

Entertainment

BILLIE ROWE'S NOTEBOOK

Hey Doc: Them's Fightin' Words!!

N'YORK CITY — I'm not back a minute from my vacation when you inform me that you're off to Atlanta to confer with Carl McNair, Sr. & Jr., father and brother of the late space hero Ronald McNair, about the McNair Foundation. Not to mention the fact that Sammy Davis, Jr., is also headed that way. Thank heavens we were working on a column and your part was completed

before your departure. Billy Rowe: Dr. Steve Barnett, Ph.D. in Cultural Anthropology, observed in a recent issue of "Advertising Age" that "Racism is Making a Comeback in Corporate America." He used some visible and invisible personal eye-ear experiences to headline his point. Each of them serving just one purpose: to keep us in constant turmoil, in a state of anger and frustration. The object of his stretched academic knowledge was a

beer commercial that featured two former basketball stars, one Black the other white, extolling each others athletic "feats" on the polished floor. The Dr. took a somewhat creative play on words — "feats" & "feats" — slam-dunked a stereotyping on the entire Afro-American community. Not one to miss an emotional ploy he even brought up the played out Stepin Fetchit argument. To really get the juices flowing he recounted several board room conversations where references to Afro-Americans were of the lowest caliber. According to Barnett CEO No. 1 who had just "committed

to a minority hiring program" pinpointed his own ambivalence when he asked him, "Tell me are Blacks (with a small b) really as smart as we are? I've never seen it." CEO No. 2 repeatedly referred to his "Black customers at a company strategy meeting as members of tribes who are becoming restless." While at a third company meeting a Veep used the word "nigger." "A little rhythm & Blues, a tight dress and the jigs are sold," uttered an ad agency exec. What shook me is that according to Barnett "the underlying point for all these examples is the assumption that in an elite, white (male) group in 1986, no one will take offense at racial stereotypes." What about racial slurs doctor? You reported them, but lifted not a voice of protest against bigots. You also ignored the fact that Afro-Americans pump more than \$200 bil. into this economy and will not stand for a clock turning back to the bias days of yore. I think you're trying to start something rather than spotlight a growing danger.

Nancy Hite: I agree with you 100 percent Mr. R., but what got me about the Doc's report was that he failed to mention the context in which the two homonyms were used. Also, by focusing on highly emotional subjects like stereotyping and name calling he draws attention away from the biggest problem that faces Afro-American advertising and public relations people, the bias that prevents them from landing the big accounts with all the perks that go with it. Granted, in the past couple of years some have won nat'l. accounts, but it's far too few in accordance with their numbers and talent.

WHILE HE'S HOT Bill Cosby has decided to return to feature films. He's just inked a deal with Columbia Pics. It's scheduled to roll in the spring . . . Hartford Mayor

Thirman L. Milner and Sammy Davis, Jr., mourn the death of actress Mariette Canty, whose career spanned 25 yrs. and included roles on B'Way and 50 movies, who passed away in her Conn. home. She knew Mr. Wonda'ful when he was knee-high to a junebug . . . When Gen. Foods . . . Lee Archer retires one of the duties he'll miss most is the annual opening celebration of Operation Opportunity, where he got to encourage students personally. This year he welcomed 85 hi'schoolers from nine W'Chester schools. The 19 yr. old program employs students and pays them two salaries, one for them and another in an escrow account for college . . . Chicago based pub. John Sengstacke is too happy that his photojournalist son, Robert's work will be exhibited along with Gordon Parks, Valeria "Mikki" Ferrill, Peter Magubane, and Ozier Muhammad, in "On Freedom: The Art of Photojournalism." The Studio Museum in Harlem's three tier photo exhibit . . . No sooner had Ralph McNeal gotten used to his appointment as Comm. of Newark's Housing and Redevelopment authority, by outgoing Mayor Kenneth Gibson, when incoming Mayor James Sharpe went to court to contest same. The unpaid position is to complete three yrs. of Inez Guerrero's unexpired term. By day he's Prexy. of Gen. Foods' MESBIC, the No. St. Capital Corp. . . . Denzel Washington's mom, Lynn of Mt. Vernon, can rest easy now that he's signed to star in Richard Attenborough's "Biko: Asking for Trouble." She knew what was pending in May when he popped into his hometown en route to London, but she promised not to tell.

WRITE-ON — To Gov. Cuomo and the Empire State's Leg. for passage of a

divestment bill that pulls the state's pension funds out of companies operating in No. Ireland that don't abide by the McBride Principles by '87. Similar to the Sullivan Principles that seek equal employment for Black So. Africans, these offer guidelines for fair treatment of Roman Catholics in that country. It's the first in the land . . . With the upscheduled World Celebration of Mayors (WCM) gathering steam for its Chicago meet, folks are remembering Jim Cuffee's, WCM advisor, wide open reception at his So. Jersey estate during the Nat'l Conference of Black Mayors Atlantic City gathering that featured the African dancing and drumming of the Calabash Dance Theatre . . . Folks in the know in the Windy City are saying that Mayor Washington will do another term in office, since even those who dislike him hate the silly antics of his detractors . . . Billy Daniels will star in "Bubblin' Brown Sugar" at Philly's Walnut St. Theatre. That's where the show originated in '76 before it went to B'way . . . Gladys Knight & The Pips, The Temptations & Four Tops, Johnny Mathis, Harry Belafonte, Kool & The Gang, Chaka Khan, Lou Rawls and Jennifer Holiday will all grace the stage of Cohasset, Mass'. South Shore Music Circus before Labor Day . . . Atlanta U., No. Carolina A&T State U., Hampton U., and Tuskegee U., are among 70 institutions to conduct research for the Dept. of Defense . . . Chicago's Ernestine Rowe (no relation) is a lesson in courage. Having suffered a stroke two years ago, today she's 85 percent recovered and on her way to her former self. Keep on keepin' on lady . . . This is Nancy Hite and as usual, IT'S BEEN REAL NICE TO TYPESIT FOR syndicated columnist-Billy Rowe.

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