

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

# EDITORIAL

## The VOICE Agrees

IN AN ACTION unprecedented in the history of the University of Nevada, the student newspaper "Sagebrush" has endorsed the second term bid of U.S. Sen. Howard W. Cannon.

The newspaper which four years ago endorsed Richard Nixon for the presidency and never before has urged the election of a senator, quoted President Johnson who recently visited Reno and said: "Nevada needs Cannon in the Senate, the nation needs Cannon in the Senate and LBJ needs Cannon in the Senate."

The Sagebrush said, "An examination of Senator Cannon's outstanding record proves that the president is right. Cannon has achieved a position of importance and respect in the nation's capital and is a valuable asset to the state."

"Senator Cannon has sponsored and supported legislation that is of particular interest and importance to students and faculty at the University. It has been said that in the field of education, both in the pre-college and college levels, Senator Cannon's record is unsurpassed."

The editorial continued: "Senator Cannon is a moderate Democrat and is vitally concerned about the complex problems facing Americans . . . He is a man who looks to the future with hope . . . has made many contributions to the well-being of the state and to the nation as a whole. His opposition in the November election is a new brand of conservatism."

" . . . The choice of Nevada voters is clear. They must choose between those who look to the future with hope or those who fear tomorrow and seek to return to the past."

## Nevada Advantages Told

(Following is the second part of a speech delivered by Gov. Grant Sawyer in New York City recently outlining Nevada's advantages as a place in which to live and work. The first part appeared in the VOICE on Oct. 8)

NEVADA HAS ONE OF THE BEST business climates in the nation. There are few governmental restrictions imposed on the businessman, while, on the other hand, he can work under one of the most favorable tax structures in the 50 states. There are no franchise, corporate income, franchise on income, personal income, special intangible, capital stock, chain store, admissions, stock, transfer document and recording, or inheritance, estate and gift taxes to hamper business growth and personal reward. Moreover, there is no worry of continually climbing personal property taxes in Nevada. Personal property can not be assessed over \$5 per \$100 assessed valuation due to a state constitutional amendment.

Nevada is experiencing its greatest growth in manufacturing industries during the state's one-hundred-year history. About 32 percent or

Malagasy tribesmen massacred most of the inhabitants of this Utopia.

Jean Laborde, the man who could do everything, who in the nineteenth century built an industrial city in Madagascar and personally designed and installed a cannon foundry, a sugar refinery, a soap works, a glass factory, a pottery and a plant that manufactured hydraulic engines.

Joseph-Francois Lambert, who wangled from the Queen a charter giving him 90 per cent and the Queen 10 per cent of all the trade and all the resources of the entire island!

Perhaps the most exotic, certainly the most melodramatic, tales in "The Great Red Island" concern the royal family that reigned in the eighteenth and nineteenth centuries. Most remarkable of these savage monarchs was Queen Ranavalona, The Terrible, who ruled 33 years and murdered some 150,000 people, most of them by poison administered in "ordeals." If suspects charged with treason survived the poison and vomited it in just the prescribed ceremonial fashion they were judged innocent.



## AFRICA in Today's World

By CHARLES I. WEST, M.D.

(Arthur Stratton has written a most interesting book on the comparatively little-known island of Madagascar (The Great Red Island, 368 pages, Scribners, \$7.50). The following review of this work by Orville Prescott appeared in the New York Times.)

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MADAGASCAR, the fourth largest island in the world, is one of the least known. Tourists do not frequent it. Writers do not succumb to its meager charms and celebrate its girls, its scenery and its climate in lush hyperbole. Nevertheless, Madagascar is a bizarre and fascinating place. Arthur Stratton has written exceedingly well about it in his "The Great Red Island."

In 1958 and again in 1959 Arthur Stratton spent many months in Madagascar, strenuously investigating everything from the speculative mysteries of the vanilla business to the rigorous life of Norwegian-American Lutheran missionaries in the deserts of Southern Madagascar. He seems to have read everything in print about the island.

The result of his enterprising labors is a large, informal, rambling volume which is half first-hand reporting and half history. "The Great Red Island" is stoutly opinionated, pleasantly discursive, a personally conducted safari into new literary territory. It resembles Alan Moorehead's "The White Nile" and "The Blue Nile" just enough so that those who enjoyed those fine books should also enjoy "The Great Red Island."

Madagascar is 999 miles long, its area 228-600 square miles, its population 5,500,000. Most of its people belong to its eighteen Malagasy tribes. These are generally supposed to be a mixture of Malay, Negro and Arab elements. But Mr. Stratton rather confusingly says that they are predominantly Polynesian, perhaps because in prehistoric times the Polynesians and Malays may have been one people.

Gentle, mild, honest, still quite primitive, the Malagasy are uninterested in work. "They have no drive to occupy their minds or their hands; they like to do nothing serious at all; they have no sort of compulsion to steady occupation . . . The labor problem can be summed up as: Why work? It's too hot."

Arthur Stratton is an able raconteur and a collector of fascinating useless information. Such as? Well, that two-thirds of the world's known chameleons, about 35 species, live in Madagascar. Or that there are 685 kinds of orchids and 26 sorts of bats in Madagascar. Or that in the nineteen twenties all the girls were beautiful and naked, a statement that strikes me as possibly exaggerated.

Mr. Stratton's personal impressions and diverting stories are equalled or surpassed in interest by his excursions into Madagascar's historical past. The island, now the independent Malagasy Republic, was annexed by France in 1896. But centuries earlier it was known to Europeans. Three of these were extraordinary characters:

A Provencal gentleman and naval officer called Misson, who in the seventeenth century turned pirate and founded an ideal, democratic community called Libertalia. Unfortunately,

one-third of all the manufacturing companies in Nevada have located here in the past five years. Nevada manufacturers include such names as Stauffer Chemical Company, Lynch Communications, American Potash and Chemical Corporation and Flintkote Company. Titanium Metals Corporation of America has the largest titanium producing plant in the world in Nevada, while the Sea & Ski Company ranks as one of the largest producers of suntan lotions which it markets around the world from its Nevada plant.

In recent months we have attracted a new \$15 million dry process Nevada Cement Company facility, which three days ago began producing 3,300 barrels of cement daily. An East Coast garment company, Rockingham Sleepwear Company, opened its second Nevada plant this summer. Pacific Coast Boiler Company, a new firm, moved to Nevada last month, and Fiberboard Paper Products Corporation broke ground recently for a multimillion dollar Nevada fiberboard plant.

Nevada's manufacturing employment has risen 65 percent in the last ten years with an annual payroll today of about \$43 million. Our wide open spaces, allowing room for growth and expansion, along with our liberal tax system and our location next to the market centers of the West all offer a tempting menu to manufacturers who are considering expanding to the growing West.

Of course, Nevada is the home of a world-renowned nuclear laboratory--the Nevada Test Site. At this 1,300 square-mile test area, scientists are searching for peaceful uses for atomic energy. About \$200 million annually is spent by the Atomic Energy Commission and the National Air and Space Administration on various long-range projects at this huge testing site. The Test Site's plant and equipment costs exceed \$100 million, and the total work force if about 9,300 employees. The Nuclear Rocket Development Station, which is operated jointly by the AEC and NASA, occupies 90,000 acres of the Test Site. Here 1,200 employees work in plant facilities valued at \$70 million with additional facilities worth \$10 million now under construction. This test center provides all the needed devices for testing the KIWI and PHOEBUS nuclear reactor series developed by the Los Alamos Scientific Laboratory. Here also the Aerojet-General Corporation and Westinghouse Electric Corporation are working on the Nuclear Engine for Rocket Vehicle Application project, more commonly known as NERVA, which may someday aid man in conquering outer space.

In addition to Aerojet-General and Westinghouse Electric, Edgerton, Germeshausen and Grier; Holmes and Narver; Lockheed Missiles and Space Company, and Reynolds Electric and Engineering Company have facilities in Nevada and work on various projects in conjunction with these testing activities.

However, the Nevada Test Site with its related Nuclear Rocket Development Station, is only part of the current aerospace program now going on in Nevada. North American Aviation's Rocketdyne Division has both a solid and liquid propellant research complex near Reno. Aerojet-General has two research facilities: a solid rocket plant near Lovelock in northern Nevada and a testing area in western Nevada. Sandia Corporation tests a variety of space age equipment which it designs and develops at the firm's

(See SAWYER, page 14)

## Las Vegas Voice

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