

Telethon takes new format

The Jerry Lewis Labor Day Telethon will have a new look this year.

A new, star-studded format will be unveiled at 8:30 p.m. Sunday, Sept. 2, when the annual 22-hour show to benefit the Muscular Dystrophy Association goes on the air.

Broadcast from Del Webb's Hotel Sahara in Las Vegas, the spectacular will be carried by a network of more than 200 stations in the continental U. S., Hawaii, Alaska, Puerto Rico and Guam until 6:30 p.m. Monday, Sept. 3.

Ed McMahon will again back up Jerry Lewis as anchorman.

For the first time, each hour will be a distinct unit with a self-contained character of its own. Each hourly special will feature live appearances by three top-ranking stars from various fields of entertainment, close-ups of MDA's research and medical services programs and human interest stories about the fight against neuromuscular disease.

FOR 15 MINUTES every hour, local community participation will be broadcast from WJBK-TV, Channel 2. Joe Glover, hosting the show locally for the fifth year, is also the honorary chairman of MDA's Southeastern Michigan Chapter.

Another new feature to be introduced with Telethon '79 will be a weekend Superdance with 3,000 participants at the Las Vegas Convention Center.

The Jerry Lewis Labor Day spectacular is an annual TV entertainment event.

Among the performers expected to appear are: Marty Allen, Count Basie, Tony Bennett, Herschel Bernardi, Glen Campbell, Virginia Capers, Charo, Roy Clark, Bill Dana, James Darren, Chad Everett, Lola Falana, Mickey Finn, Ella Fitzgerald, Marjorie Gortner, The Goldiggers, Artie Johnson and Jack Jones.

More Are: Lainie Kazan, Abbe Lane, Julius LaRosa, The Lettermen, Lorna Luft, Loretta Lynn, McDonald's All-American Jazz Ensemble, Maureen McGovern, Dave Mason and Walter Matthau.

Others are: Wayne Newton, Jerry Orbach, Bernadette Peters, Lou Rawls, Burt Reynolds, Eva-Marie Saint, George Segal, Carrie Snodgrass, Sally Struthers, Tom Sullivan, Fred Travalena, Bobby Van, Robert Wagner and Natalie Wood.

Another highlight of Telethon '79 will be appearances by major rock and disco stars including Peter Frampton, Fleetwood Mac, Kiss, Paul McCartney & Wings, Eddie Money, Rolling Stones, Todd Rundgren, Seals and Crofts, They Syllvers, Joey Travolta and The Village People.

The Labor Day show also will feature a host of TV stars. Among them: From "Angie," Robert Hays and Donna Pescow; from "Barney Jones," Leo Meriwether; from "B.J. and the Bear," Greg Evigan; from "Candid Camera," Jo Ann Pflug; from "Clips," Erik Estrada and Larry Wilcox.

From "Days of Our Lives," Jed Allan; from "Different Strokes," Conrad Bain; from "Eight is Enough," Adam Rich; from "Family," Gary Frank and John Rubinstein; from "Fantasy Island," Herve Villechais; from "Flash," Abe Vigoda; from "Fudge," Johnny Silver; from "Good Morning, America," David Hartman; from "Happy Days," Donny Most; from "Hollywood Squares," Peter Marshall.

From "The Incredible Hulk," Lou Ferrigno; from "Laverne and Shirley," Eddie Makey; from "Lou Grant," Ed Asner; from "Love Boat,"

Thursday, August 30, 1979

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2x12	10.71	13.07	14.70	17.13	18.17	21.48
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