

BILLY ROWE'S Note Book

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 goodwill 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 agency 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 propaganda 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 releases, 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 Poirier 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 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 memorabilia 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)

put your vote
where your
MOUTH is.
On June
5th

SILVER NUGGET BINGO!
COVERALL
You Stay Alive On... **55** NUMBERS

we'd rather fight than switch!

TRADITIONAL MEMORIAL DAY CELEBRATION
Fabulous Drawing for a 1973 Friendly Ford Pinto
Wednesday, May 30th at 10:45 p.m.

Mon 11 a.m. Breakfast Club \$2,200 BINGO Progressive Coverall 55 Numbers or Less	DOUBLE YOUR PAYCHECK Sun & Wed 8:15 p.m. \$200 MIN. Highest In Nevada
--	---

Special Bonus 'People Day' Drawing Monday, 10:45 p.m.
 • AMANA MICROWAVE OVEN
 • COLOR TELEVISION SET
 • BEAUTIFUL MINK STOLE
 • AMANA BAR OR CAMPER REFRIGERATOR
 No Cost or Obligation
WINNER'S CHOICE:
 (Free Tickets Available Now)

55 FOR THE MONEY
ENJOY 49¢ BREAKFAST Mid - 6 a.m. Every Day

Those who know go **SILVER NUGGET**
NORTH LAS VEGAS • Acres of lighted Parking

SMASH HIT!

IN THE HACIENDA'S
NEW SHOW ROOM

starring
JEAN-PAUL VIGNON



with Neil J. Schwartz, Nancy Bond, Hallie Bowes, Gail Ganley, Skip Cunningham, Susan Anton, Diane Destry, Jonathan and Darcel Wynne and Jimmy Martinez.
A Kuller-Ficks Production



Jean Paul Vignon

Dinner Show 8 p.m. FROM **\$6.95**

Cocktail Show
12 midnight

For reservations, call 736-2933

HACIENDA

Hotel and Casino

Raliegth Hughes'

EL RIO

CASINO-CLUB

• KENO

• "21"

• SLOTS

• POKER

COCKTAIL LOUNGE

1905 "H" ST. at DOOLITTLE 648-1515

CASINO

- 10-Ball
- Poker
- Liberal Slots

Pan-Afro

940 WEST OWENS AVE.

648-2352

LOUNGE

4 DAYS ONLY!!

'CREAM DE COCOA'

SIZZLING

THURS thru SUN

11 P.M.