

**THE
PUBLISHER
SPEAKS**



By
LAWRENCE ALBERT

It has become very plain that our future lies in West Las Vegas. The resources and potentials of our community have barely been tapped. Yet, we continue to look to the Strip and downtown for our advancements.

The time has come for us to stop depending on the white man and to turn our sight to ourselves. We know by now that the white man is not going to either build or invest in our community. The closet they have come is Bonanza. They won't go any further. But this is to our advantage because it leaves the whole pie to us. We should gobble up this opportunity.

There is one attribute of the white man we should pick up--we should learn to look and plan far into the future. Now, don't try to tell me that the white man has all the money. Sometimes, sit down and figure out how much money you just waste each day, week, etc. What you come up with will surprise you.

If you had saved that money, you would have been on your way to a small business, or a nice home. The secret of earning money is to watch every penny like it were a dollar.

This is one of our great faults--we don't know how to handle money, neither do we know the value of it. It should not be worshiped, but it should be respected as a means of getting some of the nicer things of life.

Our community could support a large shopping complex, situated in the right place. It would support a couple of bank branches. It could support sub-stations of the telephone and gas companies. It could support a good restaurant and discotheque.

But we have been the underdogs so long that we feel we cannot do anything without the white man.

Ten people could go together and each borrow \$5,000 and build a nice and profitable little business in our community. But we just won't work together or trust each other.

Not only that, when one of us does try to improve his status, we criticize him as an Uncle Tom, or a front for the white man.

When will we learn that to do anything in this world, you must first get up off your knees and stand on your own two feet.

**LAS VEGAS KNOWS
THE VOICE
BECAUSE LAS VEGAS
READ THE VOICE**

**LAS VEGAS
VOICE**

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

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**BLACK COMMUNITIES
THAT CARE ABOUT THE
BLACK FUTURE, SHOULD
HELP IMPOSE ORDER
WHERE NEEDED.**



**Just the Facts
DEAR SANTA CLAUS:**

I had an Uncle, years ago when I was just a little dude, tell me "There is no Santa Claus." I've never believed him -- you have always done alright by me -- But this year I have a chore for you. Nothing personal for me - but things for lots of people.

First off I want a hugh sack of HOPE for the reopening of "Operation Life."

Then we need a package of Peace & Harmony and Understanding on the Westside.

You can also bring a big bag of Cooperation and Unity for all aspects of the people over here -- Politicians - Religious - NAACP - Businesses, etc. - so that everyone can do it together and grow.

Thanks, Santa, we will be waiting for you - Please don't let me down this year - I would really hate to think that, as they say, "You don't exist!" --CREED

What are YOU doing to help YOUR community?

Business In The Black
by Charles E. Belle
**Economic Opportunity
Loans**

Another program, set up through section 402 (a) of the Economic Opportunity Act, permits the SBA either to make directly or to guarantee loans to businesses that are primarily owned by low-income persons, or that operate in depressed areas.

These loans can be used to provide either investment or working capital, and must be paid back within 10 to 15 years, depending on the use of the money. These loans are not for more than \$50,000.

The SBA is authorized to lend up to \$350,000 to what they refer to as a "local development company." They can also guarantee as much as 90 percent of loans that banks or other private lenders may want to make to such organizations.

According to section 5-2 of the small Business Investment Act, which set up the program, a local development company is defined as any profit or not-profit corporation that is formed and controlled by a representative cross-section of the community for the purposes of creating jobs and stimulating business.

The LDC can then lend the monies to other small businesses, primarily for plant or facility construction for other types of investment. Normally, such money cannot be used for "working capital."

The local development company is expected to put at least 20 percent of its own money into each project, although this requirement can be modified to meet certain local circumstances.

Of course, none of these business benefits will accrue to you if you don't know how to make them work in your favor. If you can use more money in your business, call your nearest SBA office and ask for assistance.

**What Are You Doing To
HELP Your Community**

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