

Getting Around

By ETHEL SIMMONS



Purtan yuks it up with George Burns

Working with show business funny-man George Burns was a fascinating experience for WXYZ radio personality Dick Purtan. The pair got together to tape some TV spots in which Burns promotes Purtan (rather than the local celebrity publicizing the big star, which is what you might expect).

This was the first time WXYZ had used television to promote its radio personalities on such a scale. Most radio stations have promoted their music rather than personalities in ads appearing on TV, said WXYZ Advertising and Promotion Director Stu Goldberg.

Purtan, a Bloomfield Township resident, and Tom Ryan, a Birmingham resident, wrote the spots which Purtan and Burns taped. Ryan is heard on Purtan's show as the many character voices. The show airs 6-10 a.m. Monday-Saturday on WXYZ-AM (1270).

I watched the three 30-second spots, plus two outtakes also being used, on a closed circuit at the radio station in Southfield. The spots are being broadcast on Channels 2, 4, 7 and 50 during April.

GEORGE BURNS is in the spotlight, with Purtan gently in the background, for these hilarious bits. It's hard to say just why Burns is so funny, but he's an old pro with the master's touch.

Purtan said he and Ryan originally laid out the spots with two that revolved around God, based on Burns' character in the movie "Oh, God!" "But he didn't want to do anything that played off that movie," Purtan said. "He thought it would be sacrilegious."

The revamped spots were taped at Television City in California. "George Burns is 83 years old. He was just as nice in person as he appears to be," Purtan said. "He's an awfully sharp guy who took what we wrote and polished it."

Purtan explained that in one sequence he was to nod in agreement with what Burns had said. "I nodded slowly, but George told me a slow nod is condescending, and that I should do a fast nod because that's funny."

AFTER GETTING ADVICE on other bits in which "George was 100 per cent correct," Purtan told him, "I really thank you. I'm not an actor."

Burns replied, "If you've lived as long as I have and made as many mistakes, you learn to do it the right way."

The TV spots also encourage listeners to tune in WXYZ's Joe Sasso, who is heard each Monday-Saturday 2-4 p.m. The station calls Purtan and Sasso their drivetime personalities whom you listen to on the road.



George Burns takes charge, with Dick Purtan in the background, during TV spot promoting Purtan's radio show.

Songstress

Laura is appearing through Saturday at the Meeting Place in Orchard Lake, Orchard Lake Road at Pontiac Trail. She performs 8:30 p.m. to 1 a.m. Laura is a singer and pianist, who does contemporary jazz, folk rock and rock, as well as original material. As a soloist she provides her own back up at the electric piano. During the last four years, Laura has appeared in the contemporary folk group Sage, as female lead vocalist and percussionist. She also appeared with the '50s group, Hoogie Pringle and the Hoppers (winners of a trip for two to Las Vegas in a 1977 Detroit-area gong show).



How to send news items

News releases, photographs or other information can be mailed to Ethel Simmons, entertainment editor, at 1225 Bowers, Birmingham 48012 or delivered to the Birmingham, Southfield or Rochester office of the Observer & Eccentric.

SHOWCASE CINEMAS
1234567
3500 VIN DYKE ROAD
STERLING HEIGHTS 589-3160

THE FURY
PG

THE BOYS IN COMPANY C
PG

GOODBYE GIRL
PG

HOUSE CALLS
PG

COMA
PG



SUBURBAN DETROIT THEATRES INC.

Walter Matthau Gladys Jackson Art Carney
HOUSE CALLS (PG)
Oscar Nominee John Travolta
SATURDAY NIGHT FEVER (R)
Academy Award Winner Richard Dreyfuss
THE GOODBYE GIRL (PG)
Mel Brooks Madeline Kahn
HIGH ANXIETY (PG)

Mel Brooks Madeline Kahn Harvey Korman
"HIGH ANXIETY" (PG)
Call theatre for scheduled times

Academy Award Winners Vanessa Redgrave Jason Robards
JULIA (PG)
George Burns John Denver
"OH, GOD!" (PG)
John Travolta
SATURDAY NIGHT FEVER (R)

Winner 7 Oscars
Exclusive Engagement
70 MM and Dolby Stereo Sound
STAR WARS (PG)
Kirk Douglas Carrie Snodgrass John Cassavetes
THE FURY (R)
Mat.: Wed., Sat. & Sun.

BOYS IN COMPANY 'C' (R)
Starts Friday
"I Wanna Hold Your Hand" (PG)
Mat.: Wed., Sat. & Sun.
Coming soon Orchard 3

Jill Clayburgh Allen Bates
AN UNMARRIED WOMAN (R)
Mat.: Wed. 1 show 1 p.m.
Opening Friday, April 21
Nancy Allen Bobby D'Arcy
"I Wanna Hold Your Hand" (PG)
Mat.: Wed. 1 show 1 p.m.

Stan Shaw Andrew Stevens
THE BOYS IN COMPANY 'C' (R)
THE INCREDIBLE MR. KLEIN (PG)
Starts Friday, April 21
"Pretty Baby"
with Keith Carradine & Susan Sarandon

DINING AND ENTERTAINMENT GUIDE ON THE TOWN

UA theatres
MOVIES PRUDENTIAL TOWN CENTER
BOX OFFICE OPENS 30 MIN. PRIOR TO SHOWTIME

1 WED. MAT. 2:05
M-FRI. EVE. 7:05 • 9:30
Sat. & Sun. 1:05-3:15
5:30 7:45 10:00

2 WED. MAT. 2:15
M-FRI. EVE. 7:15 9:15
SAT. & SUN. 1:30 3:30
5:30 7:30 9:30

"A SPECIAL DAY"
Starring Sophia Loren

ALL CINEMAS—EVERY DAY 'TIL 2:30 P.M.—\$1.50

SOMERSET INN
643-0744
10 ML RD. (BIG BEAVER) off COOLIDGE
SOMERSET INN
N. TEL. RD. off ELIZABETH LK. RD.
1-4-5-6-7
Last Day at Somerset
"The Turning Point" (PG) 1:45 • 4:20 • 7:00 • 9:25
Last Day at Pontiac Mall
"Big Sleep" (R) 1:35 • 3:30 • 5:25 • 7:30 • 9:30

PONTIAC MALL
682-5544
N. TEL. RD. off ELIZABETH LK. RD.
1-4-5-6-7
Last Day at Pontiac Mall
"The Turning Point" (PG) 1:45 • 4:20 • 7:00 • 9:25
Last Day at Pontiac Mall
"Big Sleep" (R) 1:35 • 3:30 • 5:25 • 7:30 • 9:30

FRIDAY! SILVER BEARS
They were after silver and they struck gold.

GENERAL CINEMA THEATRES

EASTERN MICHIGAN UNIVERSITY
presents

PICKY! PICKY! PICKY!

An Evening of Humor with Pat Paulsen

Proceeds to the Artists in Residence Program Department of Speech and Dramatic Arts Eastern Michigan University to support Performing Artists and Scholars in Residence

Saturday, April 22, 1978
8 P.M.
Pease Auditorium

Ticket: \$25.00
Friend of the Theatre: \$50.00
Reserved: \$75.00
Student: \$10.00

Pat Paulsen is a member of the EMU Artists in Residence Program. He has performed with the EMU Ensemble and the EMU Orchestra. He has also performed with the EMU Chamber Ensemble and the EMU Jazz Ensemble. He has performed in many venues throughout the country and has been featured in many national and international publications.

MOVE EASY TO THE MUSIC

Whether you're moving through a hectic business day, a busy household, or trying to move through a traffic jam, you can make that move easier with FM 97.

It's bright and beautiful music that smooths the rough edges of a busy day. And sets a soft and relaxing mood for quiet evenings at home.

Join the growing number of listeners who are discovering that FM 97 makes their day a little bit better. Move easy to where the music's bright and beautiful.

FM 97 WWJ-FM

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