

VOICE READERS COMPRISE a \$30,000,000 MARKET

EDITORIAL

It's True! Not Everyone Likes Us

SEVERAL WEEKS AGO, we published a partial resume of a survey conducted by Madison School students in the vicinity of Madison Ave. and 'J' St. to determine the newspaper reading habits of residents in a typical West Las Vegas neighborhood.

A total of 305 signed statements were obtained in a door-to-door canvas supervised by Dr. Joseph Caliguri, Madison School principal, and his sixth grade teachers, Mrs. Elsie Sellers, Mrs. Bernice Moten and Mr. Jerry O'Brien.

As previously stated here, we were humbly proud and deeply gratified to learn that an independent audit of the survey revealed an overwhelming VOTE OF CONFIDENCE in the Las Vegas VOICE, now in its 145th consecutive week of publication.

The preliminary audit indicated that out of 270 persons who signed statements saying they read the VOICE, all but three answered "Yes" to the question, "Do you like the VOICE?" A recount uncovered one more VOICE reader (making it 271 out of 305) who straddled the issue by answering "It could be improved" to the question, "Do you like the VOICE?"

Of the remaining 34 persons who answered the questionnaire, the revised audit showed that four (instead of five) said they read the VOICE but did not state whether they do or don't like it; five said they DON'T read the VOICE and DON'T like it (?!); five more said they don't read ANY newspaper, and 20 replies were considered too contradictory, ambiguous or incomplete to be classified one way or another.

IN OUR EDITION of June 10, we quoted quite a few of those who said they liked the VOICE, giving the reasons WHY they liked us in their own words. Space limitations in that edition prevented us from presenting other interesting information developed by the survey, so we're going to continue where we left off.

The earlier report on the survey wound up with the conclusion that "there were only two really discordant notes" among the 305 statements obtained by the canvassers. We're going to make that figure "three" instead of "two" because of the previously misplaced statement from the reader who suggested the VOICE "could be improved," an observation with which we heartily agree and an ideal for which we are constantly striving.

But we aren't too sure we can go along with the above-mentioned reader's criticism that we do not have "enough coverage on the average or simple Negro" and that "more should be stressed on the community and not the celebrity Negroes." We sort of feel that we've been giving worthy community activities and the "little guy" pretty good coverage when the news value warranted--and we knew what was happening.

One of our biggest problems is getting people (including organizations) to let us know when they are involved in worthwhile activities of general interest to the Negro community. If we are informed about such activities, we most certainly will publicize them without charge providing they are non-commercial in nature. (And if you want to publicize a commercial venture, we will be only too happy to quote our advertising rates, which we consider most reasonable in view of our blanket coverage of West Las Vegas and the adjoining portion of North Las Vegas.)

IN REGARD to publicizing the activities of "celebrity Negroes," we feel that most of our readers are interested in the accomplishments of prominent members of the colored race and that publication of such articles inspire our young people to greater achievement in various areas of commendable endeavor.

As for the other two "discordant notes," one came from a reader who identified herself as a pantry girl and the other from a man who gave his occupation as "entertainer."

The young lady said she reads the VOICE "every week" but doesn't like it because some of our news items are "old." This is a legitimate complaint in some respects and brings us to another facet of the survey that should

interest businessmen concerned with selling the \$30,000,000 Westside market.

First, may we point out that our young friend admits she reads the VOICE "every week" despite the fact she occasionally comes across a story she has already seen elsewhere.

Secondly, the survey showed that although both Las Vegas daily newspapers have sizeable circulations in the Negro community, with 228 of the 305 interviewed stating they read one or the other, exclusively, only 24 specifically said they read both. (Six more said they read "all of them.") But 248 of the 252 who specifically said they read either or both of the local dailies ALSO SAID THEY READ THE VOICE!

BEING A WEEKLY, the VOICE cannot and does not attempt to compete with the dailies timewise on straight new coverage. But we do make it a point to use stories of especial interest to the colored community that may have appeared previously in either local daily. This makes it possible for our readers to catch important local items that may have appeared in one daily but not the other. And we also publish numerous items and photos of interest to West Las Vegas that do not appear in either Las Vegas daily, plus many articles on the national and international scenes gleaned from out-of-state sources not available to a vast majority of Southern Nevadans.

The other "discordant note," an expression from the person who said he was an "entertainer," was somewhat harsher. This gentleman first stipulated that he "never" reads the VOICE, then further insisted that he DEFINITELY does not like us because "the rong people run the paper," an exact quotation. We have no answer to this sort of accusation and can only comment that everyone is entitled to his own opinion as to how "rong" or "write" we happen to be.

We suppose it is only cricket to admit that two of the other four persons who said they neither read the VOICE nor like it (both housewives) apparently feel that we do not put out a "satisfactory" paper. That is the only way we can interpret "no satisfactory" and "not satisfied." But we do not necessarily consider their reason for disliking us a "discordant note." It so happens that we're not satisfied with the paper ourselves! We're trying to make it better all the time.

IN SUMMATION, we also thought you might be interested to know that of the 267 VOICE readers who said they "liked" us, God bless 'em, 109 identified themselves as housewives. (Actually, there may have been more in this category, because there was a preponderance of women among the 21 who did not designate an "occupation" on their statements and an additional 11 who listed themselves as unemployed or having no occupation.)

Maids of one sort or another comprised the second largest group at 40. Other categories with two or more included students (mostly adult) 12, porters (including one Red Cap) 7, laundresses 4, cooks 4, clerks 4, beauticians 3, nurse's aides 3, servicemen (military) 3, teachers 3, and two each of cook's helpers, telephone operators, nurses, day workers, custodians, construction workers, housekeepers (hotel), "civil service" and "retired."

There was one each listed as utility worker, (See EDITORIAL, page 12)

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AFRICA in Today's World

ALL THE BIG BATTLES being waged in Africa today are not political or military. In fact, one of the most hotly contested battlefields on the world's largest continent is not a "field" at all, but a torrent of water cascading over a cliff on the Zambezi River that forms the greatest natural spectacle in southern Africa--the awe-inspiring Victoria Falls.

Basically, ideological considerations notwithstanding, most battles (or wars) are fought for economic reasons and the Victoria Falls are worth a fortune in potential revenue from tourists. Zambia and Rhodesia both covet a major share of the wealth that can be derived from the falls. So they are engaged in a frenzied economic battle to out-do each other in an effort to cash in on the "drawing power" of this magnificent phenomena of nature.

Their struggle is of particular interest to Nevadans because tourism and legalized gambling, this state's two major "industries," are so very much involved. Both countries intend to build casinos near the falls. Moreover, the idea of using the falls to bait a "tourist trap" is credited to a businessman from our neighboring state of Utah.

IT SO HAPPENS that the Zambezi provides a common frontier for independent Zambia, the former British colony of Northern Rhodesia, and Rhodesia, a self-governing possession of the fast-dwindling British Empire formerly known as Southern Rhodesia. The falls, therefore, are in "no-man's-land," with facilities for approaching and viewing them about evenly divided between the two countries.

Zambia has the biggest airport in the vicinity, at Livingstone, but Brian Lapping of the Manchester Guardian reports that the Rhodesians are planning an even bigger one, just a few miles to the south.

On the other hand, Rhodesia has the largest hotel adjacent to the falls, only a few hundred yards away, so the Zambians are pressing ahead with plans to provide even more spacious accommodations on the very brink of the 350-foot cataract.

In addition to building a casino, Zambia is considering a golf course along the river, an open-air cinema, and a swimming pool (there are crocodiles in the Zambezi). The Zambians also have been the first to floodlight the falls and can illuminate their side of the cataract on moonless nights.

Rhodesia already has a swimming pool at the Victoria Falls Hotel and appears to be leading in the race to attract more affluent visitors. Work on the new airport is well advanced and a new hotel and casino are due to be open to the public next March. But whereas the Rhodesian hotel will cost about \$750,000, the Zambians expect to spend close to \$6 million on their own new hostelry.

(To be continued)

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