

**THE VOICE
HOPES THE
COMMUNITY
APPRECIATES
THE HONEST
EXPOSURE OF
THE
COUNTERFEIT
TRATORS**



By
LAWRENCE ALBERT

Yes, it is election time again. New hair styles, new wardrobes and shaves designed to make the candidate more presentable. The candidate stands before us saying, "Here I am, or her I is, your hope for a better tomorrow."

Most of us are so hard pressed we can't wait for tomorrow. Our needs are such that they demand immediate attention, now. The point I make here is that the candidates who are seeking votes these hot summer months, see if they have been trying to aid our falling brothers in the winters of our lives.

The prescription for the ills of the black community are not the newly shaven faces and coiffeured hair styles of the candidates, but love, understanding and respect coupled with a desire to do what is right legislatively for us.

Four the black candidate who is running for the first time or seeking re-election, we ask that you be truthful to the people. Because the next four years are going to present a lot of uncertainties to the black community and we who are not privileged to some of the inter-workings of government will depend upon you for guidance. So if you have ties in other sectors of this town which are detrimental to the progress of the black community, we ask that you rid yourself of those now.

We don't need to have suspicion of anyone from our community, for the rough waters ahead in the next four years are going to require all hands at the oars for a safe journey, without the loss of rights we have collected in the past decade.

We don't have time to play games with those who attempt to achieve the white business man's ends in this community. There is too much to do for us.

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**LAS VEGAS
VOICE**

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

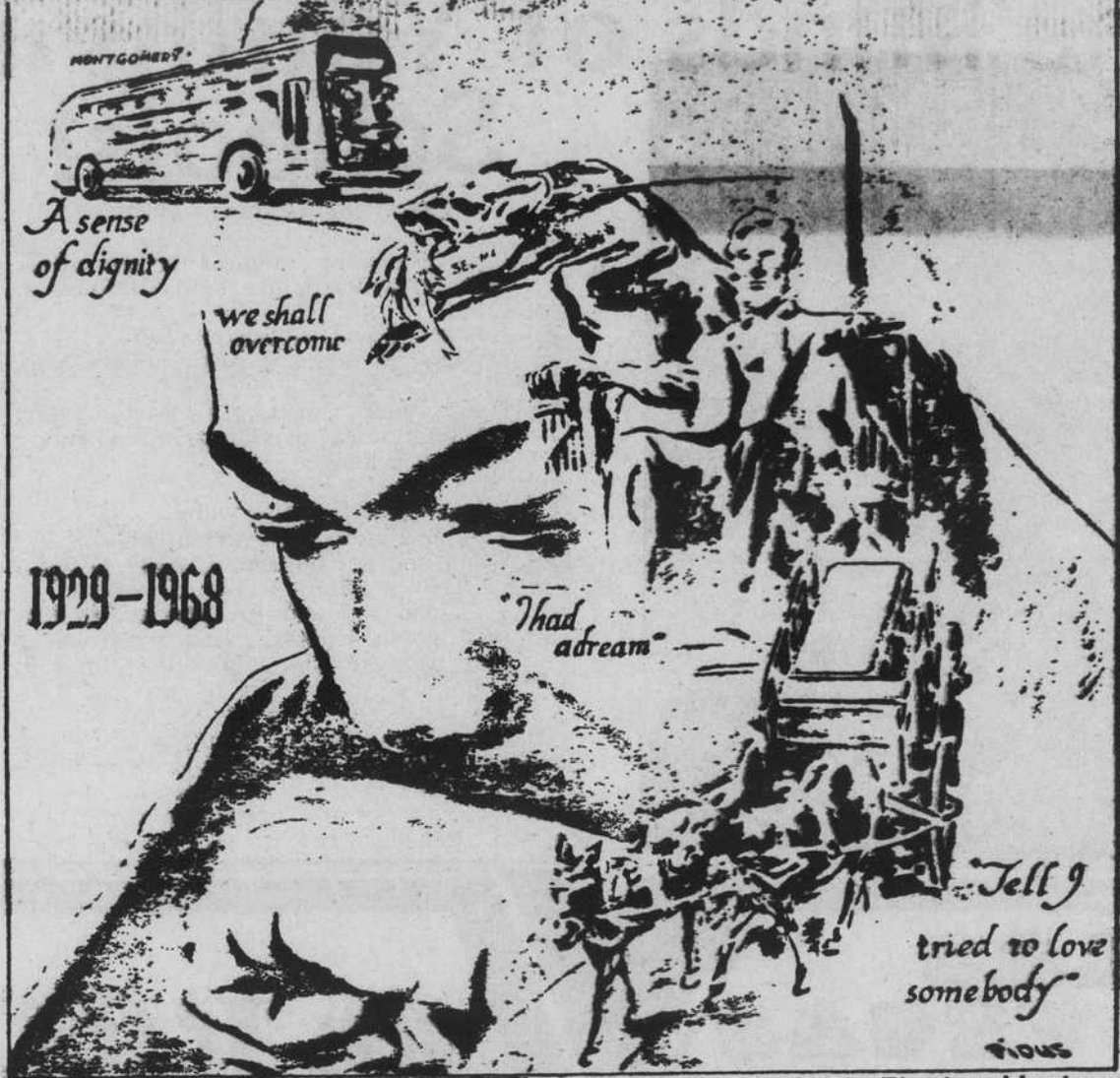
A WEEKLY NEWSPAPER (Published every Thursday) DEDICATED to the INTEREST and ASPIRATIONS for a BETTER LIFE for BLACK CITIZENS of the STATE OF NEVADA

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Just the FACTS

Most people are aware that the Las Vegas VOICE is a newspaper, but how many of you realize we also do printing -- as well as prepare income tax returns?

Bring any of your print needs: business cards, letterheads, envelopes, forms, church programs, funeral programs, tickets, special requests, or any other printing needs to us. We are the fastest -- and the cheapest!

Just bring us your ideas, and we will go over them with you and lay them out to your satisfaction, then will print them.

But, just as important as filling your printing needs, and filling out your income tax forms, you must also realize that this is your Newspaper, and we really need your advertising. Everyone of you businesspeople have overhead to meet: salaries, electricity, rent, supplies, etc., but most of you feel that a Newspaper does not have any overhead to pay and will print all of your articles or press releases, but NEVER stip to think that your advertising helps with our overhead. Come on now, how about seeing to it we get some of your ADVERTISING?

This is the ONLY Black newspaper in the entire state of Nevada, with copies going out all over the 50 states. Most of you are aware of this fact, but still do not want to support your own Newspaper. If you want us to print your news releases, the least you can do is put your ADVERTISING in your paper.

BUSINESS IN THE BLACK
By: Charles E. Belle

Toyota automobile sales in the U.S. are not tickling the funny bone of Black Americans trying to find a job. Taking away jobs from all Americans by refusing equal sales opportunity to U.S. manufacturers in Japan means cut backs in employment in the U.S. Black Americans are the first fired, as well as, the last hired in our economy. Adding insult to injury, Japanese owned banks

(Sumitomo, California First) and businesses (Toyota, Datsun, Honda, Sony, etc.) fail to activate affirmative action policies in this country.

America is Japan's number one trading partner with a volume of \$25 billion or \$1,000 a year for every black woman, man and child in America. Last year alone the net trade balance to Japan was \$400 per black person in the country.

The Congressional Black Caucus must come to the aid of not only blacks in need of a job due to the closing of manufacturing facilities caused by Japanese sales in this country, but black businessmen and women as well. The Japanese have been able to enjoy the protection of the civil rights legislation to prevent discrimination against their establishing business relationships in this country.

The van guard for equal opportunity has always been Black America, yet the offices of Japanese owned companies: California First Bank, Toyota, Datsun, Honda, Sony, etc. are preciously short of Black Americans in this country. America has little enough to offer blacks in times of abundance. But these are tough times.

The U.S. budget will have a deficit of approximately \$60 billion, accompanied with an uncomfortably high inbred rate of inflation, rising trend of interest rates and, of course, intolerably high black unemployment this year.

While our stock market has been sinking since the first of the year, Japan's is near its high. The call from trade negotiation is for Japan to increase its national growth rate to seven percent allowing an expanded Japanese market to buy more U.S. produced goods.

However, Yoshio Kawahara, Japan's Commercial Minister to the United States, stated to a Commonwealth Club of California audience on national public radio the growth rate target will not be met by Japan. One would conclude that the Japanese just cannot do anything but sell to the U.S. while keeping the U.S. from selling to Japan. This system has worked well for Japan in the past while putting Black Americans out of jobs in the present.

The Japanese are not infallible. In February, Teikoku Koshisho Ltd., a Toyota based corporate credit agency, estimated that liabilities from Japanese corporate bankruptcy actions in that month hit a record \$1.68 billion. Thus Japan has two problems, one at home and one here.