

## Ad Council Pushes Negro Job Drive

FOUR EXTENSIVE CAMPAIGNS mainly designed to aid Negroes in gaining better jobs have been launched by the Advertising Council of America, a non-profit, public service organization supported by the advertising industry and many large corporations, in cooperation with communications media.

Theodore S. Repplier, council president, said one of the campaigns, "Retraining for Automation," has been in progress for almost a year. The others--"Continue Your Education," "Equal Employment Education" and "Better Community Relations" have begun or are being tested.

In explaining how the Advertising Council is applying its formidable tools of persuasion and education to the problems of the American Negro, which it views as "basically economic," Repplier said, "We are faced with an entirely new and most difficult situation. The greatest period of technological change in history is coinciding with the Negro revolution, compounding a serious problem."

AS A RESULT, Repplier said, Negroes are demanding better jobs "at a time when it is difficult to supply them" because automation

and other technological innovations "are casting aside people with lesser skills and the least education."

Repplier admitted the ad campaigns are probably the "most ticklish" the council has attempted, but he contended the themes are "essentially non-controversial." Some opposition has been encountered, however.

The "Better Community Relations" program, which seeks to encourage formation of bi-racial human relations committees, originally was scheduled for testing in four cities--Boston, San Francisco, Baton Rouge, La., and Tallahassee, Fla.

"But the Tallahassee media people listened politely, then decided not to run the ads," Repplier, revealed.

ONE OF THE MAJOR PROBLEMS, according to Repplier, is reaching the Negro, himself--convincing the Negro that "Things Are Changing," in the words of one ad. "We are trying to point out that many jobs formerly closed to the Negro are now open to him because people are opening their minds," he said.

Next month, the council will introduce a song "in the so-called beat rhythm" that will try to convince listeners that "things actually are changing," Repplier said.

In pilot ads for the "Equal Employment Opportunity" campaign, the council found that the concept of "white collar jobs" didn't get across to most Negroes. It also learned that the word "business" does not mean U.S. Steel or General Foods to many Negroes, but merely the corner hardware or drug store.

Repplier said the campaigns provide "no magic formula" for solving the Negroes' problems but are steps that may help to alleviate an increasingly serious situation.

## Diamond 1417 So. Commerce Second-Hand Store

CHILDREN'S CLOTHING - 5¢ and Up !!!  
DRESSES - 25¢ ... SHIRTS - 15¢  
MEN'S SUITS - \$1 to \$5 ... PANTS - 50¢  
ALL KINDS of SHOES & PURSES - 50¢ Up

### SEEING is BELIEVING!

SEWING MACHINES - \$15 to \$25  
WASHING MACHINES - \$20  
ELECTRIC IRONS - \$1 to \$3  
COFFEE PERCOLATORS - \$1

### BARGAINS GALORE!

TELEVISION SETS - \$35 to \$50  
DRAPES and MORE DRAPES - \$1 Up  
SCREEN DOORS, LADDERS - \$2 Up

### LOOK at THESE PRICES!

DINETTE SETS - \$20  
BEDROOM SETS (3) PRACTICALLY NEW  
SINKS & CHAIRS - a STEAL at \$2 and Up!  
DISHES, POTS, PANS, SKILLETS, etc...  
NAME YOUR OWN PRICE!  
LARGE ASSORTMENT - ANTIQUES, BOOKS

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**Bicycles (3) ~ \$5 Each**

## Seek Paperback Books For Military Personnel

USED PAPERBACK BOOKS in good condition, are urgently needed for distribution to military hospitals and overseas bases of the United States armed forces.

The American Red Cross has been asked to collect 100,000 pocket books and the local chapter is pledged to deliver 5,000 to Area Headquarters in San Francisco by Oct. 1. Donations by citizens may be made at Thriftmart, Food Fair and Safeway markets throughout Clark County, both Vegas Village stores, Ronzone's and Fantastic Fair.

Young & Rue Moving & Storage have furnished receptacles for the books at the above locations and Boy Scouts will pick up the books for packing and shipment by the Red Cross.

## Library Open Evenings

AS A CONVENIENCE to day workers and students who have after-school chores to perform, the Operation Independence Library at 1165 Balzar St. in Vegas Heights will be open evenings from 7 to 9 p.m. until further notice.

# HOUSING REQUIRED

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LAS VEGAS AREA.

BROKERS ARE INVITED TO  
SUBMIT LISTINGS OF PROP-  
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RENTAL LISTINGS ACCEPTED  
FROM OWNERS. ALL SALES  
NEGOTIATED THROUGH LICENSED  
BROKERS AND AGENTS.

REPLIES CONFIDENTIAL BUT  
MUST BE IN WRITING WITH  
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DEPARTMENT OF HIGHWAYS  
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P.O. BOX 170  
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**Mr. K. N. RASNEOR**  
Right of Way Agent

## ARCADIA NEWS STAND

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Owned & Operated by "Ray"  
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# BRAND NEW UNITS

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With Your \$99 Monthly Rent

YES, IT'S TRUE!--For only \$99 a month, you not only get the area's largest and most lavish 2-bedroom apartment, but you also receive \$100 in BLUE CHIP STAMPS when you move in and an additional \$100 in stamps each month when you pay your rent. A FIRST for this area! Each handsomely-appointed apartment comes complete with brand new refrigerator, full-size quality gas range, garbage disposal unit and drapes. Forced-air gas heat plus REFRIGERATED AIR CONDITIONING for year round comfort. Special area for adults and day sleepers. Come out TODAY and SEE for YOURSELF! One look at these attractive, spacious apartments surrounded by fully-landscaped grounds and YOU WON'T WANT TO LIVE ANYWHERE ELSE!

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642-0002