

The following is an actual comment one family made. We have the writer's permission to print it here.

The families we serve say it best:

"I fully endorse the Bunker Mortuary pre-need plan."

Interment in Consecrated Ground

Ethel Talley

Robert Duckett



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**SUPPORT
THE BLACK COMMUNITY
NEWSPAPER**

YOUR MONEY'S WORTH

by Sidney Margolius

YOUR CREDIT FILE

IF YOU'RE EVER DENIED CREDIT, INSURANCE, OR A JOB BECAUSE OF A BAD REPORT, OR GET A NOTICE FROM A CREDIT BUREAU'S COLLECTION DEPARTMENT, THE CREDIT GRANTOR OR EMPLOYER MUST TELL YOU SO. THEN, AT YOUR REQUEST, THE CREDIT BUREAU MUST TELL YOU, AT NO COST TO YOU, WHAT DATA IT HAS ON YOUR RECORD.



YOU CAN REQUEST A REVIEW ON YOUR FILE EVEN IF NOT DENIED CREDIT BUT THEN MUST PAY A SMALL FEE.

GIVE YOUR DOLLAR MORE POWER

WHEN YOU SHOP FOR WOMEN'S AND CHILDREN'S APPAREL INSIST ON THE LABEL ON THE RIGHT. AT THE LEFT IS THE LABEL OF THE METAL POLISHERS, BUFFERS, PLATERS AND HELPERS INTERNATIONAL UNION.



BANKING IS EVERYBODY'S BUSINESS



Beware Of Bunco--Don't Get Bilked

By Willis W. Alexander
Executive Vice President
American Bankers Association

How can it happen again and again? Confidence artists have been around for centuries. Yet the headlines go on — Woman Loses \$3,500, Elderly Pensioner Loses Life Savings, Couple Bilk Shopper of \$2,200.

Authorities have found that two very human failings contribute heavily to victimization by fraud. They are gullibility and greed. Too many people, they say, are attracted by easy money schemes, and the desire for unearned wealth leads to an uncritical acceptance of such proposals.

For your own protection, you should know that there are no really new swindles, only new variations on old themes. One of the most famous is the "bank examiner" swindle. It's put into operation by a person claiming to be a bank examiner who needs help in catching a dishonest teller.

To cooperate with the examiner, the victim is asked to withdraw from his savings account a large amount of money, which will be "marked" and checked against the teller's records. The con artist promises to return the cash to the bank, but instead takes off with it.

Don't fall for this line. Under no circumstances will a true bank examiner, FBI agent or other law enforcement official request a bank customer to withdraw cash from an account.

Another famous con game is the Pigeon Drop. The victim is the "pigeon," and the "drop" is a bag of cash that one member of a team pretends to "find" on the street, after his partner has begun a conversation with the unsuspecting victim. After shrieks of surprise, the finder's conscience tells him to split the large sum of money with the other two passers-by. The two are then asked to put up some good-faith money while the finder "talks to his boss" about the split.

This swindle has been widely practiced for at least 400 years and is still going strong. Like all swindles, at the climax the "pigeon" is asked for money. Naturally, he will never see it, or his share of the "find" again.

A common technique of the con artist (who might just as likely be a very innocent looking woman as a man) is to get the intended victim so excited, so rushed, so confused that he (or she) hardly knows what he's doing. But simple precautions can keep you out of trouble. Carefulness and common sense exercised by potential victims will stop such schemes.

Cultivate a healthy skepticism of all miraculous offers and get-rich-quick schemes. Be on guard when you hear the words: "something for nothing," a "secret plan," or "this opportunity won't be here tomorrow." And, with any major transaction, insist on having a few days to discuss it with relatives, lawyers, bank officers or the police.

These are characteristics of another people.
Please don't compare me with her.
'Cause I am one of another people.

BLACK POETRY

A REMINDER: WE ARE BEAUTIFUL

*I think we forget that we are beautiful.
Nappy hair, flat noses, dark skin, thick lips, large buttocks, dark eyes are beautiful.
Shades of brown, tan, and yellow and other varieties of the forementioned are beautiful.*

There is no comparison or competition with blond hair, blue eyes, and pale pink skin.

A people who are beautiful in every way, from intellectuals like James Baldwin, To revolutionaries like Brother Rap. We are beautiful in every way from sisters like Angela Davis to sisters like Harriet Tubman.

Hey, goddam, we are beautiful!
—Anne Thomas

(Black is beautiful...at least the eyes of the behold decree!)

Black poets, who may wish exposure to our reading public, may send copies of their poetry—for editing and with permission to use—in groups of 12 poems or more to Media Resources, Box 157, Selkirk, N.Y. 12158. Poetry selected should normally appear within 12 to 20 weeks. Because of staff limitations, no copies are returned.

The Green Side of Black \$NEED

The size and strength of economic power is something most people aren't aware of, and therefore fail to use in a productive way. But economic power is the tool to developing a strong voice by any community.

For several weeks now, we have told you about advantages to developing a strong voice by any community.

For several weeks now, we have told you about advantages to developing economic power within the Black community. When we speak of economic power, we are talking about a dollar amount that is large enough to generate interest or concern from the producers of consumer goods and services. And we are talking about a collective dollar power, not just the outstanding wealth of one or a few individuals.

There are two major advantages to knowing your economic power in terms of dollars, as a community. The first advantage is that suppliers of consumers goods and services, begin to recognize your group as a vital market. They begin to direct types of products from the general market to your area because they see a profit. And they see what is called a specialized market; which the Black community qualifies in many ways. The specialized market may mean a product designed for consumers that fit a particular characteristic that is not addressed in the general marketing of the product. A good example of this is the line of make-up for Black women produced by Avon. The second advantage to knowing your economic power, is that the community can demand these specialized items, or items in general that the producer wasn't aware a need existed in that particular community. But the overall theme to both of these advantages is that the community has gained a very powerful voice that can be used as a bargaining tool in areas ranging from the social circle to the political arena.

Nationally, the potential economic, or buying power of Blacks nears \$70 billion! According to D. Parke Gibson, International, a Black consulting firm, this figure has more than doubled in the last ten years. And it's growing at a faster pace than the White consumer's attention of many producers of goods and services, specialized products and advertising campaigns for Black consumers has grown. They (producers) recognize one fact: it's a market that cannot afford to be ignored in any way.

While the buying power of Black Las Vegas residents isn't quite near the national \$70 billion figure, there IS a viable poer for Black Valley residents. Black household heads in Las Vegas possess a potiental buying power of just over \$92,000, averaging family incomes, the number of earners in the family and household size. Given these factors vary in size, it wouldn't be a foolish gamble to say that this power is closer to the two million dollar mark! That's a dollar figure that must be dealt with seriously by producers of goods and services. And it's the seed that could see it's growth doubled in the next few years.

But how can we make that seed grow? What existing institutions will help us make that voice heard? And how can we began to build new institutions to ensure that growth? We'll talk about those avenues of thought and action in upcoming articles.

FRIDAY NEWS NIGHT TEN
7:00 PM
KLVX