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# RIGHTS BILL BLASTED!

## Proposed State Act Shocks

# LAS VEGAS VOICE 10¢

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### NO FAIR-HOUSING, EQUAL EDUCATION PROVIDED IN BILL

DEEP DISAPPOINTMENT among proponents of a strong Nevada Civil Rights Act was evident this week following submission to the State Assembly of a bi-partisan bill prepared by the Democratic administration.

Comments by civil rights leaders throughout the state on a bill purportedly designed to "Prohibit discrimination in public accommodations or in employment based on race, color, religion or national origin" ranged from "weak" through "unsatisfactory" to "shocking."

Assembly Judiciary Committee chairman Mel Close, Jr., Clark County Democrat, whose committee will conduct public hearings on the bill, admitted that the proposed legislation "possibly left something to be desired" despite the fact that he was one of five Democrats, along with two Republicans, who officially sponsored the bill.

"For one thing, I think the enforcement provisions of the bill must be strengthened," Close told the VOICE only minutes after the bill was introduced last Monday.

Criticism of the bill by Negro leaders was largely concentrated on the complete absence of any reference to discrimination in housing or equal educational opportunities. Omission of a provision to guarantee equal voting rights also was noted, although it was generally agreed that the inclusion of such a stipulation apparently is unnecessary in Nevada.

Many civil rights leaders expressed the opinion that the bill will be strengthened in many

### A Worthy Cause



DANCE FOR DIMES--Doris Pierce (second from left) and Carol Mason (second from right) display transistor radios that will be given away as door prizes at annual March of Dimes Dance on Saturday, Jan. 30, starting at 7:30 p.m. by Jefferson and Doolittle Center teenagers at Jefferson Center. Inspecting awards are Richard Shepard (left), J. J. Johnson (center), whose Fabulous Gems will furnish the music, and Clint Daniel. All proceeds will go to the March of Dimes.

important respects after the public hearings before the Assembly Judiciary Committee. Others were less optimistic.

THE PREAMBLE to the bill states it is "An act relating to civil rights; to amend chapter 651 of the NRS, provisions relating to public accommodations, by adding new sections de-

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### New Retrain Deals For Local Jobless

WASHINGTON, D.C.--Funds for five job retraining projects in three Nevada cities have been approved by the Departments of Labor and Health, Education and Welfare according to Sen. Howard W. Cannon.

Cannon said the funds will finance training courses for unemployed workers in Las Vegas, Reno and Ely under the Manpower Development and Training Act.

He said the money was originally approved for classes in other states, but reallocated to Nevada when courses in other states were not conducted.

The five Nevada projects, Cannon said, had been approved for some time but could not be initiated due to lack of funds. The classes will begin this month.

LAS VEGAS RETRAINING PROGRAMS include one in stenography and another to train general office clerks. Government funds for the projects total \$61,000.

In Reno, courses will include bookkeeping and basic education instruction for clerks. Approved for the two classes was \$80,000. Another \$29,000 was authorized for training general office clerks in Ely.

The five newly-funded projects will bring to more than 2,500 the number of Nevadans retrained under the Manpower Development and Training Act, Cannon said.

The recently reelected senator, who has included education legislation among his top priority goals during the 89th Congress, also has introduced a bill authorizing an additional \$600 tax deduction for parents of college students.

### Extry! Extry! Las Vegas VOICE Makes Publishing History!

### INCREASES CIRCULATION, REDUCES ADVERTISING RATES

HERE'S GOOD NEWS for ALL MERCHANTS and BUSINESSMEN SEEKING a SHARE of the \$30,000,000 WEST LAS VEGAS MARKET!

But first, let us let you in on something that is GOOD NEWS to us. After 70 weeks of continuous operation, the Las Vegas VOICE is finally operating "in the black" and apparently is destined to remain in that much desired condition indefinitely. To everyone who contributed to our howling success (that's us doing the howling), we extend our heart-felt gratitude. May the good Lord bless you all.

Our new opulence (at least our books balance, if only on paper) has inspired us to write a new and possibly unprecedented chapter in the history of the publishing business. Follow us closely:

In order to completely cover the fast-expanding West Las Vegas market and its fringe areas (that \$30,000,000 figure probably already is obsolete), we recently were forced to increase our circulation by one thousand copies.

Now when a publication offers substantially more readers to its advertisers, thus increasing potential sales, the rule has always been to increase advertising rates in order to offset additional production costs and, to be candid, possibly make an extra buck for the publisher.

At the risk of being black-balled by the rest of the publishing business, WE ARE GOING TO REVERSE THE PROCESS! (Get that man in the white coat away from here! We're not really off our rocker--just a little slap-happy, maybe, after swimming around in a sea of red ink for so long.)

YES, ITS TRUE! IN APPRECIATION TO OUR ADVERTISERS, OLD AND NEW, THE LAS VEGAS VOICE TODAY ANNOUNCES A GENERAL REDUCTION IN ADVERTISING RATES!

The open column-inch rate of \$1.90 has been reduced to \$1.75! This means that advertisers who formerly paid \$19 for a two-column by five-inch ad will now get the same space for \$17.50. Other typical savings include \$10 on a half page presentation (from \$80 to \$70) and \$15 on full page spreads (from \$150 to \$135).

The usual 10 per cent deduction for contract ads running in four or more consecutive issues totaling 50 inches or more and the standard 5 per cent deduction for prepaid ads remain in effect. But we've added another big money-saver to our deduction scale.

WE ARE NOW OFFERING A 25 PER CENT DEDUCTION FOR REPEAT INSERTIONS OF ADS WITH NO CHANGE IN COPY! HOW DO YOU LIKE THEM APPLES, MR. ADVERTISER?

Now is the time to get on the gravy train. It looks like we may have to increase our circulation again most any old day now. If we do, it may be necessary to return to the old advertising scale. But contracts entered into under the new, low scale will not be affected by future changes.

Get in touch with us NOW. We're located in the West Mall of the Golden West Shopping Center between H and J Streets on Owens Ave. The name is on the window and the number on the door is 958. Mail will reach us at 958 West Owens. You can even get us on the phone sometimes. Try 642-5308. If no one answers, please call again, preferably between 11 a.m. and 1 p.m. or 5 to 7 in the evening. Our staff is small and too busy to eat lunch or dinner at normal times.

(Incidentally, if you want to know how our advertisements draw, don't ask us. Just ask any of our advertisers. They're already on the gravy train.)