

Wally Roberts GOING 'CURTAIN'

"All the men in town are old women. They think of nothing but their families, never the community. Is it any wonder that the whole fabric of our civic community is founded on the pestiferous soil of falsehood? The mayor of our town is slow-witted and hide-bound in his prejudices."

Recognize any of these statements?

They could be repeated and said in any and all political campaigns, civil rights movements, or any local struggle for freedom of expression.

Yet they were written years ago by Henry Ibsen, Norway's prolific, provocative playwright.

Last week the Plymouth High School thespians produced a play, "An Enemy of the People," in the play of Dr. Stockmann incurs the anger of the entire community when he discovers polluted water in the mineral baths that lures the tourist trade to the city. He wants to stop the baths down. The townspeople say "no" since it will hurt business. The majority of townspeople would rather support the truth and put their own personal interests ahead of the morally correct course of action.

"Enemy of the People" has always been one of old Wally's favorite plays. It does correctly the play can show the sparks that ignite long hours of discussion. Wally's trusty assistants covered the play last week and reported that Phil Nikolas as the Mayor stole the show. Tom Donnelly, Larry Smithson, and Mary Arnold added vitality and dimension to this play about these real problems in our complex society of today.

A more up-to-date handling of the script by Director John Koutos might have filled the auditorium to overflowing. The Plymouth High School players have, in the past, always had capacity houses. The natural dynamism in this script could have been publicized and I'm certain folks would have been knocking down the doors to see this deeply emotional production.

Again as I indicated last week "publicity" seems to be a problem. What can be done to bring audiences in large numbers to live theater?

Posters, news releases, displays, and local announcements are all good. They are as far as they go. However, these flat two-dimensional communication devices do NOT go FAR ENOUGH.

If you're publicizing a show, you must extend your reach beyond your wildest dreams. Don't scheme is too bold, too far out. Joe Levine, the master showman of the flicks, took a genuine dose of a movie, "Hush," and parlayed it into a four million dollar bonanza through use of flamboyant methods.

Psychologically, what people know and understand, they support. Live theater, unfortunately, is not an experience with which all people have had intimate contact. They truly don't understand theater. Movies, TV, radio are common, everyday occurrences in their daily experience. The theater has been a recedent area, a vague unknown quality in their entertainment life.

Your publicity committee must realize this fact. To be effective with theatrical publicity you must do all the com-

mon, expected forms of publicity. But most to overcome this deep-seated problem: lack of universal contact with theater.

A more dynamic approach is an answer. Put the personal touch to your "flack" (a press agent's term for publicity). Start by sending out a personal letter from the production at a shopping center, in the school auditorium during the assembly period, or at a women's club meeting. You can always find a ten minute spot in a local organization's program while the city. He wants to stop the baths down. The townspeople say "no" since it will hurt business. The majority of townspeople would rather support the truth and put their own personal interests ahead of the morally correct course of action.

Shirley MacLaine plays a farm girl, magazine reporter and cheerleader in "John Goldfarb, Please Come Home" in CinemaScope and De Luxe color now... at the Mal Kai Theatre.

War Requiem Performance Set

Benjamin Britten's War Requiem will be presented by The Detroit Symphony Orchestra with The Rackham Symphonic Choir at 8:30 p.m. Thursday, April 3, at Ford Auditorium.

Sixteen Ehrlich will conduct the performance, assisted by Yalder Poole, conducting a special chamber orchestra, and Marilyn Jones, conducting The Festival Boys' Choir. Soloists include Elinor Ross, soprano, George Shirley, tenor, and Morley Meredith, baritone. Charles Hurd is acting director of the Rackham Symphonic Choir.

The massive work will be performed alone on the program, without intermission. The performance takes about one and a half hours.

Tickets at all prices are available at the Ford Auditorium Box Office and at Grinnell's.



ANN-MARGRET who has been named "Star of the Year" by the Theatre Owners of America, appears as a siren in the color filming of Universal's "Bus Riley's Back in Town"

Farmington Performance of 'Wizard of Oz' Set

"The Wizard of Oz" the world famous and fanciful tale of a wishful child whisked away by a cyclone from her home to a make believe land will be presented by the Farmington Players Children's Theatre at the Players Barn April 3 and 10.

Four performances are set for the two days—at 1 and 3:30 p.m. Ticket information may be obtained by calling the Barn at 474-9787 Monday through Friday 3 to 5 p.m. or calling 474-8801 during the day.

Appearing in the central role of Dorothy, is Eren Osker. Chris Colston, Linda Perry and Hugh Schulkins will be seen respectively as the Scarecrow, The Woodsman and the Cowardly Lion. Others in leading roles will be Mike Schaffer, Betty Golembi, Susan Kirchner, Teresa Schaffer and Judy Colston.

Oz has been a favorite of Americans since 1900 when it was first published in a children's book by L. Frank Baum. Its success was so immediate

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Sandra Dee
Marilyn Monroe
Vivian De Silva's

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Major Golden-Mayer presents A Seven Arts Production

KIM NOVAK and LAURENCE HARVEY
IN "W. SOMMERSET MAUGHAM'S"

OF HUMAN BONDAGE

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SPECIAL MATINEES SATURDAY & SUNDAY FAMILY ENTERTAINMENT 50c

ALL SEATS 50c

DOORS OPEN 10:15 A.M.

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PLUS KARTOON KARNIVAL 3 COMPLETE SHOWS STARTING AT 10:25 — 12:25 — 2:25

FINAL SCORE

John Goldfarb 4

Visitors 2

And Now Showing

20 Shirley MacLaine PETER USTINOV
JOHN GOLDFARB PLEASE COME HOME RICHARD CRENNA

10:00-11:00 PM
11:00-12:00 AM

10:00-11:00 PM
11:00-12:00 AM

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11:00-12:00 AM

Young Musicians To Play Sunday With Symphony

Fourteen young Livonia, Plymouth and Garden City musicians will perform Sunday afternoon with the Michigan Youth Symphony which will appear in concert in the Wayne Memorial High Auditorium.

Orien Dalley, conductor, and Walde Anderson, assistant conductor, will share the podium during the afternoon's program which will include the Tchaikovsky Piano Concerto in B Flat.

Livonia's performing will be violinist Jane Kelly, trombonist Thomas Edie and French hornist William Hanton.

From Plymouth, violinists Cheryl Drennan, Roberta Van Meter, Robin Wideman, Jane Palmer, Joanne Thom and Andy Wisniewski and violist Barbara Lee Jones.

Garden City will be represented by violinists Patricia Hall and Ballett Hall, clarinetist and the Fred Astaire, bassoonist Dennis Champney.

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Chamber Music Concerts Announced for Spring

The Third Annual Constantine Cultural Society Chamber Music Series was announced today: Gordon Staples, well known Detroit violinist and Associate Concertmaster of the Detroit Symphony Orchestra, will return as Musical Director for the two concert series scheduled for Monday, April 12, and Sunday, May 4.

For the promise of chamber music this concert is to be a memorable occasion and, perhaps, the highlight of the spring season. Staples, who is also producer of the Film and Grose Pointe Summer Chamber Music Festivals, will bring to the stage two series who need no introduction to Detroit audiences: cellist, Paul Onekoff and pianist, William Doppenmann.

Olekoff, formerly First Cellist with the Detroit and Philadelphia Symphony Orchestras, is now Concertmaster with the NAC in New York. Winner of many awards including the coveted Naumburg Award and the Michael S. Heisler Music Award (the only cellist to have received this honor), Olekoff comes to Detroit fresh from a scintillating reception in Europe where he received standing ovations in such cities as Salzburg, Munich, and Amsterdam.

Doppenmann considered one of the most talented young pianists on the American scene, will be remembered here for his brilliant performances during the Grosse Pointe Chamber Music Festivals. Winner of the Naumburg, Leventritt, and

'Lost Horizon' Tickets Available

Tickets are currently on sale for the Bentley Junior Class production of "Lost Horizon." Tickets may be purchased in the Junior Lobby at Bentley between 10:45 a.m. and 12:35 p.m. through April 2.

They may also be purchased at the door the evening of performances April 2 and 3. Curtain time is 8 p.m.

The play is an adaptation of James Hilton's novel "Lost Horizon."

ANN-MARGRET MICHAEL PARKS

BUS RILEY'S BACK IN TOWN

Check movie Guide for Theatre near you.

Sandra Dee
Robert Goulet
Amy Williams
Marilyn Chevalier

10:00-11:00 PM
11:00-12:00 AM

10:00-11:00 PM
11:00-12:00 AM

10:00-11:00 PM
11:00-12:00 AM

10:00-11:00 PM
11:00-12:00 AM

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CALL IT LOVE...
...OR CALL IT SOMETHING LESS POLITE...
BUT THIS IS WHAT HAPPENS WHEN...

ANN-MARGRET Strikes a New Kind of Fire
in a New Kind of Man... MICHAEL PARKS

Something scandalous always happens when...

'BUS RILEY'S BACK IN TOWN'
JANET MARGOLIN-BRAD DEXTER-LARRY STORCH
KIM DARBY
Produced by WALTER CAUSE, Directed by HARVEY HATE
Presented by ELLIOTT KASTNER A Universal Picture
COLOR

Co-Hit at Dearborn Co-Hit at Algiers

KIRK DOUGLAS
MITZI GAYNOR-GIG YOUNG
FOR LOVE OR MONEY

SANDRA DEE
ROBERT GOULET
AMY WILLIAMS
"I'd Rather Be Rich"
COLOR

MARJORIE CHEVALIER
"The Girl Who Came to Stay"
A Universal Picture

ANN-MARGRET MICHAEL PARKS

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Observer AMUSEMENTS

MOVIES—DRAMA—RESTAURANTS

(P-7, R-7, F-9A) Page 7-B March 31, 1965

Girl Performs

Sharon Sprague, an Eastern Michigan University senior from Plymouth, presented a flute recital at the University March 28.

Sharon is the daughter of Mr. and Mrs. Gert Sprague of Canton Center, Plymouth.

IT'S TROTTER TIME!

Now thru April 15th (except Sunday)

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ANN-MARGRET MICHAEL PARKS

BUS RILEY'S BACK IN TOWN

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* ROCKING CHAIR SEATS

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Advance tickets for all performances go on sale Friday, April 2

See the long lines for "Goldfinger"... get your seats now!

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THE ACADEMY AWARD WINNER
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Tom Jones!

EASTMAN-KODAK AWARD WINNER
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NIGHTLY SHOWINGS 7:00 AND 9:00
Sat. and Sun. Matinees April 3 and 4

SEE REAL LIVE ANIMALS act just like they were people!

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Sidney Poitier

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Nightly Showings 7:00 and 9:00

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