

Black Business Development

By Foster Johnson

PART II

Last week's Voice presented an idea that could change the economic instability of the black mass of people.

This writer presented this proposal initially on Aug. 15th, 1968, in a Los Angeles paper, "Nite Owl West," published by Frank McRae. We are reprinting that article in this second installment of "Black Business Development." It follows:

Much progress has been made in the area of Civil Rights legislation, but there are woeful conditions of feet dragging in the implementation and enforcement of these "again given" rights.

Even complete compliance with these rulings will not solve or remedy the basic need of our people. That need is a massive, all-embracing, nationwide drive toward black economic responsibility.

We are the largest minority group in America, yet, we depend upon the enterprises, manufacturing organization and creations of the other groups for 99 and 99/100% of the things we need for our daily existence.

We, the black people, handle over 25 billion dollars annually in combined income. Possibly more. That is a fantastic sum of money, an alarming percentage of which is, literally, "thrown away."

Why can't we stop begging and spending countless thousands of dollars in further protest movements and combine our knowledge, money and diversified abilities and begin doing constructive things, on a nationwide scale, toward establishing an economic "self-help" program in all reasonable and feasible areas? Some examples: manufacture of shoes, clothing, furniture, etc.

Educational funds and grants could be established for our people who have the ability and desire to obtain higher education, but do not have the money with which to pay for it. Provisions can be made within the financial structure of Black economic security to insure the investors and their families who do not have insurance.

This massive black effort CAN WORK and MUST WORK! otherwise we will remain in the deplorable and seemingly hopeless condition we are groping blindly to get out of.

In the days of slavery, we depended on "Mars Charlie" for our "corn pone," "fat back" and "rags." Today, we depend on "Mister Charlie" for our bread, meat and clothing. Get the picture?

Want to be a first class citizen? Then stop going in all manner of different directions and let's organize for nationwide, black SELF-HELP! Therein lies security, pride, self-respect and respect from the community of American people. End of article published Aug. 15, 1968, nearly two years ago. The same condition exists today, no BLACK economic organization!

The status of the BLACK MASSES in American economic structure remains that of an EMPLOYEE ONLY. Will we ever rise above that status? You'd better believe we will! AND NOW! 'cause now's the time! There's nothing holding back black progress except black people.

We're splintered into many different movements and so far, none of the movements have drawn the black people together. All the movements have been highly effective in specific areas, and have influenced "social" progress, BUT, the black people need FINANCIAL and ECONOMIC progress. This NEED is recognized by 95% of black leadership! Why hasn't all that genius been combined to set up local and national programs to involve the black people in SELF-HELP?

It has been "talked about" but no action has been taken to "implement it." This writer has gone into the streets and discussed Black economic development with a cross section of Las Vegas citizens, of varied age groups, whose response has been extremely encouraging and their different comments can be narrowed down to, "It's about time somebody started somthin' like this." These people are representative of the masses.

I've noticed a marked lack of enthusiasm for black business development from some in-

A COMMITMENT...

AND A LACK OF COMMITMENT!



dividuals I've talked with who happen to be connected with government financed programs, for counseling, indoctrinating and training black people for wider job opportunities.

I have made no suggestion that any of these government financed programs be stopped. But, when we own and operate different types of enterprises, businesses, manufacturing companies and other sources of income for our people and other peoples, then these government financed programs may possibly be phased out.

What would you prefer--handouts or black economic independence? Most of those among us with impressive incomes have shown, over the years, an obvious concern for only their personal position of security. They will, I'm certain, become a part of total black effort, wherein every black man and woman, earning wages or income, will invest according to their individual ability. These investments will earn interest, and will be set up on the shares system, managed and administered by an established bank or trust organization. There must be no loop holes if we are to succeed.

Black economic development will not interfere with your "individual thing." You can do what you would do anyway. Live as you would anyway. But, your help and vision in the creation of black economic security will establish for you a personal, responsible, contributing role.

We need every brother and sister in Las Vegas, which, by the way, has the greatest potential for growth and expansion of any area in America. Look around you! Can you imagine what Las Vegas can grow to by 1980? The black people of Las Vegas, through organization, can grow with it, and in the process, set an example for the other black communities throughout the world.

The black people of Las Vegas have the opportunity to go down in history as the architects of Black financial solidarity and independence.

We repeat, to bring this about, we must have money! The money we invest in ourselves does not have to be our rent money, or food money. A percentage of our weekly "throw away" money makes each of us an investor in the present and future of our people.

This movement does not and cannot exclude RIGHT THINKING people from other ethnic

groups. Reason #1 is the principle, which we, the black people are presently striving to establish -- non-discrimination in employment opportunity.

To successfully organize and operate any type of big business in the highly competitive American economic structure, requires the services of the most skilled technicians available. So we will be concerned with a person's skill and ability, not their race or religion.

The same technicians will supervise training programs to teach youngsters and adults the skills and requirements necessary for the operation and further development of the businesses and enterprises our collective ability and investment capital has established.

This decade can be 10 years of the most dramatic change in America's structure to take place in a hundred years. We, the black people, can bring about that change.

We are the key to the lock which holds closed the door to America's maturity. I'm confident that our maturity will lead to America's maturity. Let's get busy with "our thing." The total effort and involvement of our people toward "self-help" requires every livin' "A" who is physically able to do something, to help the black organization program. This total involvement will keep everybody SO BUSY, there will be no time for trouble in the streets, the schools or anywhere. This would ease the pressure and tension of law enforcement, which, sometimes, is called police brutality.

(See BUSINESS, page 12)

LAS VEGAS Voice

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

CHARLES L. WEST, M.D. Publisher
PAUL C. SMITH Managing Editor
DOROTHY S. WEST Treasurer
BEATRICE BRYANT Office Manager
RAY FEASLER Art. E. Layout
CARLA HARBERT Production
DOROTHY JOHNSON Food Forum
DOTTI ALLEN Social
LEBRI MILLER Sports Editor
FOSTER JOHNSON Adv. & Promotion Manager
HENRY P. MILLER Adv. Sales & Columnist

EDITORIAL, ADVERTISING & CIRCULATION OFFICES
Sawyer Building, 301 Miller at Commerce
North Las Vegas, Nevada 89030 * Telephone: 649-3818

ADVERTISING RATES FURNISHED UPON REQUEST

Price per copy - 15¢ * One year - 7.50 * Two years - 12.50
(Application for 2nd Class Mailing Permit pending at Las Vegas, Nevada)