



BIG 8 MARKETEERS--This is part of gracious staff at new Big 8 Mart, College at "H" Sts. Always anxious to serve are (from left) co-owner Al Weiner, Winifred Williams, co-owner Ruby Weiss, Menia Blaylock and Eugene Brooks, Jr.

ANTHONY POOLS OPENS BRANCH OFFICE HERE

The worlds largest swimming pool firm has established a Las Vegas Branch on Tropicana near Paradise Road.

The local franchise is operated by Mr. Howard Shelley whose background is well established in Las Vegas business circles.

Mr. Shelley told a Voice reporter, "I got into the pool business because I have a strong conviction that a swimming pool in the back yard will be a great step forward in preventing our youngsters from getting into trouble."

"I selected Anthony Pools, Shelley said, after a detailed personal research into the background of swimming pool builders. I was convinced that Anthony was not only the world's largest builder, but that they could build a better pool for less money."

Shelley added, "Through Anthony Pools I can realize a dream of placing "Paradise in the backyards of at least 1000 Las Vegas homes. We have worked out a deal with Anthony and local lending institutions to create a family recreation area outside the back door of any home in the community for the unbelievable sum of \$25 down and as little as \$35 a month."

"We expect to put paradise in the back yards of at least 100 Westside homes. We have 12 salesmen on the job now, and will add as many more as the public demands."

In a poetic vein, Shelley added, "Those who call me today, will be swimming in May."

"Dr. West, the publisher of your paper was the first to order one of our most luxurious pools with automatic self cleaning and self purifying systems. Dr. West's pool will be one of the finest ever constructed in Las Vegas, and will perhaps be the show pool of the city."

EDITORIAL (From Page 2)

employees were relieved to see Negroes take over jobs as reservation clerks and flight attendants.

"Our employees were gratified to see the change made without the indignity of public pressure," said American executive vice president George Spater.

Paradise in your Backyard

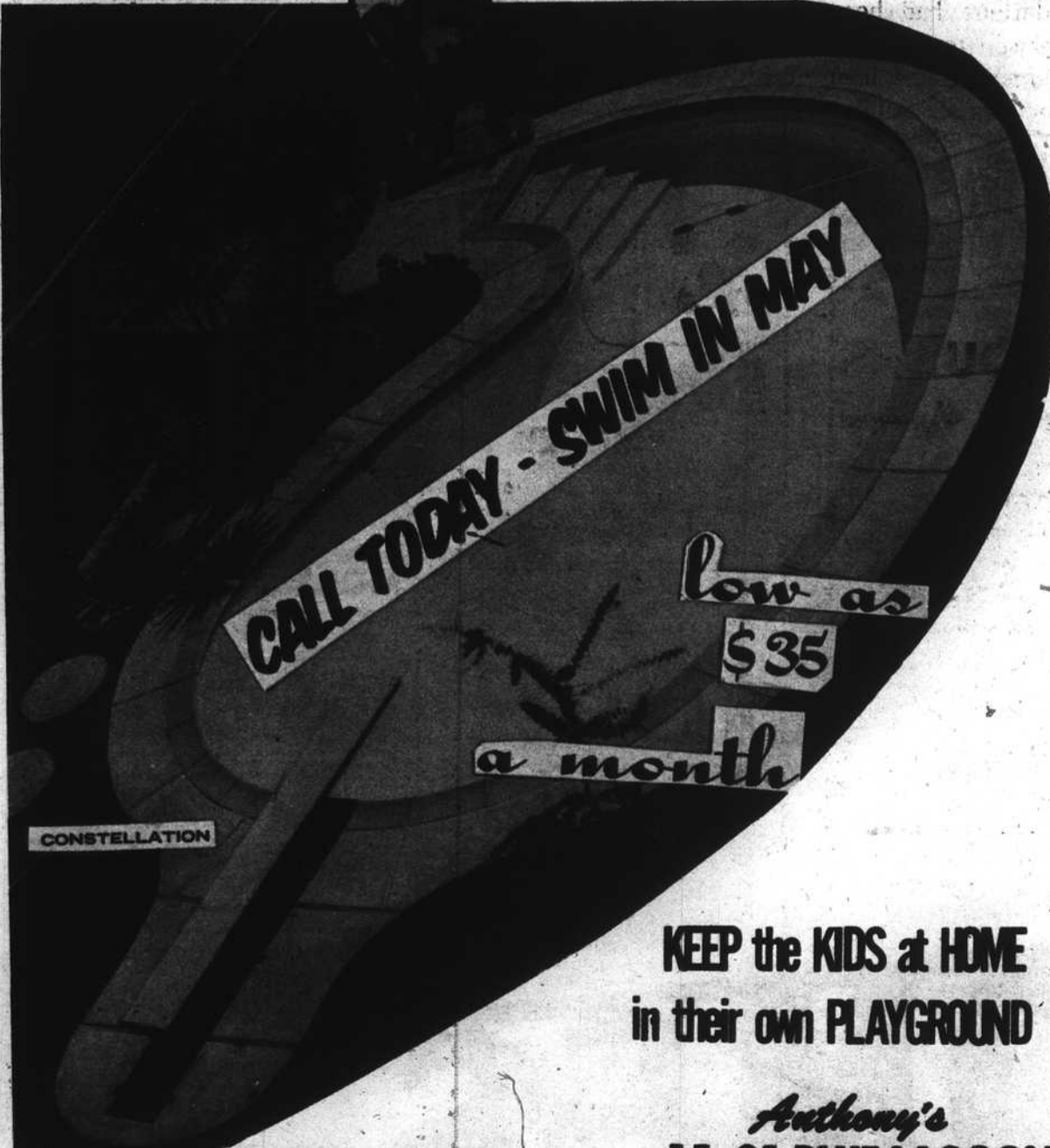
FUN FOR THE FAMILY

\$25 down

LIFETIME GUARANTEE



ANTHONY POOLS



CALL TODAY - SWIM IN MAY
low as
\$35
a month

KEEP the KIDS at HOME in their own PLAYGROUND

Anthony's
15x31 BLUE LAGOON
3 to 6 feet deep,

\$1995 Plus Light & Ladder

ANTHONY

WORLD'S LARGEST POOL BUILDER

Now in Las Vegas—Phone 736-1327*736-1328*736-1329
Anthony Pools Showroom, 419 Tropicana Ave., Open Sundays

Town Tavern & Casino

600 Jackson Street

Excellent Chinese Food & Generous Bartenders

Keno - Craps - Poker - 21 Generous Slots

GAMING

EARL DEWITT and the CO-OP'S

in the cocktail lounge Phone: 382-1630