

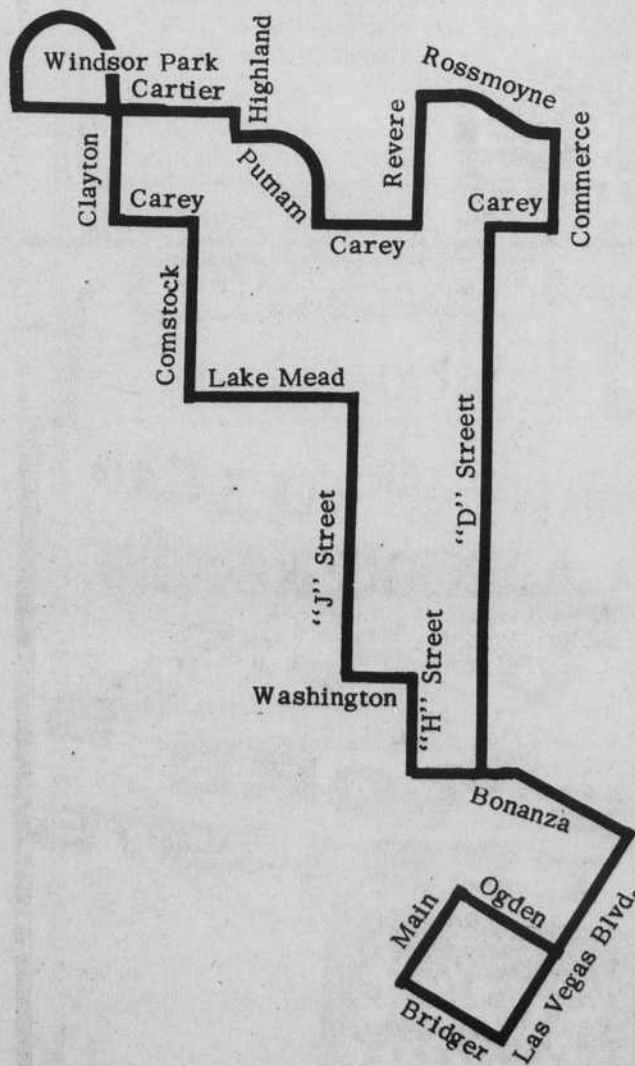
BLACK SALES MANAGER APPOINTED AT AETNA



ALBERT WASHINGTON of Southington, has been appointed manager, sales programs, sales promotion services, in the life and variable annuity marketing department of Aetna Life & Casualty. Washington joined the company in 1967 and was promoted to group claim supervisor at New York City in 1970. He has been operations analysis consultant since 1973.

Cont. from page 1

SUGGESTED REVISED VEGAS HEIGHTS ROUTE



The above suggested revised Vegas Heights Bus Route has been designed to provide convenient access to those sections of the Black community which are most densely settled and which are characterized by low levels of automobile ownership.



Left to right---Judge Robert "Moon" Mullin, Judge Charles Thompson, Judge Fred Irons, the groom; and Judge Seymore Brown.



Judge & Mrs. Fred Irons--enjoying their wedding cake.

District Court Judge Fred Irons, of Hastings Nebraska, and the former Miss Sally Miller became husband and wife Monday, January 27, 1975 in the beautiful home of Judge "Moon" and Orangie Mullin, with the honorable Judge Charles Thompson officiating. The wedding was attended by a host of their Las Vegas friends.

BLACK TRAVEL MARKET

"This callender year, over a million Blacks will attend conventions and spend over two billion dollars at these conventions in over 25 cities," says Eral G. Graves, publisher and editor of BLACK ENTERPRISE Magazine.

In a recently conducted syndicated survey, Earl G. Graves Marketing and Research Company, Inc., an affiliate of the magazine geared to leading black businessmen and professionals, revealed some interesting facts about the Black travel market. The most extensive study to date, the Black Consumer Index's national probability sample consisted of 1,618 male heads of household; 1,086 black and 532 white. Responses were cross-tabulated against demographic, psychographic, media, advertising and relevant product usage data. Results revealed a number of illuminating facts about this potential profit center.

Of those Blacks who traveled at least 100 miles one way during the past twelve months, 51% of the respondents earned more than \$10,000 per year, 55% were between the ages of 25 and 49, and 25% attended college.

Blacks with personal incomes of \$15,000 plus were shown to be 10 times more likely to take 3 or more trips during the period of a year than the average Black male household head. The same income group was 73% more likely to travel to a foreign destination than their less affluent counterparts.

Blacks tend to prefer destinations where they may be received warmly by local inhabitants.

Blacks in the survey cited speed and service as the two most important benefits of air travel, focusing more attention on service than whites. Blacks were more likely to pay for first class air travel on vacation than whites.

Both Blacks and whites perceive some special tours as being a "rip-off." Blacks commented further that they also felt a travel agent's services cost more money and that tours bring to mind visions of older planes and inferior accommodations. Due to increased traveling by Blacks, this notion appears to have been modified in recent years.

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- C**hange in bowel or bladder habits
- A**sore that does not heal
- U**nusual bleeding or discharge
- T**hickening or lump in breast or elsewhere
- I**ndigestion or difficulty in swallowing
- O**bvious change in wart or mole
- N**agging cough or hoarseness

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American Cancer Society



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