

# Assignment TV

By TERRENCE O'FLAHERTY

"A greater interest and realization must be developed by all Americans — as a people and as a nation — of the image we wish to see presented overseas to others," said Leonard M. Goldenson, president of ABC, in a speech envisioning world-wide television.

By an unusual coincidence that was said on the same day that ABC let it be known that it planned to cancel "The King Family," the best image the network has presented of a real American family within memory.

Remaining on Goldenson's network are such dandy image-makers as "Peyton Place," "The Legend of Jesse James," "The Long Hot Summer," "Shindig," "American Bandstand," "Honey West," and others, many of which ABC sells overseas.

Last weekend the final King Family show was carried by ABC. I telephoned Del Courtney to learn from one of the family (he is married to one of the King Sisters) what actually happened.

"BY EVERY yardstick we have, our show was popular and had a strong audience. Even the network executives told us they liked the show and were proud of it as a healthy image of American show business," said Courtney.

"When they wanted to put on a good front for the Congressmen they flew us all back to Washington, D.C., and we gave a show for the politicians and their wives. At that time Tim Moore, the network chief, announced that the King Family received more mail than any other show in the history of ABC.

"The answer they gave for our cancellation was a low rating, but we were in a death slot at that time Saturday night. It's virtually impossible for any ABC show to deliver a big audience when the network has a short station market. We were en-

tirely out of six of the major cities. Yet our rating was the highest the net has had in that spot.

"Color would have helped us," Courtney continued. "ABC announced we would be seen in color this season, but Lawrence Welk screamed when he discovered it. He wasn't scheduled for color, so he flew to New York and complained. Ed Scherick, the vice president in charge of programming telephoned us and said he had changed his mind. Lawrence has a ten-year seniority on you, and I hope you'll see the wisdom of our decision," he told me.

"The cut-back from an hour to half-an-hour hurt us also. Now ABC is using it as an excuse. Scherick is saying 'The King Family has one of our favorite shows, but we liked it better in its hour form.' Believe me, so did we!"

COURTNEY went on. "ABC is saying it is contemplating returning us to the network as a summer show, but they have no intention of doing it. I feel, because the budget is too high.

"Letters to ABC-TV, New York, from those who liked the show will not do any harm. Letters have caused networks to change their minds before. We're hoping that CBS or NBC might be interested. Meanwhile, we're booked solid for personal appearances for 12 weeks this summer. With so many kids in school we can't do too much until summer."

There have been three meetings with the State Department regarding a foreign tour for the show. This may be the only way in which "The King Family" can bring to life that glorious American Dream of ABC's Goldenson to present a better overseas image of the American people.

Otherwise, they can always send the James Boys or a family from Peyton Place.

## Facing a Dull Evening? Why Not Try Fresh Date

California grown fresh dates are mighty tasty. They are a good source of natural fruit sugars and vitamins A and B.

The ripe fruit is picked fresh, packed fresh, and stored and shipped under refrigeration as any other perishable. Much of the crop reaches the produce market in December and January. However, the fruit is now available most of the year.

Plump and inviting, and not at all sticky, fresh dates are delightful for between meal snacks. They are fine lunch box fare and a wonderful addition to fruit salads and desserts and to the breakfast cereal. Then, there are marvelous cakes, cookies, and the like in which the pleasing flavor and texture of chopped dates is very enjoyable.

Fresh dates should be kept in the refrigerator until you are ready to use them. Store in covered jar or plastic bags. Freezing storage is also very satisfactory. Be sure to use moisture-vapor proof wrapping or freezer containers.

Now for some dandy recipes! Make these with either fresh dates or with canned dates.

### DATE NUT CAKE

- 1 c. hot water
- 1 c. coarsely chopped dates
- 1 tsp. vanilla
- 2 Tbsp. butter
- 1 c. sugar
- 1 egg
- 1 tsp. soda
- 1 1/2 c. sifted all-purpose flour
- 1/2 tsp. salt
- 1/2 to 3/4 c. chopped walnuts

Heat water almost to boiling and pour over dates. Mix vanilla into butter and gradually cream in 1/2 c. of the sugar. Beat egg and beat in the rest of the sugar. Combine the sugar mixtures. Stir soda into dates and water (should be cooled to lukewarm) and add to sugar mixture. Stir in flour and salt. Add nuts and beat thoroughly. Spread butter in an oiled 3"x8"x2" pan. Bake at 350°

for about 40 minutes. Serve warm or cold—plain or topped with whipped cream.

### CALIFORNIA DATE-NUT BREAD

- 1 med.-sized orange
- 1 c. sliced dates
- Boiling water
- 2 c. sifted flour
- 1 c. sugar
- 1 tsp. baking powder
- 1/2 tsp. soda
- 1/2 tsp. salt
- 1/2 c. chopped walnuts
- 2 Tbsp. salad oil
- 1 tsp. vanilla
- 1 egg

Grate peel from orange and put with dates in small bowl. Squeeze juice into a measuring cup and fill to 1-cup line with boiling water. Pour over dates. Cool 10 min. Sift flour, sugar, baking powder, soda and salt into a large bowl. Add oil, vanilla and date mixture to well beaten egg. Add liquid ingredients to dry ingredients and mix until just blended. Pour into oiled, waxed-paper lined 9"x5" in. loaf pan. Push batter into corners of pan, leaving center slightly hollowed. Bake at 350° about 1 hour.

### DATE-NUT COOKIE BARS

- 1/4 c. shortening
- 1/2 c. sugar
- 1 egg
- 2 c. sifted flour
- 1 tsp. salt
- 1/4 tsp. soda
- 1 1/2 tsp. baking powder
- 1/2 c. milk
- 1/2 c. molasses
- 1 c. chopped walnuts
- 1 c. chopped dates

Cream shortening and sugar together. Add egg and beat well. Sift flour, salt, soda and baking powder. Add sifted dry ingredients, alternately with milk and molasses, to creamed mixture. Stir in nuts and dates. Spread batter in oiled shallow 8x12 in. pan. Bake at 350° for 25-30 min. When cool, cut into bars.

If desired, frost cookies with lemon icing before cutting. Lemon icing—Gradually beat 1/2 c. powdered sugar into 1 stiffly beaten egg white. Add a pinch of salt and 1/2 tsp. lemon extract.

# FOOD GIANT Vast Variety.. See

OUR MEAT

## BONELESS TOP SIRLOIN



\$1.29 lb.  
U.S.D.A. "CHOICE" BEEF  
STEAK MUSHROOMS Large, Brown 35¢ lb.



LARGE, FRESH 'AA' EGG 45¢

U.S.D.A. "CHOICE" BEEF—TOP ROUND, SIRLOIN TIP OR BOTTOM ROUND

Boneless Steaks 98¢ lb.

BLARNEY — CRYOVAC WRAP — LEAN AND BONELESS CORNED BEEF BRISKET 69¢ lb.

U.S.D.A. "CHOICE" BEEF

## CHUCK ROAST

BONELESS 69¢ lb.

BONELESS ROUND STEAK

U.S.D.A. "Choice" Beef Full Center Cuts 79¢ lb.

U.S.D.A. "CHOICE" BEEF—T-BONE OR CLUB STEAK

T-BONE STEAK \$1.09 lb.

U.S.D.A. "CHOICE" BEEF-STEAK PORTERHOUSE \$1.19 lb.

LEAN—FRESH GROUND HOURLY GROUND CHUCK 59¢ lb.

U.S.D.A. "CHOICE" BEEF

## RIB STEAK

89¢ lb.

U.S.D.A. "CHOICE" BEEF

## BONELESS Oven Roast

RUMP SIRLOIN TIP BOTTOM ROUND 89¢ lb.

EXTRA LEAN—FRESH GROUND HOURLY GROUND ROUND 69¢ lb.

UBUQUO ROYAL BUFFET, SWIFT PREMIUM, NORMEL RED SHIELD, FARMER JOHN SLICED BACON 1-lb. pkg. 79¢

TUREK & MECK—FROZEN VEAL STEAKS 89¢ lb.

TUREK & MECK FROZEN BREADED DRUMSTICKS TURKEY OR VEAL 69¢

U.S.D.A. "CHOICE" BEEF (SMALL END 98¢ lb.)

STANDING RIB ROAST LARGE END 79¢ lb.

FARMER JOHN SKINLESS LINKS 3-oz. pkg. 99¢

FRESH DAILY—U.S.D.A. GRADE 'A' LANCASTER FARMS ROASTING CHICKEN 49¢ lb.

SWIFT'S BROWN 'N' SERVE SAUSAGE LINK or PATTIES 8-oz. pkg. 65¢

BUTCHER BOY BBQ BEEF or PASTRAMI 9-oz. pkg. 59¢

SLICED SALMON Red Chinook Center Slices 98¢ lb.

SLICED HALIBUT Fancy Northern Center Slices 89¢ lb.

GOLDEN GRAIN—LONG GRAIN 28-oz. bag 29¢

GEISHA—HALVES tall 29¢

PEARS 300 can 29¢

LINDSAY—LARGE PITTED, RIPE OLIVES 3 tall cans 18¢

Aunt Jane Fresh Kosher Dills, Fresh No Garlic Dills, Ice Pollard Dills PICKLES 39¢

FAULTLESS SPRAY—24-oz. can—INCL. 10¢ OFF STARCH 69¢

ALL BRANDS CIGARETTES

Carton of 10—reg. size \$2.07

KING SIZE & FILTERS \$2.11

Except Full Mouth Filters Benson & Hedges Mastertop

Assorted Red or Assorted Citrus Flavors

Jell-O Gelatin 3 pkgs. 29¢

MRS. REISS—Fine, Medium or Broad—Spinach Egg—3-oz. pkg. 3-Min. Noodles 29¢

Dishwasher—20-oz. box (incl. 6¢ off) Finish Detergent 39¢

CHASE & SANBORN (incl. 10¢ off) Instant Coffee 6-oz. jar 85¢

WONG'S FROZEN ENTREES

Sweet & Sour Pork—10-oz. Egg Roll—6-oz. Fried Rice—11-oz. Egg Foo Young—11-oz. Pork Chop Sausy—14-oz. Chicken Chop Sausy—14-oz. 55¢

18-oz. box RALSTON WHEAT CHEX 37¢

NON-FAT Make 10 Quarts Carnation Instant Milk 89¢

IMITATION SOUR CREAM ZEVO DRESSING 35¢

FOOD GIANT—24-oz. jar SALAD DRESSING 39¢

2 1/2-lb. Box CALGON WATER SOFTENER 75¢

## SWING TOP

PLASTIC WASTE BIN

Your Choice of Colors Avocado, Tangerine, Sandalwood

99¢ reg. \$1.39

POND'S COLD CREAMS

LARGE JAR \$1 YOUR CHOICE REGULAR COLD CREAM, MOISTURE BASE OR DRY SKIN CREAM

HILLS BROS. COFFEE 1-lb. can 73¢ Drip or Regular

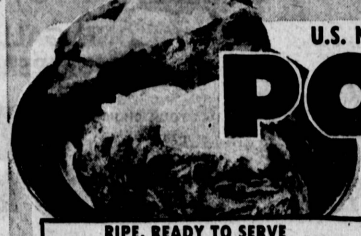
ZEE TOWELS Assorted Colors 25¢ jumbo roll

ZEE LUNCH BAGS brown paper 2 Pkgs. of 20 23¢

CHIFFON FACIAL TISSUES Assorted Colors 25¢ 200 2-ply tissues

CHIFFON WHITE PAPER NAPKINS Pkg. of 60 23¢

KAISER ALUMINUM FOIL 12"x25" roll 27¢



RIPE, READY TO SERVE

Fuerte Avocados

large size 2 for 25¢

U.S. NO. 1 RUSSET • FINEST QUALITY—ALL PURPOSE

# POTATOES

10 lb. collo bag 39¢

SUGARPIE DRIED Peaches or Prunes

Ex. Fancy Peaches 4-oz. pkg. Ex. Large Prunes 12-oz. pkg. 3 pkgs. \$1

FRESH, SOLID, GREEN CABBAGE

5 c. 5 lb.

ATLANTA 190 2 per box