

PART IV SATURDAY, FEB. 10, 1973

**JACK SMITH**

## WRITER STEALS N.A.B. SHOW

Not one of the glittering, Big Name celebrities who appeared this week at the Beverly Hilton, each putting forth extra effort to shine their brightest for the western National Association of Broadcasters (NAB) convention, succeeded in capturing that tough audience or scored as much interesting applause as a heretofore Unknown, billed on the program and introduced by emcee Tony Randall as, "MICHAEL PRICE (the Writer)".

The broadcasters were enthusiastic in their judgment that Price delivered the freshest, most solidly entertaining 45 minutes of the entire 4-day conclave. That's no small feat, considering that he was in such fast company as the above-mentioned Tony Randall, plus Don Adams, Don Rickles, Jonathan Winters, Joan Rivers, Lily Tomlin, Bill Cosby, Joey Bishop, George Kirby, and that venerable perennial, Bob Hope. There were others of similar renown, but that ought to give you some idea of what class Price was in.

As a successful comedy and motion picture/television writer, and regarded by insiders as a top-flight "act doctor," Price has prominence within the tight circle of the showbiz community. But, if he continues to pursue a performing career, it's an excellent bet that he'll soon enjoy public popularity as well.

Price erupts as an articulate, irreverent, wildly inventive comedian with an unfettered imagination. Best of all, he comes across as Genuine. We couldn't tell just how much of his performance was pre-planned, or even rehearsed, since he conveyed the impression of ad-libbing everything in a stream-of-consciousness manner similar to the late Lenny Bruce. However, unlike Bruce, who was his close friend, Price didn't employ shock-word tactics in his performance.

Along with that hard-to-please NAB audience, we believe that Michael Price (the Writer), has joined the ranks of Woody Allen, George Carlin, Dick Cavett, Mike Nichols, et al., as a brilliant example of the writer-turned-performer.

## Las Vegas Life

MARK TAN

FOR A COMEDIAN WHO IS THE HEADLINE STAR of a show to permit, let alone *insist*, that another comedian open that show is something brand new in this town. Yet in the case of JOHNNY CARSON and MICHAEL PRICE (the Writer) in the Sahara's big room until June 29th, along with PHYLLIS McGUIRE, it works and tells you something about the Tonight show's host. . . . PRICE, who has written and directed nightclub acts for a number of big stars, also wrote for the movies and the telly. One of his tv assignments was some special material for NBC's Tonight show. CARSON was impressed with him and encouraged him to be a comic as well as a writer. CARSON even suggested the billing: "MICHAEL PRICE (the Writer)". PRICE had hosted a local late-night talk show here in Las Vegas for 4 years before moving into big-time writing, so the two had something in common. CARSON's advice was good, and the writer developed into a brilliant comedian who has just lately gotten the attention he deserves. This is the first time since then that he's worked with JOHNNY CARSON, and the star is rightfully proud of his discovery . . . PRICE opens the show with 30 minutes of brand new, really funny, material. And knows how to deliver it. . . . When PHYLLIS McGUIRE comes out the audience is warmed-up and cooking. After her excellent turn, sparked by a 50's medley that's a tremendous crowd-pleaser, JOHNNY CARSON comes on and closes the show with his own style of flawless comedy. It's the best package we've seen at the Sahara, or anywhere else on the Strip, in a long, long time . . . Ringside for the opening of LENA HORNE and JOEY BISHOP at the Sands were the CHECKMATES. in town for the World Premier of their



**Forrest  
Duke**

"The Visiting Fireman"

## Comedian Mike Price Hits Big In Hollywood

Mike Price, for years a TV and radio personality here in The Best City Of Them All, is the toast of Hollywood as a result of his smash engagement at the Slate Brothers' club. Price, a writer and performer, wrote himself a standup comedy act ("I'm from Las Vegas," is his first line, and all the other lines are about TBCOTA) and was booked by his personal manager, Sally Marr, into Slatesville, just before the club was sold. The word spread rapidly about the "new comedy find" and studio execs flocked in to see him, which resulted in many offers to do other clubs, films, and TV. Miss Marr (the late Lenny Bruce's Mom) turned down all except a "Hollywood Palace" TV viewer,