

# BILLY ROWE'S NOTEBOOK

**N'YORK CITY** -- The American Assn. of Advertising Agencies has filed a brief supporting the FCC's drive to get more broadcast stations into the hands of minority owners. The 4-A's, in pledging an all out industry adv. effort, said thru a spokesperson that "it is a worthy and important goal to increase minority ownership of the broadcast media. The org. also expressed concern over the under-representation of minority eyes and ears in the various rating services . . . There is no words from the ABC-TV executive towers to confirm or deny that "Roots" will be a rerun before that network's fall season. Some said the rumor hit the ear'lane after author Alex Haley mentioned at the National Assn. of B'castors' convention that his nielsen busting saga would be repeated around August. "Roots" sequel is now before the cameras on 'African' location in H'wood, the city of make believe. After some monied hand twisting, Ben Vereen bowed to the ABC roosters and will repeat his "Chicken George" role in that network's continuing saga of Alex Haley's African heritage. On the "Roots's" subject, "Holocaust" did not force its all time teevee record into a concentration camp and was eye'legated to runner' up slot. The African tome is still winner and all time nielsen champion.

The '76 and '77 news stories about violence and political unrest in Jamaica, W.I. all but cut its ofay tourist trade in half so the government will spend \$2,500,000 this yr in an all out effort to get white folks to hit the tourist trail to that black governed country . . . The black government of the Bahamas will spend almost twice as much, \$4,500,00. for much of the same. To my knowledge all this loot is being spent thru white adv. agencies, not Barbara Proctor, Chgo. or Byron Lewis' UniWorld in N.Y. so none of the black papers you read will get any financial benefits out of this \$7-million expenditure . . . Ron Sampson, guess he was the highest ranking black with a major U.S. ad-agency, has nixed his supervisor-partner post with Tatham-Laird & Kudner to ad his strength to the black owned Burrell shop in Chgo . . . If like this scribe you failed to eye-ear lovely Carol Cass during her emcee chores at the revived Cotton Club, then you missed something grand. Happy that she thought enough of this corner to send along that poster of her statuesque self . . . Hope J. J. Walker is having a "Good Time" with the extra loot coming his way as an endorsee of U.S. News & World Report.

**FINGER POINTING**---A number of folks would love to cause NBC to deal harshly with Satdee Nite Live star Garrett Morris for his allegedly endorsement of one of the nation's most shocking porno'mag. This is the line which got 'em boiling mad; "What Kind of Nigger Reads S---w?" ..Roberta Flack's version of the title song, "If Ever I See You Again," for an upcoming Columbia pic, has Atlantic wax exec. dancing to the bank. Joe Brooks, who brightened his success with "You Light Up My Life," also composed and produced this newest do're' me maker . . . The CBS-TV programmers have had a change of heart and "Baby I'm Back" will not be back next season. The Sit'com, which brought some fast patter and loud laughs into many a living room, starred Denise Nicholas and Demond Wilson who blew his best gig when Redd Foxx gave CBS its junkyard back for lack of a window . . . It had to happen sooner or later so now there's a group calling itself "The Writers." . . . Ray Callender who nixed a new'beat to thump the drums for Gen. Foods, can now stop licking his fingers. He has left Kentucky Fried for a bigger P.R. berth at Anaconda Aluminum head-quartered in the same city, Louisville.

The alleged contents of letters Betty Granger Reid, ex-news' lady and White House commissioner, has sent a few friends from the coast have got them wondering what really goes . . . Berkley Burrell is one of the busiest fellas in DeeCee with too many minority contractors attempting to find out

just how to go about getting a piece of the 15% action the Secy of Transportation has instructed his dept. to give them out of the \$1.5 billion in contracts to be awarded this fiscal year . . . Imagine Diana Ross and Lola Falana working the save city, Las Vegas, but on different sides of the St., at Ceasars Palace and the Frontier. That's sexysational! . . . "Which Way if Up" has mapped a new way to the bank for Richard Pryor. Todate the flick has grossed in excess of \$15-million not counting the more than \$9-mil expected from foreign rentals and gosh knows how much from an eventual teevee deal. So its seems that the comic, who wasn't funny when he nixed a promising teevee career, allededly pegged a few live shots at his spouse and her friends and told a H'wood Bowl full of Gays which way was down, has not been effected where it hurts the most; in the pocket and is still potent at the box' office . . . Song-piano stylist Bobby Short, the darling of the yacht-jet set, has been named to the board of the 3rd-Street Music Settlement.

**CONVERSATION ROWE**---Wayne Bryant, the court appointed gardian of Jackie Wilson's affairs, has been relieved of same and has been told to start accounting. The chore has been turned over to his spouse, Harlean, from whom he has been seperated for many years. Judge Mary Ellen Talbott so ruled in Camden, N.J. rejecting a request submitted by Joyce McRae and Anthony, the son of the entertainer who has been paralyzed since suffering a heart attack on stage of the Latin Casino over two-yrs ago . . . The tremendous success of the matched voices of Johnny Mathis and Deniece Williams was by no means "Too Much, Too Little, Too Late," and the tune has taken a commanding position on the charts. So the duo has been rushed right back into the studio to strike while the wax is hot . . . Looks like Marguerite Cartwright's bid for a veev spot on the Overseas Press Club roster will meet with voting success . . . Donna Summer's, "Thank God It's Friday," expresses the main sentiment of the working class--STAY LOOSE.

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## BLOCK GRANT

The Westside Community Development Commission office reports that 17 street lights have been installed on West Washington Avenue between North "D" and North "H" Streets.

U.S. Department of Housing and Urban Development Block Grant funds were used to finance this project at a total cost of \$20,874.00.

A traffic signal light is scheduled to be installed at the intersection of North Highland Drive and West Lake Mead Boulevard before school opens this September.

The current GI Bill education program is the most successful in history with more than 55 per cent of Vietnam Era veterans having taken some form of training. This compares with 50 per cent and 44 per cent, respectively for World War II and Korean programs.



**BLUES SINGER HONORED**---Alberta Hunter, who staged a comeback at age 82 last year, is the May recipient of the Gordon's Vodka Good Gal Award. She is being honored for "deeds that help make the world a better place." She worked as a practical nurse for 20 years after retiring from showbusiness in 1954. Gordon's will also make a donation to the NAACP on behalf of the singer who has fought against bigotry.

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## TELL ME

WHY IS IT THAT TREES DO NOT  
CONTINUE TO GROW TALLER AS  
LONG AS THEY LIVE?



A MAIN REASON IS DUE TO  
THEIR INABILITY TO CARRY SAP  
TO GREATER HEIGHTS!

## MEN OF BRONZE

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The 369th went to France and became the Trois cent soixante neuvieme Regiment d'infanterie Americain and were brigaded with the 16th French Division of the Allied Forces. They were 191 days under fire in the front line trenches -- longer than any other American unit in France.

The memory of their triumph and sacrifice on French soil lived long after World War I. The memory of their music lived even longer - for, under bandmaster James Reese Europe and such notable musicians as Noble Sissle and Frank de Broit, the 396th military band brought the American jazz of the day to Paris and all of Europe.