

## Anne hopes to make big jump to dramatic acting

By Vernon Scott  
UPI Staff Writer

HOLLYWOOD (UPI)—In the shadowy world of television commercials there's a star system that works just like the one in movies.

"Stars" get the lead roles in the one-minute sales pitches, supporting players and extras fill in with minor parts or silent bits. It's a fairly rigid caste system.

Seldom however, does a commercial star become a dramatic actor.

But Anne Roberts is going to try. Anne is the fetching brunette who is seen regularly on video pushing a deodorant (for Proctor and Gamble). Professionally, she prefers to call the product an anti-perspirant.

It's a long haul from huckstering for deodorants to playing, say, Lady Macbeth, but Anne is undaunted.

Her status as a pitch-artist is evident in the fact that she was given a professional name, "Katie Winters," to advise uninitiated viewers to the delights of anti-perspirant protection.

### New Horizons

There are few worlds left for her to conquer in commercials. I mean, where do you go from deodorants? Sinus draining? Stomach acid? Corn plasters? No, Anne had reached the top of her profession. It was time for her to conquer new fields.

So she moved recently from her Greenwich Village apartment to a Hollywood Hills apartment. It's a gamble. She earned a fortune in commercials, and there are thousands of semi-starved young actresses in tinsel town.

"I came out here to be a star," Anne said, her voice ringing with the sincerity she learned in commercials.

"I'm a very good actress and I needed a challenge. Commercials get stagnant and dull after a while. There's no opportunity to give a real performance."

Anne does not expect to start out in movies or dramatic television shows as a star. She must work her way up the caste system just as she did in the dark world of huckstering. It's different for dramatic stars who poach in commercial territory. They start at the top.

### No Place For Stars

She resents seeing movie stars in commercials, just as a house-painter might brood about Picasso suddenly deciding to invade the house-painting racket. They both use paint and brushes, but there's a difference.

"If the star needs the money, okay," said Anne. "But otherwise I don't think they should take jobs away from commercial performers."

Anne also hopes to find a little more respect for her profession in Hollywood. In the jungle of commercials performers are never referred to as

"actors." Instead they are called talent, pitchmen, and uncouthly, cattle.

"It will be nice to work in something with more than a one a day shooting schedule," said Anne. "And I hope I can keep my record clear out here like I did in New York. Not once did I ever go on unemployment between jobs—even though most of the better people do go stand in line when work is scarce."

In case her dramatic career doesn't work out, Anne is covering all bases. As a sideline she is studying opera, which is about as far from commercials as you can get.

## Answer due from Franco

MADRID (UPI)—Gen. Francisco Franco's cabinet, meeting the day after the sale of 150 Spanish trucks to Cuba was announced, today prepared an answer to a U.S. request for "clarification" of Spanish trading policy with the island.

The cabinet decision was expected by Saturday. Sources close to the government indicated Thursday night that the Spanish view is that doing business with Cuba does not conflict with Spain's defense agreements with the United States.

The United States, acting to tighten its embargo on trade with Premier Fidel Castro's island, announced military aid cutoffs this week to Britain, France, Yugoslavia, and Morocco. It informed Spain that the \$31.8 annual military aid it gets from Washington would be frozen at its present level pending an explanation of what steps Spain is taking to halt trade with Cuba.

## Woman faces assault charge

DALLAS (UPI)—Mrs. Mary Elizabeth Stone, 47, of Fort Worth was charged with assault with intent to murder Thursday in a shooting that involved U.S. Senate candidate Gordon McLendon.

McLendon called for an investigation of Mrs. Stone's "complete background" Thursday. Mrs. Stone had an airline agent page McLendon at Dallas Love Field then fired wildly at W. W. Dyer, 48, of Dallas, mistaking him for McLendon Wednesday night.

There were no injuries.

### BAD EXAMPLE

LONDON (UPI)—The Post Office said today it has been flooded with complaints about faulty coin slots in telephone booths following a television program on which a performer extracted money from a coin-box with a trick.

## DENNIS, THE MENACE



"... AN' LET'S GET SOME POPPY ROUSE ROLLS N' SOME CRUMBY DOUGHNUTS AN' SOME CUCKOOONUT MARCOON COOKIES!"

## Television in review

### Jonathan Winters got too much 'protection' on his hour show

By Rick Du Brow

UPI Staff Writer

HOLLYWOOD (UPI)—Jonathan Winters, a wild, incisive comedian who needs no protection on a stage, got so much of it Thursday night on his first NBC-TV special that he was almost smothered into featured billing. He was given little opportunity to sustain his personal mood, and the hour collapsed into a rarely-relieved disappointment.

Perhaps the very special nature of Winters' humor is simply better suited to a half hour format, in which he can dominate yet not risk overdoing his unusual approach. Thursday night, in what outwardly ap-

peared to be a wise move to flesh out the hour, Art Carney and the New Christy Minstrels were brought in as guests. But in the various skits and productions that television seems to require even for brilliantly individual talents, Winters simply became over-saddled with "bits" and "things."

Furthermore, when performers start falling back on blue humor and nuances of the routine kind, it is a clear sign they are in trouble. Part of this undoubtedly stemmed from the fact that some of the routines were reported to have been heavily ad-libbed. If one did not know how spectacularly funny Winters can be when unfettered by "bits," it would be tempting to say the hour was a strong lesson that ad-libbing is not, per se, funny.

For a while, one wondered whether Winters would ever get free of his "protection." After brief opening remarks as his "Maude Fricker" character, he was joined by Carney who then dominated a funny-hats sequence. Then Winters, off-camera, made various—and generally uninspired—comments as excerpts were shown on the movie "It's a Mad, Mad, Mad, Mad World," in which he was outstanding. Then the New Christy group came on, and he improvised some routine lyrics to folk songs with the singers as backing; appropriate to the hour, he was drowned out at the end by them.

There was some more clowning with Carney. And in a lengthy skit in which Maude Fricker celebrated her 100th birthday, Carney was again on hand, and so were the New Christy Minstrels, and they didn't help things much. This Winters admirer hopes he will be given the courtesy of being left alone more often on his next special.

The Channel Swim: Dean Martin hosts ABC-TV's "Hollywood Palace" March 7... The Leonard Bernstein Young People's Concerts were renewed by CBS-TV for two more seasons... Kim Novak for the subject of NBC-TV's "Hollywood and the Stars" March 9.

CBS-TV's "Tell It To The Camera" series exits next month... ABC-TV, which did away with its weekly prime-time movies this season, is said to be considering bringing them back... NBC-TV already has renewed its two weekly motion pictures.

## Annual sales melee held in Capital

WASHINGTON (UPI)—Thousands of hungry-eyed bargain hunters jostled and elbowed for places at the head of the line today in the capital's traditional Washington's Birthday Sales.

Shoppers, some of whom waited throughout the night in sub-freezing temperatures, sought bargains in the downtown area such as 99-cent sewing machines, \$1 fur coats and \$5 used cars—all "as is."

The annual melee moved into full swing a day earlier than usual this year because the holiday falls on a Saturday and government workers had today off. Most stores planned to stretch the bargain hunt into a two-day affair.

The best bargains are usually snapped up early. Competition is stiffest when the early-morning shoppers jockey for position in front of stores. Police officials ordered almost 100 additional officers into the downtown area to bolster normal forces on the front lines.

The Washington's Birthday Sales started in 1919 when Walter Nordlinger put a batch of sun-faded dress shirts into the window of his store at 50 cents each. The response was so good he continued the practice each year and soon it spread throughout the city.

## Goldwater says he would fire Sec. McNamara

PORTSMOUTH, N.H., (UPI)—Sen. Barry Goldwater says if he were president he would fire Defense Secretary Robert S. McNamara.

Winding up a three-day tour of the state Thursday, the Arizona conservative again criticized McNamara for saying long-range missiles were more reliable than manned bombers.

"If he were my secretary of defense, he'd be back making Edsels for Ford the next day," Goldwater said. Prior to being named defense secretary by President Kennedy, McNamara was president of Ford Motor Co.

Goldwater said McNamara's missile stand was "probably the stupidest statement ever made by a secretary of defense."

### VOTE DUE

MEDFORD (UPI)—Medford school district patrons will vote March 10 on a \$4,850,000 bond issue to finance construction of a new secondary school and renovations and additions to elementary schools and the administration building.

## He had plane all to himself

BOSTON (UPI)—R. L. Rynearson of Wayland Thursday had four engines, two pilots, one engineer, two stewardesses and 95 seats all to himself.

Eastern Air Lines said Rynearson was the 96th passenger to show up at National Airport in Washington for an air shuttle flight to Boston. The flight carries 95 passengers.

Ten minutes after Rynearson was left standing alone on the platform, another four-engine Super G Constellation taxied to the apron to take Rynearson here. He was the only passenger on the special flight.

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Good heavens... ... we'd better set up the folding chairs!

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