

THE NAACP AND YOU!



Rev. Jesse D. Scott
President
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--Martin Luther King Blvd. Finally Can Be A Reality--

On Thursday night, November 13, a hearing was held in the Las Vegas City Council by the City Planning Commission for the purpose of, among other things, hearing an appeal made for changing Highland Blvd. to Martin Luther King Blvd. in honor of the late great Dr. Martin Luther King, Jr. Staff recommended that the request be granted with the following provisions: that the cost of the sign changes as well as those giving directions off Interstate 15 be borne by those making the request for the name changes. The speakers on this occasion were Josh Elliott, Booker Burney, Assemblyman-elect Wendell Williams and myself. I pointed out to the

commission that Dr. King in life and death was an international figure and a genuine American hero. His life and work was too big to be circumscribed by race, color, nationality or religion. Therefore Las Vegas would do itself proud by joining in with other American cities that have made a similar tribute. As for paying for the cost of the signs, the request was totally ridiculous. It is considered relative to the fact that Black people in America gave 300 years of free labor and paid for many streets, avenues and blvds., named for whites such as Adams, Jefferson, Madison, Washington, Roosevelt, Lincoln and Kennedy.

--Dec. 3 Set For King Blvd. Hearing--

The Planning Commission of the City of Las Vegas,

Nevada has set the date of Wednesday Dec. 3 at 2:00 p.m. as the date to hold a public hearing on whether or not the council will approve its recommendation that Highland Blvd. be changed to the name of Martin Luther King Blvd. Dr. King was born and raised in Atlanta, Georgia, educated at Morehouse College and Boston University School of theology with a Ph.D degree. He was a Baptist preacher of the Gospel as well as civil rights fighter and a world hero among the have nots. Dr. King also was a winner of the Nobel Peace Prize in Oslo, Norway and co-pastor of Dexter Avenue Baptist Church in Atlanta, Georgia. Shortly after leaving school, Dr. King was elected as the leader of the Montgomery Bus Boycott, when Mrs. Rose Parks was refused a seat on the front of the bus.

A year later the bus company agreed to intergrate after the U.S. Supreme court had ruled that discrimination was unconstitutional. This action was the beginning of the so-called civil rights movement in America. It caught on like a sage brush fire and spread over the entire country. The people who were involved were known as civil rights

NNPA FEATURE

COPING

by

Dr. Charles W. Faulkner



Supermarkets Manipulate Your Behavior

"Dear Dr. Faulkner: Do large department stores use some kind of trick to manipulate people into buying their merchandise? I can't seem to go shopping without buying things that I don't need. I sure wish I could use those tricks on my boyfriend to get him to like me more. Can I? Thelma, Atlanta."

Dear Thelma: There are many shrewd techniques that department stores can use to manipulate your behavior. If you learn them, you could use them, too.

Years ago, merchants marchers, freedom riders and civil rights workers. I personally cherish the fond memories that I have of Dr. King preaching in Los Angeles at Second Baptist Church.

used subliminal suggestion to brainwash people into buying their products. They would advertise by showing you a picture of a beautiful scene. Then they would flash the name of their product so quickly on the screen that you were not consciously aware of its presence. However, the name of the product entered into your subconscious where habits are formed and when you shopped, you automatically (almost "instinctively") reached for the product, that was programmed into your subconscious. You did not resist because you thought that the idea to purchase the product was your own. But, in reality, you were brainwashed.

This method can, also, be used with sound. In this case, the listener hears only a soft melody. The name of the product is played along with the melody but at too low a level for your conscious mind to detect. Nevertheless, in both of the above cases, the name of the product was undetectable. In other words, you are not aware of the presence of what is taking place. In subliminal suggestion, if you are aware of it. It does not enter your subconscious mind but remains in your conscious mind where you can decide to buy or not buy the product. With subliminal suggestion, no such deliberation takes place.

Fortunately for the public the Federal Communications Commission outlawed the use of subliminal advertising 15 years ago because of its powerful manipulative effect. Nevertheless, there are other sophisticated and effective methods to coax you into buying a specific item.

Simple suggestion tends to spur impulse buying. A picture of an attractively prepared product being consumed or otherwise used by an equally attractive individual appeals to the need of the consumer to be as attractive as the actor or actress who is using the product. The mind tells the customer, subconsciously, that he/she will be made

beautiful by the product or, in the case of food, will immensely enjoy the delectable delicacy. You, thus, automatically reach for it. It is virtually impossible to view the same commercial over and over again without being affected by it.

When you are standing in the checkout line you are exposed to magazines and displays of snacks and a variety of candies. It is difficult to resist the temptation to toss several of these items into your shopping cart. As you observe them, you are made to imagine yourself enjoying them. The next time you go to the supermarket, notice how many snack items clutter your path to the cashier.

Winnie Mandela Slated To Speak

BALTIMORE—South African anti-apartheid activist Winnie Mandela has agreed to speak in January at the Johns Hopkins Medical Institutions during an annual tribute to Martin Luther King Jr.

It is uncertain whether Mandela, whose husband, Nelson, is the leader of the outlawed African National Congress, will be able to attend the event. Her activities are restricted by the South African government, which has not let her leave.

But Levi Watkins Jr., a Hopkins cardiologist who has organized a commemoration of King's birthday for the last five years, said he is working with the U.S. and South African governments to get a passport and visa for her.

Watkins helped arrange the visit of South African Bishop Desmond Tutu, an anti-apartheid activist and Nobel Peace Prize laureate, to speak at the tribute last year.

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