

The Publisher Speaks



Until recent years, the political role of the Black man was merely, a member of the cast. The lead role was always played by someone from the other side of town. Usually a caucasian.

With the creation of voting districts, the role of the Black man immediately became one of lead man, so far as local election are concerned. This has been true throughout the country, as well as here in Las Vegas. The creation of these districts, has also created some intense community politics, and in some cases polarized some segments of this community. We think it is healthy for this community to have so many people interested in what's going on, and what should go on. Competition generally improves the quality of the net results. The results that we refer to, are the net benefits the community will receive.

It is a foregone conclusion, that if we put capable people in elected position of authority, we will have much more assurance of receiving our fair share of the pie.

A large number of Blacks live in what is described as Ward Number Three. There is no accurate way to determine the exact number of Blacks in Ward Three. However, we do believe Blacks comprise the majority, or very near majority, in Ward Three. Since the majority is not clear cut, or at least in terms of registered Black voters. This means that for a Black to be elected, we have to exercise good judgement, before entering the race. If we have too many candidates in the Primary, and split the Black vote, then we will weaken our chances of having Black representation. We know a number of people who are interested in running for office. To these people we say, that if you cannot gather the necessary support to win, you should not consider entering the race. Because; not only do you do yourself a disservice but, the Black community as well. This support should be in the form of large groups of people from this community, and not some group or individual from outside of this community, or a few friends and relatives.

To knowingly enter this race without any chance of winning, you should be made to feel directly responsible for lessening the Black community's chance of having representation.

Let's get together before another election and get some elected officials that will aid the Westside and try to get a Police Sub-station on the Westside.



Just the FACTS

Don't you think it is time for some of the Casinos in this area to start thinking about advertising in the VOICE?

This is the only Black Newspaper in the State of Nevada, with papers going out throughout the entire United States.

It is time for West Las Vegas and the Black Community to be recognized as part of Las Vegas. We of the West Side are a small part of the Greater Las Vegas area, but nevertheless, an important part.

The merchants of West and North Las Vegas should consider that most of their customers are from the West or North side and therefore, should do their advertising in the best paper to reach the people on the Westside and North Las Vegas.

Now that school has started again, it is time really to start thinking about Thanksgiving and Christmas. It is not too early.

The Las Vegas VOICE is your paper. Let's get more advertising in and make it a great paper! Call 648-2615 and someone will be out to talk to you concerning all your advertising needs. We will even help you design your ad - or will design it for you.

Lets get our advertisements in to the paper!

BUSINESS IN THE BLACK

By: Charles E. Belle

Unfortunately for me, Benjamin Hooks has assumed the leadership of the NAACP. As a past president of the San Francisco Chapter of the NAACP, I welcome his arrival to the head of the organization. But as a Black journalist who sort of enjoyed the halo of his column next to mine in many Black newspapers around the country, I shall miss his assistance.

Since his column went to the papers in the same package, they had to at least see my articles. But now that Benjamin Hooks has decided something is as mighty as the pen, let me make my point for today. Benjamin Hooks delivered his first major Bay Area

speech in San Francisco since officially taking office on August 1, at the Third Baptist Church.

The former minister and Federal Communications Commissioner came right to the point. The NAACP is a good organization which needs our support. The Black business-person cannot do it alone. The NAACP ought to be used aggressively, as in my home of San Francisco to stop the multi-million dollar Yerba Buena development, the 30 million Performing Arts Center and the \$29.5 million Northpoint Pier development, until Blacks and other ethnic minorities are written into participate on all levels of programming of these projects.

There are projects and plants all over this country that do not allow Blacks to participate as professional people. It is the duty and obligation of every Black American to support the NAACP so that it can perform the objectives upon which it was created and has so honorably carried out over its 66 years history. Xerox Corporation is a case in point where Black professionals deem to have been poisoned by rampant racism.

There has been a law suit filed in Federal District Court in St. Paul, Minnesota against Xerox Corp. The plaintiffs in the suit, which charges discrimination in the areas of hiring, firing, compensation and promotions, are six Black Americans present and former employees of Xerox Corp. The Black professionals hope to lead a nationwide class action case against a major U.S. corporation.

Without discussing the merits of the case, although it's hard to conceive of the brothers not having some point of injury, if it is a case, it is a case for the NAACP. Xerox Corporation already has a complaint filed against it, as is common in such industries, by Van Dyk Research Corp. alleging violations of the anti-trust laws, asking for at least \$1.4 billion.

The \$4.4 billion Stamford, Connecticut Company is not new to law suits. Now its true the NAACP had problems posting a bond for \$1.2 million in Mississippi, but its in better legal shape to fight this kind of company than a couple of mad brothers and their friends.

Legal actions are long and costly, losing their appeal and taste for revenge against racism as the rent must be paid month

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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

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