



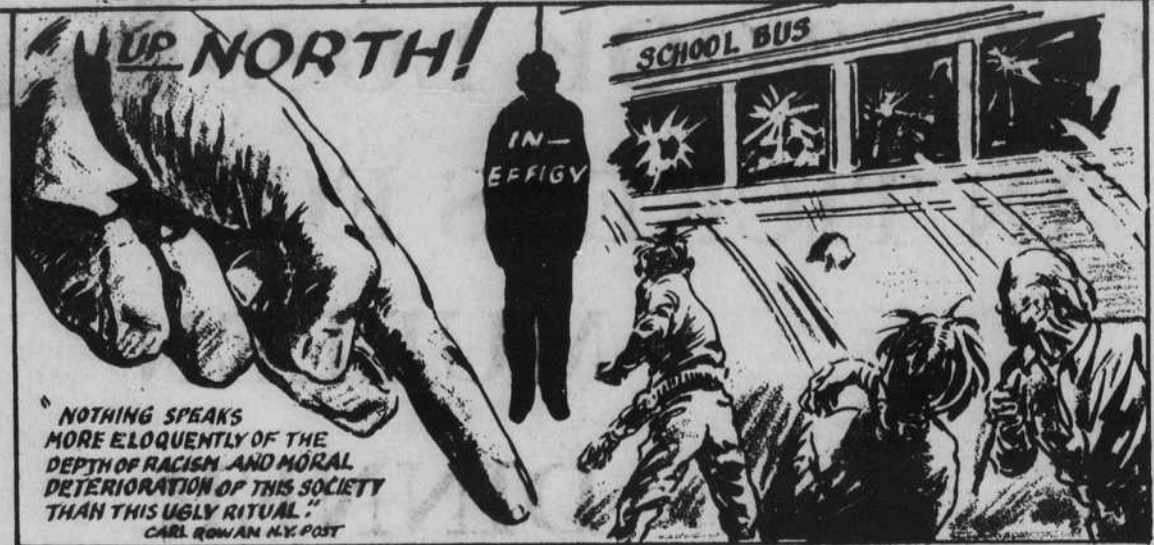
The Publisher Speaks

Now that school has reopened and we have a black principal from out of state who is doing a very good job in keeping down all of the problems that we have had in the past. Surely that lets you know that we needed a qualified principal at Valley High School. But, I am not really satisfied with the school district because our local teachers never get a chance to hold a top position in the school district.

As well as in our local banks and our other big industries. We have let the white man do our city the way he sees fit and ignoring all of the qualified blacks that we have educated at our own university. They haven't got one black that's local holding a top position in our big industries in Nevada. Maybe you can pick a few yes men and hey men to head up some departments in our equal rights commission but never have I seen a black man that the white man solely let make his own decision in the position that he holds. He has always been in the middle of making peace for us.

But it is time now for the people and the minorities of the State of Nevada to come together and do like the blacks and minorities are doing at the White House. It has shown that the people that elected Carter that he was not going to fulfill his promises that he made to the blacks and minority groups of America. We here in the State of Nevada have more black elected officials than any other state, but we still have that problem between ourselves of selfishness. That is why we cannot get the job done that we need in this state.

I am going to strongly ask our black officials to try and meet with the community once a month.



Just the FACTS

Summer is coming to an end. Fall will soon be upon us. It is getting that time of year - to start thinking about Thanksgiving and Christmas.

It is also time to start thinking about advertising in the only Black Newspaper in the State of Nevada, the Las Vegas VOICE.

The VOICE is read by 40,000 Blacks throughout the entire country, a great many of whom cannot afford to subscribe to the other newspapers in the area, but do use the shopping centers to do their shopping. Markets, Department stores, gas stations, shoe stores, etc.

It is now time for these businesses to start putting advertisements in their paper, the Las Vegas VOICE.

Also, the Casinos on the Strip feature Black performers, but do not advertise in the VOICE to reach the black population of Las Vegas. It is now time for the casinos on the Strip and Downtown to be aware there is a Black Newspaper that reaches the Black Community, which is an important part of the Greater Las Vegas area. How about getting more advertisement into the VOICE, especially concerning the black performers at the casinos.

BUSINESS IN THE BLACK
By: Charles E. Belle

In recent weeks, even years now, various oil companies have been caught with their hands in the cookie jar. There are no Black breaking corporate or civil law within the oil industry. The Black Church, however, cannot take credit for the clean lives of Black Americans in the energy business.

Only the most racist bigot could be proud of blotting out Blacks from this most profitable sector of the U.S. economy. Unfortunately, the big oil bigots understand capitalism more than the average American Black or white. This type of person knows there are only two kinds of people in a capitalist society.

The human or everyday soul like you and

me, as well as, the corporate entity. The corporate entity exists in the law the same as you and me. Its body is the shareholders and its mind the management as controlled by its brain cells the board of directors.

There are no Black Americans on the board of directors of the five U.S. based members of the "seven sisters" oil companies. The combined daily world-wide crude oil production of Exxon, Mobil Oil, Gulf Oil, Texaco and Standard Oil of California of 14 million barrels per day almost matches the entire daily needs of our country.

No Black American apparently is deemed good enough to sit with the sacrilegious bastion of white males supremacy. There are 75 positions, only two which are occupied by women. White females comprise 51 percent of the U.S. population or 109.4 million, they are not making any great leaps ahead of other disenfranchised or minority groups.

Nevertheless, the demand for females for corporate boards is headed in the only direction it can go - up. At the same time, the popularity of the ethnic minority representative, that's us Blacks, browns and Asians, is on the way down. A survey by the executive recruiting firm of Korn/Ferry International of 370 major companies found females representation on boards of directors up to 21.3 percent in 1976 from 19.5 in 1975 and ethnic minority representatives down from 15.1 percent in 1975 to 13.1 percent in 1976.

The gap that had existed for Blacks, browns and Asians on boards of directors in the past has begun to rear its ugly head again. The battle by Black Americans for equal rights and representation is wilting away while white women appointments are being put forward as making progress for all minorities. To make shift coalitions of civil rights activism has reaped advances with women represented on a third of the nation's bank and insurance companies boards.

But Black American and other ethnic minorities representation is ridiculously low in any industry. In the oil industry it is obscure. The total ignorance of 25 million Americans and their allied Brown and Asian brothers by the oil industry giants deserves an answer.

Perhaps the number of directors is too small at 75 positions. An oil divestiture bill would immediately create three times the

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