

BLACK HISTORY

Blacks have one Negro History Week, to do their own thing. They won't work together and see what it brings. The brothers and sisters are very far apart, We should get together and make a new start. There's no special talent that it takes to enter, It will take more than one to stand in the center. So let's get our thing together and be on our way, We work around each other each and every day. Everyone is planning on just one scene, If it works like that it's an impossible dream. Blacks get down as well as they can, Who's to know, only the man. He judges you by talent and soulful grace, The audience stares, while watching your face. Get up brothers and sisters, for this last say, Remember it's only one week to have it our way.

by Lois M. Reed

CFA AWARDS

CHICK FINNEY ASSOCIATES 1975 NEGRO HISTORY AWARDEES



"For outstanding contributions towards the betterment of our community and mankind the Chick Finney Associates, an advertising and public relations firm has cited 72 distinguished citizens since February, 1970.

The recipients for this years CFA Awards, are listed as follows: Louis (Pat) Patterson, Executive Director Big Brothers Organization; Row Whitner, business executive-contributor toward worthy causes; Mrs. James McClellan, co-Chairman "Women's Crusade Against Crime,"; William Schatzkamer, conductor music director, community service; Mildred Louise Sammons, noted civic-community leader-business executive of East St. Louis, Ill.; James N. Harris, retired Government employee active in civic-community affairs; Alice Wheatly Smith, teacher-volunteer community services; Rev. Allen Lee Winbush, pastor of the Kingsway Baptist Church; Mayor James J. Eagan, Florissant, Mo., Co-Chairman of the Task Force on Criminal Justice; Vivian Stokes Womble, teacher-Youth Director of H.E.L., Inc.; Ruth Payne Flowers, former beauty school owner and director-volunteer service American Red Cross; Earl E. Bowman, Jr., President of the Advertising Club of Greater St. Louis, active in civic affairs in Florissant, Mo.

"To build a bridge of interest to people everywhere who cares about quality of life" is the CFA creed." Establishing and maintaining good communication with customers is one of the best ways to enlist their understanding and loyalty, is another policy being practiced by the Chick Finney Associates.



UTERINE CANCER DEATHS UNNECESSARY
 "No woman need die of cancer of the uterine cervix. She can protect herself with a Pap test," says Dr. Helen O. Dickens, Associate Professor of Obstetrics and Gynecology, University of Pennsylvania, who agrees with the American Cancer Society.

B. B. KING



B. B. King this week announced the formation of Promotions Consolidated, Inc., (PCI), with offices at 3003 Airway Blvd., Executive Plaza, Memphis, Tenn. The ABC/Cunhill recording artist, unquestionably the most successful blues musician in the world, is president of the new corporation.

"Having my own company allows me to do most of the things I've always dreamed of doing," King said. "PCI has been set up to handle all of my personal business transactions, as well as other projects in which I am interested. I am very concerned about the way young Black Americans feel about the blues and that they're unaware of the many great blues musicians who have not had the kind of exposure that I've been lucky enough to have. I want to do something about that. For some time now, I've wanted to do a blues television show and I plan to do something about that, too, I'm not ready to announce any definite projects at this particular moment, but I have quite a few ideas in mind that I'll announce at the proper time."

Mrs. Polly Walker, a long time business associate, will serve as executive secretary of PCI, King said. He added that "Victoria Lucas Associates, my public relations firm for the past six years, will continue to handle my publicity and coordinate advertising and other promotional activities. Also continuing a long time relationship, Associated Booking Corporation will still book my performance dates."

BENEFITS MISSED ?

Concern was expressed by Larry McCracken, Nevada's employment security director, that numbers of unemployed former state and local government employees, domestic workers, and unemployed farmers may not be aware that special unemployment benefits could be available to them.

Under recently enacted federal legislation,

persons not eligible for payments under the regular unemployment insurance program may now receive benefits if they earned \$540 or more during the past 52 weeks.

McCracken said that jobless persons in agricultural, domestic and government categories should go to the nearest office of the Nevada Employment Security Department and register.

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"They promised to look into every complaint individually and give me a full report," Williams said. "Still, I got the impression that they were only there to defend themselves and not really to see what was happening to homeowners here."

"They had an answer for everything. To them, nothing was wrong except that us homeowners weren't smart enough to understand how to read our meters and figure our power bills."

"We can understand inflation. We can understand fuel shortages. We can understand environmental protection. But these problems did not double or triple just recently. Power bills have."

"I'll tell you this. These men granted Nevada Power the increases. Despite their good intentions on behalf of consumers, I see chicken feathers on the fox's mouth. I think they are being skillfully manipulated and 'snowed' by the hired professionals of Nevada Power, whose only job is to handle the PSC."

"The two men I met with, Commissioners Heber Hardy and Noel Clark, seemed to think it was reasonable that over 100,000 meters a month are read by only 18 meter readers and that some of these meters are supposedly read at a distance of up to 75 feet with the naked eye. And they seem to think the only problem we have is that it gets cold in the winter in History."

"I get the feeling that they are no longer sensitive to the human element of their decisions.... Only the business and number side of it. There are people in our community going without heat this winter while Nevada Power is making over \$10 million a year in profits and threatening us if they don't make more. The PSC doesn't see the inequity of the situation."

Williams said there are specific actions he intends to take at the earliest appropriate opportunity.

-- Asking the County Commission to require Nevada Power to undergo a full impartial management study to determine if they are an efficiently run company before granting a permanent franchise extension.

-- Asking the County Commission to stipulate in the franchise agreement that meter readers would be instructed to leave a date sticker or other proof that they actually have read each customers meter each billing period.

-- Asking the County Commission to upgrade the county building codes for new homes and additions to present homes, to assure that power meters are put in a more accessible location on homes. Also to require better insulation standards on homes to improve heating and cooling efficiency.

-- Requesting Southern Nevada's Legislative delegation to introduce legislation restructuring the Public Service Commission to a partially elective, partially professional commission so that consumers will be more accurately represented and members will be more sensitive and more responsive.

-- Requesting legislation granting a property tax reduction for homeowners who improve the degree of insulation in their homes.

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