

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 —

Ask — “Do You Advertise In The

**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.

- | | |
|----------------------|------------------------|
| Vegas Village Shoes | Silver Nugget |
| Anderson Dairy | Valley Bank of Nevada |
| B & N Pharmacy | Holmes & Narver, Inc. |
| Factory Showroom | Federal Housing |
| What's A Name | Moore's Car Wash |
| Palm Mortuary | Nevada Blind & Floor |
| Bunker Brothers | Community Store |
| Thrifmart | Marc Wilkinson |
| Vegas Village | Alpine Cleaners |
| Lady Luck Casino | Manor House Furniture |
| El Rio Club | Food City |
| Las Vegas Bootery | Friendly Liquors |
| Sears, Roebuck & Co. | Vegas Village Cleaners |
| Bruce's Liquors | Moulin Rouge Coffee |
| 4-Star Theatre | Shop |
| Reynolds Electric | The Penguin Club |
| Nevada Power Co. | Budweiser Beer |
| Patio Flower Shop | First Sec. Investment |
| Lyles Bail Bonds | Le Conte Cosmetic |
| Seagrams Distillers | Dot's Cleaners |
| Roxie Cleaners | Spalding Mortuary |

**LAS VEGAS
Voice**