

**LAS VEGAS NO. LAS VEGAS & HENDERSON HAVE  
A COMBINED POPULATION OF 40,000 BLACKS**

**THE TRUTH OF THE MATTER —  
NEWSPAPERS COST MONEY**

**SURE IT'S TRUE THAT 40,000 BLACK PEOPLE SPEND ENOUGH MONEY FOR FOOD, COSMETICS, CLOTHING, CARS AND HOMES TO DERIVE ENOUGH FINANCIAL RETURN FROM THE ADVERTISING BUDGETS OF ALL STORES WHICH SELL THEIR COMMODITIES TO THE 40,000 BLACK PEOPLE**

**BLACKS SPEND APPROX. \$40,000,000 A YEAR**

**IF 1% (OR \$400,000 DOLLARS) OF OUR MERCHANDISING \$\$\$ WERE RETURNED TO THE COMMUNITY WE COULD BETTER SERVICE THE NEEDS OF THE COMMUNITY.**

**HOWEVER— Because The Present Returns On Our Purchasing Dollar Are So Meager, We Are Not Able To Give The Community A Better Newspaper.**

**BLACK \$\$\$ SHOULD NOT CONTRIBUTE TO THE PROFITS OF MERCHANDISING BUSINESSES WHICH REFUSE TO ASSIST IN THE DEVELOPMENT OF BLACK-OWNED COMMUNICATIONS MEDIA**

**BEFORE —  
YOU BUY —**

**IF YOU DON'T SEE  
THEIR AD IN THE  
VOICE, IT MEANS  
THEY DON'T WANT  
YOUR BUSINESS,  
BROTHER!**

**GREEN POWER MAKES BLACK POWER**

**THE COMPANIES YOU SEE LISTED ON THIS PAGE APPRECIATE YOUR BUYING POWER AND SHOW IT BY SUPPORTING YOUR L.V. VOICE WE URGE OUR READERS TO THINK TWICE ABOUT SPENDING THEIR \$\$\$\$ WITH FIRMS WHO DO NOT RETURN TO OUR COMMUNITY THAT PERCENTAGE OF A DOLLAR PURCHASE ALLOTTED TO ADVERTISING.**

- Anderson Dairy
- B & N Pharmacy
- Factory Showroom
- What's A Name
- Palm Mortuary
- Bunker Brothers
- Thriftmart
- Vegas Village
- Lady Luck Casino
- El Rio Club
- Las Vegas Bootery
- Sears, Roebuck & Co.
- Bruce's Liquors
- 4-Star Theatre
- Reynolds Electric
- Nevada Power Co.
- Patio Flower Shop
- Lyles Bail Bonds
- Seagrams Distillers

- Valley Bank of Nevada
- Holmes & Narver, Inc.
- Federal Housing
- Moore's Car Wash
- Nevada Blind & Floor
- Community Store
- Marc Wilkinson
- Alpine Cleaners
- Manor House Furniture
- Food City
- Friendly Liquors
- Vegas Village Cleaners
- Moulin Rouge Coffee Shop
- The Penguin Club
- Budweiser Beer
- First Sec. Investment
- Le Conte Cosmetic
- Dot's Cleaners

**Ask — "Do You Advertise In The —  
LAS VEGAS  
Voice?"**