# Stan Freberg Jiggles TV's Most Sacred Cow

Stan Freberg is back on television again, and his refreshingly irreverent nonsense is still aimed at that most sacred of all things, the sponsor's product.

He was taping a series of television commercials for Cheerios and Nytol at KTLA recently, and I had a chance to watch this interesting and iconoclastic young man at work.

He and his crew labored long and arduous hours rehearsing, shooting, and reshooting scenes until he had achieved the elusive quality of humor he's known for. And equally as much effort went into making certain that the product itself played a supporting role.

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In one commercial he interviews Mis Fru Fru, a very unlikely lady, whose hobby is making jewelry out of breakfast cereals. But she doesn't work with Cheerios, only with the "gimmicky cereals," because, "Cheerios were made that way for a purpose . . . they toast better or something."

This last line, the only one which said something nice about the product, was the subject of lengthy rehearsal until the actress had properly muffled the line so it would be scarcely intelligible.

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Miss Fru Fru, it turns out, never eats Cheerios for breakfast either, because she never gets up 'til four in the afternoon, and she refuses to be pinned down to the fact that she would eat them even if she did get up in time.

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In a spot for Nytol, a cured insomniac, Reginald Gardiner, dismisses a cellist who has been hired to play slumber music, and a sheep herder who tended the live sheep that are being catapulted onto his bed.

Although a few kind words about Nytol are slipped in, the attention is entirely on the sheep herder, who having been replaced by Nytol, accepts his fate with a resigned shrug. With a deadpan expression he looks woefully to the audience, "Well, that's sheep business."

I watched this particular scene being taken 14 times as Freberg strived for a perfection only he could sense. Everyone on the set, including myself, laughed just as spontaneously the 14th time as we did the first time.

One can't help but wonder if more money and talent doesn't go into the production of commercials than into the programs they support. But in Freberg's case it seems almost justified, because we at least get to see some delightful monkey-business that brings a smile to our lips.

He apparently sells the sponsor's products too.

Whatever this young man's talent is in writing and producing television commercials, his real genius must be as a salesman.

Who else can cajole a sponsor into making fun of the sacred product and into letting him put a little fun into television advertising?

# King's Heralds To Sing Friday At Tent Service

Evangelist Gerry Hardy, speaker at the big Bible tent on Sepulveda Boulevard near Hawthorne, reported that the following week will be a big one for "Truth for Today" Bible lectures. There will be many outstanding features, such as personal appearances of radio artists, a chalk artist, color slides, and lectures on most vital subjects.

Friday night at 7:30 the King's Heralds will give a musical program. These four ministers of song and musical support to the radio messages of H. M. S. Richards, Voice of Prophecy Speaker. Gospel songs are but sermons set to music and the King's Heralds — Bob Edwards, first tenor; John Thurber, second tenor; Wayne Hooper, baritone and arranger; and Jerry Dill, bass —herald Christ, the King of Heaven, to many far and near.

He stated that the attendance at the big Bible tent is encouraging and the enthusiasm is good. Attendance has been running about 300 people during the week and between 500 and 600 on Friday, Saturday, and Sunday nights.

Pastor Glenn Goffar of the Torrance Seventh-day Adventist Church, 1610 Acacia Ave., has invited Hardy to speak at the regular weekly service Saturday at 11 a.m. This service is being telecast and will be on KTLA, Channel 5, on The Adventist Hour, at 9 a.m. Sunday. Hardy is speaking on "The Power of Prayer." The public is invited to attend the church service and the tent meetings, he said.

The wisest fall with a shameful fall, when they clothe shameful thoughts in fair words, for lucre's sake.
(about 495-406 B.C.)
—SOPHOCLES