

## THE NAACP AND YOU!



Rev. Jesse D. Scott  
President  
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### NAACP Establishes Two New Committees

For some time now the NAACP has sensed the need to do something in the area of Consumer Education. Blacks find themselves at the bottom of the economic barrel, that is making less money than whites, yet paying the same amount for goods and services they buy. For every dollar whites earn, Blacks earn fifty six cents. Therefore it does not take a mathematician to know if Blacks only make half as much as whites, they must make it go twice as far in the purchase of the same goods and services. Blacks must be informed and educated to the fact that they should not do business with merchants who sell goods and services at a very high cost or inferior quality to the public. A list will be developed of those merchants who agree to practice equity and fairness in the market place. This list will be made irrespective of the race or nationality of the participating merchant.

#### Special Activities

The other committee involves fund raising, special events and to make representations. In the NAACP army, there are those who are not willing to participate in branch meetings or demonstrations, but will make a donation to attend a fund raiser. This may be a raffle or a touring trip. Additionally, this committee will sell NAACP memberships in the streets and at public events. If there is a raffle, it may be a television, a boat, a car or a round trip ticket for two to Hawaii. If you have read this column for any period of time, you should know that I believe that the activities of the Las Vegas branch NAACP can be just as fun filled, imaginative and creative as its members want to make it. This special activities committee will also coordinate rallies, parades and attend public forums such as churches, schools, committee meetings, workshops, seminars, City Council and County Commission meetings. Finally, this committee will circularize petitions,

coordinate picnics and parties, and raise funds to send ACT/so delegates to the National Convention.

#### NAACP Complaint Meeting

A Racial Discrimination Complaint meeting is held every Tuesday night in the branch office located at 940 West Owens, 7 p.m. Your written complaint will be read and discussed along with many others. If you believe that you have been denied a job, suspended, demoted or terminated because you are black, you should come into the NAACP office and file a written complaint. Additionally, a current list of employment openings will be shown to you also. The NAACP does not charge for the information or the industrial counseling it gives to the public, member and non-member alike. However, you can help yourself by renewing your NAACP membership for 1986 and encourage others to do the same. Our goal is to increase the NAACP membership number to 2,000 in 1986. Membership is only \$10 per year. Join the NAACP today!

#### NAACP Club One Hundred

Club One Hundred is made up of those individuals who donate one hundred dollars or more every year to the NAACP. The purpose of Club One Hundred is to raise funds to underwrite the cost of keeping the branch office open on a day-to-day basis.

As you well know the NAACP does not receive any public funding such as United Way, government grants or block grant funds. Therefore, the NAACP must depend upon you the public as its funding source. The following benefits are available to everyone who makes a donation to Club One Hundred: your name will appear in this column from May through October, you will receive one ticket to the Freedom Fund Banquet '86 to be held in Las Vegas, Nevada Saturday, October 4, and a life membership in the NAACP. Finally, you will feel good towards yourself when you tell your children and grandchildren that you were

## COPING

From PAGE 2

second best. At least, professionally.

The black man sees his woman working closely with her white boss and appearing to enjoy it. She makes herself "beautiful" before going to work. He thinks two things about her. First, that she is "phony" and, second, he has to act like the white man in order to be

## PEARSON

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Pearson was instrumental in the development of a Community Task Force aimed at drug and crime awareness which has prompted participation by federal, state and local law enforcement officials in the efforts to reduce and further eliminate drugs and gangs in West Las Vegas.

Commissioner Pearson was the only elected official to publicly go on record to include the West Las Vegas community in the City of Las Vegas Redevelopment Agency, which ironically was established according to City and State law to assist in the elimination of blighted areas. According to Commissioner Pearson, "The Redevelopment Agency is a necessary tool for the Las Vegas' task of assisting in eliminating blight, but the area that needed it most is not included."

As Vice Chairman of the Southern Nevada Employment Training Program, Job Training Board, Doc was able to encourage the relocation of the Executive Offices of the program back to West Las Vegas. In addition, and further in line with his position on parity as it relates to minority employment and advancement, he was instrumental in increasing the level of minority participation in management of SNETP.

With the ability and attitude of this elected official and the obvious ease with which he works with his counterparts on the Board of Commissioners and they with him, it is safe to say that CLARK COUNTY TRULY HAS A LEADER WHO IS DOING HIS JOB."

a part of the Civil Rights Struggle of the 1980's. Send all mail to P.O. Box 4887, Las Vegas, NV 89127.

accepted by her.

Not only does the black woman get a less than superlative impression of the black man, but he even undervalues himself. He tries to "rap" his way into her heart with "hip" talk and a modeling of his white counterpart's behavior. The woman sees it as "phony," anticipates it and prepares to reject it before it happens.

Thus, blacks are competing with the image or perception of white people as well as the actual white individual. No characterization applies to every individual but this one applies to most.

You become the way that you think you are. Your feelings about yourself are caused by what others who are important to you think about you and expect of you. Thus, black men and women are struggling with and being psychologically controlled by the "ghost in their minds," and are slowly becoming the very kinds of people whom they despise.

The problem is much more a myth and goes to the deepest roots of our psychological conditioning. Society has made us what we are, and writer's have made millions of dollars offering complicated explanations.

## We Can't Spell S CCESS Without U

## EDITORIAL

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you name it.

Our best estimate is that the entire graduation expenses can average out to \$500, with some parents putting out more and others coming up with less. But we are working with an average figure of \$500 per graduate.

Teachers and principals we have talked to tell us that when they try to hold down the costs of graduation by suggesting that proms and graduation exercises be held in school facilities, their ideas are shot down by parents in particular as well as students themselves.

They insist on the glamour of luxury hotels for proms and major halls for graduation.

Approximately 6,000 seniors will graduate from Clark County high schools in May. It is estimated that 600 of these are Black. At \$500 per student, that means approximately \$300,000 will flow out of the pockets of Black parents into the white community this year alone.

Obviously, practically all of this sum will not be circulated in the Black community. This dilemma generates a thought of possible progress. Since there are no black businesses handling the sales or rental of formals and similar attire, we suggest it would be a good idea for Ms. C.L.'s Black Pearl Fashions, located in the Nucleus Plaza, to expand their fashion line to include a new department for such rentals and merchandise. There's an on-going need for such merchandising in the black community. We understand that there is a possibility of Ms. C.L. Black Pearl Fashions will soon be moving into larger quarters there. If so, the addition could be an asset to both the business and the community.

## This is the Fair Housing logo



April being Fair Housing month the Community Housing Resource Board of Nevada would like to thank all apartment owners and managers who display the Fair Housing logo and adhere to its principals.