

Point of View

Editorial

Black proms enrich white businesses

One of our great concerns through the years has been the high costs of graduation from high school and how these collective expenses have a very negative impact on the Black community.

Our off-the-top of the head estimate is that Black parents are putting out somewhere around \$5 million per year for the legitimate and unnecessary costs of this very important ritual. The concern would not be as great if significant portions of this money were spent in the Black community.

The tragedy is two-fold: (1) all of the money goes to white businesses and (2) so many of the parents really cannot afford to put out the hundreds of dollars it takes today for graduation exercises and frills.

We are perfectly aware of the feelings that so many parents have regarding graduation. "This is a major milestone in the life of my child," they say. "For once, let them have a ball."

This is very understandable. However, in these times of extreme economic distress, all of us must be as frugal as possible. In addition, for Black people it is foolish to pump such huge sums of money into the economy when Blacks are in a depression.

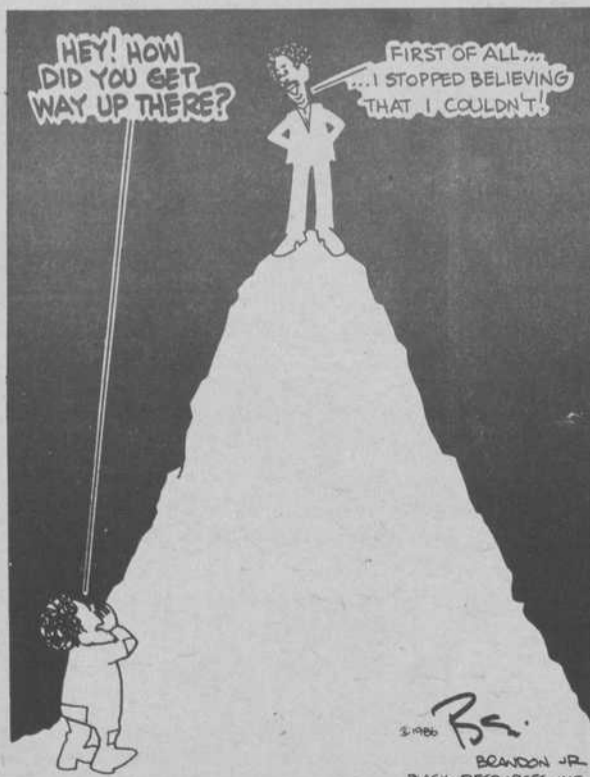
We are in the process of checking high schools to determine how much official graduation fees are. Graduates usually pay total fees of \$114 or more for the graduation exercise, the prom, the luncheon and yearbook, as well as rental of cap and gown, school gift, and that sort of thing.

There are very expensive sites when the school itself has facilities which would accommodate both the prom and the commencement exercise.

What is more difficult to determine is how much additional money our children and their parents pay for this annual ritual, most of which is for unnecessary frills. The cost of prom dresses and the rental of tuxedos is immense. Many parents rent cars — even limousines — for their children on prom night.

There are after-sets, even class trips. Some parents, we are told, even rent hotel rooms and suites for prom night. There are costs for graduation photos, prom photos, flowers,

See EDITORIAL, Page 5



To Be Equal

FIGHTING APARTHEID

By John E. Jacob

South Africa is aflame with a spontaneous, grass-roots revolt against a white supremacist system that relegates 85 percent of the population to brutalizing oppression.

The struggle is no longer about segregated facilities or even the visible aspects of apartheid. Today, the struggle is about power.

That realization is prompting many U.S.-based multinational corporations to reconsider their presence in South Africa.

Multinational companies say they have to do business in countries even when they disapprove of the host country's policies. But apartheid isn't just another bad policy — it is a vicious moral outrage.

The only way for U.S.-based companies to continue to operate in South Africa is for apartheid to end. And one way to help end it is for the U.S. government to join the

worldwide movement to make South Africa end its racism.

Corporate America can best help this process by lobbying the White House and the State Department to take a proactive, anti-apartheid South African policy stance.



John Jacobs

Such a move would not absolve companies with South African operations from their responsibility to fight apartheid in that country, but it would put the basic responsibility for foreign policy where it

belongs — on the Administration.

I'm surprised corporate leaders haven't caught on to the bind their government put them in.

U.S.-based multinationals have been under pressure to withdraw from South Africa and have begun to take a more activist stance, as can be seen by the formation of the U.S. Corporate Council

They ought to be complaining to the State Department and the White House that the failure of their government to identify itself with the aspirations of the black majority in South Africa leaves U.S. business interests high and dry.

It is in America's interest to be on the side of South Africa's future, not its past. Without a drastic shift in

John E. Jacob is President Of The National Urban League

on South Africa, organized to work with South African business to end apartheid.

That's fine, as far as it goes, but I'm inclined to think it is not enough.

While the message is right, the mailing address may be the wrong one.

Along with pressuring Pretoria, those companies would be better advised to put the heat on Washington.

U.S. policy a future black government of South Africa may adopt anti-U.S. policies that could destroy U.S. corporate interests there.

The Administration is forcing U.S. companies to choose between voluntarily withdrawing from that country now or being expelled from it later.

South Africa is moving dangerously close to a civil war.

NNPA FEATURE

COPING

by

Dr. Charles W. Faulkner



Is There Really A Conflict Between The Black Man And The Black Woman?

See COPING, Page 5

Last week, I revealed to you excerpts from six critical letters that I received regarding my recent column on the responsibilities of the black woman to the black man. This column is a continuation of the discussion about that issue.

Is there really a crisis between the black man and woman, or is it only a fiction? Perhaps the truth lies in the perception that they have of each other. The black man has a tougher time getting a job and providing adequate support for his family than the black woman has of

being a good mother and the classic feminine being. In fact, she may have an advantage over her man in being the bread winner. A white man would rather have a non-threatening black woman in the office than an angry black man with a chip on his shoulder.

Her man, often poorly prepared to compete professionally with the white man, may not be able to get a job. Or, his job may be below his level of competence and offer no opportunity for advancement. If college-

educated white men sometimes accept menial employment, what do black men with comparable education do?

The black woman can easily get a job as a typist and perform the typical job of getting the boss' coffee, and being talked-down-to. Her boss is almost always white. She looks at her black man, compares him to her white employer and finds him to be

The Las Vegas Sentinel-Voice welcomes expressions of all views from readers. Letters should be kept as brief as possible and are subject to condensation. They must include signature, valid mailing address and telephone number, if any. Pseudonyms and initials will not be used. Because of the volume of mail received, unpublished individual letters cannot be acknowledged. Send to: Letters to the Editor, The Las Vegas Sentinel-Voice, 1201 S. Eastern Ave., Las Vegas, Nevada 89104.

The views expressed on these editorial pages are those of the artists and authors indicated. Only the one indicated as the Sentinel-Voice editorial represents this publication.