

**Spend your money where you  
are respected!**

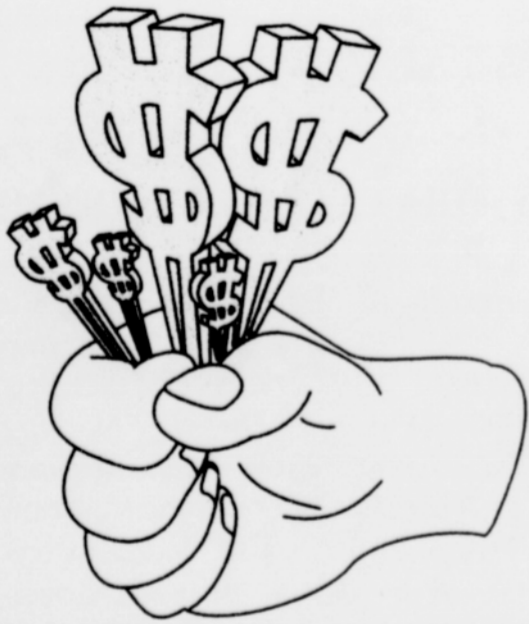
**MACY'S DOESN'T DESERVE  
YOUR BUSINESS!**

**For several years Macy's has rejected proposals to  
include this publication and other African-American  
newspapers in the company's multimillion dollar  
advertising budget.**

**Macy's management believes African-American  
consumer dollars are insignificant to the company's  
bottom line, and that no special marketing effort is  
required to attract Black consumers.**

**Make a statement.**

**Spend your dollars where you are  
a respected customer.**



**Do NOT shop at  
MACY'S this Fourth  
of July weekend!**

**Paid for by the West Coast Black Publishers Association**