



**The Publisher Speaks**

A newspaper is as strong, whimsical and determined as its editor and publisher.

Since this is true, a newspaper must first fight for its own independence before it can fight for that of the community.

The success of this depends on how well this paper is read in the community.

I think the VOICE is well received in its community. Because since I took over the reins over four years ago, I have always tried to make it the voice of the community.

Although this newspaper is a community effort, I must reserve one right solely to myself -- I must be the final judge as to what does not go into it. That done, I will determine where a particular story is placed in it.

No matter what anyone might think, a newspaper is a business venture just like any other. It must make money before it can gain any status or power.

The old saying in business that the customer is always right, has its limits. Customers are the life blood of any business. Some customers, however, figure because a business is dependent on them in a limited degree for survival they can abuse that business and its owner.

Even though a business must have customers to survive, it must also have a certain amount of autonomy.

If a customer gets poor service from a business, he has a right to complain. On the other hand, if a business is abused by a customer, then that establishment has a right to refuse him service.

One or two of my customers seem to think just because they buy an ad in my paper that this gives them the right to dictate to me where I should run certain stories. This cannot and will not be.

As I said before, for this paper to be of any use to this community which it is so concerned about, it must be totally left up to me and my staff how it should be run.

KILLING THEIR HOPES AND DREAMS . . . ?

**ANGER, FRUSTRATION, HOPELESSNESS, IS THE PICTURE THAT EMERGES**

WANTED . . . JOBS



**Just the FACTS**

As you know, this paper has increased in size from 16 pages to 24 pages. This is an improvement, and while it does accommodate more of your news releases, it still needs your advertisements.

What is happening on the Westside? We know all of the meetings and try to cover, one way or another, all meetings scheduled throughout the Westside, but what really makes the paper run good are ads. Why are you not advertising in your paper?

This paper is geared to the Westside, and we need your support, not just with your news releases, but with your advertising. About 3/4 of the readers of this paper are from the Westside, either businessmen and women, or people who live on the Westside.

Now, you businessmen know that in order to get the people into your stores, you need to advertise. Get your specials before your friends and neighbors - the people you do business with each and everyday. There are still many people you need to reach, and are missing out on because of the lack of advertising in the Las Vegas VOICE.

The many people of the Westside -- and from North Las Vegas should be appraised of what the values are, where the best place to shop is, and just what is going on.

We provide the news (all sent in) and would put more in if you inform us. But, let's face it, your advertisements are even more important.

Call me at the Las Vegas VOICE Newspaper office, 648-2615 and talk to me about your advertisements.

**BUSINESS IN THE BLACK**

By: Charles E. Belle

President James Earl Carter, Jr. has presented a \$500.2 billion poorly packaged budget to Congress. The President's decision to promote world police and pistols while putting aside blacks and other poor people needs reveals more about a child raised in Plains, Georgia than his esoteric position as the Chief Executive Officer of this country.

The areas of intense increase in the budget points to the priorities of the President. Apparently, he believes a strong defense will take care of a lack luster offense against a stubborn unemployment team of black youth.

To be sure, an unusually high youth unemployment rate is a problem around the world. In the United Kingdom 28 percent of the jobless are under 25 with half of these being student dropouts.

In West Germany the proportion of under 25 year-olds among the unemployed is 20 percent while in France it's 25 percent also. In Italy, the worst hit of the European Economic Community countries over 60 percent of the unemployed are under age 25.

These problems abroad, however, do not preclude the President from presenting a blueprint for effectively eradicating unemployment from our shores. The budget figures given to the Congress call for a record fiscal budget year. But the proportion for fighting poverty is anemic.

While the defense spending provides big bucks for conventional forces in Europe, little is left for the unemployed Black Americans. The President's package is not only unacceptable to earnest black leaders, but his own Secretary of Labor is horrified at the helplessness of President James Earl Carter Jr.'s budget for blacks.

The government under the President's budget would continue in 1979 to provide the same number of public service jobs annually.

The best thing in the budget for Black Americans is for a variety of programs designed to provide jobs for poor youth. These programs are expected to cost \$2.3 billion. The defense budget alone is up a whopping 9.4 percent rivaling former President Gerald Ford's gunho spending for bullets.

The projections are for almost a \$10 billion increase from last year to \$115.2 billion. An urban policy, which would cover the area where most unemployed blacks find refuge, was not even mentioned in the President's speech.

The jobs apparently in this Administration's estimate should go to the people who make planes, tanks and guns.

**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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