

Madison Avenue Changed Attitude

(Cont'd. from page 20) manner in which they are portrayed in commercials. Ten years ago women were characterized as silly, unthinking and gullible. It is difficult to determine to what extent that has changed. Certainly, there are some acceptable commercials, but there yet remains those which are condescending. "My wife, I think I'll keep her." What woman who thinks of herself as being worthwhile would buy a product which demeans her in such a manner? Hopefully none. Men are described as unreal characters. They are either super-urbane, insane or inane. At least, there are choices. The elderly and the young are also being "used" more and more in the media. There are grandparents and children selling everything from those items which we are cer-

tain that "Mr. Pruitt grew it" to "thank you, honey."

Last year, McDonalds and Pepsi-Cola received awards from the World Institute of Black Communications because they were among "those corporations and advertising agencies that have had the wisdom, insight and, yes, intestinal fortitude to persevere in an increasingly profitable and exciting market -- the Black consumer market." These awards were given for those commercials which did not fall prey to that age-old fear held by many that if Blacks are shown in their commercials that there would be a White backlash. These were national advertisements. On a local level things are quite different, especially in those places with a twentieth century product functioning on an eighteenth

century perception of race.

Las Vegas, Nevada offers us classic examples of this phenomena. Consider the following typical instances. The telephone directory has 1008 yellow pages. On those pages may be found 1038 pictures, illustrations and caricatures of people in numerous depictions advertising products. Of that number there are but two Black representations, unless we add those which are merely silhouettes. In a city with a Black population well in excess of 50,000, this is ridiculous. Even those advertisements for the Telephone Company, which earns millions of dollars each year from Black customers, do not have a single Black person represented in their hundreds of advertisements representing such things as "Teen Talk", "Growing

Families", "Privacy" or "It's Cheaper after Dark". In looking at newspaper advertisements for local businesses such as real estate companies, swimming pool companies, health spas, grocery stores, housing developments, hotels and casinos similar conditions prevail. If we are to believe locally-produced commercials, Blacks do not buy groceries, cars, clothes, rent apartments, buy swimming pools, eat out or participate in any manner in the most economic activities of Las Vegas. Certainly we know better than to believe this. Blacks spend millions of dollars each year locally, and yet local businesses are apparently ashamed to visually associate themselves with these supporting consumers. It is said and believed by many that if Blacks were to appear in advertisements, it would

suggest that those businesses are catering to Blacks and would, therefore, chase away prospective White customers. If that kind of reasoning is accurate, then one must believe that by using exclusively Whites in advertisements it is indicative of catering to that group, and whether or not it chases off prospective Black customers is of no concern.

This reality has existed for years uncontested. Hopefully, the 1980's will usher in a change. Some of us are quite reluctant about spending money in places such as the aforementioned, because by so doing we would be subsidizing racism. We think more of ourselves than that. It is regrettable that local businesses think so little of those of us who are Black. This is

not idle chatter. Look around you -- at locally produced television commercials and newspaper advertisements. Look in today's papers. Watch today's television. It does not matter what day it is.

One would think that Blacks did not live in this community. We might ask Fairway to give us a fair deal. We might ask FNB to look after our money. We might inform the Wilsons that we are into leather coats also. Perhaps the mortuary companies do not realize that we die also. Hot tubs, spas and swimming pools do not recognize skin colors. Black people also ride the Las Vegas Transit. Air conditioning in Black homes require repair also.

by Roosevelt Fitzgerald (Professor Fitzgerald is director of ethnic studies at the University of Nevada, Las Vegas.)

Carl Rowan

(Cont'd. from page 20) come to this country looking for a better economic life, but so have a lot of Cubans. And you need to hear the stories of only a few Haitian refugees to understand how real is their fear of imprisonment, beatings and harassment should they be forced to return. This fear is borne out by former members of the Haitian security forces who have testified in court in Florida that they had standing orders to arrest Haitian refugees who returned from the U.S.

A much different explanation for the discrimination against Haitians is offered by Ira Kurzban, an attorney who has been working with them; "I think that the reasons why Haitians have been subjected to

unequal treatment are because they're black and poor and because they're coming from a brutal and corrupt dictatorship with which the United States maintains ongoing diplomatic relations."

The administration moved belatedly this week to provide some assistance to Haitians, but the critical problem of their legal status remains.

President Carter had authority (which ran out on May 15) to parole some 10,000 Haitians as political refugees and grant them asylum on a group basis. Those arms he has opened wide to the Cubans he ought to open a little wider and also embrace some of the most wretched of the teeming masses flocking to our shores.

Rev. Wyatt:

(Cont'd. from page 22)

malefactors, one on the left and one on the right hand, Then said Jesus, "Father forgive them...Then when they had all forsook Him...Then when the nagging pain was at its worst...Then when man had stooped to his lowest...Then when He was dying a most ignominious death on the cross...Then when the wicked hands of the creature had dared to crucify my God...Then said Jesus, "Father, forgive them...That "then might well have been otherwise."

He could have said, "Father, get even with them" or "Father, let loose the mighty thunderbolts of righteous wrath and destroy them" or "Father, open up the flood gates of Justice and let the staggering avalanche of retribution to pour upon them." But instead, he said, "Father, forgive them."

Jesus Christ, through non-conformity, changed the course of the world. And only through an inner spiritual transformation do we gain the strength to fight vigorously the evils of the world in an humble and loving spirit. Lamp of our feet, whereby we trace Our path when wont to

(Cont'd. from page 2) that Jesus Christ came to save us from our sins... that we could not have done for ourselves, in a spiritual sense, a contemporary sense, we could provide credit for members who could not provide for themselves...like a credit union. It is then community money...it is church money."

SENTINEL: "Wouldn't

Rev. Dunn Speaks Out

(Cont'd. from page 2)

there be legal ramifications if such is set up by a church...problems with savings institutions and credit unions?"

DUNN: "No! If a membership came together and said that we would like to collateralize the members of our church, no bank or institution is going to object to that. All they want is something to back their money. What

I'm saying is that it would be to the church's advantage to develop that kind of institution. So what I'm saying is that there is enough potential in West Las Vegas to redevelop it. There are enough resources available to us to make the necessary changes in our community. With the right leadership, we can turn this around. Remember, voter education and voter registration are the keys to open the door."

Bayard Rustin Column

(Cont'd. from page 20)

designed to aid workers and the poor.

Several months ago, for example, SmithKline ran an ad denouncing the

stray, Stream from the font of heavenly grace, Brook by the traveler's way.

Bread of our souls whereon we feed, True manna from on high; Our guide and chart wherein we read Of realms beyond the sky.

Word of the ever living God, Will of his glorious Son; Without Thee how could earth be trod Or Heaven itself be won?

minimum wage. Union Carbide has argued for even bigger tax breaks for business, and legislation that would curtail the government's ability to expand social welfare programs and other companies have zeroed in on the "over regulation" of business, especially safety rules and consumer protection measures.

Mr Dee of SmithKline is certainly correct when he writes: "In our society, public policy is often the key to solving problems. If policy is to be sound, it must result from government by the people."

Unfortunately, civil rights groups, trade unions, and community organizations -- which

represent millions of people -- can't afford a full-page ad in Time or Newsweek to present their opinions -- opinions which frequently run counter to the views of the corporate elite.

In effect, then, we seem to be moving rapidly toward a situation where discussion of political issues will be limited to those who can pay for slick advertisements and intriguing jingles.

REMODELING AND CONSTRUCTION — We do remodeling and we do additions and new buildings all the way. Block work, cement, patios, etc. Call today. Taylor's Construction, 2305 Sindy Circle Court, North Las Vegas 648-0729

CLASSIFIED

LEGAL KITS
\$24⁹⁵ EACH
• DIVORCE
• CORPORATIONS
• WILLS
• BANKRUPTCY
382-4799

DIVORCES
Uncontested
\$165⁰⁰
PATRICK A. GAURA
Attorney At Law
818 E. Charleston
Ph. 385-3177
*Exclusive of Court Costs