

The Publisher Speaks



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 closer 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.

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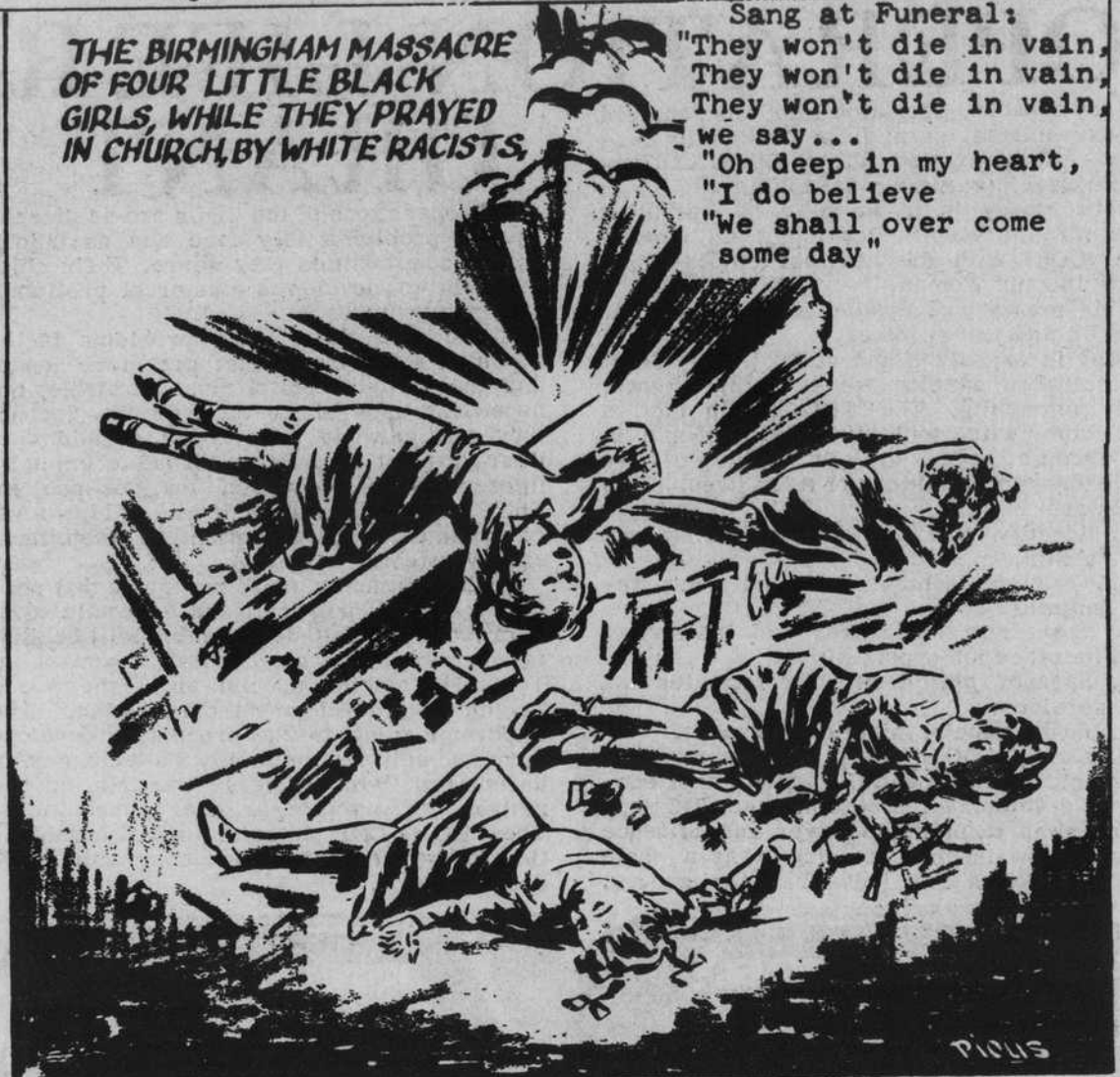
A WEEKLY NEWSPAPER (Published every Thursday) DEDICATED to the INTEREST and ASPIRATIONS for a BETTER LIFE for BLACK CITIZENS of the STATE OF NEVADA

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THE BIRMINGHAM MASSACRE OF FOUR LITTLE BLACK GIRLS, WHILE THEY PRAYED IN CHURCH, BY WHITE RACISTS,



Sang at Funeral:

"They won't die in vain,
They won't die in vain,
They won't die in vain,
we say...
"Oh deep in my heart,
"I do believe
"We shall over come
some day"

GRAMBLING

CONTINUED FROM FRONT PAGE

When asked if he would consider playing a different position in the NFL like so many other Black quarterbacks have done. He said: "Never. I don't intend to. Why play another position and take a chance of not making the team when you've never played a down anywhere else. I've played quarterback since I started playing football, back in the seventh grade."

When asked about the knock that Black quarterbacks are just not smart enough to play in the NFL, he said: "There is no such thing as not smart enough. If you are smart enough to make it through college and have a good career, you're smart enough to play in the NFL."

Such managers and coaches as Andy Robustelli, New York Giants; John Madden, Oakland Raiders; Bud Grant, Minnesota Vikings; Jim Ringo, Buffalo Bills; Ken Meyer, San Francisco 49'ers; and Bill Johnson, Cincinnati Bengals all have only praise for Williams, and some predict he will be in the NFL.

foreign car daily sales rate was at a record high. Imports accounted for more than one in every five cars sold in this country in July, August and September.

While the U.S. market is fair game for Toyota, the Japanese government has put a protective shield around that turkey at home. A Ford Mustang II costs \$12,000 in Japan, compared with prices starting around \$3,500 in the U.S. The Japanese price is higher because of shipping charges, special equipment, heavy taxes and import duties required on cars shipped into Japan. These factors stop any serious selling into Japan by U.S. auto makers.

The people employed to put those Toyota turkeys together have got to be Japanese, not Americans - black or white. Chrysler alone employs some 39,000 Black Americans and other auto U.S. manufacturers have many more blacks on their payrolls. Black people will be the first put back on the streets if some tariff protection is not provided by the U.S. government.

The unemployment rate for blacks jumped to an adjusted 13.9 percent in October after falling in September. This situation can only worsen if the black skilled worker is sent packing into the job market. Any reduction in the auto industry labor force will strike Black Americans first, if history is any guide.

Black skilled labor is heavily concentrated in cities with large mature types of corporations like auto and steel. Steel companies are currently in a stupor because of Japanese "dumping" of cheap steel. Urban areas where many black unemployed already live cannot stand the constant erosion of their skilled and higher paying job base.

These foreign companies like Toyota are often not as aggressive with their affirmative action programs as U.S. based companies. The number of Black Americans on the boards of directors of U.S. corporations is miniscule, but not non-existent in the foreign based multi-national corporations.

These foreign firms deserve extremely high tariffs until some laws are written which will subject them to the same type of civil rights crudity as U.S. corporations. Write to the Congressional Black Caucus calling for high tariffs on Toyota before the unemployment disease spreads to more black skilled workers.



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BUSINESS IN THE BLACK

By: Charles E. Belle

Toyota is the kind of turkey that must be hunted night and day before it spreads. Foreign car sales in the U.S. account for a growing 14 percent annually. In October