LAS VEGAS VOICE

August 19, 1965

## MR. BUSINESSMA Here Are the FACTS

<sup>4</sup> FIVE THOUSAND FAMILIES in the predominantly colored Westside areas of Las Vegas and North Las Vegas comprise a lucrative \$30,000,000 CONSUMER MARKET.

Based on national averages, the Negro family SPENDS PROPORTIONATELY MORE of its income on FOOD, AUTOMOBILES (including accessories, service and maintenance). ALCOHOLIC BEVERAGES and PERSONAL CARE than white families. Annual expenditures by residents of the Westside community approximate:

. \$7.5 MILLION for purchases in SUPERMARKETS and other mercantile establishments featuring the sale of FOOD!

. \$4.5 MILLION for AUTOMOBILES and their accessories, service and maintenance! \$1.1 MILLION for ALCOHOLIC BEVERAGES!

... \$3.0 MILLION for CLOTHING!

\$5.5 MILLION for HOUSING, including fuel and utilities! \$1.8 MILLION for HOUSEHOLD FURNISHINGS!

... \$X MILLIONS more for other necessities and comforts!

MR. BUSINESSMAN! Are YOU getting YOUR SHARE of this GOLDEN SHOWER of MILLIONS of DOLLARS?

The Las Vegas VOICE blankets this MULTI-MILLION DOLLAR MARKET and strongly influences the EXPENDITURE of these MILLIONS through its ADVERTISING columns. An INDEPENDENT SURVEY indicated that whereas the Las Vegas VOICE (distributed free throughout the Westside community in order to GUARANTEE MAXIMUM COVERAGE) is read by 91.3 per cent of Westside adults, readership of the two Las Vegas dailies figures out to 54 per cent in one case and 36.4 in the other, including about 8 per cent who read both. Readership of all other newspapers, both local and out-of-town, apparently amounts to less than 3 per cent.

There is abundant evidence that a vast majority of Westside residents are fiercely proud of THEIR COMMUNITY NEWSPAPER, now nationally recognized as a leader in its field after 1511 weeks of uninterrupted publication (despite predictions we would be lucky to survive for 15 weeks). Our readers have demonstrated their loyalty in many heartwarming ways--MOST SIGNIFICANTLY THROUGH THEIR PATRONAGE of OUR ADVER-TISERS.

YES: MR. BUSINESSMAN, we are firmly convinced that the Las Vegas VOICE is the "BEST BUY in COMMUNITY ADVERTISING" available to individuals or firms seeking a PROFITABLE SHARE of the \$30,000,000 WESTSIDE CONSUMER MARKET. If this includes YOU, Mr. Businessman, we are confident it will be to YOUR ADVANTAGE to get in touch with us at your earliest opportunity.

The Las Vegas VOICE offices are located at 958 West Owens Ave. in the West Mall of the Golden West Shopping Center. Our phone is 642-5308. We would be very happy to have a member of our advertising staff call on you at your convenience.

(Market analysis figures and supplementary facts employed in the above presentation were obtained from U.S. Department of Labor and Commerce statistics, independent surveys and spot-checks in the Westside community, and reports from Las Vegas VOICE advertisers

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