

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 ALLTTED TO ADVERTISING.

Chism Homes
Sherman Gardens
Landmark Hotel
Glenwood Park Town-
houses
Palm Mortuary
Bunker Brothers
Thriftimart
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