

BUSINESS

BUSINESS SPOTLITE

READ THE BOOK

By Gloria Brooks-Izard

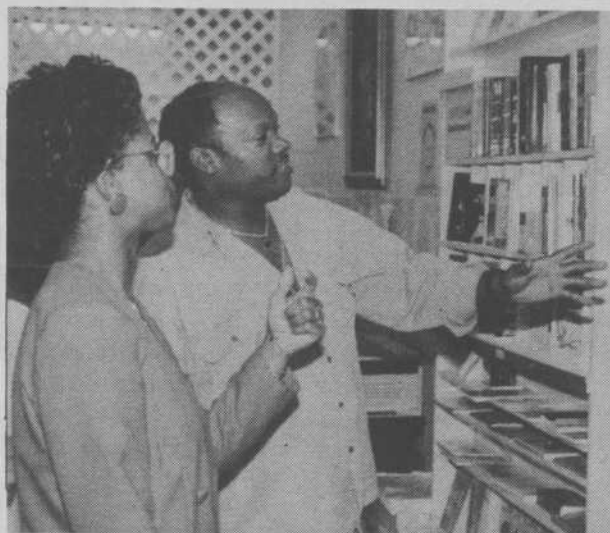
Read The Book; Multi-Cultural Book Store is the newest addition to Las Vegas' African American owned and operated businesses. Joe Williams is the man behind the bookstore. Recently, I was able to have the good fortune of an enlightening conversation with Mr. Williams. His commitment to the community is evident by the admirable task of opening a bookstore.

Why did he do it? Joe Williams was raised in Las Vegas. As Joe says, "I felt there was need for something to get the kids, young adults, and even some adults back to the basics. Education is the main thing, the key."

Then as now he saw the necessity of making a commitment to the community. Eventu-

ally spiritual guidance and his sister, who teaches, impressed upon him the need for our youth to be educated. Thus, he decided to open a bookstore; and not just any bookstore. This bookstore houses a plethora of information for all ages. As is indicated on his business card, the store offers selections in the following areas: How To Books; Games; Do It Yourself Books; Gifts; Teaching Tools; Toys; Religious Books; and much more.

Upon entering the store there are large signs affirming our heritage. There is an area to browse through periodicals and reference materials. There are also two areas in the bookstore where business people and entrepreneurs in the community can leave flyers and business



Joe Williams, entrepreneur of the READ THE BOOK MULTI-CULTURAL STORE, points out the wide variety of books and other learning materials that fills his store.

cards.

His dedication to making his business a place of discovery is quite evident by the types of displayed materials. His attitude and positive comment reinforced the feeling that the bookstore is a truly a place of disclosure. "It's true, you don't sell a lot of books everyday, in a business like this you can't look to get rich."

I asked him about "competition." He told me that Native Son was not the competition but a

Photo by Savoy/LVS-Voice

complement. It is possible to have two African-American owned and operated bookstores in Las Vegas. It's only possible if we as a community make a resolution to patronize and support our "brothers" and "sisters" in their endeavors, so YOU make it a point to take your son or your daughter, a cousin, a niece, a nephew, or a friend to Read The Book located at 916 Martin L. King Blvd. You may be pleasantly surprised by what you find. Tell him Gloria sent you.

TRAVEL with Bates

By Sandi Bate



Broaden your travel horizons. A vacation can become more than a pleasure trip. Many view travel as an opportunity to explore an exotic, exhilarating and educational destination. Some travelers choose to spend their time participating in environmental research, visiting historical sites or exploring an interest that time has not allowed them an opportunity to pursue.

As more people of all ages, budgets and educational backgrounds have joined this group, an entire industry was developed to provide culturally enriched study tours.

Welcome to the vacation world of tours, America's leading choice in travel. Enjoy the companionship, savings and convenience of group travel and still feel as if you are traveling with freedom. Everything is arranged for your comfort and pleasure with planning, judgement, and attention to detail.

Tour directors are carefully chosen and will be with you throughout your vacation providing fascinating information about the customs and geographics of your tour area. (Information you would never get traveling on your own.) They will also make recommendations of food, clothing and what to do and see during your free time.

Special interest or study tours are sponsored by many types of organizations: college alumni associations, university extension programs, museums, environmental groups, zoos, world affairs councils, libraries, or symphony auxiliaries.

Our nation is comprised of African-American activities and destinations where you can immerse yourself in history, music and drama and lift yourself in the joy of the moment.

The difference in a Study Tour and a Vacation becomes apparent long before the trip actually begins. Study Tour sponsors plan meetings and pre-tour receptions to orient travellers.

If you are interested in this type of vacation, watch the travel section of you local newspaper or regional magazines, or contact your travel agent. You will find that experienced travel agents can help you choose the kind of trip that best meets your interests and needs.

Accommodations for special interest tours usually are not elaborate and often lack the frills found in resort areas. Some of the tours

(See Travel with Bates, Page 7)

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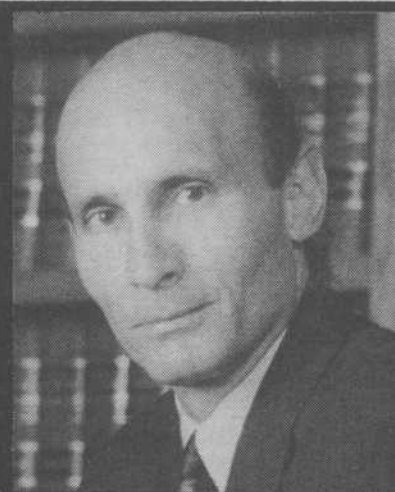
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ENNIS #1 IN NISSAN SALES



For the third consecutive month, Lawrence Ennis has garnered "Salesman of the Month" honors at Gary Hanna Nissan, 3250 E. Sahara. In addition, he has been the top in sales 5 of the 6 months he has been at the dealership. Ennis attributes his and the dealership's success to being better, in every way, than the competition. "We guarantee better cars, better service, and better deals," says Ennis. "If I can't save you money, I don't deserve your business." Ennis is shown above receiving the award from Gary Hanna Nissan General Manager, Buddy Pitcock. "Thank you Las Vegas for making Gary Hanna Nissan Nevada's #1 Nissan dealer."