



TO THE  
**Jewish  
Community  
In Las Vegas**



*to our friends*

all the people at

**SOUTHWEST GAS CORPORATION**

wish to extend sincere greetings

to the Jewish community of Las Vegas

and prosperity in the coming year

to each and every one of you.

**SOUTHWEST GAS  
CORPORATION**

An investor-owned tax paying business  
member of your community



# HAPPY NEW YEAR

*to our friends in the Jewish Community*



*Mel Aire Bridal Shop*

**SPECIALISTS IN FORMAL AND COCKTAIL DRESSES**

*"Everything for the Bride but the Groom"*

COMPLETE SERVICE . . . .  
FACTORY DIRECT ORDERING BY PHONE

**ALTERATIONS . . . .**

3 Seamstresses on Duty

and now . . . including  
**HIGH FASHION -  
COMPLETE TROUSSEAU  
DEPARTMENTS**

- ★ Bridal Gowns
- ★ Bridesmaids
- ★ Lingerie
- ★ Hats

- ★ Tiaras
- ★ Veils
- ★ Gloves
- ★ Formal Slips



THANK YOU FOR CALLING  
**382-1764**  
OR CALL 382-8401



ACROSS THE STREET FROM EL CORTEZ PARKING LOT  
**624-626 FREMONT STREET - LAS VEGAS**



*to the Jewish Community*

*Riviera*

SHOP WEEKDAYS  
9 A.M. TO 9 P.M.  
SAT. 9 A.M. TO 6 P.M.  
SUN. 12 A.M. TO 5 P.M.

See Our Beautifully Remodeled and Enlarged Store at:  
**201 E. Charleston Blvd. 384-1862**

