

LAS VEGAS!

... City of Destiny!

LAS VEGAS TODAY MOVES TOWARD THE FRONT RANK AMONG WESTERN CITIES, ITS HEAD HIGH AND ITS FEET UPON SOLID GROUND. IT IS EXPERIENCING A "BOOM" BUT NOT THE SORT OF BOOM THAT HAS CHARACTERIZED MANY WESTERN COMMUNITIES AND IN WHICH VALUES WERE MERE VAPORS OF THE IMAGINATION. LAS VEGAS MOVES UPON A FOOTING THAT IS BASICALLY SOUND. IT IS TRULY A "CITY OF DESTINY," FOR AT ITS FEET ARE SOURCES OF WEALTH UNTOLD AND OPPORTUNITIES THAT STAGGER THE IMAGINATION.

THE MOST ESSENTIAL THING IN THE SUBSTANTIAL GROWTH OF ANY CITY IS SOUND FINANCING. WITHOUT SOUND FINANCING IT CANNOT BUILD THE PHYSICAL STRUCTURES IN WHICH IT MUST LIVE AND WORK AND BUILD THEM IN A MANNER WHICH WILL CONSTITUTE WEALTH WITHOUT EXTRAVAG-

AS FOLLOWS: DR. ROY W. MARTIN, DR. F. M. FERGUSON, A. J. TOMPKINS, E. A. FERRON AND R. B. GRIFFITH.

THE SECURITY BUILDING-LOAN ASSOCIATION OFFERS TWO CLASSES OF BUILDING-LOAN CERTIFICATES, "A" AND "B," MATURING IN 10 YEARS AND 20 YEARS, RESPECTIVELY. THESE CERTIFICATES EARN A GUARANTEED CUMULATIVE INTEREST OF 6-3 PER CENT AND 10 PER CENT, RESPECTIVELY, AND FURTHERMORE PARTICIPATE FULLY PRO RATA IN ALL THE EARNINGS OF THE RESPECTIVE FUNDS TO WHICH THEY BELONG. THESE CERTIFICATES ALSO HAVE OTHER INCOME FEATURES WHICH WILL BE EXPLAINED UPON APPLICATION. THEY ALSO FORM A PERFECT BASIS FOR THE NEGOTIATION OF LOANS.

THE SECURITY BUILDING-LOAN ASSOCIATION IS A MEMBER OF THE AMERICAN RESERVE



ANCE.

AS A CONTRIBUTING FACTOR TO SOUND FINANCING IN LAS VEGAS, THE SECURITY BUILDING-LOAN ASSOCIATION IS NOW INTRODUCED TO THE PEOPLE OF THIS COMMUNITY. THIS ASSOCIATION OFFERS TO LAS VEGAS TWO OPPORTUNITIES THAT ARE ESSENTIAL TO PERMANENT AND PROFITABLE GROWTH. THE FIRST OF THESE IS THE OPPORTUNITY FOR THRIFTY PEOPLE TO SAVE MONEY EASILY, SAFELY, AND WITH THE HIGHEST POSSIBLE EARNING POWER COMPATIBLE WITH SOUND PRINCIPLE. THE SECOND OF THESE IS THE OPPORTUNITY TO BORROW MONEY FOR BUILDING PURPOSES IN ADEQUATE VOLUME, AT ECONOMICAL RATES, AND WITH PROMPTNESS.

THE NEVADA MEN WHO ARE ASSOCIATED WITH THE SECURITY BUILDING-LOAN ASSOCIATION ARE

SYSTEM, INC., FIRST DIVISION, WHICH SERVES THIS ASSOCIATION. THE LATTER CORPORATION APPLIES FOR THE BENEFIT OF ASSOCIATIONS WHICH IT SERVICES CERTAIN HIGHLY ADVANCED AND ALMOST INCREDIBLY ECONOMICAL PLANS OF FINANCING.

THE AMERICAN RESERVE SYSTEM, INC., FIRST DIVISION, WHICH GUARANTEES THE SOLVENCY AND INTEGRITY OF THE SECURITY BUILDING-LOAN ASSOCIATION, IS, IN TURN, GUARANTEED BY A BOARD OF GOVERNORS, HAVING 40 MEMBERS. THE AMOUNT OF THE GUARANTY NOW IN EFFECT IS \$400,000.

CITIZENS OF LAS VEGAS ARE INVITED TO VISIT THE OFFICES OF THIS ASSOCIATION AND TO DISCUSS THEIR FINANCIAL PROBLEMS AND NEEDS WITH ITS OFFICERS.

OFFICERS

- DR. ROY W. MARTIN
President
- DR. F. M. FERGUSON
First Vice-President
- A. J. TOMPKINS
Second Vice-President
- E. A. FERRON
Treasurer
- R. B. GRIFFITH
Secretary

SECURITY

BUILDING - LOAN ASSOCIATION

Capitalization, \$1,000,000 Guaranty Resources, \$400,000

18 DELKIN BUILDING

Las Vegas,

Nevada

DIRECTORS

- DR. ROY W. MARTIN,
- DR. F. M. FERGUSON
- A. J. TOMPKINS
- E. A. FERRON
- R. B. GRIFFITH