



Twentieth Century-Fox Television  
P.O. Box 900 • Beverly Hills, CA 90213

MIKE FARRELL SAYS 'NO THANKS'  
TO APPEARING ON TV COMMERCIALS

Don't look for Mike Farrell among the plethora of stars who appear in television commercials endorsing every product known to (and used) by man from yogurt to dog food.

Farrell, who plays "B. J. Hunnicut" on the award-winning and top rated 20th Century-Fox Television series, "M\*A\*S\*H," has given ad agencies a polite -- but firm -- "thanks but no-thanks" -- answer to their pleas for his endorsement of their products.

"I've had some very, very lucrative offers to do commercials," the erudite actor confirmed, "but I prefer not to sell people's products. People read that ad agency biggies want to trade on the identity of 'B.J.' I prefer not to."

Not that the Farrell visage has not been seen on the tube boasting the sale of common, household products. Mike readily admits to earlier performing as a tv pitchman saying the commercials helped keep him financially alive during his struggling days as the proverbial starving actor.

"But now that 'M\*A\*S\*H' is so well accepted (this is Farrell's fifth season as Hawkeye (Alan Alda's) sidekick) other actors on their way to financial stability need the work the same as I did in those salad days," Farrell added.

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However, the above is not to suggest that no member of the Farrell family will be viewed pitching a sponsor's product. Mike's beautiful wife, Judy -- who plays "Nurse Able" on a recurring basis on "M\*A\*S\*H" does make commercial appearances "once in a while."

Mike says it's her way of working up the acting ladder, but slyly declares he has not seen any of her electronic pitches.

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