

ROWE

From Page 10

of the greatness of Sammy Davis, Jr., thought of him will pop into my mind. When long lush green fairways stretch beyond the sun made shadows of evergreens, maples, aromatic dogwood, pines and furs, I will recall his prodigious tee shot within striking distance from the green. And each time I am in the company of modest, generous and kind human beings my heart will remind me that the spirit of George Rhodes has not forsaken us . . . Edye and Jimmy Butt's yr'end newsletter is too long for reprint, but full of good news about the great '85 they had . . . Lou Rawls has a right to hug Patti LaBelle, she added another major sparkle to his bow out '85 UNCF telethon. It was a Bud treat adjudged a marvelous after Christmas present for the entire nation . . . Harry Belafonte is busy with a documusic drama to eye and ear level the great influence African music has been upon U.S., Cuba, South America and the total Caribbean. He's having a bid of a financial drought at the moment. However, he has the film in rough cut under the title "Drums Across the Sea." he will narrate and hopes to have it completed, with some additional shooting in West Africa, in the fall . . . HAPPY NEW YEAR . . . STAY LOOSE . . . Billy Rowe is a syndicated columnist.



The Platters® Campaign For Las Vegas

Promotion is "revving up" on THE PLATTERS® "Loving' Livin' In Vegas," a new 45 single just released by Antler Records of Las Vegas and backed by noted composer-producer, Buck Ram. The cover of the record was designed as a souvenir item with a 4-color shot of "Welcome to Fabulous Las Vegas, Nevada" sign that stands on Las Vegas Boulevard South which shows the Tropicana and a lot of the Dunes and Aladdin signs in the background. The "Lovin' Livin' In Vegas" lyrics are printed on the back to invite the listeners to sing right along with the record, either with the vocal or the instrumental version which is on the "B" side featuring another Las Vegas, Charlie Shaffer, playing a "mean" Scott Joplin-type piano and called "That Thing." It could be a hit on its own!

Las Vegas has been the headquarters for THE PLATTERS® since 1964 with three of the group now living here, and others planning on locating permanently. Jean Bennett, President of THE FIVE PLATTERS®, INC., (which owns the U.S. Registered Trade Name and Service Mark THE PLATTERS®), moved here in 1964 and took up residence in Bonanza Village in 1965.

This image of Las Vegas, which THE PLATTERS® like, is all said in the lyrics of "Lovin' Living In Vegas."



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