

Northland goes Hollywood

By CRAIG PIECHURA

Northland Center took a tip from Monty Hall this week by holding a live game show in the mall as part of its 35th anniversary celebration — give out cash and prizes and the world will beat a greedy path to your door No. 3.

The show was emceed by George Young, of Southfield, an actor and promoter determined to market the concept of producing live game shows in shopping malls, bars and discotheques.

"The Game Show" is loosely based on the combined formats of "Let's Make a Deal," "The Price is Right," "Name that Tune" and "Make Me Laugh."

Prizes were of the handbag, \$25 gift certificate variety, and not the new car magnitude. Top prize was a \$500 shopping spree at Hudson's followed by a \$300 Moped from J. C. Penney's.

Borrowing a familiar game show line, Young, master of ceremonies, opened the show with a song called "The Game Show, Come On Down." The show theme, definitely not a Grammy award winner, goes "Come on down, come on

down, everybody won't you come on down. It's time to get together on 'The Game Show' — prizes and fun, the show has begun. Everybody get together, the time is now or never, on The Game Show. Do you know the song? Hope it won't be wrong. Thinking caps on tight, hoping that the price is right... (ad nauseum).

Young scored a success locally with live game shows two years ago and was served with a cease and desist order by Chuck Barris, producer of the real TV Gong Show. This time he says he checked the game show format out with his lawyer and even the state attorney general's office and found he was within his rights.

Audience participation in live game shows should catch on in bars and malls, Young predicts, and he's hoping it might dethrone disco music as "the next big thing."

Young also is scheduled to appear as a laundry man who takes bets in an upcoming NBC movie "Jimmy B. and Andre," starring Alex Karras. Karras plays the owner of Detroit's Lindell A.C. sports bar who adopts a streetwise black youngster.



Founders Festival starts Sunday

This year's Farmington Founders Festival will kick-off with the popular Sunday-In-The-Park.

Activities will be on July 22, from noon until 6 p.m. at the City Park, Power and Shawassaw.

Be sure to bring your own lunch.

At 1:30 p.m., the Farmington and Farmington Hills city councils will take the field for the second annual city council softball game.

As the result of last year's game, the city of Farmington's council has possession of the victor's Milk Can Trophy.

The Festival Pet Show, sponsored by the Plaza Merchants Association, will relocate to the City Park this year to join Sunday-In-The-Park activities.

The Pet Show will begin at 4 p.m. A special feature this year will be the appearance of the Clark Family Players, a variety entertainment group.

The group has appeared throughout Michigan. It also has a long playing record entitled "Clowning Around with the Clark Family Players."

The group's entertainment includes harmonica music, singing, puppetry and imitations.

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