

The Publisher Speaks



On March 1 of this week, my wife and I attended a testimonial honoring Mayor Tom Bradley. The affair was held in the brand new Bonaventure Hotel in downtown Los Angeles. In attendance were approximately 2000 people from all over the world.

The program was outstanding. A special guest was Diahann Carroll. She gave a good short speech. The most dynamic presentation, however, was the keynote address by Gregory Peck. His theme was not on individual accomplishments of the mayor, but rather on the sense of pride and honesty he has instilled in all areas of Los Angeles, no matter the economic sector.

The invocational prayer was given by a Jewish rabbi. He prayed for several minutes, extolling the virtues of what Mayor Bradley had done for his race, but, to the surprise of many, he ended his moving prayer by stating the race to which he referred was the human race.

Truly this was in evidence from the people in attendance. This crowd was not dominated by any one racial sector, or economic faction. The crowd was truly cosmopolitan. There were politicians, professionals, labor organizers, business people and street people.

One may ask why should such a man worry about reelection. The reason is jealousy, prejudice, and misunderstanding, all based on one issue. The issue - busing. Even though Mayor Bradley has absolutely no control over this federally-dictated program, it is being raised as an issue in the Los Angeles spring election. A rich man from the suburbs is raising this false issue trying to whip up the flames of prejudice which were almost gone in Los Angeles.

But my reaction, and that of my wife, is that Los Angeles is too smart to be taken in by this old fashioned ruse. Mayor Bradley, football star, policeman, lawyer and councilman, has taught the city too well in his 35 years of public service. I predict he will win reelection by a landslide.

The Las Vegas Voice has IMPACT!

LAS VEGAS VOICE

NEVADA'S BLACK COMMUNITY WEEKLY
"An Uninterrupted Publication Since 1963"

A WEEKLY NEWSPAPER (Published every Thursday) DEDICATED to the INTEREST and ASPIRATIONS for a BETTER LIFE for BLACK CITIZENS of the STATE OF NEVADA

Lawrence Albert.....Publisher
Sandra McIlveen.....Treasurer

EDITORIAL, ADVERTISING & CIRCULATION OFFICES
616 North "H" Street Las Vegas, Nevada 89106
Telephone 648-2615

ADVERTISING RATES FURNISHED UPON REQUEST
Price per copy - 15¢ One year \$12.50
Application for 2nd Class Mailing Permit pending at Las Vegas, Nevada.

Just the FACTS

We are not undergoing a unique experience today. Since Emancipation we have witnessed a procession of individuals who devoted themselves to dividing blacks from labor. More sophisticated than the leaders of Local 124, they still sought, perhaps unconsciously, the same result -- self-gain at the expense of black progress.

They were corporate barons, employing blacks as a wedge to drive down wages and Post-Reconstruction southern politicians, fearing the consequences of an alliance between Negroes and poor whites. Today champions of right-to-work laws assure blacks that anti-labor legislation is in their best interest.

No one, except these people themselves, has ever suggested that reactionary southerners or conservative businessmen ever represented black people. Nor do separatist unions speak for blacks.

For nearly a century blacks were outside the labor movement, and suffered because of it. Now we are assuming our rightful place within recognized, integrated trade unions, enjoying union benefits and protection, and increasingly taking leadership roles within labor. We are not about to turn back the clock to a previous age. If we are to proceed with the unfinished agenda of economic equality, we must oppose those who act against our best interest, whether they be white paternalists or black hustlers.

reported 1976 earnings increase of 13 percent to \$351.8 million, with operating revenues of \$3.7 billion. But that is apparently not enough money for Ma Bell.

Cincinnati Bell, the company's smallest operating unit is proposing to bill customers for local calls by frequency, duration and distance to instead of a flat rate. Cincinnati Bell often initiates Ma Bell's system policy. Even higher rates for the residential consumer appear in the making if the phone company is not stopped in its tracks.

CONTINUED TO PAGE 6 Column 1



COMMUNITY SELF-HELP PROJECTS
" " "
EDUCATION
VOTER REGISTRATION
ANTIPOVERTY PROGRAM
POLITICAL ORGANIZATION
MORALITY
DELINQUENCY
FIGHT AGAINST CRIME!

"TRUE WISDOM IS TO KNOW WHAT IS BEST WORTH KNOWING, AND TO DO WHAT IS BEST WORTH DOING."

BUSINESS IN THE BLACK

By: Charles E. Belle

RACISM AND TELEPHONE RATES

If you have checked your telephone service rates already do not bother to read on any further. The telephone company has compiled a charge structure so complicated as to confuse the most competent person. The cost to have a telephone installed in San Francisco can run about \$28. Then the fun begins.

The various types of services offered for a simple stiff is mind boggling. It's only \$2.50 per month for 30 telephone calls or less. Then add at least a nickel for every call over the limit. This is followed by a 60 call limit system at \$3.75 per month. Again, at least a nickel charge for every call over this limit.

Finally, something called unlimited private line at \$5.70 per month charge is fostered upon the general public. These are the base rates the telephone company begins to extract from the residential consumer. On this basis, they argue they serve the people.

Perhaps somewhere there is a poor black soul in San Francisco who can say his phone bill is only \$2.50 per month, but I wouldn't stay awake nights trying to telephone him. Cheap rates for blacks, senior citizens and other poor people are not what the telephone is interested in promoting.

Edgar M. Buttner, president of the California Interconnect Association, the trade group for the independent phone equipment industry, claims that the phone company is taking money out of the pockets of home phone users to finance a business price war.

Blacks have always been on the butt end of big businesses' battles. The current conflict between independent phone equipment manufacturers and American Telephone and Telegraphs (Ma Bell) manufacturing arm, Western Electric, reflects our predicament.

The telephone company's earnings rose 22 percent in 1976. American Telephone & Telegraph Co's net earnings are running at a rate of \$1 billion a quarter. Enough to operate the entire city of San Francisco for almost five years.

In San Francisco, Pacific Telephone, AT&T's largest operating company in the Bell system,