

VOICE READERS COMPRISE A \$30,000,000 MARKET

EDITORIAL

College or Cadillacs?

By DR. CHARLES I. WEST

IT IS ESTIMATED that there are approximately 5,000 Negro families in the Las Vegas area with an average income of about \$6,000 per year. These estimates, considered conservative, add up to an annual consumer market of \$30,000,000.

This market may be broken down into consumer categories and the annual gross expenditures may be projected by applying the U.S. Department of Labor's summary of spending by American families. Labor Department figures show that Negro families spend a greater percentage of their earnings in certain consumer markets than do other American families. These categories include food, clothing, housing, household operation and maintenance, household furnishings and equipment, and personal care.

Application of the Labor Department percentages reveals that Negroes in Greater Las Vegas annually spend the following amounts in the aforementioned categories:

Food (25.1%)--\$7,530,000.
Clothing (12.5%)--\$3,750,000
Housing (31.4%)--\$9,540,000.
Household operation and maintenance (6.1%)
--\$1,830,000.
Household furnishings and equipment (5.5%)
--\$1,650,000.
Personal care (3.8%)--\$1,140,000.

An additional \$3,000,000 goes for automobiles, about \$1,000,000 for gaming, lesser but substantial amounts for tobacco products and alcoholic beverages.

The magnitude of these annual expenditures by the Negro community may surprise many. More significant--we consider it frustrating--is the fact that less than one half of one percent of the Negro consumer's dollars find their way into the pockets of Negro businessmen BECAUSE THE POCKETS ARE NOT THERE TO RECEIVE THEM.

This is almost tragic when you realize that the dollar is a powerful influence in gaining acceptance into the mainstream of America's socio-economic life.

It is imperative that Nevada Negroes revise their family spending patterns so that they may apply more of their dollars to those areas that will produce larger dividends. The local Negro, together with Negroes across the nation, must put their hard-earned money to better use. More Negroes should be on the receiving side of the consumer spending ledger. In order to do so, more Negroes must become interested in business and prepare to enter business. (See story page 1.)

Negroes must join with other Negroes and pool their finances to set themselves up in business so they may obtain a much larger share of the dollars spent by Negroes. This is the only way the Negro can improve his economic status appreciably. More money must be retained within the Negro community. Under present conditions, more than 99 per cent of Negro dollars leave the Negro community. Negro businesses would create more jobs for Negroes and larger annual incomes for Negro families.

If Negroes were on the receiving end of only

half of Negro expenditures, it would mean a 50 per cent increase in the average Negro family income. This extra cash would permit each family to send at least one child through college. And advanced education is an indispensable ingredient in the preparation for business enterprise under modern conditions.

The day is rapidly approaching when at least one parent in each family must have a college education if that family is to compete successfully for subsistence in the employment market. Negroes must educate more of their youth in modern business practices and techniques if they expect to be accepted into the mainstream of American society.

It takes dollars to send kids to college but the return on such dollars certainly will produce larger dividends than dollars spent on expensive automobiles, fancy clothes, unnecessary household furnishings and frequent parties. A modestly-priced auto will provide just about the same service as a costly Cadillac. The difference in price can send a child through college.

The Negro should spend more wisely so that he can prepare himself and his family for the opportunity to get back a greater portion of the money he spends.

College is cheaper than Cadillacs. College graduates help make families economically stable while notes on Cadillacs can wreck the family budget.

We need more college degrees and can get along with fewer Cadillacs. A college degree gives a family true status. A Cadillac can bring scorn or ridicule. So what's it going to be, Mr. Negro? College or Cadillacs?

Protect Your Children

"Is there something in your bathroom medicine cabinet that shouldn't be there?" asks Dr. Albert H. Domm, child safety specialist, adding, "Is it your child's probing fingers?"

Dr. Domm, medical director of the Prudential Insurance Company's western home office, pointed out that this is the season of colds and multiple remedies that eventually wind up in the bathroom cabinet.

How safe are those remedies for children? How safe are the other medicines that are kept there?

These pertinent questions raised by Dr. Domm highlight the alarming child accident rate in the average home. Surveys show that one-third of all deaths from home poisoning to children under five years of age result from drugs within easy reach in the bathroom medicine chest.

"Even ordinary medicines, such as aspirin and laxative, which are harmless when taken as directed, may become lethal potions for small children," he pointed out. "All medicines--not just those that carry the poison label--should be kept out of reach of children at all times. If possible, they should be kept under lock and key."

The doctor said that many common cosmetics found in the bathroom are poisonous when ingested by children. Among these are dipylatories and nail polish.



AFRICA in Today's World

By CHARLES I. WEST, M.D.

The Chicago Defender, one of the nation's leading Negro community publications, recently editorialized as follows, concerning African Jews defiance of bias:

"South Africa's apartheid, which heretofore had been directed against the native black population, is now extending its evil range to include the Jews who are in disagreement with Prime Minister Verwoerd's racial policy.

"In recent days a flurry of anti-Semitism has marked the debates in South Africa's Parliament. Twice within a week, Jews who oppose the government's racial segregation have been attacked on the floor of Parliament by supporters of Hendrick J. Verwoerd.

"GO TO ISRAEL"

"The attacks follow the old McCarthy pattern of hinting that some of the estimated total of 100,000 Jews in South Africa are security risks. There were cries of "Go to Israel" from the attackers.

"The Jews have never been too popular with the super racist Dutch descendants in that segment of Africa. Their unpopularity became more visible, more pronounced as avowed Jewish liberals continued to support South Africa's black majority in their efforts to achieve political and racial equality.

"Added to this determination is the state of Israel's undisguised and unflagging opposition to South Africa's brutal segregative practices which compel the country's three and a quarter million whites to remain racially separated from 14 million Africans, Asians and mixed blood.

LATEST OUTBURST

"The latest anti-Semitic outburst occurred in the House of Assembly at Capetown, the legislative capital. It was directed at three Jewish members. At issue was the government's Bantu laws amendment bill, which seeks to reduce the status of Africans to that of migrants whose every movement will be at the direction of the government.

"The Jewish members who raised their voices against the bill were subjected to cat-calls and taunts. But they stood their ground and forced the Assembly to listen to their denunciations of the unjust amendment.

"In truth, with the banning of all militant African organizations and the banishment or imprisonment of African leaders, the South African Jews are the only ones with enough fortitude to maintain effective opposition to Apartheid--a fact too little known.

"What is also little known is the extent to which the state of Israel has been helping the newly independent African countries.

ISRAEL TRAINED

"Hundreds of African students are being trained gratuitously in Israeli universities and technological academies in preparation for their roles in their native land.

"Israel has established commercial and cultural ties with resurgent Africa. Ties of mutual respect and esteem that are bound to bear lasting fruits. In the meantime, hats off to the South African Jewish community for its devotion to those ideals of human civilization that are symbolized by racial equality and social justice."

GIVE

AMERICAN CANCER SOCIETY

See your doctor every year for a health checkup.

LAS VEGAS Voice

A WEEKLY NEWSPAPER (Published every Thursday) DEDICATED to the INTERESTS and ASPIRATIONS for a BETTER LIFE of the NEGRO CITIZENS of the STATE of NEVADA

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