

# RIVIERA HOTEL "WALK OF FAME" DRAWS CELEBRITIES



Telly Savalas, Pia Zadora,  
Sly Stone, Sugar Ray Leonard



Natalie Cole

## ROWE

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17-year history, Phoenix House has won some extraordinary battles. It has demonstrated clearly, predictably and repeatedly that kids from all walks of life — rich, poor, black, white, educated, uneducated, from severe abusers to mild experimenters — can deal with their drug problems. It has proven . . . that addiction is curable." But for a battle this tough, Phoenix House produces an amazing number of winners: 90% of Phoenix House "graduates" remain drug free."

**PARTY TIME:** N.Y. chapter Northeasterners were hostesses at the conclave for 11 chapters from across the country. More than 227 out-of-towners including Roxie Campanella, from L.A., a N.Y. member, showed up for the festivities. Roy stayed home. It was a weekend long frolic at the Plaza and the red carpet was rolled out in all directions for the celebration of 52 yrs. of an org.

**H'WOOD HOTLINE:** Billy Dee Williams will join Diahann Carroll on "Dynasty" this season. I

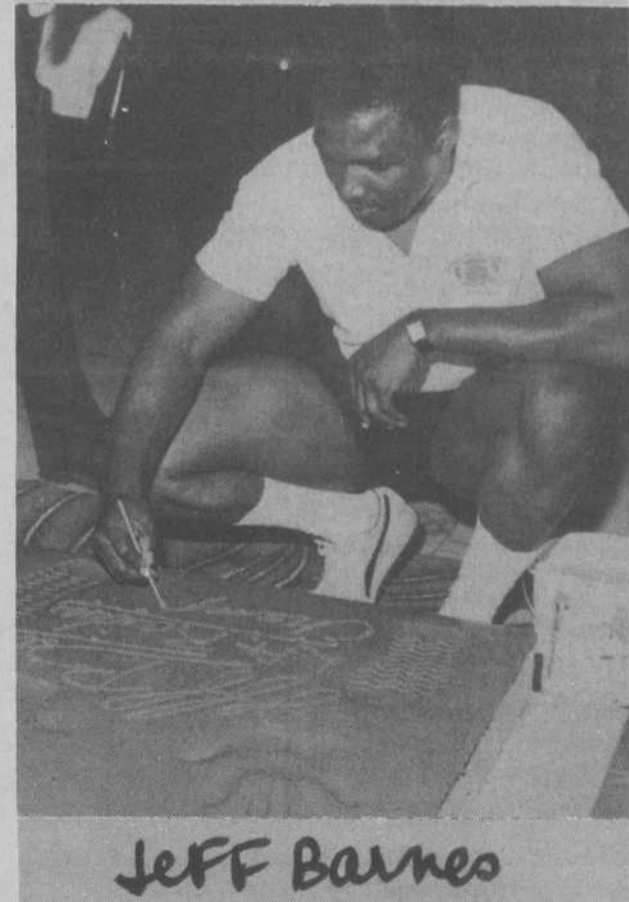


Billy Dee Williams

hope this has not knocked out Harry Belafonte, who was also supposed to appear on this oh-so-hot nighttime soap . . . Ruby Dee has been added to the cast of the CBS-TV miniseries "The Atlanta Murders" . . . January 1, 1985, will mark the first time that authentic Afro-Americans will participate in Philly's "Mummers Parade," a prime tourist attraction since 1901. The "Goodtimers Club," of North Philadelphia, will be the sixth member in the comic division. SHAME, it took the organizers 84 years to discover that Blacks also like to participate in the tradition of mummery, the wearing of mask or disguise for fun especially at Christmas time. The tradition started in England . . . Soon we will be able to pick up our favorite R&B artists on CD (compact



Robert Newhouse



Jeff Barnes

disc). CD's are the newest form of electronic technology coming into its own in the entertainment industry. So far, only rock, jazz and classical music have been exposed to this new trinket. The story is that consumers

of R&B were too poor to purchase this equipment. However, now it seems that disc players have become affordable enough for everyone, R&B lovers included. The sad thing about this story is that the decision makers at

the record companies believe this. I know they study our buying habits, but never in a way that benefits us. I bet had they put some R&B favorites on CD's we would have purchased the discs and disc players. Marketers and

the Afro-American consumer situation always reminds me of the chicken and the egg story. Only the question is, which came first, the product or consumer interest . . . STAY LOOSE . . . Billy Rowe is a syndicated columnist.