

# Theatre Guild Promotion Brings Mixed Reactions

"But I don't need a bath!"

What would you say if a person dressed in a bathrobe and shower cap walked up to you and handed you a bar of soap?

The denial of needing a bath was just one of the reactions members of the Livonia-Redford Theatre Guild encountered last weekend in the Livonia Mall.

Guild members were handing out small bars of soap as a promotion for the group's upcoming production of the comedy, "You Know I Can't Hear You When the Water's Running."

The show opens for a three-performance run Thursday, April 30, in Livonia's Stevenson High School. Ticket reservations are being taken by Mary O'Connell at 421-1972 or 537-8109.

In addition to the man denying

that he needed a bath, reactions of the shoppers ranged from "you people look kooky" to one of suspicion and refusal to accept the soap or listen to the message of the Guild members.

On the other hand, many people stopped to chat with the local actors about the play and kept the soap with a promise to call for tickets.

Friday night one man became upset with the billing of the play as a "sophisticated comedy designed for mature audiences." This local shopper spent his time telling the other shoppers not to attend the play and not to talk to the Guild members.

The Guild said that 1,500 bars of soap were given away during the promotion, and the ticket sales will tell whether the Guild's promotion or the irate shopper were successful in convincing people.



COME SEE US -- Livonia-Redford Theatre Guild member Linda Watling tells a family shopping the Livonia Mall about the group's upcoming production, "You Know I Can't Hear You When the Water's Running." (Observer photo)

## 'Luv' Opens

The Murray Schlegel comedy, "Luv", opens May 1 in the Will-O-Way Theatre, 775 W. Long Lake Road, Bloomfield Hills. Director of the production is radio personality Hal Youngblood.

## Amusements

### EMU Choir Seeks Funds For Vienna

A trip to the Vienna Symposium on Romantic Music is this summer's itinerary for an estimated 85 members of the Eastern Michigan University Choir if the students can raise more than \$30,000 within the next few months.

Total cost of transporting the singers is \$30,000, but the college singers have already raised \$18,000 through projects ranging from benefit concerts to rummage sales to champagne parties to apple and candy sales.

Dates of the Vienna Symposium are Aug. 13 through 31.

IDEALLY, the group would like to tour Europe for an additional time, but this would cost another \$30,000 and the prospects for extending the tour are not bright.

There are about 20 students from Observerland who are members of the choir.

Blaine Ballard is director of the EMU choir.

The choir is one of five collegiate choirs from the United States invited to participate in the symposium. As one of the five choirs-in-residence, the choir will perform daily and will give a formal concert in one of the Vienna cathedrals.

Joining the other four American choirs, they will perform Mendelssohn's "Elijah" in the Konzerthaus, home of the Vienna Philharmonic Orchestra.

THE BIGGEST fund raising project was two rummage sales which netted the student fund \$8,000.

**Dogs Have New Home At Point**

Cedar Point is building a dog kennel where guests of the Sandusky recreation center may leave the family pet while they make merry on the midway.

The ultra-modern air-conditioned kennel or "doglet" will accommodate 41 large and small canines in separate units and runways.

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6th Springfield Walk  
MICHIGAN PREMIERE  
Elliott Gould  
Donald Sutherland  
Color (R)  
Singles, 10:00-11:00  
Saturday Show

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**"TWO LITTLE BEARS"**  
Color (R)  
Singles, 10:00-11:00  
Saturday Show

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**TERRACE**  
Plymouth Road  
W. of Middlebelt  
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Richard Gere  
"A MAN CALLED HOREN"  
with  
Doree Harter  
and John Gullone  
Dores, 10:00  
Monday - Thursday 7:30  
Friday & Saturday 5:45  
Singles 10:00  
Special Single 7:30  
75¢ All Shows 7:30  
"KING KONG VS GODZILLA"  
plus Carlton  
Dores, 10:00-11:00  
2 Complete Shows  
1 & 3 p.m.

**MOVIE GUIDE**

**LA PARISIEN** GA 1-2270  
GARDEN CITY  
Winner of 2 Academy Awards  
Yves Montand, Jeanne Popolin  
Midi, Wed., 1 Show 10 p.m.

**ALGIERS Drive-In** WA 2-8810  
WESTLAND  
Charlton Heston - Stephen Boyd  
"BEN HUR"  
Elyse, Premier - Nancy Sinatra  
"SPEEDWAY"

**STATE-WAYNE** WA 1-2100  
WAYNE  
Shelley Long - Pat Hingle  
"BLOODY MAMA"  
Shelley Long - Christopher Jones  
"WILD IN THE STREETS"  
Special Christmas Matinee  
Singles  
"ISLAND OF TERROR"  
"KING KONG ESCAPES"

**WAYNE Drive-In** WA 1-2110  
WAYNE  
3 Big Color Hits  
at Cameron Mitchell  
"WIGHTMARE IN WAK"  
"5 JOHN CARANDINE"  
"BLOOD OF DRACULA'S CASTLE"  
"DRACULA, PRINCE OF DARKNESS"

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LATE SHOW SAT. 11:30

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WHEN IT COMES TO KILLING MAMA KNOWS BEST!  
BARGAIN MATINEE 12:15 1:45 MON-FRI 1:30-4:30  
LATE SHOW SAT. 11:30

**Bloody Mama**  
SHELLEY LONG - PAT HINGLE - DON STROUD - DIANE WARWICK  
"BLOODY MAMA"  
LATE SHOW SAT. 11:30

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