

General Foods Announces Advertising Campaign To Promote Black Colleges

White Plains, N.Y. -- General Foods Vice President for Urban Affairs Lee A. Archer announced that the company is under writing a national advertising campaign to promote historically Black colleges and universities. The campaign will consist of a series of four print ads that will run through December 15 in more than 100 local newspapers serving the Black community throughout the county. The cost of the campaign is \$1.3 million.

General Foods made the announcement at a luncheon at the Mayflower Hotel in Washington, D.C., while honoring several distinguished Black American who are alumni of Black colleges and who will appear in one of the ads in the series. They represent a broad spectrum of American life in communications, education, government and politics, business, science and technology and religion. Attending the luncheon were many presidents of historically Black colleges and universities.

Outstanding Black Americans participating in

the ad campaign are: Dr. Marva Collins, Earl Graves, Dr. Benjamin Hooks, Rev. Jesse Jackson and Earl Monroe.

In honoring distinguished participants in the "Salute to Black Colleges" campaign, Mr. Archer said: "These eminent leaders have long served as role models for our young people. Now, in lending their support to the recognition of historically Black colleges, they are demonstrating that the highest levels of achievement can be attained through aquality education at one of these schools."

General Foods has for many years shown its commitment to education through numerous endowments and contributions to schools, especially in the field of food science and nutrition. Earlier this summer, for example, GF presented in the name of Bill Cosby a grant of \$50,000 to Temple University, his alma mater; at the same time the company provided \$50,000 in the name of Camille Cosby his wife. to Tougaloo,

NAACP Board Approves Boycott

NEW YORK -- The NAACP Board of Directors approved a request by Executive Director, Benjamin L. Hooks, to mount a national boycott against one or more U.S. companies doing business in South Africa.

In targeting a particular company, the NAACP plans to look at four factors:

1. Size of investment and number in work force in South Africa.

2. Whether or not the company has signed the Sullivan Principles.

3. If the company has not signed, what commitment for social involvement in South Africa has been made.

4. The level of involvement the company has in the minority company in the U.S.

Hooks is looking to coordinate the creation of a coalition planning committee which will include representatives from other major civil rights organizations, existing South African anti-apartheid groups, and college and

university support groups. This committee will address the specific selection criteria and determine the company or companies to be targeted.

Westside Story to go on Auction

By Bob Palm

The once popular night-spot, the Westside Story, is scheduled to go on the auction block Nov. 25 after going into bankruptcy.

The nightclub was built in the late 1970s for about \$350,000. The low-interest loan was secured by the former Southern Nevada Economic Development Council (SNEDCO) through Valley Bank and guaranteed by the Small Business Administration, SNEDCO's former executive director Otis Harris said.

Sources said the club's owner Reuben Bulloch plans to retain possession of the club's gaming license and to lease it to whomever makes the successful bid.

Harris aid the 5,000-square-foot structure is actually worth about \$500,000 and that the club was the biggest financial package to be put together by a private individual.



THE NAACP AND YOU!



Rev. Jesse D. Scott
President
Las Vegas, NAACP



Election Time Again

In the month of December, there will be a special election in the office of the Las Vegas Branch NAACP.

All members with a current membership card in their possession will be eligible to vote for an individual to represent the West Coast Region on the National Board of the NAACP.

Watch this column for further notice of the time of the election. The election will be completed on a written ballot.

The following individuals are candidates for this Board position: Judge Charles Johnson, the incumbent from Seattle, Washington; Alex Johnson from Phoenix, Arizona and Nathaniel White from California.

Please Print

MR. _____ DATE _____

MRS. _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

TELEPHONE _____ BIRTH _____

Type of Membership: _____ ADDRESS _____

Minimum	\$10.00	<input type="checkbox"/>	Junior Life Subscribing	\$25.00	<input type="checkbox"/>
Contributing	\$25.00	<input type="checkbox"/>	Senior Life Membership	\$50.00	<input type="checkbox"/>
	\$20.00	<input type="checkbox"/>	Senior Life Subscribing	\$50.00	<input type="checkbox"/>
	\$15.00	<input type="checkbox"/>	Golden Heritage Life	\$1000.00	<input type="checkbox"/>
Youth (up to 21 without Crisis)	\$3.00	<input type="checkbox"/>	(Available only to fully paid life members)		
Youth (up to 21 with Crisis)	\$5.00	<input type="checkbox"/>	Golden Heritage Life		
Junior Life Membership (To age 13)	\$100.00	<input type="checkbox"/>	Subscribing	\$100.00	<input type="checkbox"/>

(All Adult Memberships include Crisis)

"JOIN THE FIGHT FOR FREEDOM"
N.A.A.C.P. MEMBERSHIP CAMPAIGN
Mail to: NAACP, P.O. Box 4887, Las Vegas, NV 89127

Prices effective Thursday through Sunday

THIS WEEK'S SPECIALS

BIG

MARKET & LIQUORS

900 W. Owens
647-3935

CHICKEN WINGS
10 lb. bag **\$5.29**

WHOLE FRYERS 49¢ lb.

Fresh
GROUND BEEF
\$1.19 lb.

Serve-Rite
HOT LINKS
\$1.79 lb.

Fresh Picked
UTAH APPLES
33¢ lb.

Red Barn
TABLE SYRUP
24 oz. **\$1.79**

CHITTERLINGS
10 lb. pail
\$5.99

SHORT MONEY SURVIVAL KIT

10 lb. bag **NECK BONES** ---- **\$4.79**

10 lb. bag **PIGS FEET** ---- **\$4.79**

3 lbs. **PIG EARS**

2 lbs. **HOG MAWS** **\$4.79**

5 lbs. **PIG FEET**

5 lbs. **NECK BONES** ---- **\$4.79**

5 lbs. **PIG FEET** ---- **\$4.79**

OR ANY COMBINATION OF THE ABOVE

10 lbs. ---- **\$4.79**

7 UP
28 oz. bottle
65¢

Old Style
BEER
12 oz. can
\$2.49
8 pak

Newport **GIN**
750 ml
\$4.79

Markov **VODKA**
1 litre
\$5.99

Look for our Everyday Manager's Specials