

BILLIE ROWE'S NOTEBOOK

BIG BUCK BOYS

N'YORK CITY - Yankee superstar Reggie Jackson receives an astronomical salary for chasing flies and swatting some himself. He is considered among the top salaried bananas in the sports firmament. His regular paycheck probably dwarfs that of any other athlete. He even has a candy bar named after him. But his main moolah comes from an estimated \$2.7 million contract covering his remaining years as a ballplayer in his age bracket, maybe four-five years. So the figure filberts figure he draws down mebbe \$ 500,000 a year. Remember, we're talking athlete's fees not chunks swept into a moneybag like the one carried by Muhammad Ali after each fight or wrestling match. Ali has been not only world's heavy-weight champion, but also Peter at the Gate of a pugilistic-promoter-paradise where he not only has inherited the earth, but ALL THE MONEY IN IT. But he is not a salaried man.

So if you make quick calculations that Reggie's salary is in the range of the highest paid corporate executives in the United States you'd be right. But here comes O.J. Simpson, the running star of the Buffalo Bills with talents oozing out of every pore taking the lead with more than a million bucks a year. He earns this through his \$400,000 salary when he wears cleats, and through maybe a dozen endorsements and promotions for such corporate giants as RCA, Hertz, Tree-Sweet Products, Acme Boot, Hyde Athletic Industries and Spot-Bilt athletic shoes. Even as he was leaving college, he became a General Motors Chevrolet spokesman and the promotion mouthpiece for Schick Shavers, Royal Crown Cola, Pepsi, Wilson Sporting Goods and Foster-Grant Sunglasses. Now he's also getting starring roles in films and TV, and has landed a contract as a sports commentator with NBC and owns his own production company. Yep, the Juice has oozed past the \$1 million annual class. He's rated for credibility, persuasiveness, sales effectiveness and merchandisability. And it is that talent that caused Advertising Age to elect him Star Presenter of the Year, succeeding Karl Malden, last year's Oscar winner as an advertising celebrity performer. the notebook

Athletes with comparable talent were born long before the present price structure. Mickey Mantle and Joe DiMaggio are well paid for a coupla spots. But imagine the paycheck fees if the glory days were today for the likes of a Joe (THE champ) Louis, Sugar Ray Robinson and the immortal Jackie Robinson, and boxer Harry (Remember) Wills and Jim Thorpe and Jesse Owens and Althea Gibson. O.J. commands top dollar because he is blend of charisma and confidence. Joe Louis should not be remembered for his one line endorsement of Chesterfield at a time when he wasn't even smoking. The champ was made to say: "Chesterfield is my favorite cigarette in my restaurant" (then in Harlem's 125th St.). Joe's earnings were with his fists, not his mouth. Then to, there was moocho advertising bias in his days.

FROM THE WAX RACK - The Nitty Gritty Dirt Band, just returned from a triumphal tour of Russia, had'em standing on their seats shouting "Banzai" or whatever is the Soviet equivalent of "Encore!" The tour, of course, tickled United Artists president Artie Mogull who established new musical recording channels there. Back in good Ole U.S. the UA firm is gearing for the release of "New York, New York," a film blockbuster-to-be whose soundtrack lp is expected to have same impacts as "Rocky" . . . Aha! "Slave," a debut album waxed by the nine-piece band of same name, has been certified gold with U.S. sales in excess of half mil units. Cotillion Records is plenty proud over its top-charted best-seller and has registered congrats to producer-manager Jeff Dixon . . . Aretha Franklin's current single, "Break It To Me Gently," busted through to

the top spot on the charts, but wait'll you get the latest Aretha album, "Sweet Passion." Busy Aretha. She began summer tour at KOOL Jazz Festival with The Spinners in New Orleans and leaped into Detroit for a three-nighter at the Ford Theatre . . . "Atlantic Super Stars" aiming for 11th Montreux International Festival in Switzerland July 9 starring Herbie Mann and the Family of Mann, Ben E. King, Malombo and Luther. While there they'll turn out "the ultimate jazz-rock-R & B-fusion album," a disco-fusion of acts. the notebook

The Paramount, a Boston, porno theatre, padlocked for a year, will become a legitimate playhouse productions, African ballets and other black shows starting next wk . . . Attornies for the Latin Casino are taking a legal look into Redd Foxx's cancelling his last Wednesday show there. Why, is the question . . . It's the real thing that Fantasy Records has acquired the North

Records has acquired the North American distribution rights to Stax Wax Catalog. Some heavies go with the deal like Issac Hayes, The Staple Singers, Johnny Taylor, and Rufus Thomas. Some of this talent is even on another tallow currently.

James Earl Jones and Jimmie Walker have been teamed for a special teevee movie . . . CBS Records' third Summer Minority Internship Program has employed 12 upper classmen of Black and Hispanic origin among the diskey's roster of college students . . . Shirley Bassey is in the limelight again. Not only is her last yr's variety series being reissued by BBC, but she will be returning to the states for an eleven-day run at the posh, on the brink, W'chester Premier Theatre right after Labor Day. Her fall tour with stretch thru Sept. and into the Greek Theatre in Los Angeles . . . Is there no end to Muhammad Ali's talent? He has injected another portion of it into the soul doings of The Blue Notes waxing of their first LP under the Glades' label under the title, "The Truth Has Come to Light." Should it ever, a lot of folks would seek the darkness . . . STAY LOOSE.

Plan Reviewed

CARSON CITY, July 7 -- The 1978 Developmental Disabilities State Plan will be reviewed July 13 at a meeting of the Developmental Disabilities Planning Council starting at 9 A.M. in the conference room of the Clark County District Health Office, 625 Shadow Lane, Las Vegas.

In addition to a review of the fiscal year 1978 State Plan, the agenda will include a report on the Protection and Advocacy System.

Peter Pan

Judy Bayley Summer Repertory Theatre announces "The 15-minute Rush Hour."

To bring the production of "Peter Pan" to as many Las Vegas as possible, many available tickets will be sold 15 minutes before performances at \$2 off the regular price, Bob Burgan, Summer Rep managing director, announced this week.

Most seats will not be in the best locations, Burgan said. He added that the new policy is temporary and may be withdrawn during "Peter Pan's" run.

"We hope this new arrangement will allow many more people, especially families with children, to enjoy the excellent performance of "Peter Pan," Burgan said.

Timely Safety Tips Lightning Safety For You!



Are you aware of the dangerous phenomena connected with lightning? It is estimated that lightning strikes somewhere on earth about 6,000 times every minute, which means that a total of almost 90 million bolts strike earth each year.

The safety engineers at Underwriters Laboratories recognize that where and with what force lightning strikes is often unpredictable and beyond human control. However, UL suggests the following precautions.

* If out-of-doors, head for a substantial building. Avoid golf courses, hilltops, isolated trees, wire fences or small sheds. If no building in sight, take cover in a ditch, ravine or crouch down or lie flat on the ground. Stay clear of telephone poles, power lines, pipelines, or other such electrical conductors. Cars usually offer good protection.

* If on or in the water, don't swim during a thunderstorm and avoid open boats. Boats with grounded masts and metal objects are safe as long as one avoids contact with metal.

* If indoors, stay away from metal objects such as plumbing, sinks and tubs,

radiators, stoves, fireplaces, open doors and windows, and porches. Don't use the telephone or appliances such as television, radio, toaster, hair dryer, electric tooth brush, etc!

Buildings can be protected against lightning damage through three methods:

(1) the installation of Lightning Rod System - Lightning Protection Components. These rods are connected by heavy cables to grounding equipment, serving as a path for the lightning to travel to the ground:

(2) the installation of Secondary Service Lightning Arresters connected between the incoming electrical power wiring and distribution circuits and the grounding equipment, will divert a lightning surge into the earth; and

(3) the installation of Antenna Lightning Discharge Units, to protect TV, radio and C. B. receivers connected between outdoor antenna system and an earth ground.

Be sure that the lightning rod system which is installed on your premises bears the Master Label of Underwriters Laboratories Inc., and that the lightning arresters and antenna discharge units bear the UL Listing Mark.

LETTERS

Dear Sir:

Much is being printed in the news media about the inadequacy of the court facilities, crowded conditions of the jail, and the lack of manpower to perform vital police functions such as serving warrants, and getting involved in crime prevention techniques. Naturally, it follows that the county commissioners are being pressured for funds to expand and facelift court facilities, and to allocate more personnel for law enforcement.

Would it not be wiser to utilize officers who are almost daily making arrests of persons with do thoughts toward prosecuting them; in more critical areas where serious crimes are being committed and thus afford law abiding citizens on all sides of town a little more protection? Would this newspaper challenge the county commissioners to justify the money and manpower utilization in the daily arresting of vagrancy wanderers, and public nuisances? Or even better, select any particular or several charges used by a certain department over the years and report to the public on the cost of the program and the results obtained using court convictions as proof of that result.

Some of the less fortunate ladies say that the officers are so indignant and un-professional on the way to the jail that they wonder how such fellows could be on any government payroll, at least North, or West of----we all know where.

Finally Mr. Ed., would you inquire of the commissioners why the serving of warrants for failure to appear has no priority and how our system of justice can function effectively if persons charged with a crime are not pursued beyond their failure to appear?

NAME WITHHELD