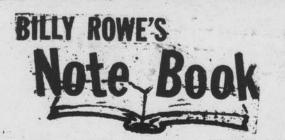
Thursday, May 24, 1973



PRAISE AGENTS' HOLIDAY---"Behind every successful man," they have said, "there is a good woman." We would like to add that behind them both is an astute Press Agent. That is also the case behind any successful business organization or political ideology. This is an era in which favorable public opinion and good-will are of inestimable value to successful individuals or enterprises. Because of the growing public concern, and an individual thirst for adequate knowledge of what's going on in the world, the gals and lads of the Fifth-Estate have enjoyed a decade of importance which is growing annually. Good public relations practitioners are few and far between the periods, because in recent years press agentry has really become a science. It is accepted as the difference between a good and bad public image. Because it creates, interprets as it publicizes persuasive facts of information of timely interest, it is indispensable in the molding of desired opinion. These partisan philosophers of propa-ganda are men and maids who are equipped with ideas which can be designed to catch the future just as it arrives at the present. Those of us who are a part of the Fourth-Estate are ever grateful to these members of the 5th-Estate whose profession makes ours easier. As a "thank you" gesture this week has been declared "Praise agents' Holiday'' to allow this column to ramble on in their words about their clients and their things.

OF TOIL AND TOMFOOLERY --- Atlantic Records celebrated its 25th-ann'y with a heap big April in Paris confab. When it was all over some of the wax works personnel had to be dragged to the Air India 747 that would take them away from the city of oft-told virtues. Aside from introducing its new inhouse newspaper, "The Atlantic Weekly," nineteen new released, plus some sneaks of upcoming productions, were heard. According to the news-print, the award banquet was highlighted by prexy Ahmet Ertegun with wit and incisive insights into the company's past. He was ably abetted by Nesuhi Ertegun and Jerry Wexler...Barbara Harris, praise agent for stars of the wax works, was the only casualty of the swinging convention. She sustained a severely sprained ankle at Orly Airport ...Lovely Juanita Poitier is back from a fun and business look-a-round in Jamaica, W.I. and trying to find out when will the "Man in DeeCee un-freeze that million which has been earmarked for her Blue Heaven Farms in upper N'York State ... Piano stylist Nellie Lutcher is showing her talent off anew at the Cookery. A number of recording firms would love to needle her, but she's waiting for the right percentage offer ... Friends of former Boro-prexy and Assemblyman

Hulan Jack are happy that he has paid his "debt" to society and is a free man again. SOUNDSATIONAL---"Live-Ray Charles," a wax works reduced to tallow in '58 and '59 at the Newport Large Footiand and Horn to Chad the Newport Jazz Festival and Herndon Stadium in Atlanta, is an ear to ear sounding of the awesome talent of Ray Charles...A collection of books, paintings and memorabilla on the Black man, were on hand for the cornerstone ceremony for the "Arthur A. Schomburg Plaza." This is to be a 600-unit housing project bordering Harlem and 110th St.....N'York's Off Track Betting Commish. boss, Howard Samuels, will head the "Drug Abuse" panel of the National Urban Coalition in DeeCee May's end. He's really up on the subject having had personal family problems with the stuff...The sequel (see ROWE, page 12)

CASINO

∎ LO-Ball

Poker

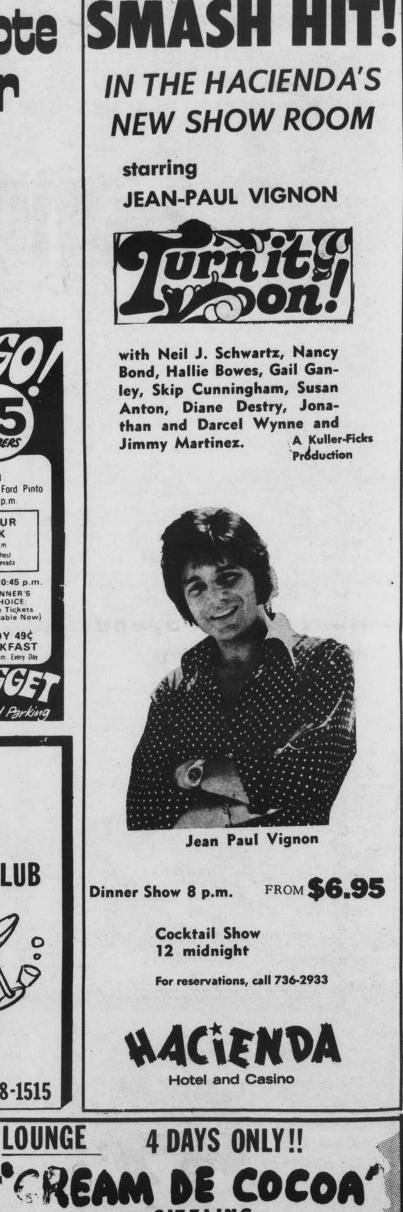
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