

To TV Commercials

# Reeves Land Adds Glamor

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The beach house of C. M. Reeves, Jr., prominent Sanford businessman, was the headquarters for filming of one of the most spectacular television commercials of the upcoming season, the debut of the 1966 Chevrolet, scheduled for release early this month.

According to Reeves, he was contacted by Jim Marshutz, vice president of the New York office of Video Productions Inc. shortly after July 4, requesting that the Sanfordian rent the house, a spacious A - shaped cottage on Cape Lookout, to the television and advertising executives and crew.

This reporter talked with Don Miller, vice president and director of television and radio productions of Campbell-Ewald Advertising Agency of

Detroit, who said that the commercial would be comparable to the film last year of the new Chevrolet viewed from the center of a crag.

The colossal feature of the  
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nual Town and Country days

## Reeves

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commercial filmed at Cape Lookout is that the parts of the new car will seemingly emerge from the sand, and fit together like a tremendous jigsaw puzzle. A beautiful German model, new to the American public, will drive the car away. The filming was done while a simulated thunderstorm raged.

Marshutz said Cape Lookout was selected as the filming site chiefly because of the lighthouse, which will be seen in the background, and the beauty of the area. Marshutz and Peck Prior, president of the Los Angeles subsidiary of Video Productions, said that they had traveled the coast from Maine to South Carolina making 8 millimeter recordings of the coast, then took the processed film, edited it, and chose the final location.

During the two weeks filming Reeves' son David was employed by Mike Michaels the over-all director of the segment, who is affiliated with the Hollywood VPI division, to remain on location and keep the house in smooth running order.

When asked his reaction to the job, David said, "This is the hardest work I've ever done. The filming schedule runs from 7 p. m. until dawn, and it's about the most hectic timetable imaginable." As an afterthought he added, "I'm certainly earning my salary."

Reeves said that while the promoters were in North Carolina they were also using the Asheville vicinity for background filming, and that a former Miss Sweeden was the model for that particular series.

Due to rigid security restrictions, this reporter, who talked with the television and advertising executives in July, could not divulge that there was filming at the time of the interview.

In fact, the security precautions were so strict, that at one point, Reeves was asked to investigate a faulty generator located in an adjacent building which happened to be where the new cars were concealed, and was suddenly surrounded by security officers, who informed him that he had not received "clearance," and would not allow him to enter.

When Reeves asked the officers just who had the necessary clearance, they answered, "only the crew and David Reeves."