

**EARL SWIFT, SR.**  
MASTER BARBER




**Cheyenne Square Barber Shop**  
3250 CIVIC CENTER DR., N. LAS VEGAS, NV 89030  
399-9041

# KENNEDY

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from best-selling Black beauty books," she adds. Marilyn McCoo, host of television's "Solid Gold," will be featured on the July cover, which will be on the newsstands in May. During the premiere issue's first weekend on the newsstands, many outlets had 50 percent copy sales and some reported that the issues were completely sold

out. Stories about the magazine have appeared in *The Chicago Tribune*, *The Chicago Defender* and a New York Trinidadian paper, *Sunday Punch*.

Letters to the editor with comments, questions and requests for additional information have been pouring into the *Sophisticate's Black Hair* editorial offices.

The editor-in-chief boasts that, "The magazine is geared to be a complete hair care and beauty guide for the busy black woman who wants timely, factual and fashionable information in one neat package. I intend to make *Sophisticate's Black Hair Styles and Care Guide* the *Vogue* of black hair care and beauty publications."

## Pat Clark Pontiac

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<p><b>'82 CHEV CHEVETTE</b> Economy model 5 door hatchback is in excellent condition with less than 13,000 miles. #7926A WAS \$5000 <b>NOW \$3899</b></p>	<p><b>'80 MERC ZEPHER</b> Low miles economy, 2 door, includes, automatic, power steering, A/C #7398B WAS \$4000 <b>NOW \$2499</b></p>	<p><b>'79 DATSUN 210</b> Hatchback, hard to find economy model, includes air conditioning. #6080B. WAS \$4000 <b>NOW \$2499</b></p>
<p><b>SPECIAL PURCHASE</b> <b>4 TO CHOOSE FROM</b> <b>'82 FORD FAIRMONT</b> AS LOW AS <b>\$2999</b> 4 door sedan, family size economy vehicle, includes factory air conditioning. #P5292 <b>HURRY — HURRY</b></p>		<p><b>'82 PONTIAC FIREBIRD</b> Classic sports car includes air conditioning, one owner. #XX5185 WAS \$9000 <b>NOW \$7999</b></p>
		<p><b>'82 BUICK REGAL</b> Midsize, 4 door, includes padded top, split seat &amp; stereo system. #P5221. WAS \$9000 <b>NOW \$7899</b></p>

### Reid Co-Sponsors Anti-Discrimination Legislation

WASHINGTON — In an effort to prohibit discrimination in insurance based on blindness or degrees of blindness, Rep. Harry Reid is co-sponsoring the Fair Insurance Coverage Act.

"A visual defect alone, without sound statistical support, is not a justified basis for insurance denial," Reid said. Currently, more than two million people in this country are "blind" or "visually impaired."

The bill would prevent insurance discrimination in terms of conditions, rates, benefits, and requirements for coverage. It would prevent insurers, on the basis of total or partial blindness, from refusing to make insurance available to any applicant for insurance or treat that applicant or insured differently.

According to James Gashel, director of governmental affairs, National Federation of the Blind, discriminatory practices occur on a state-by-state basis. "Because there is no federal legislation," Gashel said, "visually impaired and blind people have no guarantee that the state where they live will protect any or all of their insurance needs. This bill would provide uniform rights of insurance protection."

### FLAMINGO LIBRARY OFFERS VIDEOCASSETTE RENTAL SERVICE

The Clark County Library District, continuing its policy of meeting patron needs, has opened a new service at the Flamingo Library—Video To Go.

Offered as a convenience, the new videocassette rental service is available to all library card holders over 18 on a "first come, first served" basis. The fee for the videocassettes are \$2 per night, up to 4 nights and \$5 for each additional

night. The cassettes must be returned to the Flamingo Library and must not be dropped into the bookdrop.

Such outstanding films as "Flashdance" with Jennifer Beals, "Superman III," and "Making Michael Jackson's Thriller" are available along with a wide assortment of family films.

For further information call 733-7810.

### TAX CREDIT FOR EMPLOYERS THRU JOBS FOR YOUTH

By Sandy Zimmerman  
Public Relations Consultant  
Nevada State JOY Program

Several Nevada state government agencies are sponsoring a summer JOY (Job Opportunity for Youth Program) which provides a TAX CREDIT to employers hiring persons from targeted groups that have a particularly high unemployment rate or other special employment needs. The Southern Nevada Employment and Training Program offers 85% of up to the FIRST \$3,000 in qualified wages paid an eligible summer youth employee in the first 90 days of employment between May 1 and Sept. 15 of each year. Young people between 14 and 21 years of age will be joining this program.

In addition to the 85% tax credit, employers will be aiding the community by helping hundreds of youth gain meaningful work experience, keeping them off the street and perhaps encouraging these young people to save money for their future education. In Southern Nevada, according to Nevada Employment Security Department statistics, teenage unemployment is more than 25% and for minority youth it is higher than 45%.

It is hoped that, in this major employment effort, the JOY Program can reduce the number of school dropouts, delinquency, family problems, and run-aways.

Any type of job that will help meet the needs of private sector employers will be considered for placement. Jobs which will not be suitable for

our youth are: Commission jobs, telephone solicitations, receptionist or office work for Escort Services, etc., and dangerous situations. Discretion of whether the job is suitable for our youth will be the responsibility of the JOY office.

Employers get a pre-screened youth who has received orientation and been matched to the employer's particular needs. The employer makes final selection of those youths interviewed or can request more youths to be interviewed. The employer will not have to be concerned that large numbers of unqualified youths will appear and demand consideration when openings are posted. This program provides opportunity to work with youths who do not have extensive employment experience but are highly motivated and to mold them into willing workers and make them responsible to the employer's specific needs.

Any employer wishing to pledge/place a job order need only call the JOY Hotline Number: 382-1063.

The JOY Program is sponsored by the Southern Nevada Employment and Training Program, Private Industry Council and Job Training Board of Elected Officials, State of Nevada Job Training Office, Nevada Employment Security Department, the Clark County School District and the Business Community of Southern Nevada.