

# 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  
Grant's  
K-Mart  
Montgomery Wards  
Mayfair Markets

J. C. Penny's  
Woolco  
Woolsworth  
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.

Chism Homes  
Sherman Gardens  
Landmark Hotel  
Glenwood Park Town-  
houses  
Palm Mortuary  
Bunker Brothers  
Thriftmart  
Vegas Village  
Lady Luck Casino  
El Rio Club  
Las Vegas Bootery  
Sears, Roebuck & Co.  
Bruce's Liquors  
Pat Clark Pontiac  
Reynolds Electric  
Nevada Power Co.  
Patio Flower Shop  
Lyles Bail Bonds  
Seagrams Distillers  
Lewis Homes

Roxy Cleaners  
Golden West Pharmacy  
Holmes & Narver, Inc.  
Federal Housing  
Vegas Village Shoes  
Nevada Blind & Floor  
Rancho Market  
Marc Wilkinson  
Silver Nugget  
Vegas Village Cleaners  
Food City  
Fletcher Jones  
Park Bonanza Townhouses  
Twin Lakes Village, Inc.  
Dot's Cleaners  
Cosmo Lounge  
TV Repair Service  
Bradford Place  
Frehner Construction  
Equitable Insurance  
Phil's Salvage, Inc.

LAS VEGAS  
**Voice**