

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?

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.

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

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.

FIVE SEATS OPEN ON ECONOMIC OPPORTUNITY BOARD (EOB)

Individuals interested in running for election to 3-year terms representing low-income residents of Las Vegas, North Las Vegas, and Clark County may file for election during November at EOB Administrative Offices. 5 seats open. Elections held December 8, 1987. Call 647-2010 for additional information.

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646-9876

LEADERSHIP

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and organizations which are capitalizing on their own communities' strengths and resources. A good example is the National Center for Neighborhood Enterprise in Washington, D.C. This organization coordinates a network of groups and individuals who have launched some of the most unique and far-reaching self-help community ventures. Under the direction of Robert Woodson, NCNE, since 1981, has been helping blacks around the country to direct their own foster care programs, teach entrepreneurial skills to their local youth, and learn the legal methods to take control of their public housing.

Woodson is convinced that the entrepreneurial spirit is the crucial ingredient needed in the black community. Those who are part of the Center's network deplore social programs which promote dependence and destroy individual initiative.

Disillusioned with scores of failed social policies, blacks have come a long way in their willingness to listen to alternative views. We're actually conceding to some open discussion about ourselves, as we debate in our newspapers, on our radio stations, and in community forums. But we've got a long way to go. For most are still hesitant to openly challenge those among us who insist on berating white society for the ills for which blacks are responsible.

Take the heart-wrenching case of the 'boarder babies' who populate almost all our urban hospitals. The question that should be uppermost is how it was possible for any group of people to allow such a social problem to reach these unmanageable proportions. Black representatives find it convenient to search for outside scapegoats and denounce city governments for being lax in dealing with the problem. Yet no city in this world could have anticipated the crisis brought on by this yearly increase of abandoned babies. Who could have foreseen or been prepared for the tidal wave of problems brought on by thousands of black men and women renegeing on their duties to take care of their offspring? And who in their wildest nightmares could have envisioned the day when, in America, scores of freshly born infants would be abandoned on the site of birth? No

municipality could have anticipated or prepared itself for such an unexpected and unprecedented catastrophe.

Or take the case of crime. Last July, in new New York City, a courageous black Police Commissioner told it like it is. Addressing first a Columbia University audience, and then a meeting of black Baptist ministers, Commissioner Benjamin Ward asserted that most crime in New York is initiated by young black men. "Our little secret is out of the box," Ward declared as he told the gatherings what they surely already knew. He went on to give details of the thousands of black felons who populate the prisons throughout New York State.

ganizations, the black church, and our hundreds of fraternal groups — have the potential to be part of a structure through which money pools can be formed and made to work in the interest of our community. Both the NAACP and the National Urban League boast proudly of their present economic development programs, which mainly are designed to coerce a Philip Morris or an Anheuser Busch to increase black employment or to invest in the products and services of some selected black-owned business. The times demand that we go much further than this.

Through the auspices of our leadership organizations,

The entrepreneurial spirit is the crucial ingredient needed in the black community.

Helpless, abandoned babies and the growing numbers of criminals are striking evidence of the breakdown in the behavior of poor blacks. Yet, for 20 years and more, black leaders have refused to acknowledge this and, indeed, have looked the other way. Unlike a bygone era when the elders of our community considered it a duty to speak out against any destructive forces among us, those now in authority keep silent. And by their silence they give credibility to the weak-willed and the misguided. Worst, through their silence, those who know better send out signals to young people which imply that personal moral accountability is neither expected nor demanded of them.

Now, let's take the case of economic development. What are we doing to bring prosperity to our communities? The constant complaint is made that black business people do not have access to capital. Banks simply will not lend to a black as readily as they lend to others. So be it. We blacks have all the resources for business creation and expansion right in our midst.

We can begin, as Tony Brown and others urge, by harnessing that \$200 billion of income that comes into our community every year, and which manages to go out to increase the wealth of others. All other ethnic groups have learned the importance of pooling their resources in order to provide funds for business creation, and blacks must learn this as well.

All of our public institutions — our civil rights or-

churches and fraternal groups could offer the seed money for a capital fund to which successful blacks could contribute, while others would be encouraged to follow their lead. After such initial moves, new lending strategies undoubtedly would emerge. This is the new role which our civil rights groups should begin to assume as we move into the 1990s. They are well positioned to take the lead in helping to propel the black community into the mainstream American economy. Through their efforts, the collective energy of blacks could be mobilized and directed toward genuine economic growth.

Some people would have us believe that blacks cannot lift themselves from poverty until the world is made perfect for them or, as Tony Brown so archly puts it, "until the last racist dies." Every other group finds a way to take care of its own and to prosper in this less than perfect world, and so must blacks. We must never allow another set of leaders to teach us differently.

As our leaders now begin to mouth the rhetoric of self-help and make motions toward assisting blacks in their entrepreneurial efforts, let's be sure to hold them to their promises. William Reed, Business Editor of *Capital Spotlight* [Wash., DC], writes, "Although all the civil rights leaders are chanting the need for black economic development, none are taking the lead and providing actual plans and solutions."

But who says that we can't

pressure them to spearhead the urgently needed drive to find genuine new approaches to secure capital to create and expand businesses? We must hold them accountable for making such a drive their primary goal. American blacks can at least determine to heed the advice of the wise Booker T to "cast down your buckets where you are," or we can go on being among America's biggest economic losers.

—Editor

NABISCO

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Eceton noted that UNCF is "working hard to address those problems," and added that "RJR Nabisco's generosity will go a long way toward helping."

Marshall B. Bass, senior vice president of RJR Habisco, presented the \$250,000 check to UNCF. "Black colleges have produced more than half the nation's Black executives; 80 percent of the country's Black lawyers and doctors; and three-quarters of all Black Ph.D's and military officers," said Bass. "We want to be a partner in those kinds of achievements. And we also believe that those who do not help Blacks are guilty of helping to hold them back."

The Chicago Ebony Fashion Fair was an appropriate occasion for presentation of RJR Nabisco's contribution to UNCF. The Chicago show was a benefit performance presented by the Lois R. Lowe Women's Division of the United Negro College Fund. The traveling fashion production visits 168 cities and town, raising funds for local civic and charitable organizations. It began in 1958 with a 10-city tour, and has raised more than \$25 million for charity since its inception.

The Ebony Fashion Fair is sponsored by Ebony Magazine, with R.J. Reynolds Tobacco Company acting as a co-sponsor in Chicago and other selected cities.

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