

## 'The other side of Vegas'

by Bernie Vegas



**SANDS — Rivers, Rivers, Rivers — Joan Rivers**  
She's someone special. I always feel super when she's in town. The name Rivers looks good in lights on the fabulous Las Vegas Strip. Joan's a strong female comedian that keeps you laughing.

**ALADDIN — Denise Clemente**

Dynamic Denise has returned to the lounge of the Aladdin. Where does she get all that energy? She's very entertaining giving a bit of her SOUL and she does have SOUL.

Whatever happened to Henry Shed? The SOUL CONTRIBUTOR.

**ROYAL INN LOUNGE — Reggie Griffin (Tuesday comedian)**

A 'young, gifted and black' comic, former writer and local TV personality of "Reggie's Bag."

Reggie possesses a dry style of humor that

Reggie possesses a dry style of humor that seems to capture delayed laughter and applause from his audience. Reggie is on his way.

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**DUNES — Bobbie Wicks**  
Funny man Bobbie Wicks is doing his thing (style of comedy) at the Dunes.

He's the replacement for comedian Freddie Sales in the Casino de Paris Show at 7:45 and 11:45 p.m. nightly. Bobbie is a good comedian and has what it takes to star with a lavish cast of 100 starring the Fercos.

If you haven't caught Marlena Ricci at the Top O' the Dunes at 12:00 midnight and 2:00 a.m., you're missing a treat. Stephanie Lawson, too.

Smoking Joe Frazier, staying at the Dunes, has most of his entourage with him. Of course, his son Marvis thinks Joe's with Him!

Happy Union and Success in the marriage of Hans Hersel, Food and Beverage Manager at the Dunes to Rosaura Zaragoza of the D.I. Junket Office, Hector and Louis Zaragoza's sister.

**PRETTY GIRLS DISCO #2** at the DUNES. Saturday, May 17th. Don't miss it! 10:00 p.m. 'til...Disco Mixologist — Bobby McRoy. A Bernie Vegas Production.

**HAPPY MOTHERS DAY, MRS. ANN PAULINE RIVERS.**

Gladys Knight and the Pips

Gladys exhibits such grace and poise upon the stage with her powerful voice bellowing melodies that are soul touching and spirit sensing. She and the mighty Pips are one of the 'best things that ever happened to' Las Vegas. She vibrates such love and soul within her songs that her audience can feel it.

I love the lyrics in the song "The Need To Be." Gladys and the Pips have given us all a need to be ourselves. We have watched her grow from one nighters to the lounges, to co-starring the show rooms and on to being one of the super stars of Las Vegas.

We pre-empted Rudi Jackson's regular article this issue in order to present an article about Rudi himself, whom we feel is an extraordinary person in his own right.

Rudi Jackson was born in Taxarkana, Texas a few years ago, but he grew up in Los Angeles. At an early age his talents were drawn to music. He began singing at the age of 10 and also began to write lyrics about that time. When he was 16 years old, he wrote a song, "Hearts Of Stone" and soon after began to sing professionally with his brother-in-law's band The Odie Erving All Stars, who played for private parties in Hollywood and Beverly Hills. He also traveled on road tours for a number of years.

In 1952, after marrying Nadine Irene Gaines of San Bernadino, he became a disc jockey there at station KCSB, where he would often sing along with the recorded songs he played. Johnny Torrence heard him and asked him to join a vocal group. He did so and presented to them his song "Hearts Of Stone," which the group, known as the Jewels, recorded. In 1955 the song became an international hit. He spent six years on the road singing professionally with the group.

In 1968 Rudi's talents took a different direction, when he joined the Watts Writers Workshop. For this group he served as junior administrator, playwright and co-director of plays. His acting abilities began to develop and he appeared in several TV productions, one memorable one being "Finders Keepers" on CBS. He also sang on movie tracks, such as "The Way To The Gold."

During this period he also began to develop a love for poetry and started to write it in 1969.

In 1970 Rudi moved to Victorville and formed The Carousel Theater and School of Modeling, through which he began working with teenagers. He was also booking bands during this time and in 1975 found a group in Los Angeles called Total Unity. Recognizing the group as being Las Vegas material, he phoned the Hacienda Hotel, spoke

# Rudi Jackson Is An Extraordinary Writer, Musician



ODIE ERVING ALL STARS with Rudi Jackson on extreme right.

with Judy Aura and arranged an audition for the Total Unity. The group was very well received in the auditions, but it was felt that the group was too large (there were 10 people in it); at that time, booking agents were looking for smaller combos. However, he secured a booking for the group at Nellis Air Force Base for a weekend, then went to the Westside and booked the group into the Newtown Tavern where they stayed for 10 months.

While entertaining at the Newtown he became increasingly impressed by the talented young ladies he saw in the Westside Community, so he decided to start a training program for them and young men in the art of "elegant" modeling. With this group he formed the "Foxy Fashion Revue."

Eventually he left Total Unity and moved back to California, but after a year away from Las Vegas he got the yearning to return. He did so and started working for Operation Life as a youth coordinator. He also formed at the Westside Library the Tyro Modeling Class for pre and sub teens.

Roberta Banks Collier, LeVon Siggall and Johnny McGee, who had been with the Foxy Fashion Revue, asked Rudi to work with them again in modeling. They started recruiting young men and women to join what now is the "Sassy Fashion Models Revue."

Rudi had always wanted to form a social club. In 1978 the nucleus was formed, along with Mary Scaife, and the Tiffanys — 12 Social and Charity Club came into being. "The prime purpose of club is to help people in

our community to uplift and help the lives of good living," declared Rudi in a personal interview. "Our chief aim is to have a workable theater and cultural center in the West Las Vegas area to serve as a landmark of teaching youth and adults much of the richness that one can attain with or without money, by using their minds and bodies to work good among fellow human creatures walking through this earth, which is a stage for all of us," he continued.

Rudi's favorite quote is: "There is so much to do and so little time." These words were uttered by one of his idols Toussaint L'Ouverture.

We close with a bit of Rudi's own poetry:

"I have become a conversation piece on the lips of my slave masters..WHY? Rudi J. Monamodi

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