Television commercials film stars gold mine

By BOB THOMAS

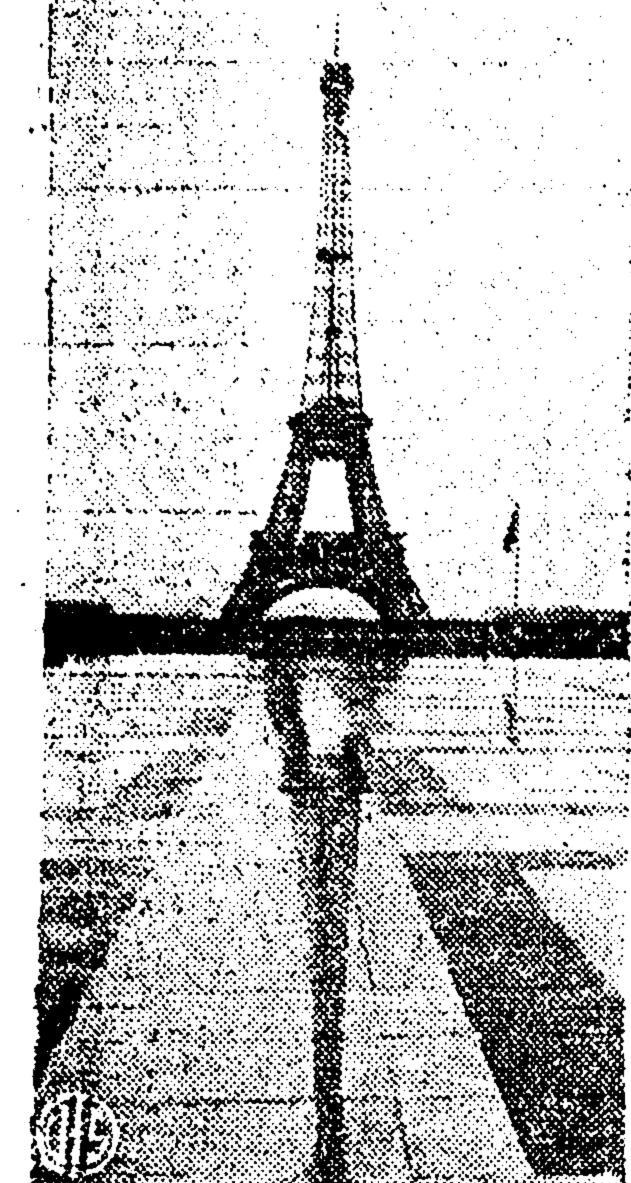
HOLLYWOOD (AP)—Ever wonder why movie stars make the pitch for commercial products on television?

If so, Eva Gabor has the answer:

"The money was so good, couldn't pass it up. I could work a year on the stage and not earn as much as I did for a oneminute commercial."

This gives you an indication, of the gold to be found in celebrity testimonials. Eva's case is an extreme example.

Noel Coward in a Saturday mati- tion. nee of "Present Laughter" here. When I got to the studio



REFLECTED GLORY—Puddles Elffel Tower.

for shooting. She spent all day Monday shooting a one-minute soap ad, flew kick here that inight and was on stage again

You can be sure that Eva is ! being paid royally to so disrupt her life. She wouldn't say how much, but it is obvious that the Last week she co-starred with whole thing was a big produc-

She hopped a plane for New there was a big crew waiting for York, rested Sunday to be fresh me," she said. "They had a big selection of lovely gowns cut down to here, but somehow it didn't seem right for me to be wearing one in the kitchen. settled for my dressing robe.

> "The morning's work was terrible. I got everything right but the name of the product. Finally, we had to quit for lunch and I worked until 5 before I got

She said that exposure from such commercials is good publicity---if not overdone. She has done only one other—a cigaret d "which I did because a needed some extra cash to finish a building I was putting up."

Commercials are not as easy as they seem, she added.

"Stars like Arthur Godfrey and Art Linkietter are good for them because they can be naturto stick exactly to the advertisers' words; they're very particular about getting the message

Besides getting the initial salary, actors who make the prodact pitch get a payment every outside the Palais de Chaillot time the commercial appears on Museum in Paris provide a TV. This can amount to thoufull-length mirror for the sands of dollars for one day's



By EASLEY BLACKWOOD.

Anybody can win tricks with aces and kings. Sunday night, the Americans a," she said. "But others have There is a lot more satisfaction in winning a trick or setting up a winner by more subtle methods, based on a neat line of reasoning. North dealer

NORTH

Mr. Abel

◆ A K J 9 5

SOUTH

Mr. Daie

A A Q J 6 5 3

Mr. Dale would have had to

for trumps. After that, there

WEEKEND FIGHTS

EAST

♠ K 10 7

😝 J 10 9

4. 10 4 3

🚓 Q 9 8 2

Mr. Muzzy

🚜 J 10 3

Today's hand was bid to the Neither side vulnerable hilt to reach a contract of four spades. Mr. Champion opened the king of clubs and, noting his partner's play of the encouraging nine, continued with the ace and a third club. Mr. Muzzy won the queen and looked: around for more worlds to con-

The only hole in the enemy's armor appeared (to him) to be the heart suit. Accordingly, he shifted to the jack of hearts at trick four.

Mr. Dale won on the board with the ace, led a spade and finessed the jack. When this held, he returned to dummy with the ace of diamonds, led an- : 🗓 🛣 other spade and finessed the 4 & queen. He then cashed the ace of spades and spread the hand would set the hand neatly. for 10 tricks. 🦠

"Why didn't you lead a club at ruff with the jack of spades to the fourth trick?" said Mr. shut out Mr. Champion's nine Champion disgustedly. "Because I had counted would have been no way to keep them," replied Mr. Muzzy de- Mr. Muzzy from winning a

fiantly. Pressed for an explanation. Mr. Muzzy announced that he knew he was the only one who had a club after the first three! HOLLYWOOD, Calif. Ob. Wee tricks. To lead a fourth club Willie Morton, 14312. San Jose, would let Mr. Dale discard from Calif., outpointed Earl (The his hand while ruffing in dum- | Menace) Dennis, 13912, New 1

Mr. Champion snorted. "What could be diseard that would do him any good?" he asked. He Wallace's Dept. Store probably had both the king and queen of hearts for his jump Even if he didn't, surely you could see that dummy's cards in the red suits were good enough to take care of any red

suit losers he might have." Mr. Champion was right. The heart lead was hopeless. A 🚍 fourth lead of clubs, however,

sports events will be held during March.

SPORTS ROUNDUP

The last contest in the Western Hockey League's 70 - game schedule was played in Seattle defeating Victoria Cougars 8-3.

TRAIL (P-Rossland Warriors staved off elimination in the B.C. senior hockey final Saturday night when they held off a determined six-man Kelowna attack for the last 20 seconds of the game to edge the Packers

MARTIN & STEWART (B.C.) LTD.

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our prompt attention.

ARRWOMAN BARBARA KRAKE of North Battleford, Sask., takes time out from her duties at a Pine Tree Line radar station in eastern Canada for a day's skiing. The lofty location of most RCAF radar sites give excellent skiing conditions for off-duty radar personnel. One site boasts a two-mile toboggan

run and several have home-made ski tows. Inter-station winter (RCAF Photo)

Vancouver, B.C.

Calf Skins, Sheep Pelts

POWERFUL ROCKETS DEVELOPED IN FRANCE'S DESERT OUTPOST

COLOMB BECHAR, Algeria (Reuters)—France has lifted the veil on some of its top-secret rockets developed at bases built on the sands that surround this outpost in the Sahara

The most impressive rocket revealed to reporters—at a distance—was the Parca, a ground-to-air missile that travels faster than sound and reaches an altitude of more than 60,000 feet. Reporters saw it zig-zag in the air to obliterate a parachute target in a cloud of dust.

The Paren took two years to develop in a large laboratory near here. Scientists compare its problems with those of the United States Atlas, Jupiter and Thor rockets.

A ground-to-ground rocket, the SE-4200, developed here, carries a 560-pound bomb for 60 miles and can be guided in

An air-to-air missile, carried by France's modern jet, the Mystere IV, has also been perfected. Reporters saw a rocket destroy a parachute target.

Ground-tol-ground missiles have been under major research, and scientists claim that the least powerful type travels 10 times the distance and explodes with 10 times the power of conventional artillery.

ACADEMY AWARD WINNER JOANNE WOODWARD



NOODWARD . NORTH - RANDALL - HUNTER MITCHELL - OWENS - RUSH - HINGLE

HELD OVER

Here comes Joey...and his pals! IT'S A GASSER! Like Joey says, that means the MOST, the greatest, the topperoo!

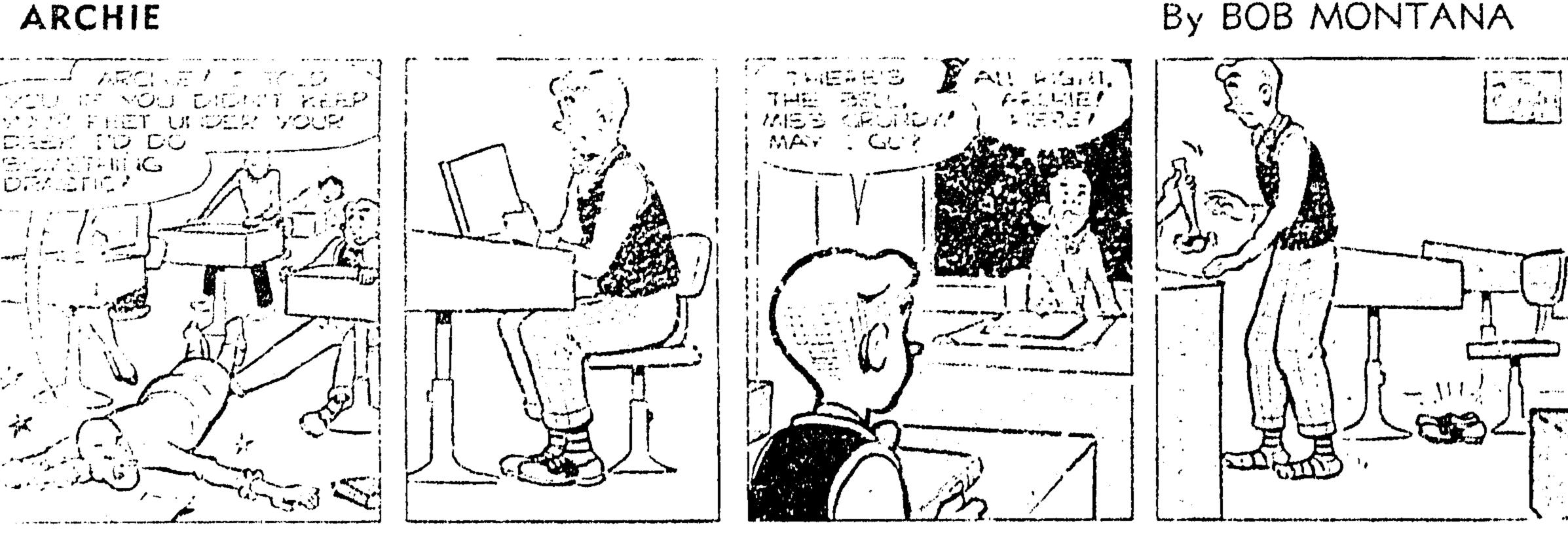
> RITA HAYWORTH FRANK SINATRA KIM NOVAK



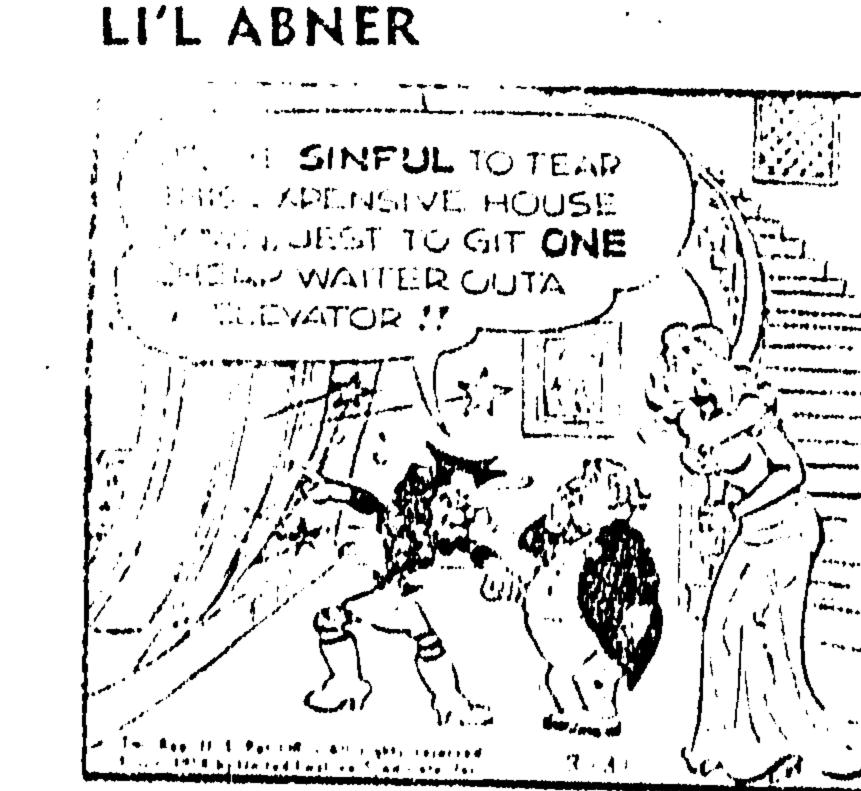
NEXT ATTRACTION

Starts Wednesday "Don't Go Near The Water"

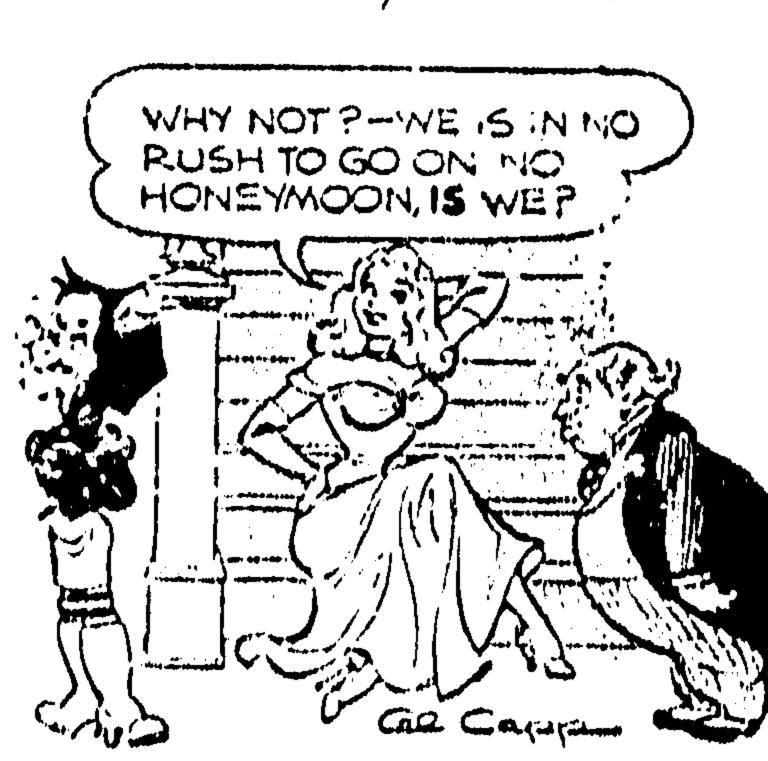
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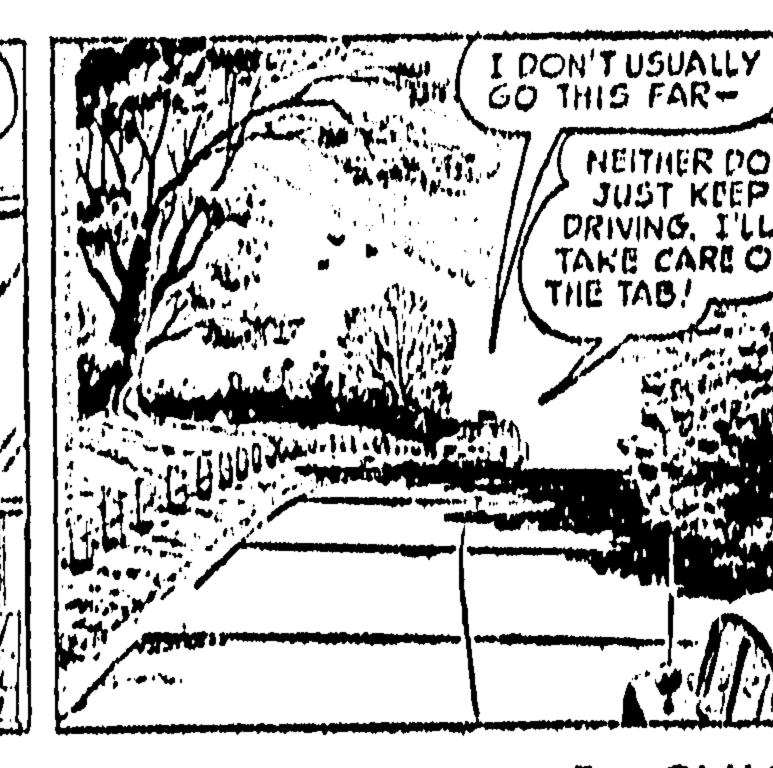


THE HEART OF JULIET JONES

By STAN DRAKE

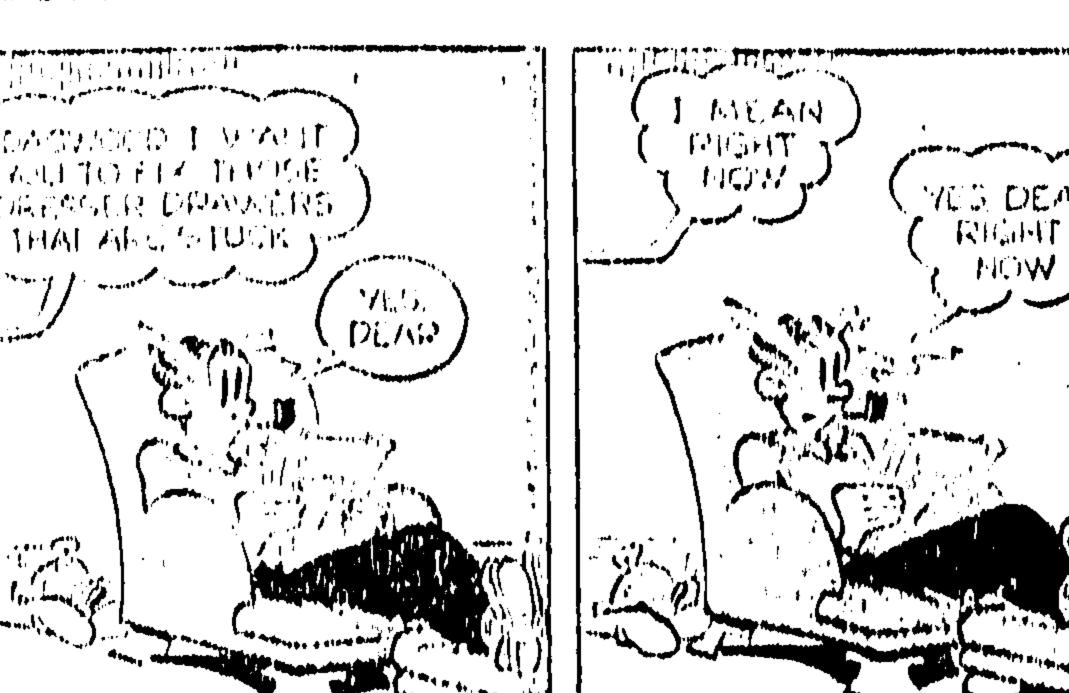


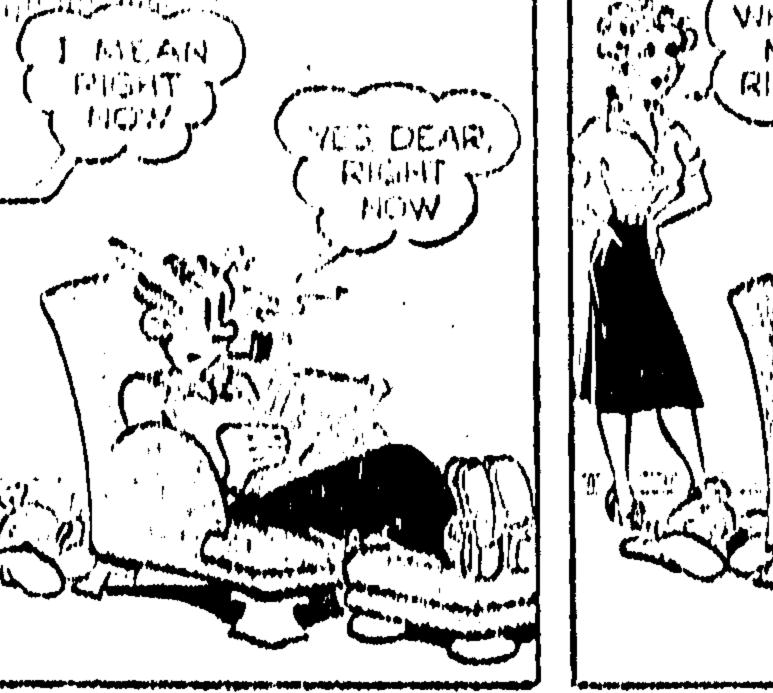




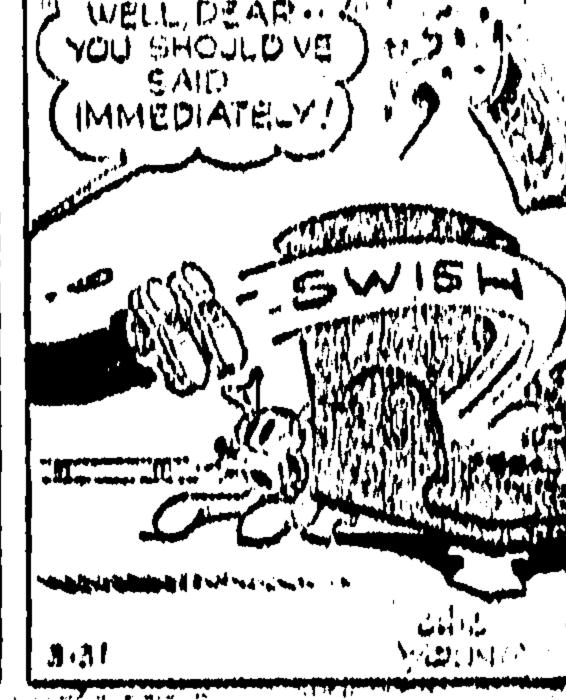
BLONDIE

By CHICK YOUNG









Papers do main job

FLOWERS FROM BRITAIN-Freshly-cut daffodils flown from

Britain's stately homes and gardens are delivered to the In-

ternational Flower Show in the New York Coliseum by Miss

Joan Marino, airlines hostess. Jennifer Ogilvie receives them

for display in the British Travel Association booth.

100,000 handle election news ! []

"TORONTO (be-The flood of) and completeness on individual | ferred because of a candidate's 📳 ing and reporting on the mil- power,

daily newspapers and their co- 8:15 p.m. EDT-one hour after Today, polls close at 6 p.m. operative association. The Cana- polls closed in Ontario and Que- local standard time in the seven dian Press. But 85,000 poll offi bec that the Liberal govern- time zones. First progressive rechils and returnings officers ment had been re-elected. In turns start to move on news start the round of co-operation the vote last June 10, CP report- wires shortly after polls close in by providing progressive vote-ed at 10:18 p.m. EDT that the Newfoundland at 4:30 p.m. EST. counts to newspaper correspon-Liberals had falled to obtain an dents in each constituency. The over-all majority, and at 11:55 published in newspapers nor telegraph companies provide a p.m. reported that the Progres- broadcast in any province before vast network of whres to feed re-sive Conservatives won the close of that province's polls.

Trom the fast-moving progressives - half-n-dozen from each in special complling stat at CP's Toronto office compiles j party standings every few min- i utes, hourly records of vote by L parties and all the statistical de- ! toll that is the bosis of publishod, prid broadcast reports election night.

BROADCAST SERVICE The complete CP service goes: to the CBC for television and [radio and through Broadcast [] News, a CP substitucy, to 180 rivate broadcasting stations [[over theh 9,000-mile wire net-

An last year's election, the co-

and the second of the second

election results that engulfs returns. The close country-wide | death, Canadians tonight by television, race ruled out any chance of | When the flow of returns stopradio and newspaper will flow coming close to the 1953 record ped election night, 94 per cent of from the efforts of nearly 100,-| for speed in announcing which the 43,128 polls had been tabu-000 persons collecting, tabulat- party—had—won—government | lated compared with 90 per cent 🚟

Hous of ballots that will be cast. In 1953 CP reported on its elections. Basically the job is done by 98 coast-to-coast wire network at PUBLICATION EMBARGO

thens to the cross-country news thon without an over-all Com- This is in compliance with a 1938 mons mapority,

report faster than ever before on porting of 1935 Dominion elecwinners in the 264 sents at stake tion returns in the East affected the election in one was de-Ivoting in the West,

in each of the three previous

Election Act amendment follow-But last your CP was able to ing claims that speedy CP re-

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