) 6 16-oz. btls.	<b>49¢</b> Why Pay 59¢?	<b>Pork &amp; Beans</b> High-way can	<b>21¢</b> Why Pay 25¢?
<b>Tomato Juice</b>	Town House 46-oz. can	<b>29¢</b> Why Pay 35¢?	<b>Wesson Oil</b> Saled or Cooking Oil	<b>49¢</b> Why Pay 56¢?

**BANK ON SAVING AT SAFEWAY!**

<b>Edwards Coffee</b>	Vacuum Pack Choice of Grinds	1-lb. can	<b>65¢</b>
<b>Salad Dressing</b>	NuMade—Tops for Salads!	qt. jar	<b>49¢</b>
<b>Sandwich Spread</b>	NuMade—Makes Sandwiches Taste Better!	24-oz. jar	<b>53¢</b>
<b>Hunt's Catsup</b>	Rich and Thick Tomato	6 14-oz. btls.	<b>\$1.00</b>
<b>Safeway Mouthwash</b>		14-oz. bot.	<b>39¢</b>

**U.S.D.A. Grade "A" Fresh FRYERS**

**Coldbrook Margarine**

Creamy-Smooth Spread

**6 1-lb. cans. \$1.00**

**Safeway Bottle Shop Values**

<b>Scotch</b>	MacLain, 86 proof Case, \$31.95	5th	<b>\$4.49</b>
<b>Vodka</b>	Kaylana, 80 proof Case, \$31.95	5th	<b>\$2.79</b>
<b>Dry Gin</b>	Stanton, 80 proof Case, \$31.95	5th	<b>\$2.79</b>

**Fryer Parts**

Breasts or thighs Grade A

lb. **69¢**

**Golden Cornish Cross**

Feed A High Protein Diet of Cracked Grain for a Mentler and More Tender Fryer.

Split or Quartered lb. **35¢**

**Eastern Grain-Fed Fresh Pork Steaks**

From Young Porkers

So Tender and Meaty Too! lb. **69¢**

**Pork Chops** Center Cut Rib lb. **89¢**

**Round Steaks** lb. **79¢**

Full Center Cuts or Boneless Swiss—USDA Choice

**Luncheon Meat** 6-oz. pkg. **29¢**

Safeway Sliced—Choice of 7 Popular Favorites.

**Ground Chuck** lb. **59¢**

Lean, Flavorful and Juicy—Tops for Meat Loaves.

**Eastern Grain-Fed Fresh Pork Roasts**

From Young Porkers

Picnic Style Flavorful Taste! lb. **39¢**

**Corned Beef** lb. **69¢**

Boneless Brisket, Mild Cure, Point Cut

**Lamb Chops** Shoulder Cut lb. **79¢**

**Franks** Sterling Skintless 1-lb. pkg. **49¢**

**Veal Chops** Shoulder Cuts lb. **59¢**

**Ground Beef** Fresh Ground lb. **49¢**

**BONELESS Roast**

USDA CHOICE

U.S.D.A. Choice Beef Chuck—Solid Lean "Pot o'Roast" Rolled and Tied.

**Chuck Steak** or Roast-Center, 7-Bone Cuts USDA Choice Best lb. **59¢**

**Savory-Smoked Sliced Bacon**

1-lb. pkg. **59¢**

- Salted
- Smoked
- Cured
- No Sugar
- No Nitrates
- No Nitrites
- No MSG
- No Preservatives
- No Artificial Flavors
- No Artificial Colors
- No Artificial Sweeteners
- No Artificial Preservatives
- No Artificial Stabilizers
- No Artificial Emulsifiers
- No Artificial Buffers

**Chuck Roast** Blade Cut lb. **49¢**

**Stew Beef** Boneless Lean lb. **79¢**

**Swordfish** Steaks Capt. Choice lb. **99¢**

**Fishsticks** Captain Choice 14-oz. pkg. **59¢**

**Turkey Roast**

Armour—Half Dark and Half White 2 1/2-lb. package **\$2.98**

**SAFEGWAY**

**Boneless Rounds**

USDA Choice Beef Steaks or Roasts—Full Center Cuts. lb. **89¢**

**LARGE NAVEL Oranges**

Sweet Juicy 8-lb. pils bag **99¢**



TORRANCE and ANZA, TORRANCE • PACIFIC COAST HWY. and NARBONNE • CARSON and WESTERN, TORRANCE

All 117 Safeway Stores in Los Angeles County Are Your Authorized Food Stamp Program Retailers



More kinds of more people listen most to **KMPC** dial **710**