

Stan Freberg Jiggles TV's Most Sacred Cow

Stan Freberg is back on television again, and his refreshingly irreverent non-sense 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 re-shooting 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.

In one commercial he interviews Miss 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.

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.

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

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.

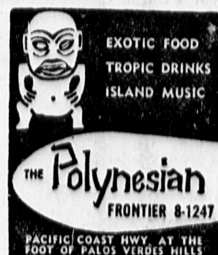
Friday night at 7:30 the King's Heralds will give a musical program. These four ministers of song and musical support to the radio messages of H. M. S. Richards, Voice of Prophecy Speaker. Gospel songs are but sermons set to music and the King's Heralds — Bob Edwards, first tenor; John Thurber, second 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



OCTOBER 5, 1961

THE TORRANCE HERALD 13

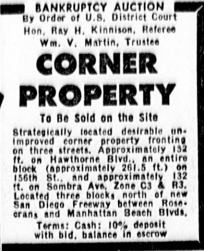
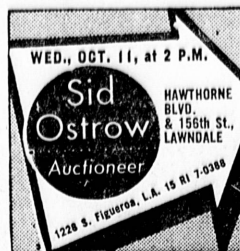
Everyone on the set, including myself, laughed just as spontaneously the 14th time as we did the first time.

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?



"After 12 Years in Torrance"

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MENS' WEAR
1319 EL PRADO
TORRANCE, CALIF.

FAirfax 8-6328

SALE

"GOING-OUT-OF-BUSINESS IN TORRANCE"

STARTS TODAY 12 NOON

OPEN TONIGHT AND FRIDAY 'TILL 9

SAVINGS TO 50%
ON ENTIRE STOCK!

ENTIRE STOCK Short and Long Sleeve
SPORT SHIRTS
"Nationally Famous Brands" — Swiss Cottons.
Knits, Wash and Wear Pimas, Silk and Cottons
Every Style—Every Color—Every Size
Reg. to \$6.95... NOW! **\$3.79** (2 for \$7)
Reg. to \$8.95... NOW! **\$4.79** (2 for \$9)
Reg. to \$10.95... NOW! **\$6.79** (2 for \$13)
Reg. to \$15... NOW! **\$7.79** (2 for \$15)
"USE YOUR BANKAMERICARD"

Entire Stock
REG. \$1.00
SOCKS
NOW!
69¢
(3 FOR \$2)

Entire Stock
\$1.00 HANES
T-SHIRTS & BRIEFS
NOW!
69¢ ea
(3 FOR \$2)

SPECIAL GROUP!
MENS' SUITS
Reg. To \$79.50
While-They-Last... **\$25**

SPECIAL GROUP!
SPORT COATS
Reg. To \$45
While-They-Last... **\$19**

SPECIAL GROUP!
All-Wool DRESS SLACKS
Reg. To \$27.50
While-They-Last... **\$6.99**

LIMITED QUANTITY LEATHER BELTS and DENIM PANTS While They Last VALUES TO \$3.50 Now 99¢	SPECIAL GROUP! SPORT SHIRTS VALUES TO \$7.95 Now \$1.88	FAMOUS BRAND DRESS SHIRTS REG. \$5 — \$5.95 (2 FOR \$5.50) Now \$2.79	ENTIRE STOCK SLACK SUITS REG. TO \$29.50 Now \$9.99
SWIM TRUNKS REG. \$2.95 Now 99¢	SPECIAL GROUP! PAJAMAS REG. \$3.95 - \$4.95 Now \$2.59 (2 FOR \$5)	PURE SILK TIES REG. \$2.50 Now \$1.59 (2 FOR \$3)	LINEN AND DACRON BLEND CASUAL SLACKS REG. TO \$11.99 Now \$4.99

"TRESKES"
CUSTOM DETAILED READY-TO-WEAR

	"USE YOUR BANKAMERICARD"	CONTINENTAL	CONVENTIONAL
IMPORTED CUSTOM SUITS			
Turkish and Italian Mohairs, Indian Twills, French Baratheas, British Reverse Twists, Domestic Dacron Blends, Black—Olive—Char Brown—Gold—Gray—Charcoal.	REG. \$59.50... NOW!	\$38	
	REG. \$69.50... NOW!	\$48	
	REG. \$79.50... NOW!	\$58	
	REG. \$85-\$95... NOW!	\$68	
Imported Custom SPORT COATS			
Scotch Tweeds, British Shetlands, Italian Silk and Wools, Plaids, Olive—Black—Brown	Reg. \$49.50-\$55 - Now!	\$27	
	Reg. \$59.50-\$65 - Now!	\$37	
Imported Custom DRESS SLACKS			
Reverse Twists, Gabs Silk Sharkskins, Dacron Blends, Baratheas All Colors—All Sizes Pleated—Pleatless.	Reg to \$19.95 .Now!	\$11.99	
	Reg. to \$27.50 .Now!	\$16.99	

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Poplins - Lined
¾ or Full Lengths
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Reg. to \$29.50
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