

VOTER REGISTRATION WEEK

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LAS VEGAS

Voice

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Thursday, June 23, 1966

ENTERTAINER SCORES ADVERTISERS' INDIFFERENCE TO NEGRO PRESS

CHICAGO - (NPI)--Members of the Negro fourth estate were given lavish praise recently when Mercury recording artist Jerry Butler publicly lauded ethnic publications for their unselfish services in behalf of Negro entertainers.

"Without the help of our newspapers," said Butler in a recent televised interview, "many of today's top entertainers would not be top entertainers. The assistance given Negro performers has been nothing short of fantastic when you stop to consider the fact that many big-time club owners spend so very little in the way of advertising dollar with these publications." He also remarked that it would be extremely easy for these newspapers to completely ignore the artists working in rooms where owners refuse to spend money for newspaper promotion.

BUTLER HAS BEEN touring the facilities of Negro newspapers for the past two months and seeing first-hand how publications are put together. "There is a lot of work involved; more than meets the eye," the popular entertainer noted after seeing the intricate workings of the Chicago Daily Defender, America's largest newspaper operation. "It is amazing to see a machine operating itself," he said of the automatic tape-operated linotype machines now being used by the Daily Defender.

Jerry Butler has long been identified as "The Iceman" because of his cool, somewhat austere stage manner. Recently, though, off-stage, Butler has become more and more furious at existing conditions between Negro newspapers and club owners.

"Most club owners think nothing of spending \$5,000 per week for a top act, then defeating their own purposes by allotting ridiculously small sums for newspaper advertising," he stated.

Butler discussed at length problems of night club advertising with Herb Campbell, entertainment editor, Empire State Bulletin, when he appeared at the Pine Grill, Buffalo, N.Y.

Bill Spillers, Jr., advertising manager and co-publisher of the Herald, Cincinnati, Ohio, also devoted much time to discussion of what he terms "the problem" when Butler appeared at the Sportsman's Club in Newport, (across the river) Ky.

EFFIE BURRIS YOUNG, entertainment editor for the Ohio Call-Post newspaper chain, joined Anita Lewis Polk, fashion editor; Elsie



THREE ATTRACTIVE MEMBERS of the Cleveland Call Post were treated to luncheon at the LeBrasserie Grill of the Versailles Motor Inn recently by Mercury recording artist Jerry Butler who is waging a powerful war against club owners who refuse to support Negro newspapers through advertising. From left to right: Effie Young, entertainment editor; Anita Lewis Polk, fashion editor; and Elsie Butler (no relation to Jerry), a member of the Call and Post advertising department. Elsie has been appointed National President of Butler's gigantic fan club movement with headquarters at 58 E. Roosevelt Rd., Chicago, Ill. The Call and Post, Ohio's top Negro newspaper, also has a Cincinnati and a Columbus edition. (NPI Photo by Jimmy Gayle)

Butler, advertising staff member, and Butler at a recent luncheon at the LeBrasserie Grill of the Versailles Motor Inn, Cleveland, where "the problem" once again reared its ugly head.

Elsie Butler (no relation to Jerry) has been appointed the National President of Butler's gigantic fan club movement and is currently aiding in the promotion of a national membership drive. Club headquarters is located at 58 E. Roosevelt Road, Chicago.

"The only way the newspapers will be able to lick this problem alone," said Butler, "is to completely cease printing free plugs for these club owners who refuse to advertise. All the newspaper people with whom I talk feel this would hurt the entertainer more than it would the club owners. And, in my estimation, this is very true."

After talking with many representatives of the Negro newspaper world, Butler has decided to see what he can do from the entertainer's standpoint. "I am instructing my attorney and my personal manager to alter all of my contracts to include a provision that will force club

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Puerto Ricans' Violence Integrates Chicago P.D.

By H. J. McFALL

CHICAGO - (NPI)--As relative calm returned to a northwest area of Chicago where two nights of rioting followed the shooting of a Puerto Rican by a white policeman, Police Supt. O. W. Wilson issued an unprecedented general order integrating squad cars and squadrols. This is the first time in the history of the department that such an order has been issued by a police head.

During rioting between police and Puerto Ricans, several squad cars were burned, bottles and bricks were thrown at policemen, several persons were shot and about 100 rioters were arrested. The trouble began when two white policemen tried to stop a fight in an alley. One of the men ran and the officers tried to pursue him, but a group of Puerto Ricans blocked the alley. Arcelis Cruz, 20, allegedly drew a pistol.

THE POLICEMEN SAID they fired several shots. One struck Cruz in the leg. Police later recovered a .38 caliber pistol which had been dropped by Cruz who was apprehended a short distance away. Police said Cruz had previously been arrested for shoplifting and a charge of possessing narcotics is pending against him in Narcotics court.

A crowd of about several hundred Puerto Ricans gathered following the shooting. Police (See VIOLENCE, page 16)

There's Enough For All



THE PIED PIPER of West Las Vegas, Chuck Harris, and his boys are anxiously awaiting Saturday's Party at Sugar Hill to benefit the All American Boys Club. . . The going has been a little rough, but the all clear signal has been given for solicitation rights for the Club that means and does so much for these young men of tomorrow. . . Saturday afternoon, from 4 p.m. until 8 p.m., all bar cash register receipts will be donated to the All American Boys Club.

Chuck has done a tremendous job with these youngsters--and how they love and respect him. . . There's a deal of repairs to be made to equipment at the Club located in the Golden West Shopping Center. There is also new equipment needed, and old bills to be paid off.

Make a date to meet your bunch at Sugar Hill, Saturday, June 25 and help a really worthwhile cause while you're having a Ball.

VOTERS LEAGUE
Meeting-ELK'S HALL

TONIGHT

THURSDAY, JUNE 23
8:00 P.M.

Agenda

NOMINATING COMM.
REPORT
MEMBERSHIP DRIVE

Will Meet You At Sugar Hill For
CHUCK'S ALL AMERICAN BOYS CLUB PARTY
Saturday, June 25th -- From 4 To 8 p.m.