

# Entertainment

## ROBERT GUILLAUME UNVEILS A MAGNIFICENT VOICE STAR OF "BENSON" JOINS ALL-STAR CAST ON "TEXACO STAR THEATER... OPENING NIGHT"

When Robert Guillaume lifts his magnificent voice to sing songs from "My Fair Lady," one would suspect that his boyhood idol would have been a man of music. But no! "My hero was Trigger," he laughs.

Guillaume sings two songs from "My Fair Lady," on the "Texaco Star Theater... Opening Night" airing Saturday, Sept. 11, 8:30-10 p.m. (ET) on NBC-TV.

Guillaume, star of "Benson," joins a cast of the finest stars of stage, TV and screen on this special. The cast is: Debbie Allen, Steve Allen, the cast of "Annie," Ken Berry, Carol Burnett, the cast of "A Chorus Line," Sammy Davis, Jr., Pam Dawber, Placido Domingo, Zsa Zsa Gabor, Ann Jillian, Ethel Merman, Joe Namath, Donald O'Connor, Bernadette Peters, Charles Nelson Reilly, John Schneider and Loretta Swit.

"When I was a kid I sang a little in high school and the choir," he says, "but when I was 25 or 30 I started singing seriously."

"I don't know whether music affects you. I think performers affect people," he says.

The first play Guillaume saw was "Jacques Brel Is Alive and Well." The ones Robert would like to do are "Man of La Mancha," "The Rainmaker," and "The Music Man."

"I like today's music — all kinds of music," he says. For relaxation Guillaume plays the piano at home.

"Can I read music?" he answers the question with a question and then replies: "Not enough to make you jealous!"

Texaco first went on the air as a sponsor of Ed Wynn, the "Texaco Fire Chief," and has been identified with the best in entertainment since 1932. It brought to the airwaves Ken Murray, Fred Allen and a number of other stars. Finally, in June of 1948, they sparked a revolution that changed the

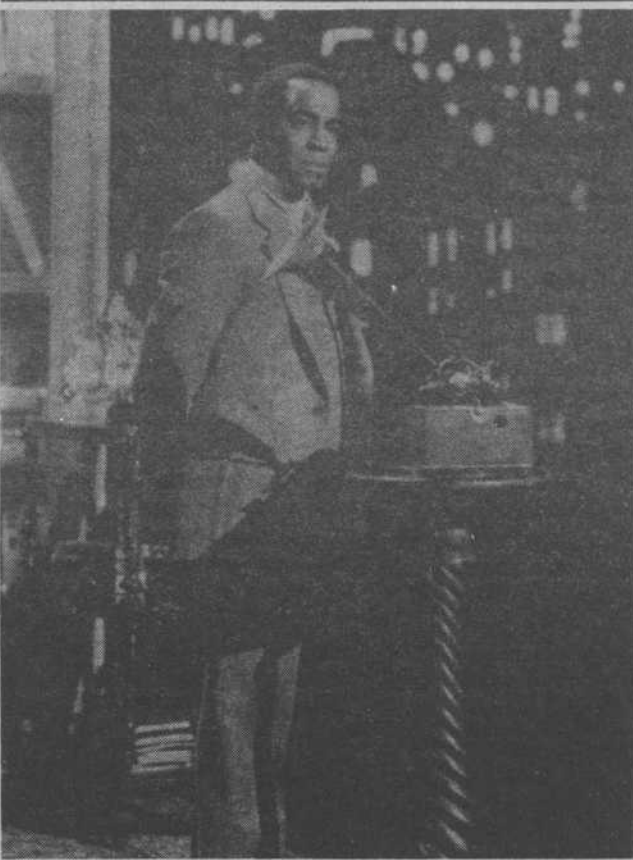
face of entertainment. On June 8 of that year Texaco became the first oil company to sponsor a whole hour-long TV show. Starring

Milton Berle, the first "Texaco Star Theater" became a reality. Berle dominated all the ratings. His share of audience ratings was

80.7. Four out of every five people watching TV at that time were watching Berle.

The "Texaco Star Theater" continued with Jimmy Durante and Donald O'Connor and then moved to the sponsorship of special programs starring Jack Benny, and more recently, Bob Hope. Their sponsorship of "Texaco Star Theater" was put on the back burner in 1956 and now, 26 years later, they'll be back on the air.

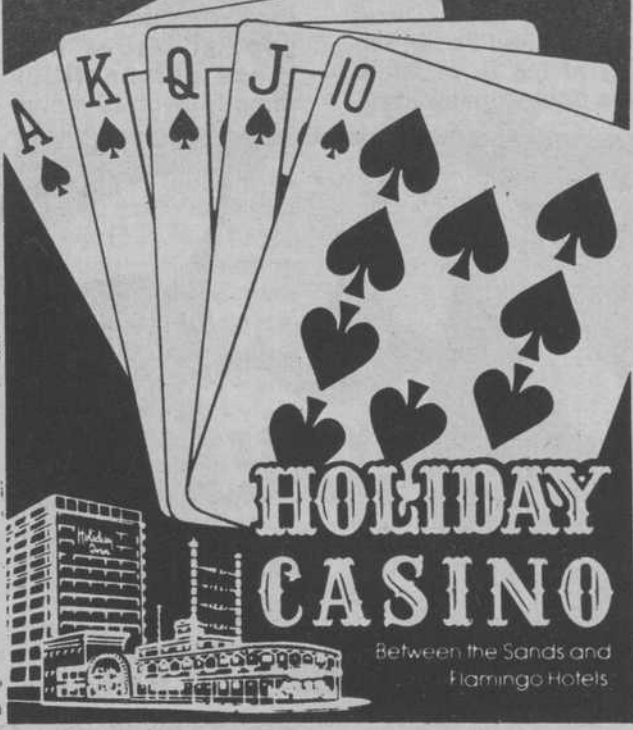
Marty Pasetta is Executive Producer and Director of "Texaco Star Theater... Opening Night." Kenny Solms is the Producer and Head Writer, and Greg Sillis is the Associate Producer. Billy Byers is the Musical Director and Alan Johnson is the Choreographer.



**GUILLAUME GOES MUSICAL!** Robert Guillaume, "Benson" on TV, lifts his magnificent singing voice to perform on the "Texaco Star Theater... Opening Night," airing Saturday, Sept. 11, 8:30-10 p.m. (ET) on NBC-TV. He sings two songs from "My Fair Lady." Contrary to what one would imagine, the actor-singer says his boyhood hero was not a musical star, but the popular horse, Trigger, that Roy Rogers rode to movie fame.

## 24 HR. POKER!

### LOW LIMIT GAMES



## BILLIE ROWE'S NOTEBOOK

CHARLESTON, S.C. — Operation P.U.S.H.'s eleventh annual convention in this historic city created as much excitement as the Yankee's blast on Fort Sumter 121-yrs ago to start the Civil War. None of the scars or emotions of that conflict are visible today, though the city is pockmarked with historic landmarks where slaves were once put on the block, flogged and even jailed. It is now called "The Holy City" and there are more churches than can be accounted for on all the fingers and toes and perhaps a full head of hair. The Rev. Jesse Jackson, leading his P.U.S.H. crew into town, was greeted with an outpouring of support and welcome banners stretched across the streets to proclaim the city's extended

hand which had its heart in it. The convention was an event of many highlights with the "Country Preacher" the target of attention. His keynote address on Wed'nite filled the big Gaillard Auditorium with a standing room audience. Explicit in his disdain for those who would negate the power and progress of black Americans, he was loudly applauded on many points and received a 5-minute standing ovation when he said, "This is economic justice time. We must drop the image of impotence. We have 17 million eligible voters, we pay \$30 million a month in union dues and \$1.5 billion per month in taxes. We must use what we've got to get our fair share." He also repeated what has

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