



give your appliances the afternoon off

Bake, bathe and launder before noon or after eight p.m. and you'll conserve energy and save money.


When you give your appliances the afternoon off, you cut down on the heat load in your home, thus reducing your air conditioning requirement — and in the process you cut down on your power bill. Doesn't that make sense?

Another thing...you'll help keep peak demands on Nevada Power's system lower. Then everyone benefits because there will be a reduced need for expensive new generating equipment.

NEVADA POWER COMPANY

**SUPPORT
THE BLACK COMMUNITY
NEWSPAPER**

**FRIDAY
NEWS NIGHT TEN
7:00PM**



The Green Side of Black \$NEAC

The nation's highest court handed down the long-awaited decision on the Bakke case last week. What was said, in essence, is that numbers cannot be used in affirmative action programs. But race can still be a factor in these programs. The court was supposed to address itself to the entire validity of Affirmative Action programs, but instead, left that question still unanswered.

However, the court seemed to be signaling to minorities of this country, that the days of give away programs are over. And that means minorities, and especially Blacks, since they are the largest group of racial minorities, must develop survival means of their own. In one simple term this means economic development.

The ripple affect of Bakke goes beyond education. It dives into the pockets of all Blacks in this country. If the decision of how many Blacks are to be hired, or fired, is left to the consciousness of employers, how many do you think will seek and maintain that loosely set goal, of say, ten percent employment of minorities? And how will we go out and find that ten percent?

The handwriting is on the wall; development of an economic system for Black Americans is essential. And it's a move that we can no longer put off until tomorrow. Yesterday's excuses no longer hold water: we have the facilities and the talents available in our communities to build our economic strength; we have the seed money to get our economy off the ground. The only thing we don't have a lot of is time. Bakke spelled it out for us.

Without the development of the huge economic power that lies within the Black communities of this country, we'll have to sit by and let others decide who will hire us, where we'll work and under what conditions we will live and work. Without the development of our economic power, others will continue to speak and act for us, telling us what's best for us.

With the ax coming down in Washington, and through the tax payers revolts gaining steam nationwide, Bakke only signaled what we have known all along: the only way we can survive is if we have a voice in making decisions that affect our survival. The only way we can get that voice, and assure that it's heard, is through the power of the dollar. And the power of the dollar comes through economic development.

Consumer Scene



Dear Consumer Scene...

I recently moved into a new house in the Minneapolis area, and I'm very disappointed in the washer. Clothes come out gray and dingy. I'm enclosing an article of clothing that was just washed. Would you wear anything that looked like that?
— Mrs. D. C., Minnesota

The condition of your blouse is definitely a washability problem due to chemical failure to remove body oils, food and cooking oils. As of January 1, 1977, Minnesota enacted a phosphate detergent ban. It is reasonable to assume, therefore, that you used a non-phosphate detergent. Minnesota also is a rather hard water area, and most non-phosphate detergents just do not work well in hard water. We suggest you use slightly warmer water or consider getting a water softener.