

Entertainment

BILLIE ROWE'S NOTEBOOK

RYE BROOK, N.Y. — The write way to record this story is to fuse the words of the major folks who were involved. That is two of them anyway. First Ray Viault, Gen. Mgr. of the Desserts Division at General Foods, who was the emcee. Part of the beginning of what he said is quoted to set the stage for this one of a kind event which recognized the monetary and human worth of a one in a million superstar. Said he: "Y'know, ten years is a long time. Gerald Ford was

President, Bruce Springsteen cut his first hit record album. "I Spy" was on TV in re-runs. And a group of people at our ad agency, Young & Rubicam, were probably sitting in a smoke-filled room, gorging themselves on chocolate pudding, bathed in the glow of a lava lamp, searching for the perfect Jello-O Pudding spokesman. Although I hear you guys still have the lamp, the rest is history. And now, over 3¼ billion boxes later, Bill Cosby is still going strong as our spokesman.

Now, we all know Bill is the consummate pudding pincher, the creamy-luscious-smooth-terrific describer of our proliferating pudding products. But there's another side I'd like to share with you, a serious side. Bill Cosby the educator. As you know Bill is truly committed to education. He's featured on the PBS TV series, "The Electric Co.," created by the Children's Television Workshop. He helped develop reading readiness skills in pre-school children with his "Picture Pages" show. Besides a Doctorate in education from the U of Mass, he was just awarded an Honorary Degree from Brown University, my

Alma Mater."

"Billy is truly a Renaissance Man. He's a comedian with a real gift for teaching — and — he's an

learning of many deserving children and teens. That desire to educate youth is exactly where tonite's Cosby surprise comes in. To

The top executive of this world class food processing corporation said his piece with a warmth and sincerity that captured all ears.



educator with a brilliant sense of humor. Together, Bill and his wife Camille have worked hard to further the

present this, I'd like to introduce the Chairman and CEO of General Foods, James L. Ferguson."

"Tonite is a great treat for all of us associated professionally with Bill
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Jazz Concert to Take Place at Hacienda

The Hacienda Hotel will be the site of a Jazz Concert July 28. The concert will be held in the Matador Room from 2-4 p.m. Open to the public, admission price is \$12.50 per person. A no-host bar and food will be available.

The world's greatest jazz organist Jimmy Smith will be

joined by jazz greats Herman Riley on saxophone, Terry Evans on guitar, Gary Painai on drums and song stylist Angela Teek.

A 16-piece orchestra will accompany the quintet. Johnny Pate will conduct the orchestra. Pate, a well-known composer, producer and arranger has appeared in

several Richard Pryor shows and in the movie "Shaft." Master of ceremonies will be Reynaldo Rey.

For more information, please contact Teresa Longi at 739-8911.

Jacob's Ladder Schedules Auditions

Auditions for James Baldwin's "Amen Corner" will be held Sunday and Monday, July 21 and 22 from 7 to 9 p.m. at 2010 E. Charleston Blvd., site of Jacob's Ladder Theatre.

"Amen Corner" is Gospel Drama; roles are for ten Black Males, ten Black Females and one for a Black Male Teenager who must be able to play the piano. Musical background is preferred for chorus. Cold reading will be required.

Auditions for "Greater Tuna," a comedy written by Jaston Williams, Joe Sears, and Ed Howard, will be held Sunday and Monday, July 28 and 29 from 7 - 9 p.m. at Jacob's Ladder Theatre.

Roles are for two White Males, preferably 22 yrs. of age and older. Please be prepared to give a 3-minute monologue; cold reading will be required.

For further information, please call 384-1951.

You are cordially invited
to attend

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