

HAPPY NEW YEAR EVERYONE

***** We Are In Our 9th Year Of Uninterrupted Publication *****



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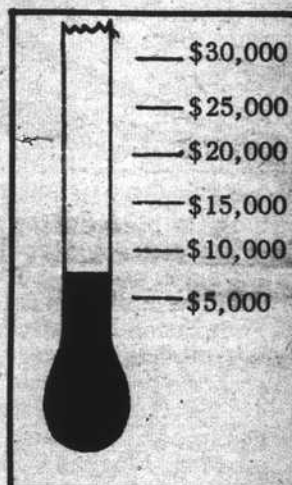
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SPECIAL NAACP COMMUNITY FUND

The following individuals have made pledges of \$100.00 each to help our local Branch to continue its service to the community.

MAKE YOUR PLEDGE when the Finance Committee calls on you to do so.

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BLACK SANTA



December 24, 1971 Bob Bailey played Santa Claus to Earnestine Robinson as she won the Mink Coat Jamboree at Sugar Hill. There were over 9,000 chances that had been placed by customers of Sugar Hill.

The Mink Coat, valued at \$5,000, was Sugar Hill way in saying "Let the less fortunate participate in the profit of the business and the better things in life." Throngs of people who gathered at the drawing were happy to see one of their own friends win the coveted prize of the year. The Mink Coat was in addition to more than 400 gifts, baskets of food and condolences of customers and families for the year of 1971.

Sugar Hill, Inc., as has been, is, and will continue to be your fun spot of the West Las Vegas area.

Black Men Dig Black Women: 7 Give Their Reasons Why

Seven leading Black men praised the charms of Black women in an article affirming their love, appreciation, and respect.

Writing in the current issue of ESSENCE magazine, now on newsstands, the top Black men asserted that Black women today are not walking behind Black men but rather at their side.

However, comedian and political activist Dick Gregory said, "Black women are probably the most beautiful women on the face of the earth. The sad thing is that they get hung up in the degenerate concept of white beauty."

That times are changing, though, was pointed out by Hugh Masekela, the South African musician, who noted, "When I came to the U. S. from Africa in 1960, I couldn't understand Black women. They had a very unnatural look; their hair was straightened, they had red on their cheeks and lips, and they acted kind of whitish. It was difficult to communicate with them."

"Around 1968 and Malcolm X's time, when people began to realize their heritage, the sisters transformed in front of my eyes. Now they have become so beautiful, I cannot look at anything else. I can visually relate to their new

(See BLACK WOMEN, Page 4)

Emotional Illness Cause Of \$10 Billion Annual Loss To Industry

DALLAS, TEXAS, DECEMBER 1, 1971... "The Troubled Employee: Industry's Ten Billion Dollar Liability" was the topic of a workshop discussion today during the 1971 Annual Meeting of the National Association for Mental Health being held at the Statler Hilton in Dallas.

The discussion was led by John Kirby, President, Houston and Harris County Mental Health Association (Texas), an affiliate of the National Association.

"More and more," Kirby said, "companies are expressing concern about employees who bring their problems to work with them. They turn in a poor on-the-job performance and become an increasing liability to their employers."

"The figures become staggering," he continued. "On a national basis, it is estimated that employees with emotional problems are creating a \$10 billion loss to business and industry annually."

To increase employees' production and work satisfaction at the same time, according to Kirby, a program must be designed to identify and then help employees who are underperforming because of competing personal problems and emotional hang-ups.

Kirby said, "It is not necessary to be a doctor to recognize a sore throat nor a psychiatrist to recognize a personal problem." The basic symptoms employers should watch for are: absenteeism, alcoholism, accidents, inefficiency and turnover, and physical illness

(See ILLNESS, Page 7)

CAPSULE COMMENTS

Nevada's Congressman has once again showed his contempt for the needs of poor people. He voted wrong (as usual) according to Labors Score Card, on Child Care and on, Retroactive Pay for workers in private industry.

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Justice of the Peace Robert Reid, has again demonstrated his courage. Judge Reid is making the Justice Court live up to its name. A true equity court, where his decisions are tempered

with Justice for the underdog.

All changes that disturb the Status Quo are: Controversial and Judge Reid refuses to follow the line of least resistances, by blindly going along with what he believes to be wrong.

Judge Reid is not making these decisions out of jolly. He is doing his home work. He research his law books.

He is about his duty. Justice might seem blind. Judge Robert Reid is not.

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