

*'Jackson Street Beat' by Rudi Jackson*

# 'Sweet Gogie' Does It Right

This was a busy weekend in more ways than one on the W.S.O.T. many Good/Bad/n/Ugly things took place leaving many torn and bruised both physical & mental...But for the brighter-sides of the morning day-lite found me making it home after spending a most involved evening at the Happy Birthday B.R. King- Sassy Fashion Revue which had a good number of fine followed persons coming together to see the presenting of Love-Lee Awards to B.B. KING, Hampton Reese, Dorothy M. Love, & Johnny



*Rudi*

McGee... Mrs. Love was so elegantly attired and shone with the facial beauty of an Ethopic Queen as she made her way to the mike stand to receive her award after a

stirring poem penned by her was read. The many rapid responses by hands and voices approving the revue in motion gave highly the seal of delight as the show un-fold before their eyes. At this time permit me to introduce: Herbert (Sweet-Gogie) Peirson (Male model) highlighting the fashion of Johnnies Mens Boutique (812 W. Bonanza Rd.) of Las Vegas who shared in the zingy revue and cake & ice water food eating affair...The cake sho'wuz delectable cause the patrons delited their tastebuds to the fix-ings (thanks to Dorothy M.

Love, The Tiffanys-12 Members & Friends we had all the fancy-foods & stuff) But back to Sweet Gogie the male model of the Sassy Fashion Revue. A former student of Ruben McCall High School in Tullah, La. where he participated in sports and as a narrator of many of the Hi'school dramatic plays. He has also been a prize fighter (Loves T.K.O. and Sassy at Doing-It!) He served in the Viet Nam Conflict where-in he viewed the needs to show deep concern about the others that be living in this earth who need title and respect. Sweet Gogie is

a acting bartender at Loves Cocktail Lounge, 500 W. Jackson St.

...SWEET GOGIE is his name! More news next week on the beat of mine. However, I spoke to Mr. Albert L. Dunn who is relaxing at a Federal owned resort in Calif. he wants both friends & foes to know that he is doing good and plenty moments of helping his fellow-men their as he was doing and SO MANY LOOKED UPON WITH DETEST AND SHOO-SHOOT FROM THE COMMUNITY ...BUT YOU CANNOT KEEP A GOOD MAN DOWN! Monamodil



'SWEET GOGIE'

## A Closer Look At Rudi Jackson

*By Betty Brown*

The old adage "Still Waters Run Deep" certainly applies to Rudi Jackson, better known as Monamodi to the many readers of his

column "Jackson Street Beat" featured weekly in the Las Vegas Sentinel.

Rudi is a quiet spoken, gentle man, and indeed his "waters run deep" when it comes to

thoughts of life and particularly thoughts about the plight of black people.

Though his thoughts run on a high philosophical plane, Rudi still remains a

realist. He readily acknowledges the existence of the "good, the bad and the ugly" in this life. However, while ever striving to make things as perfect as they can be, he still sees and accepts them as they really are for that particular period of time. His method of dealing with life's problems is to manipulate them around and use them to his advantage, rather than let them overcome him.

One of Rudi's main concerns in Las Vegas is "for the rivers which have been dried up by many sources," the rivers of black and underprivileged humanity which are "being kept in slavery — no longer with

the cotton sack, but by the pen and pencil."

Rudi doesn't just preach creative wisdom, but believes in practicing what he preaches. Rudi is a doer. He relates, "I believe in planting seeds of knowledge and showing people how to live constructively for self and fellowman. I like to see people share their knowledge with others."

Regarding higher education, Rudi say, "We must USE what we learn, rather than just get a diploma for the sake of saying we got one."

Born in Texarkana, Texas and raised in Los Angeles, Rudi had

worked in the field of music and entertainment at an early age. However, he feels his mission now is to work with people, especially the youth and disadvantaged. And he is doing just that. In addition to being the founder and director of the Tiffany's 12 S.C.&C. Club and the Sassy Fashion Models and Revue, he also spends much time working with the youth in the community recreation centers.

Rudi has a dream. He says, "People who don't know any better would think, as they walk through the Westside, that the only things the people on the Westside do are go to church, to the pool hall, to the cocktail lounge or to jail — the good, the bad and the ugly!" Rudi hopes to someday see a beautiful building standing somewhere on the Westside, which will house an auditorium and a theater — a place where people can hold meetings, concerts, plays and other programs. This is the goal for which he is working so diligently and for which he is soliciting public support.

Finally Rudi says, "A rose has only one season in which to live. We humans have many and we should live through all our seasons to the fullest and best that we can."

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People of  
Clark County**

*Thank you for your tremendous vote of confidence in the Primary Election. I pledge that I will do everything possible to merit your continued trust and support.*

**Judge Earle W. White, Jr.**  
Dept. 5  
Justice Court

Retain Judge White Committee, James E. Ordowski, Chairman