

# 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. \$50,000,000 A YEAR

IF 1% (OR \$500,000 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

### THESE MERCHANTS HAVE BLACK PATRONAGE - BUT WILL NOT ADVERTISE TO GET YOUR BUSINESS

Arden Dairy	J. C. Penny's
Grant's	
K-Mart	Woolco
Montgomery Wards	Woolsworth
Mayfair Markets	Safeway

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.

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|--------------------------|--------------------------|
| Chism Homes              | Roxy Cleaners            |
| Sherman Gardens          | Golden West Pharmacy     |
| Landmark Hotel           | Holmes & Narver, Inc.    |
| Glenwood Park Townhouses | Federal Housing          |
| Palm Mortuary            | Vegas Village Shoes      |
| Bunker Brothers          | Nevada Blind & Floor     |
| Thriftmart               | Rancho Market            |
| Vegas Village            | Marc Wilkinson           |
| Lady Luck Casino         | Silver Nugget            |
| El Rio Club              | Vegas Village Cleaners   |
| Las Vegas Bootery        | Food City                |
| Sears, Roebuck & Co.     | Fletcher Jones           |
| Bruce's Liquors          | Park Bonanza Townhouses  |
| Pat Clark Pontiac        | Twin Lakes Village, Inc. |
| Reynolds Electric        | Dot's Cleaners           |
| Nevada Power Co.         | Cosmo Lounge             |
| Patio Flower Shop        | TV Repair Service        |
| Lyles Bail Bonds         | Bradford Place           |
| Seagrams Distillers      | Frehner Construction     |
| Lewis Homes              | Equitable Insurance      |
|                          | Phil's Salvage, Inc.     |

LAS VEGAS  
**Voice**