

THE NAACP AND YOU!



Rev. Jesse D. Scott
President
Las Vegas, NAACP



NAACP MEMBERSHIP CAMPAIGN

The NAACP Fall Membership Campaign began September 1 and will end December 31. If you have not taken out your membership for 1987 then you ought to be ashamed of yourself. Why don't you mail a check or money order today to the NAACP? The annual fee is \$10 for each adult and \$5 for each child. Why don't you become a volunteer worker to sell NAACP memberships?

NAACP RENEWAL MEMBERSHIP CAMPAIGN

The NAACP, through its National Executive Director, Dr. Benjamin L. Hooks, has sent out an urgent call to 1700 Branches across the nation to renew the NAACP memberships of their former members.

This National Campaign is called "U Plus 3." Everyone who has ever been a member of the NAACP is asked to renew or rejoin and then get three other people to do the same.

U PLUS 3 LETTERS

Within the next two weeks

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Works by Bach, Beethoven, Mozart, Pierre and Delibes will be included on the program performed by Christine Gagliano-flute, Jay Volney-oboe, Bob Barclay-clarinet, Chris Hanson-bassoon and Aubrey Bouck-French horn.

For further information contact 643-6060, Liberal Arts Division, ext. 422.

You can sell them to your friends, neighbors, relatives, fellow employees, seniors, churches, clubs, businesses, civic and social groups.

NAACP CHRISTMAS SEALS

You are encouraged to come to the NAACP office and purchase your 1987 Freedom Seals. We must still invest in Freedom. There are 64 seals on each sheet and they are only \$2 per sheet. We request that you purchase them and place them on all of your Christmas mailings.

everyone who had a NAACP membership during the years of 1985 and 1986 and has not renewed or taken out a new membership will receive a letter asking the individual to do so.

Those letters will make a personal appeal to you to renew your NAACP membership and three applications and a return envelope for you to sign up three other people. These letters will also state why the NAACP membership is important and how it benefits you. Also the achievements of the branch will be noted.

**SUPPORT
YOUR
NAACP**

**OPERA STAR LEONA MITCHELL
IN BENEFIT CONCERT FOR NAACP**

Miss Leona Mitchell — internationally known soprano who has received glowing reviews from audiences and critics nationwide for opera, concerts and recitals — brings her radiant voice and glowing stage performance to New York City for a benefit concert for the NAACP on Tuesday evening, December 1, 8 p.m. at the Alice Tully Hall, Lincoln Center.

Featured in the first inaugural concert of the NAACP's Great Black Artists Award Series, Miss Mitchell has a deep commitment to the cause of civil rights. Her appearance in this benefit concert is an example of that commitment.

The NAACP series will be presented annually to focus attention on outstanding black artists and will also help sustain several of the Association's vital programs.

The costs of the tickets, which are tax-deductible, are \$250 for corporate sponsors and \$200 for individual patrons, which will include seating in the Golden Circle and a champagne buffet reception following the concert. Additional orchestra seats will be \$150 and \$100 without the reception.

Miss Mitchell has emerged as America's leading lyric-spinto sopranos. Her high-powered, velvety voice as been likened to that of legendary opera star Leontyne Price.

Catapulted to international attention when she was selected to sing the role of Bess in the first complete modern-day stereo recording of Gershwin's Porgy and Bess, Miss Mitchell first learned music by ear from her parents, both of whom played various instruments. She later sang in the choir of her father's pentecostal church.

Her international debuts have been highly successful

and have resulted in repeat engagements at The Royal Opera, Brussels Opera, Rome Opera, and Australian Opera. She also has toured with The London Symphony, The London Philharmonic, The Scottish Chamber Orchestra and The Israel Philharmonic.

In America, she is a favorite with many orchestras and conductors, and in recent years has appeared with The New York Philharmonic, The Boston Symphony, The Chicago Symphony, The Philadelphia Orchestra, The Cleveland Orchestra, The Los Angeles Philharmonic, The Pittsburgh Symphony, The San Francisco Symphony and The Toronto Symphony.

This season, she will debut three Puccini roles with the Metropolitan Opera Company: the title role in Manon Lescaut, Liu in the new production of Turnadot, and Mimi in La Boheme.

Tickets and additional information for the NAACP's benefit concert may be secured by calling (212) 481-4100, or by addressing correspondence to the NAACP Corporate Office, 260 Fifth Avenue, New York, NY 10001. All contributions are tax-deductible.

CAAR Receives

Telecommunication Device For the Deaf

Community Action Against Rape, Las Vegas's crisis intervention center for all sexual assault victims, is the first nonprofit organization to receive a TDD machine (Telecommunication Device for the Deaf).

Their newest hotline, 366-1641, provides 24 hour crisis intervention information and referral for the deaf and hearing impaired via this typewriter-like device.

Volunteer counselors receive special training in dealing with hearing impaired victims and their families.

**Need To Upgrade
Educational Standards Stressed at
Conference on Student Financial Aid**

ATLANTA — The chains that hold back Black Americans from realizing their dreams is an educational handicap handed down by history, a corporate executive recently told 100 leaders of historically Black colleges who met in Atlanta.

Marshall B. Bass, senior vice president of RJR Nabisco, Inc., addressed a conference on student financial aid organized by the Southern Education Foundation and the U.S. Department of Education. Bass praised the group for addressing student financial aid problems at traditionally Black colleges.

"Social consciousness has weakened prejudice. Legislation has outlawed discrimination in housing, employment and other arenas. But an educational gap continues to shackle the Black race," Bass said.

"Education is the primary tool that will enable minorities to keep moving ahead in our society," Bass continued. "Uplifting educational standards should be the highest priority in every Black household in America, because the desire to achieve begins at home. But achieving higher academic goals requires monetary resources as well as motivation. And I believe that the business sector is becoming increasingly important to enhanced educational opportunities for Blacks."

He noted that U.S. business funds a growing array of educational programs that benefit both Black youth and adults, including undergrad-

Two interpreters insure expert assistance 24 hours a day.

A favorable response is expected and it is felt that the TDD will prompt a marked increase in disclosures from deaf victims.

uate scholarships, internship programs, graduate study assistance, and basic adult education programs.

"Corporate support of minority education enhances the pool of well-qualified corporate job candidates, and prepares people for other careers in which they can make a positive contribution to the economy. That, in turn, enhances the climate in which we do business," he explained.

Bass said that RJR Nabisco is particularly concerned that cutbacks in federal aid, weak recruiting efforts, rising tuition costs and lack of educational encouragement have contributed to a 3 percent drop in college enrollment among Blacks since 1980.

"It's estimated that one year at an average public college now costs about \$5,600," Bass said, "while a private school requires more than \$10,000 a year. Considering that one-third of all Black American families have incomes under \$11,000 a year, the implications for our nation's future educational standards are alarming."

For those reasons, RJR Nabisco is the largest contributor to United Negro College Fund schools; makes substantial grants to the Consortium for Graduate Study in Management for minorities attending nine major universities; and has helped fund construction of new facilities at historically Black colleges. In addition, the company funds numerous scholarships earmarked for minority youth studying business, engineering and journalism.

"For us, support of minority education is a matter of corporate conscience, and common sense," Bass said. "Educational issues cannot be shouldered by civic and government agencies alone."

RJR Nabisco, Inc., an international consumer products corporation with headquarters in Atlanta, Ga., is the parent company of R.J. Reynolds Tobacco Co. and Nabisco Brands, Inc. Well-known RJR Nabisco brands include Winston, Salem, Camel and Vantage cigarettes; Oreo cookies; Ritz and Premium crackers; Del Monte fruits and vegetables; Planters nuts and snacks; Life Savers candy; Nabisco Shredded Wheat cereals; and Fleischmann's margarines.

Wesley's Barber Shop
1320 North "D" Street Las Vegas, Nevada 89106
Elasta Technical Consultant
See Jo Anna
Specializing in Complete Hair Care & Cuts for Men, Women & Children
Scalp Treatments, Shaves & Facials
Rev. J.L. Wesley, Sr. is now working all day Tuesday & every morning
Grandpa Rev. William Wesley will be shining shoes each day
Manicurist Available
Open 9 a.m. - 6 p.m. Tuesday-Saturday
A Family Shop Working Together
It pays to look well!
Call for Appointment or Just Walk In
646-9876

GREAT AMERICAN SMOKEOUT AMERICAN CANCER SOCIETY
A FEW QUIT TIPS
Hide all ashtrays, matches, etc. Lay in a supply of sugarless gum, carrot sticks, etc. Drink lots of liquids, but pass up coffee & alcohol. Tell everyone you're quitting for the day. When the urge to smoke hits, take a deep breath, hold it for 10 seconds, & release it slowly. Exercise to relieve the tension. Try the "buddy system," and ask a friend to quit too.
TAKE A BREATHER
Join the Great American Smokeout on Thursday, November 19. Millions of smokers across the country will take a break and try not to smoke for 24 hours. How about you? Or, if you don't smoke, adopt a smoker for the day and promise to help that friend get through the day without a cigarette!
85-7MM-Rev. 4/87-No. 5680-LE