

**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

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

**BEFORE —
YOU BUY —**

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?**"