

Neighborhood Commercial Revitalization Project Report Made

The Jackson Avenue Neighborhood Commercial Revitalization project represents an ongoing redevelopment venture between the City of Las Vegas, the Nevada Economic Development Company (NEDCO) and the Jackson Avenue Merchants Association (JAMA). Each of these entities

perform specialized support services toward the progressive completion of the revitalization program.

The objectives of the project involve efforts to revitalize several commercial businesses in the Jackson Avenue area by renovating the external facades of the buildings

in accordance with a single architectural theme.

Three structures have been completed and five others have already received architectural drawings while some are seeking construction bids. The merchants and property owners participate in the project by infusing

50% of the costs through either personal or private sector financing. NEDCO is providing the matching funds through the Revolving Loan Fund. The presence of the Revolving Loan Fund has been a key factor in facilitating affordable loans to the property owners and area merchants. The

BIG 8 MARKET & LIQUORS

West Las Vegas' only Full Service Market

900 W. Owens
647-3935

Prices Effective March 24-28

La Canasta

CORN CHIPS - 1 lb. bag - \$1⁴⁹

Nacho

SALSA SAUCE - Hot or Mild - 12 oz. \$1⁵⁹

DANDEE BREAD - 3 loaves for \$1⁰⁰

Fresh PORK NECK BONES - 49¢ lb.

Fresh GROUND BEEF - \$1⁴⁹ lb.

Old Fashioned

MUG ROOT BEER - 16 oz. 35¢ ea. \$1⁹⁹ Six Pack

TYTELL WINES from Italy

Lambrusco - 750 ml - \$1⁶⁹

Bianco - 750 ml - \$1⁶⁹

RC COLA - 10 oz. 4 for \$1⁰⁰

Thom's

OLD FASHION COCONUT SLICE - 89¢

Thom's

ASSORTED LARGE BAGS POTATO CHIPS - Reg. 99¢ SPECIAL 75¢

PREM MOTOR OIL - 30 weight - 99¢ quart

Theatre Company Seeks New Talent, Skill Insights

A group of theatre enthusiasts, willing to devote their time, talents, and energies has recently formed with a goal of fulfilling the community's desire for quality theatrical experience. The Southern Nevada Regional Theatre Company is dedicated to a professional and innovative concept in the presentation of the dramatic arts.

The company will seek out and use the finest skills and talents available to Southern Nevada. The company believes that Southern Nevada audiences de-

serve and desire such an extensive performance variety.

The company welcomes your valuable insights about its directions and future. A production is planned for performance no later than the fall of 1983. Auditions and other important events pertinent to the development of this new company will be announced to you in May.

For further information you are invited to contact the Southern Nevada Regional Theatre at 737-7467 or 871-5885.

ESSENCE Will Go On Air

After five years of waiting for the right opportunity, ESSENCE magazine is turning a

matching conditions of the RLF loans have helped to bring about the active participation of private sector lending institutions such as Valley Bank and Nevada State Bank within the project area.

NEDCO's role in providing management and technical assistance to the Jackson Avenue Merchants Association (JAMA) has been pivotal in spearheading the redevelopment process. Also, NEDCO's provision of marketing, promotional and financial management expertise helps to assure continuing economic viability of these businesses that are being upgraded.

Positive results are accompanying the renovated businesses that are completed. This is in part evidenced by weekly tour buses coming from the Southern California area on a regular basis.

The merchants of the area are not only receiving increased patronage and business activity, but their own organizational capabilities are also progressing through the assistance of NEDCO.

new page and is going on television.

In a co-venture with WPIX, Channel 11 in New York, ESSENCE will debut a weekly magazine format TV show on May 5. The move follows a recent trend by several other publications that have branched out into broadcasting.

ESSENCE, which will mark its 13th anniversary this spring, is the glossy journal devoted to black women. The monthly has a circulation of 700,000 and 2.7 million readers nationally. Editor-in-Chief



Susan Taylor says the timing is right for moving into television because "the magazine has never been stronger."

A veteran staffer, Taylor, 37, has been with the publication almost from its start. Moving up through the ranks from beauty writer to beauty and fashion editor.

Our success depends upon how well we satisfy you

NELLIS

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FURNITURE

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