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Banks, Williams go deep with Smithes at Wrigley



Former Cub stars Billy Williams (left) and Ernie Banks enter from Wrigley's ivy walls to join the Smithe brothers in a new commercial.

Those television commercial-loving Smithe brothers, of Walter E. Smithe furniture store fame, are a busy lot during the summer.

Last we heard from them, they were sorting out a few problems relating to a new spot and ticket giveaway tied in with the recent Police rock concert at Wrigley Field.

Well, the Police have only just departed the baseball field, but the Smithe boys are back in yet another new 60-second spot that aims to be a "Field of Dreams" tribute starring two Cubs baseball legends, Billy Williams and Ernie Banks. And, of course, all three Smithe brothers.

With an engagingly dreamy musical underscoring by suburban ad man Bill O'Neil, the new commer-

cial has both Banks and Williams emerging magically from the ivy-covered walls at Wrigley and agreeing to play ball with the Smithe boys.

Banks' emergence, of course, provides him the opportunity to cheer, "Let's play two!" which cues Williams to make his presence felt.

But those Smithes, despite all their commercial appearances, still need to work on their reaction shots.

This new spot ends with the Smithes and the baseball legends marching off on to the field together as the copy on screen refers to the furniture store Web site and the company's familiar tag line "You dream it. We build it," which nicely dovetails with the theme of the commercial.