ROWE-

2-Radio Un-Interrupted Music Sweeps are another serious contributor to the demise of record sales. Radio stations like to boast that we play more music without commercial interruption. When a D.J. announces that during the next hour, he or she is going to have a 40-minute music sweet, every kid with a tape has a sweaty, reefer burned finger paused over the "Record" button on their tape. What programers fail or refuse to believe is that one day they will come to work to find that the station or their shift has been - automated! Why should a station continue to pay an announcer who doesn't announce? FM-radio has been the biggest practitioner of this. Now it has spread to AM-radio.

3-Record Store Owners also contribute to the problem by buying pirated tapes and renting records for taping. They too must realize, that they must do everything they can to keep the record Co. In business. If the record industry falls, so does the momma & Poppa Store.

Mr. Rowe, these are but a few of the cause factors. Please feel free to quote me! Your Brother in Struggle, Dick (The Hawk) Hawkins."

WRITE ON: - Our column about John Silvera the soldier inspired the following 20-center. "Your report-ing on Colonel John SIIvera was refreshing and reminiscent to me. John Silvera was an acolyte at the Church of the Epiphany Orange, N.J. under the Rectorship of the late Father George Marshall Plaskett, a great priest and a great leader.

"My father was a member of Co-A of the 1st. Separate Batalion of the New Jersey National Gurards. My brother, George, and I were members of the Junior State Militia and we went to camp in Sea Grit, N.J. every year along with other sons with our fathers who were in the Militia. I recall when companies A & B rescued survivors, and retrieved the bodies of the Moro Castle, the luxury liner which burned off the

coast of New Jersey In the Atlantic Ocean at Sea Grit.

"While John was always a go getter and one for us young ones to admire, I am most happy to read of the report and will pass it on to those whom I know that were part of the New Jersey National Guard ... Keep up the good writing. Sincerely Malcolm L. Corrin, president CEO, Interracial Council for **Business Opportunity."**

NEWS BEAT: -Ralph Cooper, the vaudeville, screen, radio and TV pioneer, who is currently serving on the staff of his third Gov., state of N.Y., has been taken on as a consultant by the producers of the up scheduled film version of "The Cotton Club," the Har-lem nitery which put the loudest roar into the rowdy 20s. In town for a press confab re that flick, Gregory Hines ad-ded lore to the legend, "the bigger they are the nicer they are." This flick could make this young fella, who's perhaps the greatest

tap dancer since Bill "Bojangles" Robinson In the big Apple, N'York, The Jackle Rob-Inson Foundation will continue its thrust to take a bit out of ignorance with its 2nd annual Youth Convention. Columbia U's School of International Affairs will be the site Oct. 8th ... The American Newspaper Publishers' Assn. has upped Thomas C. Fichter to

Sr. veep and deputy General Manager ... The tipped hat to the Capital Press Club for Its provocative Mayoral candidates forum in DeeCee Sept. 9 ... Folks are wondering what manner of politics made flick star Burt Reynolds change his mind about building a \$25-million studio in Atlanta. I am sure that Mayor Andy Young would love to know . . . Teena Marie, the ofay chirper, has legally struck back at Motown. She's asking for damages in excess of \$40-million. Nice set of bucks if you can get them ... STAY LOOSE ... Billy Rowe is a syndicated columnist.

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HR. POKER! LOW LIMIT **GAMES**

ESSENCE MAGAZINE SALUTES BLACK AD AGENCIES

NEW YORK - Essence Magazine recently paid tribute to the nation's leading black advertising agencles with receptions in Chicago and New York. The purpose of these occasions, according to Clarence O. Smith, president and advertising sales director of the black woman's publication, was to acknowledge the agencies for their innovative marketing strategies and continued support of black media.

The sixteen agencies recognized were Chicago-based AdWorks Advertising, Inc.; Vince Cullers Advertising; and Proctor and Gardner Advertising; Minneapolis-based Ram Associates, inc.; and Vanguard Associates, Inc.; New York-based Adelante Advertising, Inc.; Hamer Advertising & Marketing Concepts; J.P. Martin Associates, Inc.; Lockhart & Pettus, Inc.; Mingo-Jones Advertising, inc.; Uniworld

american smokeout



Nov. 18, 1982

Group, Inc.; Urbana, Inc.; and Vomack Advertising Company; and Superlative Productions of Dallas.

"These agencies play a vital role in the success of not only Essence, but of all black media," said Smith. "We want to convey our appreciation to them for their belief in us, and for touting the importance of black media to their various

clients." Each of the agencies was presented with a plaque that praised them for their creativity, contributions and commitment to black media.

Essence, now in its thirteenth year of publishing, is one of the fastest growing women's magazines in the United States, and has a monthly circulation of more than

WANTED!! **BACHELOR OF THE YEAR**

MUST BE UNMARRIED (can be divorced or widowed) **MUST BE OVER 21 YEARS OF AGE** MUST HAVE A SPONSOR

1st PRIZE - TRIP **'WEEKEND FOR TWO IN** SAN FRANCISCO'

2nd PRIZE - GIFT CERTIFICATE TROPHY AWARDED TO TALENT WINNER

THE BACHELOR OF THE YEAR CONTEST IS SPONSORED BY THE LAS **VEGAS CHAPTER OF THE NATIONAL** ASSOCIATION OF BLACK SOCIAL WORKERS

FOR APPLICATION AND MORE INFORMATION CALL 731-0918 OR 399-1600

All proceeds from this event will go to the NABSW Scholarship Fund

RADIO, RECORDS & RAP/TELLIN'IT LIKE IT'TIS'IS A SUBSIDIARY OF @ 1982 THE MOUSE HOUSE INC.

THELIST.

ZOOPER -Klupper Sez

THIS WEEK 1	LAST WEEK
* 1	5
2	2
* 3	6
* 4	7
* 5	8
6	3
7	4
8	9
9	1
*10	18
11	13
12	14
★13	17
14	10
×15	20

LOVE (COME DOWN-EVELYN KING-RCA-JH-13273
THE MI	ESSAGE-GRANDMASTER FLASH-SUGARHILL-SH-584
LET M	E TICKLE YOUR FANCY-JERMAIN-MOTOWN-1628MF
BIG F	UN-KOOL & THE GANG-DELITE-DE622
777-9	311-THE TIME-WARNER BROS-7-29952
DANCE	FLOOR-ZAPP-WARNER BROS-7-29961
JUMP '	TO IT-ARETHA FRANKLIN-ARISTA-AS0699
RIBBO	N IN THE SKY-STEVIE WONDER-TAMLA-1639TF
YOU DI	ROPPED A BOMB ON ME-GAP BAND-TOTAL EXP-TE-8203
PACK S	JAM-JONZUN CREW-TOMMY BOY-TB826
DO SON	METHING-GOODIE-TOTAL EXPERIENCE-TE-8202
CHANGE	E-BARRY WHITE-UNLIMITED GOLD-CBS-2S502956
WHO'S	STECKIN' IT-SUNRIZE-BOARDWALK-NB-11151-7
LOVE	IS IN CONTROL-DONNA SUMMER-GEFFEN-GHS-2005

IF THIS WORLD-C. LYNN/L. VANDROSS-COLUMBIA