

"PUDDIN HEAD"



"TELL'N IT LIKE IT IS---AND
SOAPS
PUTT'N IT WHERE IT'S AT"

Hit 'Em Where It Hurts

Get up tight and tune Puddin in loud and clear. He got somethin' boss to pull your coat on, Blood. The subject is "Fremont Street", and ole Puddin goin' to wise you on just how Glitter Gulch and Souville are connected. Hear me good, baby, cause we got Fremont Street in our pocket if we play our cards right. They can't make it without our business, and you better believe it, cause them downtown cats know it is the stone truth. That brand new shopping area South of town is goin' to put a big hurt on Fremont Street.

For one time, baby, Bro has got a chance to pull the strings and call the shots. We got a chance to make a choice. We can keep the lights on Glitter Gulch sparklin', or we can make them mighty damn dim. It will all depend upon whether we continue spending our bread downtown or keeping it in our pockets, or maybe, finding some more productive market for our money. If we go elsewhere, they go out of business, baby. That's just how simple it is.

Puddin done even made up a little ditty about Glitter Gulch and the merchants there. It goes like this

"Hold your bread and watch it swell
Pinch Whitey's poke and hear him yell."

Baby, if we didn't spend one red cent on Fremont Street for just a week, you would hear them merchants holler like a pig caught in a barbwire fence. If we didn't spend nothin' for two weeks, you wouldn't get no sleep in Souville for the crying them cats would be doin' on Fremont Street. If we held off for a month, Glitter Gulch wouldn't have so much glitter. In three months, Fremont Street would start lookin' like one of them ole frontier towns when the gold ran out. There would be one exception. It would be the most glamorous Ghost Town in all Nevada history, but it would be a Ghost Town just the same as all the others.

If you think Puddin is crackin' and not fackin', ask any Fremont Street merchant what happened to their business when Sears moved away. Then ask them how they would make it if Bro took his business elsewhere. After you get them two answers, ask why they don't advertise their sales in Bro's newspaper, the VOICE.

The Las Vegas VOICE is their only means of survival. If they want our business, they got to give the VOICE their business, or we goin' to give them the real business. We goin' to give it to them like they been givin' it to the VOICE all the time. We goin' to just forget all about them, and wait till they see how it feels to be ignored.

It is nothin' short of a "spit in your face,"
(See PUDDIN, page 4)

Committee Slates Open Housing Covenant Drive

Local proponents of a fair (or open) housing market have organized a Clark County Fair Housing Committee as a centralized umbrella group under which individual and group efforts to eliminate discrimination in housing and to effect fair housing legislation in the state may be coordinated.

J. David Hoggard, Chairman of the Committee, announced that office space has been obtained at 223 Fremont Street to be staffed by volunteer workers.

The Fair Housing Committee has already launched a membership drive. Membership in the Committee is urged for all who subscribe to the idea and the ideal of equal housing opportunity. Individual membership fee is \$5 and group fee for member organizations is \$25. Religious, fraternal, service, civic, and social organizations will be earnestly solicited to participate in the activities of the Committee for Fair Housing. Each member organization will have a representative on the Board of the Housing Committee.

Impetus to the enthusiasm of citizens already involved with the Committee was given recently when Curt Moody, Executive Director of the Community Relations Service of Southern California, held an informal workshop with Fair Housing Committee members Saturday, March 23, and addressed an attentive "Fair Housing Rally" at Madison Elementary School on Sunday afternoon, March 24.

SUBSEQUENT TO the Rally, Committee members met and agreed to initiate an "Open Housing Covenant" drive in Clark County. Objective of the drive is to secure a maximum number of signators to the Covenant pledge "I welcome neighbors as individuals without regard to race, religion, or national origin."

Presently, committee members are in the throes of obtaining office furnishings and equipment -- any and all donations gratefully appreciated. An order for several thousand stickers bearing the pledge which may be placed on windows or doors of homes or on automobiles, has been placed.

Mrs. Trudy Storm, Secretary of the Committee, will coordinate office procedures and routine clerical work of volunteers. Treasurer of the Committee is Mrs. Ruth Moore who reports that even before membership solicitation has been initiated on an organized scale, checks for organizational membership have been received from the Las Vegas VOICE, Alpha Kappa Alpha Sorority, and B'nai B'rith Women's Chapter No. 415.

Office telephone number of the Committee for Fair Housing is 384-5648. Alice Key, Executive Editor of the VOICE, is serving as temporary membership chairman and is available at the VOICE office, 900 West Bonanza telephone (384-3117), for inquiries on the Clark County Committee for Fair Housing, or to accommodate those individuals or groups desiring to become members of the Committee.

BEFORE Mr. Moody's departure from Las Vegas, he made a comment that should hold great significance for residents; a commentary that local governmental officials and industrial leaders would do well to mull. Mr. Moody said we are fortunate here in Las Vegas that Negroes are still willing to talk about integration. He reported that in more than 50 of the nation's cities where he has accepted invitations to speak or offer consultant services, militant young Negro men and women, embittered by too long a history of rejection at attempted resolution of glaring inequities, and convinced of the futility of inter-racial efforts, have unequivocally embraced the philosophy of separatism as the sole hope of the Negro to attain the human dignity he has sought for such an infinitely long time.

Letter Reaffirms NAACP Position On School Bond

Subsequent to Clark School Superintendent Dr. James I. Mason's meeting with executive board members of the National Association for the Advancement of Colored People (Las Vegas branch), Wednesday, March 27 at Doolittle Center, a letter was sent to Dr. Mason reaffirming the Board's opposition to the upcoming school bond issue unless the Clark County School Board demonstrates willingness to institute specific procedures and policy to "insure more equal education."

Reprinted below is the full text of that communication.

March 29, 1968

My dear Dr. Mason:

"As you are aware, more than 25 members of the Executive Board of the NAACP were present Wednesday evening when you so ably and frankly presented your case in favor of the Clark County School Bond Election. You are aware, also, from the many questions posed by the members present that they have a genuine concern for the character and quality of the education received by the pupils who reside in West Las Vegas and their integration into the general school system.

At the conclusion of the meeting and after all the discussions, the entire Board, with the exception of three members, voted to continue the Board's united opposition to the Bond issue unless the Clark County School Board is willing to do some of the following to insure more equal education:

1. There must be some kind of pairing of schools or change of the policy which states that "Bussing is not to be used for the purpose of integration." The NAACP feels that as long as this policy adamantly sets forth the opposition of the school system to a pragmatic program of integrating the Westside children, that the Superintendent cannot, without conflict, conscientiously institute any program to change effectively the factual segregation status which all now recognize to exist.

2. Some forthright and concrete effort on the part of the School Board and its Administrative staff to educate the Caucasian citizens of our community that it is beneficial to their youngsters as well as to the Negro children to learn the characteristics of one another, and to recognize the basic possibilities of equality among all humans irrespective of race, and to accept integration as a legal and desirable end.

3. The making of one of the Westside schools a model school and the integration of that school for all youngsters irrespective of race, class or creed.

4. It is the consensus of our Board that the school authorities have adopted the concept that the Negro children only are proper subjects to

(See SCHOOL, page 3)

Chaney Denies Reported Involvement In Petition

James Chaney, obviously distressed over a story appearing in Monday's Review-Journal which named him as a member of a North Las Vegas group circulating a petition calling for a Clark County grand jury investigation of alleged malfeasance and conspiracy by NLV officials, told a VOICE reporter that implication of him and any organization with which he is associated could only be the result of a monumental misunderstanding.

Chaney said that a member of a North Las Vegas group, The Taxpayers Association, called at his home with the petition while he
(See CHANEY, page 4)