

ACTIM NAMED

and the Pittsburgh Symphony Young Soloists Competition.

Smits to guest on 'L.A.'

Jimmy Smits wants to do feature films but he still will appear on "L.A. Law" when time permits. The 32-year-old native New Yorker said he will leave the NBC Emmy-winning series when his five-year contract expires after this season, but he's not breaking away totally. "I'll very possibly come back for a couple of shows next fall," Smits says in the latest issue of TV Guide. Smits' newest movie, "Switch" with Ellen Barkin, is scheduled to be released this month.

And baby makes three

Actor James Caan and his wife, Ingrid have a new baby boy. Alexander James Caan was born Wednesday at University of California Los Angeles Medical Center, the actor's publicist, Paul Bloch, said yesterday. The baby weighed 7 pounds, 10 ounces and measured 21½ inches long. "The baby and mother are terrific and in excellent health. Of course, the father is ecstatic," Bloch said. It was the first child for Caan, 50, and Ingrid, 30, who were married last September.

Welcome back

If Shop 'n Save ever needed proof that Kathy Svilar is an integral part

of their TV commercials, they got it last week. Svilar, the Shop 'n Save spokeswoman who tells viewers about weekly specials, was on vacation last week when the need arose for a revised commercial. But Svilar was in Hawaii, forcing ad agency DDF&M to use a substitute — setting off a chain of events that should make Svilar feel appreciated. Viewers called stores to ask about Svilar, and WWSW-FM conducted a telephone poll on whether Pittsburghers preferred Svilar or the "temporary Shop 'n Save lady," actually Natalie Baker. Svilar won, and when she returned from Hawaii, she said: "If this is what happens when I go away, I may never take a vacation again."

You look mah-vel-ous!

The person who won a contest as a look-alike of Oprah Winfrey is a man. But Winfrey plans to have him on her television talk show anyway. The contest, which was held by Ladies' Home Journal, invited readers who resemble a living celebrity to send two photographs and an essay telling what they admired in that person. The man, Jacquin Stitt of Flint, Mich., 32, will travel to Chicago next month to take part in the "Oprah Winfrey" show with eight other contestants.

Search for spokesperson ends happily

PITTSBURGH, Pa.—Shop 'n Save supermarkets and their advertising agency, DDF&M Inc., felt the power of advertising when Shop 'n Save's weekly commercials debuted on local television, minus the "Shop 'n Save lady," Kathy Svilar. Ms. Svilar, the Shop 'n Save spokesperson for seven years, normally schedules her vacations between Wednesday tapings or pre-records commercials, as necessary. One Tuesday in April, however, a last-minute change in the price of the weekly

specials meant revising the commercial. Since Ms. Svilar was vacationing in Hawaii, DDF&M needed a quick solution, says Joan Rozzo, vice president and manager of the Shop 'n Save account. "We have occasionally used the voice of another talent not available, but we have never put anyone on camera before. I presented the idea to Tom Algeri, the ad manager for Charley Brothers, and he liked it."

By early Wednesday, the morning disc jockeys at WWSW-AM/FM were holding a telephone poll asking people to call in and vote if they preferred Kathy, the Shop 'n Save lady, or for the "temporary" Shop 'n Save lady, who was stopping by to "water Kathy's plants and tell everyone about the weekly specials at Shop 'n Save."

After a forty-minute poll, Ms. Svilar emerged the winner.

In less than 12 hours, it appeared that the entire tri-state area knew that Ms. Svilar was on vacation.