

Decade Of Turmoil For Black Business

from page 8

reveals that white businesses received credit from all entities. They were in a position to improve and expand. Such financial courtesies were not extended to Black businesses.

During the twenty year period between 1940 and 1960, new black businesses were initiated constantly. There were hotels, restaurants, night clubs, beauty salons and barber shops, fountains, and limited gaming. The latter had not experienced much difficulty in being licensed in spite of the limited capital of their owners. Such had been the case because, during those two decades, white Las Vegas had chosen to exclude Blacks from their activities. Once that exclusion was terminated, efforts were made, either consciously or unconsciously, to choke the life's blood out of the black business community.

Gaming, on the Westside, came under closer scrutiny than it had previously. The ultimate extent of the law was enforced -- laws which had not been enforced too stringently before. Obviously, this was a cause of concern to Black business people.

Local blacks began to frequent other establishments outside of the Westside. The luxurious qualities of the Strip and Fremont Street overshadowed what the Westside had to offer. Just as those other places -- the "Loop," "The Big Apple" and others -- could not compete with Las Vegas, the same is true of West Las Vegas.

Small scale individual attempts to save or revive business activity on the Westside continued. For the ten year period of 1960-1970, some of those businesses survived. Basi-

Sight and Sound and others too numerous to mention.

The 1970s was a decade of turmoil for Black businesses. Midway through there were small demonstrations protesting the lack of loan availability from banks and other lending institutions. Insurance rates were/are much higher on the Westside especially for those in business. In so many terrible ways, the Westside has been "redlined" by builders, banks, basic black ballers, bigots and other businesses.

In 1975, the Review Journal printed an editorial encouraging revitalization of the Westside. It stated that "if more businesses or government agencies were located in West Las Vegas more persons from other sections of the community would be attracted there. That alone would help destroy myths about the dangers lurking in the Black neighborhoods too." It goes on to say that "except for West Las Vegas the metropolitan area has enjoyed a state of prosperity for many years. The time is long overdue for the black community to share in the healthy economic conditions which have made the rest of our community thrive. We urge those in positions of responsibility in both

government and business to take a long hard look at ways of instilling new life into this vital section of our city."

The years of neglect have created a problem of major productions. What we are looking at today are 1940 needs through the price eyes of the 1980s. Clearly, had those items been addressed forty years ago or even ten years ago, we would not now be faced with the kinds of double-digit inflationary hinderances nor the reluctance to spend the kind of money now necessary to make those corrections.

It is recognized that the victim cannot perform self-rescue. One who is drowning can yell for help but cannot rescue oneself. The same is true of one who has fallen or been cast into a deep hole. Efforts can be made by one, but generally it requires outside assistance.

During the 1970s a Black Businessmen's Association was organized. It sought to achieve more equity within the minority business community.



Professor Fitzgerald is director of ethnic studies at University of Nevada-Las Vegas

Wesley's Barber Shop
 1320 North "D" Street Las Vegas, Nevada 89106
HELP WANTED-ONE BARBER NEEDED Wed. - Sat. 9 a.m. - 6 p.m.
 Elasta Technical Consultant
 See JoAnna
 Specializing in Complete Hair Care.
 Scalp Treatment, Perms, Color, Curls, Cuts for Men and Women
 Shaves, Facials, Eyebrow Arches
 Don't forget, we do our best.
 Rev. Jesse L. Wesley is now working
 Tuesday 9 a.m. -- 4 p.m. only
CALL FOR AN APPOINTMENT OR COME IN
 Open 9 a.m. - 6 p.m. Tuesday - Saturday
 It pays to look well. 646-9876

TRUE LOVE MISSIONARY BAPTIST CHURCH
 1914 North "H" Street Las Vegas, Nevada
Rev. I. W. Wilson, Pastor
 648-3603
WEEKLY SERVICE
 Sunday School -- 9:30 a.m. Midday Service -- 11:00 a.m.
 Training Union -- 6:00 p.m.
 Monday Mission -- 7:00 p.m.
 Usher Board -- 1st & 3rd Monday
 New Member Class -- Tuesday -- 7 p.m.
 Prayer Meeting & Bible Class -- Wednesday -- 7 p.m.
 Brotherhood -- Thursday -- 6 p.m.
 Saturday -- 3 p.m. -- Teachers Meeting & Easter Program Rehearsal
 4 p.m. -- Senior & Junior Choir Rehearsal
EASTER PROGRAM - March 30, 1986
 9:30 a.m. & 6:30 p.m.

Lizzie R. Hatcher, Esq.
 ATTORNEY IN NEVADA AND LOUISIANA
 IS PROVIDING PROFESSIONAL SERVICES IN
 CRIMINAL LAW
 RECORD SEALING
 DUI MATTERS
 DIVORCES
 Uncontested, administrative, contested
 CHILD CUSTODY MATTERS
 WILLS
 PROBATE MATTERS
 BANKRUPTCY
 Chapter 7 and Chapter 13
 PERSONAL INJURY LITIGATION
 GENERAL CIVIL LITIGATION
 Corporate and contract matters
 Employee rights
 at
 First Interstate Bank Bldg.
 302 E. Carson
 Suite 930
 Las Vegas, Nevada 89101
 386-2988 386-8774

Community Baptist Church honoring Rev. Sam Roberson Roast



Rev. Sam Roberson

Saturday, April 5, 1986
7:30 p.m. Dinner Served
 Semi-Formal

Location: Zion Methodist Church Dining Room
2108 North Revere Street, NLV

Donation: \$10.00 - Tax Deductible