

**Kaiser
Konsumer's
Korner**
By Inez Kaiser



Warmer weather will soon be upon us and many people will be seeking refuge from the swelter of the summer days. The purchase of an air conditioning unit is being considered more and more by thousands of families. However, a wise consumer will consider the usefulness, feasibility, and economical viewpoints before making his purchase. Some points of interest for a family to consider is the type of air conditioning system suitable for their needs, the selection of a competent contractor if central air is chosen, whether or not their equipment is covered under a warranty and most important, the costs involved.

Regardless of the type of unit, all air conditioners should perform certain other functions as well as cooling. An efficient unit should control temperature, humidity, cleanliness and distribution of air. Many new homes and housing complexes are utilizing central air, but owners of older homes, apartments and condominiums are concerned with cooling also. To suit their needs they may consider the advantages of a room air conditioner for example, only the room being used can be cooled while other parts of the home remain at a constant temperature. This may be particularly advantageous to older persons residing in the home. To obtain the most satisfactory results from a room air conditioner, the size of the room, height of ceiling, number of openings, window exposures, local temperature, humidity and number of occupants must be considered in order to choose a unit of correct capacity.

These matters can and should be discussed with the dealer as well as becoming acquainted with your appliance through the owner's manual. Central air conditioners control the climate in the entire home or apartment. Once they are installed, they become an integral part of the home and are less expensive to operate. Central air units do require the services of an air-conditioning contractor and careful steps should be taken in selecting one.

Recommendations of contractors can come from friends with central air or by securing factual reports about contractors from your Better Business Bureau.

For all units, routine service will help you receive the most efficient results. Cool weather is a good time for servicing because of availability of service and early preparation for the hot weather before your unit is needed. As with any major purchase you should know what protection you have against faulty parts and workmanship. Make sure the warranty is read carefully before the purchase.

You may want to consider purchasing a service contract to cover your appliance after the warranty is up, or inquire about an extended warranty. Be sure to sign the warranty and send it in to the manufacturer.

If you are not sure about investing in an air conditioning unit, an investigation of the new-home-heating systems fueled by gas, oil or electricity would be practical. These systems can cool and heat your home through a heat pump apparatus. Whatever your decision concerning the purchase of a cooling unit should be done now. Be sure to utilize practical and economical common sense.

NEW DAY BEGUN
by
Benjamin L. Hooks



As Black Americans increasingly suffer setbacks in their struggle for equality, such as the vote for Proposition 13 in California, it is well that we seek ever more urgently to expand our strategies for continuing the civil rights struggle. A cornerstone in our mission continues to be the Black Press, which provides an irreplaceable means for us to communicate among ourselves.

This was one of the primary purposes of the Black Press when John Russwurm founded Freedom's Journal back in 1827, thus establishing an institution to which we are still indebted today. Its primary role, as it was recognized then, of course, was protest, arraignment and crusading.

For these reasons, I wish to express a special word of tribute to the Black Press for its support of the NAACP and its programs since its founding in 1909. Along with the Black Church, the Black Press joins the NAACP as three of the most enduring institutions in the struggle for full equality.

There are others, of course, such as the black colleges and fraternal organizations. Notably, all of them came to the NAACP's support -- and rescue -- during the 1976 Port Gibson, boycott crisis when the Association was required to raise \$1.6 million overnight to post a cash bond in Mississippi.

The Black Press, because of its fundamental function of communications, provided the NAACP with yeoman's service during those critical months that began in the summer. With the help of Dr. Carlton B. Goodlett, past-president of the National Newspaper Publishers Association, black newspapers carried editorials and printed free ads appealing for contributions.

The NAACP's Mississippi crisis has eased. But it has not totally disappeared. The Port Gibson merchants have appealed the decision by U. S. District Court Judge Orma R. Smith setting aside the state court's bounding requirements. Those merchants want the NAACP to cough up that cash, at any cost.

At the same time, the NAACP will proceed to appeal the case on its merits -- that is, the judgment of \$1.25 million -- in the state courts.

As a civil rights organization dependent upon the financial support of its members, and friends, the NAACP exists in a continuing financial crisis. There has never been enough funds for us to do as much as we would wish. But, given our very limited resources, the NAACP still continues to be the major civil rights organization in the nation.

A primary reason, certainly, is the millions of working hours our volunteers contribute in this dedicated mission.

So as we proceed to marshal our resources for that extra effort that is ever more needed for the continuation of the struggle, let us reach out for the support of the Black Press to join us in alerting our people to the expanding effort by white Americans to deny us of our recent civil rights gains.

These attacks on civil rights are much more subtle than the tactics used by the Ku Klux Klan, the White Citizens Councils and red neck segregationists up through much of the 60s. Our enemies today are now using such tactics as the Bakke challenge to affirmative action programs, Proposition 13, snob zoning in the suburbs, redlining in the urban centers, outright job discrimination and economic exploitation to continue their ugly deeds of racial oppression. The NAACP therefore urges the Black Press to continue the crusades of the Russwurms, and the Thomas Fortunes and all of the other great black journalists who have lifted the Black Press to its present level of effectiveness.

VA Appointment

Appointment of Dr. William J. Jacoby, Jr., as director of the Medical Service, Veterans Administration Department of Medicine and Surgery has been announced by Dr. John D. Chase, Chief Medical Director.

Dr. Jacoby, who has retired as Rear Admiral in the U.S. Navy Medical Corps, has been commanding officer of the Naval Regional Medical Center, Portsmouth, Va., since 1975. Prior to that he was chief of the Medical Service and director of education and research for the National Naval Medical Center, Bethesda, Md.

His VA appointment is effective July 5, 1978. As director of the Medical Service Dr. Jacoby will supervise internal medicine activities in the VA's 172 hospitals, 219 outpatient clinics and 89 nursing home care units.

The VA health care system serves 1.2 million in-patients and provides care for veterans making 17 million outpatient visits annually. It employs approximately 10,500 full-time and part-time physicians.

A native of Mt. Carmel, Pa., Dr. Jacoby was graduated from Emory University, Atlanta, Ga., and received his M.D. degree from Jefferson Medical College in Philadelphia in 1950. He completed an internship and residency at the Jefferson Medical College Hospital, and subsequently was an American Heart Association fellow there, and a fellow in cardiovascular disease at the National Naval Medical Center.

A diplomate of the American Board of Internal Medicine, Dr. Jacoby holds an appointment as professor of medicine at the Eastern Virginia School of Medicine. He had earlier Navy duty at the Naval Regional Medical Center, Philadelphia, the Naval Hospital, Great Lakes, Ill., and on the aircraft carriers USS Palua and USS Kula Gulf.

In 1972 Dr. Jacoby was the first medical corps officer promoted to Flag Rank for clinical medical duties. Previously, only medical officers pursuing an administrative career were named to Flag Rank.

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IBPO Elks

The Pacific States Association of the I.B.P.O. Elks of the World, held their convention in Bakerfield, Calif., from June 20, to the 25.

Delegates from Paran Elks Lodge from Las Vegas was District Deputy, Johnnie Crockett, Special deputy, Monroe Phillips, General Joshua Ishm of the Antler Guards, Clarence Guice, Berry Barns, Roy Riller, Clinton Henderson, Elton Richard, James Cube, and Roy Riller.

From Alpha Temple Daughter Elks was, Bessie Richardson, Mary Guice, and Gracie Edwards.

The Las Vegas Delegates were the first ones to greet the Grand Exalted Ruler, Hobson R. Reynold and his staff.

The delegates went on record to continue to work for Civil-Liberty and urged every Elk to vote.

Our Grand Convention will be held in Atlanta, Georgia, beginning August 12 through 18, and we expect 50,000 members to attend.

The I.B.P.O. Elks of the World is still on the move, with 450,000 members.

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