

Watchers see familiar faces on TV commercials

The Acton Free Press, Wednesday, February 24, 1971 D 11

Commercial-watching can be more entertaining... when you know who you're looking for!

A familiar face to many Actonians is that of Bill McKeown, son of Mr. and Mrs. Ralph McKeown, Glen Williams. He has many relatives in Acton and area.

Another face to watch for is that of Julian Reed, Norval, son of Acton high school teacher Mrs. Marion Reed.

17 commercials
Bill McKeown, 22, has been in the business for three years, and has done 17 commercials for television and countless number for radio.

He, too, started with beer commercials, but with American beers, including one still running for a beer known as Dolt 45. The Canadian beer commercial was for O'Keefe's Old Vienna. Three for Michigan State Auto Insurance were filmed in Toronto for an advertising agency.

A current one for Chiclets has Bill and a girl on a jigger travelling down railway tracks with a giant Chiclet box in front.

This one was filmed in Atlanta Georgia, during freezing cold weather, and the actors are lightly clothed.

The Love cosmetic ads on television have Bill's voice in the background.

Radio has been a big field for him, an advantage in this business where your face cannot be too much identified with one product. Portina cigars and believe it or not, Wonderbra carry Bill's voice.

New venture
He has just taken the plunge into a new venture. At the beginning of the year he formed a new group, a show group with soft rock music and variety acts.

They are going into the Choo-Choo Club in Guelph, The Tallman in the Beaver Valley and the Brown Derby in Toronto.

Bill is married to the singing star of the Tommy Hunter show, Debbi-Lori Kay.

Family affair
Julian Reed, 35, has been in commercials for the past five years. In fact it is a family affair, with 15 month old Melanie, 7 year old Robin and his wife Deanna, all involved. Ten year old Christopher has done work in films.

Melanie is the baby Julian carries on his shoulders in the Workmen's Compensation ad.

He guesses he has been in 35

commercials, but can't remember them all. He does recall a Natural Gas ad, a Bank of Commerce one on board ship, a Dreamwhip ad, and a Minute-Breakfast ad, but best of all he remembers the first one he ever did in 1968 for Molson's. He has also done many "Voice over" commercials where he doesn't appear but only his voice is heard.

The latest commercials which haven't been shown yet are for Bank of Commerce and four for Shell Oil. The Shell Oil ad is scheduled for a March 29 kick-off.

Live theatre
He has also done live theatre including The Children's Theatre in Toronto and Vancouver, and the "King and I" in Kitchener, where he sang the lead role.

Until recently he had his own group known as "The General Store".

His desire to be a performer came from his first appearance as Scrooge in A Christmas Carol at Norval School.

Family homestead
Julian and his family and his mother live in different parts of the old family homestead at Norval. Mrs. Reed is presently in hospital, with a broken hip.

Georgetown man
Another local man in television is Bill Sykes, 27, of Georgetown. He has only been a year in the business, but has made six commercials and appeared in the Corwin series.

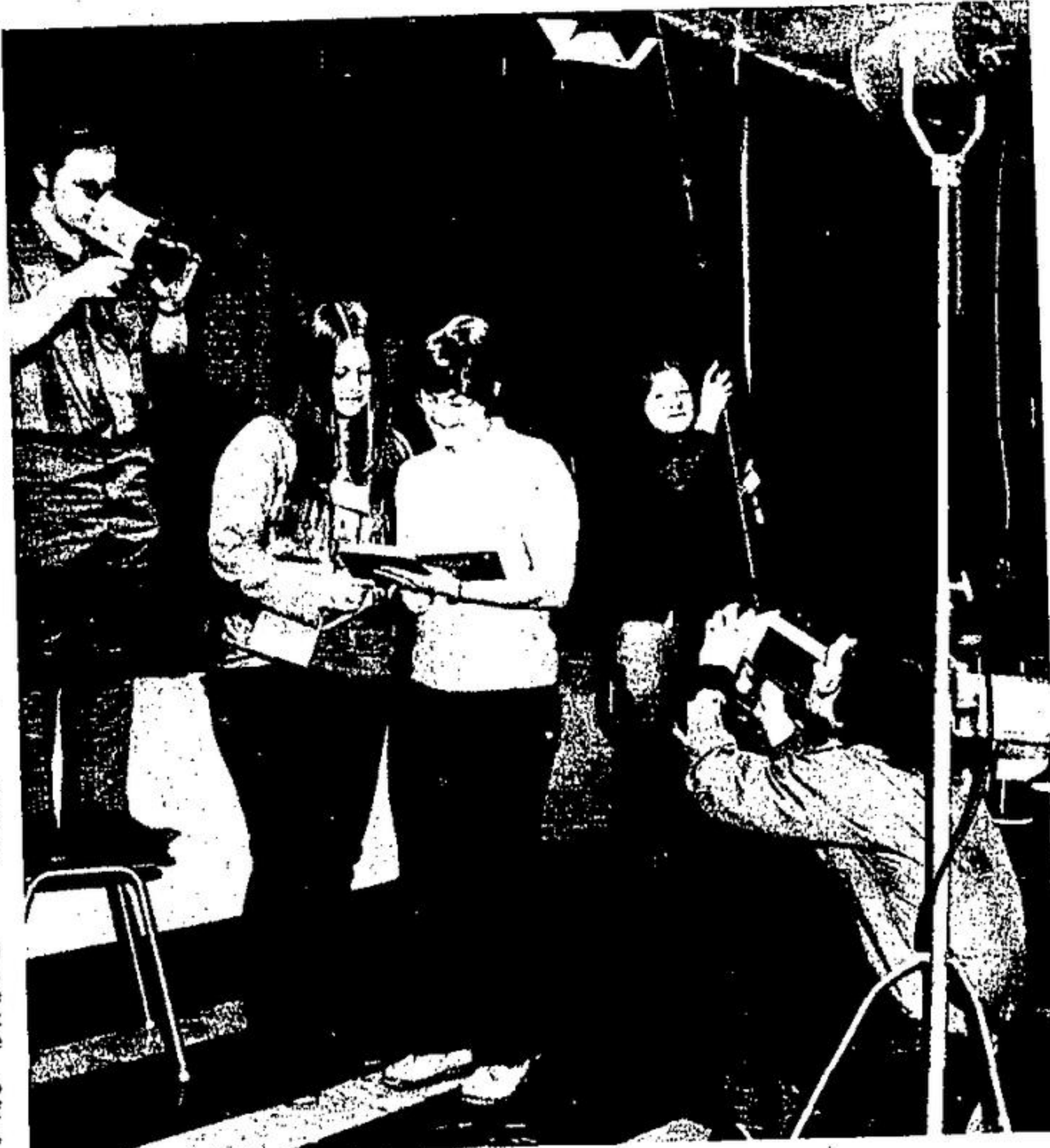
The Sykes face appears in two Molson Golden ads, in one Gulf Oil, with Wayne and Schuster, one for the 1971 Gremelin for American Motors, A Salada Tea ad and a milk ad. Most of these are running right now.

He is not new to show business either; he was with Julian Reed in "The General Store" group, has appeared in other groups and on stage in the Western United States, and has sung with two of his brothers Ernie and Ray in many local shows.

Model, too
He has also appeared in magazine modelling and one of the ads more familiar might be the Imperial Margarine ad. "In a weak moment" he appeared in some men's fashion shows, but is not too enthusiastic about it.

While busy making commercials, it is not a full time occupation with him. He supervises 23 Tim Horton Do-Nut Stores throughout Ontario.

He, too, is married, and wife Mary teaches school.



PRACTICING FOR the film they made during winter carnival week, Acton District High students pose a scene. Shooting from the left is Rae Blyth and from the right is Ron Mailloux.

Heather Cormack holds the overhead light for models Lynn Marshall and Corie Maxwell.—(Staff Photo)

Approve immigrant English

Halton County Board of Education has approved setting up a course to teach immigrant children English. Emmerson Lavender, Assistant to the Director of Education told the Board there were 88 such children in the system that were falling or having difficulty in school through a deficiency in their language.

He noted the youngsters were concentrated in three Oakville elementary schools but pointed out there were 25 schools with five or fewer students who could also benefit from a program. G.

Cost \$9,500
The program would cost \$9,500 a year for a teacher to offer six 35-50 minute classes daily. Pupils would be grouped according to ability in English and in age groups with no child being more than three years older than another in the same class.

Mr. Lavender noted volunteer recruits could be useful as a listener for a child reading and for marking materials.

Leadership training

Halton County Board of Education has agreed to continue supporting a professional development course for staff members. The course dealing with professional development and leadership will cost the board an estimated \$11,000.

The program involves 28 Halton County teachers and the course is broken into three divisions — education, study group and leadership workshop.

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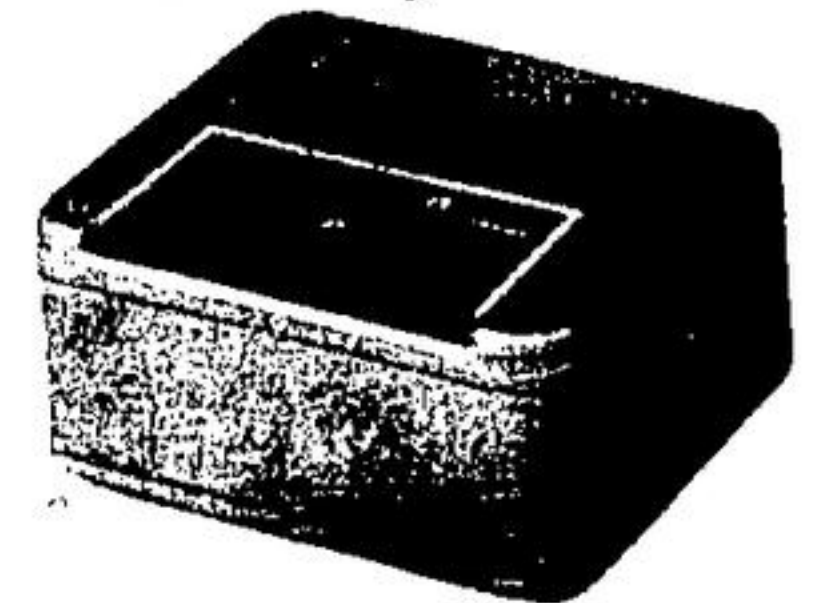
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