



by  
LAWRENCE ALBERT

**EDITOR'S  
NOTEBOOK**

**THE  
PUBLISHER  
SPEAKS**

Cranford Crawford has entered the Assembly District 7, race to regain the seat he lost to Lonie Chaney two years ago.

Cranford Crawford, as a freshman assemblyman, amended more bill in the general session of that body than any other freshman legislator.

There are approximately thirteen committees in the assembly and when you are only working on two, the amendment of bills in the General Session of the Assembly, becomes crucial to the protection of the black community's rights.

An example: In the 1975 Legislative Session, there was a bill that came from the Judiciary Committee of the Senate which would have made it illegal to have in your possession an afro-comb. Senator Neal in a tactical move introduced an amendment taking out the comb and substituting the hand gun. This amendment had the effect of killing the bill, because it would have looked silly for the senate to ban the afro-comb as a dangerous weapon and not the hand gun which figured in fifty-four percent of all the deaths in the State in 1974.

We might add that Rev. Bennett favored passage of such a bill. But, because we had such a man as Sen. Neal representing us, at least our children and adults would not be faced with this threat.

The point we make here is that Crawford was the kind of legislator. He always protected the interests of the community when he was an assemblyman.

Cranford Crawford has a deep commitment toward bringing about justice and equality in this community. He is not concerned with enhancing his own personal wealth as others appear to be.

We feel that the people should return Crawford to the assembly, so that this community will have a legislative team that we can depend on to protect the community.

*If a man empties his purse  
into his head, no man can  
take it away from him.  
An investment in knowledge  
always pays the best interest.*

**LAS VEGAS  
VOICE**

NEVADA'S BLACK COMMUNITY WEEKLY  
"An Uninterrupted Publication Since 1963"

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

Lawrence Albert..... Publisher  
Sandra McIlveen..... Treasurer  
Bea Bryant..... Office Mgr.

EDITORIAL, ADVERTISING & CIRCULATION OFFICES  
616 North "H" Street Las Vegas, Nevada 89106  
Telephone 648-2615

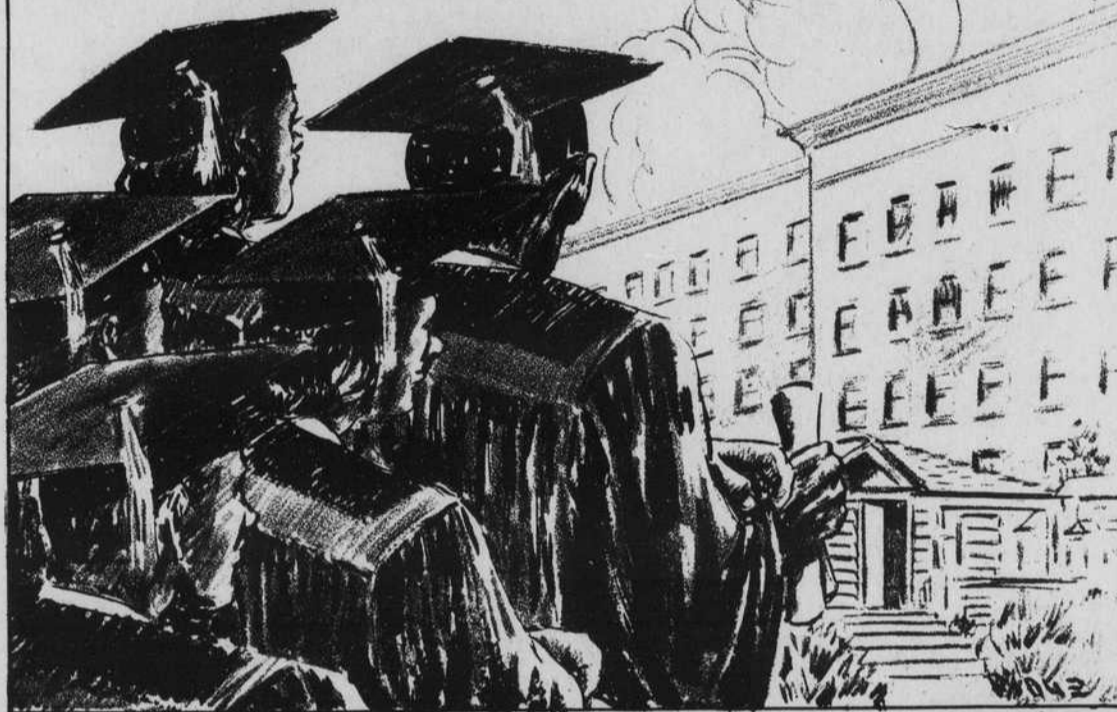
ADVERTISING RATES FURNISHED UPON REQUEST

Price per copy - 15¢ One year \$12.50

(Application for 2nd Class Mailing Permit  
pending at Las Vegas, Nevada).

**BLACK'S DESTINY IN OUR HANDS....**

**RETURNING TO BUILD  
A BETTER BLACK  
COMMUNITY.**



**Just the FACTS**

**Operation Back Scratch**

Operation Back-scratch: You help me, and I'll help you. That's what it's all about. Strange how elements of this community are busy scratching...not exactly backs, though. Case in point, Black businesses supporting each other.

Take a look through this newspaper. How many ads represent businesses in our community? There are a few, but hardly representative of all the business interests.

Business is business. We must forget about ego trips and personalities. Everyone is in business to make a profit. How can you make a profit if no one knows you're even open for business, or what you have to offer? Why not let the community know what your business is all about?

Why not pool our resources and try to help each other? Must we always advertise "by word of mouth?" Rely on rumor and hearsay? Strange how most of this kind of advertising (rumor and hearsay) is usually negative.

Why not advertise and accentuate the positive? Let folks know what's going on at your establishment: live entertainment, discounts, sales or new innovations. Emphasize quality. It might possibly help your business.

Strange, too, how our businessmen can present a united front when they go downtown before 'the man'. Yet, let those same businessmen get back to the community and it's "Operation Back-stab." Curtin' each other down and low rating one another's business. What happened to that "united front?" Perhaps if we could stick together, try and help each other a little more, we might all profit. And you can take that to the bank. Just the Facts...

*The Las Vegas Voice  
has IMPACT!*

**BUSINESS IN THE BLACK**

By Charles E. Belle

**The Executive Rip-Off**

Schenley liquors sales account for almost one third of Rapid-American Corp. annual sales. While Playtex for the ladies and B.V.D.'s for the men account for an additional 20 percent of the parent company's sales. These ready-to-wear outfits while replenished a bit slower by blacks are nevertheless as profitable to Rapid-American Corp. as its liquor business.

The highest paid dude in all this business, in fact, in all industry is Meshulam Riklis, chairman of the board of Rapid-American. Mr. Riklis was paid \$916,000 in 1975 for dictating the directions of the corporation, the highest of any individual paid by a public owned reporting company.

This was also a 135 percent increase in salary from the previous year. Mr. Riklis managed this while the company suffered a net loss of \$9 million for the fiscal ending January 31, 1976.

The failure of programs employing blacks is usually for immediate dismissal by callous caucasians. Airline companies have been running losses for years, inspite of higher fares and an increase in black travel on planes. Still, American Airlines, Inc. gave Albert V. Casey chairman and president a 10 percent raise to \$220,000 while that company lost \$21 million for the year.

Genesco, Inc. suffered a \$14 million loss for fiscal 1975. Their trade names for men's shoes include Jarman and Johnson & Murphy. The company controls retail stores around the country such as Bonwitt Teller in New York and Chicago and Roos-Atkins in San Francisco.

The black urban areas aided the company enough for Franklin M. Jarman, chairman and president of Genesco, Inc. to give himself a raise of 13 percent to \$155,000, inspite of the operating losses.

On the surface some justification for jumps in executive salaries can be explained. Joseph B. Flavin, chairman and president of Singer Co. received only \$104,000. But Donald P. Kircher, the former chairman and president who resigned effective December 1, 1975 received \$183,000. Singer Co. thus paid out a total of \$287,000 for chief executive compensation during 1975 while suffering a loss of \$452 million.