

LET
Frigidaire
Preserve Your
Food

The Post Office Drug Store
and
The Professional Pharmacy
Fountains have both
been fully equipped
with

Frigidaire

C. E. PEMBROKE
DISTRIBUTOR

Professional Building

Las Vegas, Nevada

New Business Center Open Saturday

**Sullivan Block
Modern In Detail**

The remarkable advancement of Las Vegas during 1929 is nowhere better shown than by the establishment of the new business center on Carson and Second streets. The focal point of this new activity was the postoffice building erected by P. J. Sullivan on the corner of Second and Carson, and the removal of the post office to that location. Following this Mr. Sullivan began the erection of a new block adjoining the post office on the west and extending along Carson street to the alley between First and Second.

The completion of this building, having five fine store rooms, really inaugurates the opening of the new business center.

The occupants of the building are: Post Office Drug Store, Egan's Furniture Company, Garehime Music House, Blue Ribbon Cash Market.

The building is well constructed with attractive plate glass fronts and the interiors well finished and nicely decorated.

A move to have street lights in that block has already been undertaken by the lessees of the stores.

All the stores in the new building will hold their official openings on Saturday, October 5, and the public is cordially invited to drop in at any time, day or evening.

The openings will partake of the nature of social and get-acquainted occasions, in which the proprietors of the various enterprises will share with the general public the pleasure and pride which their new locations create. Special events of interest have been planned by several of the stores.

The fifth store room in the Sullivan block will be occupied shortly by a firm from Tonopah.

The Age, in extending its congratulations and good wishes to the new enterprises, sees in this new development a long step taken toward the creation of a metropolis which will stand as the foremost in wealth, population and importance in the state.

The Boulder Dam legislation, complete in every detail, is being carried out as fast as the authorities at Washington are able to act. The great project assures those who have the spirit of enterprise and faith to act, rich and well-deserved rewards in the near future. The Age salutes you as the forerunners of the New Las Vegas.

**Garehime Moves
To New Store**

Garehime's Music House has blossomed into a real music store in its new location in the Sullivan Block, near the post office. The store has an air of elegance and beauty which the visitor is quick to notice. Mr. Garehime will specialize in Victor Radios, Baldwin Pianos, sheet music, records and all kinds of band and orchestra instruments of approved makes. With the other new stores in the Sullivan Block, Mr. Garehime will welcome the public on the official opening day, Saturday, October 5.

**New Market Will
Open Saturday**

The Blue Ribbon Cash Market presents the last thing in a completely refrigerated store for meats, fruits, vegetables, delicatessen and groceries.

A three-ton York refrigerating machine furnishes plenty of "coldness for the great refrigerator, the meat show cases, counters and the delicatessen case. In the refrigerator proper, is a large compartment in which the temperature can be held below freezing. Another compartment is for fresh vegetables and fruits; another for hanging the dressed quarters; another for the smaller cuts as they are being used. In one compartment also the entire process of making hamburger and sausages will be carried out.

The market is equipped with Simson computing scales, which assure accurate weights and certainty in amounts. The meat department will be managed by H. C. Vail, and Jack Ishmael will have charge of the grocery end of the business.

**Frigidaire Cools
New Fountain**

The Frigidaire refrigeration system of the Knight Soda Fountain, installed in the Post Office Drug Store under the supervision of C. E. Pembroke, Frigidaire representative in Las Vegas, is worthy of special mention and of special attention by visitors.

The Knight Fountains, manufactured by the Knight Fountain

**Beautiful Home
Of New Drug Co.**

The Post Office Drug Store, as its name would suggest, is located next to the post office in the new Sullivan building on Carson street. It is quick and span, brand new in every detail, building, fixtures, furnishings, decorations and stock. The fixtures are a beautiful light oak so finished that the grain of the wood is shown with a delicate green tinge. The cases are all of the modern style in plate glass and oak. They are from the factory of the Brunswick Drug Company of Los Angeles.

The fountain is modern and beautiful in design, the counter of dark mahogany and the whole finished in colored tiles. It is manufactured by the Knight Fountain Co., one of the largest manufacturers of soda fountains in the United States. The refrigeration is all by Frigidaire, installed under the supervision of C. E. Pembroke.

Frank Crookston, registered pharmacist, for the past six years with the Las Vegas Pharmacy, is manager of the new store. He has had fourteen years experience as a registered pharmacist. He will be assisted by J. M. Tietz, who came to Vegas three months ago from San Pedro, Calif., where he was employed by the Beacon Drug Company.

In addition to the modern fountain service, the Post Office Drug Store will carry complete lines of cigars and tobaccos, confectionery, toilet goods, stationery, school supplies, Kodak's and photo supplies, magazines and all lines found in the modern drug store.

The official opening will be Saturday, October 5, at which time some special offerings will be made. In announcing the opening, Manager Frank Crookston calls special attention to the unusual completeness of the prescription department, which is equipped in a manner second to none in the state.

Company, the largest house of the kind in the United States, have adopted the Frigidaire system as the most satisfactory method of refrigeration. The fountain is planned to utilize the last bit of power in effective refrigeration at the lowest cost.

All ice cream compartments, syrup containers and the back bar are served by the Frigidaire system, which is especially designed for this type of fountain, resulting in a 100 per cent refrigeration, a feature in which the Knight and Frigidaire people specialize.

**Egan Furniture
Has Fine Stock**

The new location of the Egan Furniture Company is No. 117 Carson street, the second store from the postoffice.

The new store is fully justified by the business of the company since it first opened in a temporary location on First street July 17, last. The sales room is nicely decorated and arranged and, of course, its beauty is greatly enhanced by the luxurious nature of the furniture on display.

Mr. J. M. Egan, the proprietor, was manager of the furniture department of the Myer & Frank Store, the largest department store in Portland, Oregon, and had entire charge of the Interior Decorating department. Prior to that he was assistant buyer for the large Innes Furniture Co., at Wichita, Kansas.

Mr. Egan will specialize in interior decorating, planning color schemes, painting, wall paper, rugs and furnishings all with a view to harmony and pleasing effect. "One who is skilled in this art," said Mr. Egan yesterday, "is able to get striking and beautiful effects and an air of elegance at much less cost than can one without experience, even at much greater expenditure."

Helen Sherwood and a staff of trained assistants are available to patrons whenever matters of decorating and furnishing come up. She has had much experience in both Los Angeles and Chicago. As a special courtesy the store offers to its patrons Miss Sherwood's advice and assistance free of cost in planning the decorative and color schemes for homes.

The new store will carry high grade lines of guaranteed merchandise, featuring the Jamestown lounge, Simons beds and other nationally known furniture.

A large line of high grade rug is carried, the leader being the Gulistan, a beautiful domestic-oriental rug made by Karagheusan, Inc., of New York, the largest importer of oriental rugs in the country. Lamps, tapestries, colored mill hand painted window shades and other attractive accessories to the home beautiful are well stocked.

A special social event (the details of which are still a secret) is planned, tentatively, for the opening day Saturday. Whether this surprise feature comes off or not, all visitors will be cordially received and Mr. Egan and Miss Sherwood will take pleasure in showing all the attractions of the store.

Announcing the Opening of the
BLUE RIBBON CASH MARKET
SATURDAY MORNING, OCTOBER 5th, 1929

∴ THE FINEST EQUIPPED MARKET IN THE STATE ∴

Meat Department
HARRY C. VAIL, Mgr.

We handle ONLY Government Inspected Meats---

Our Sanitary Shop is the last word in Modern Equipment. No expense has been spared to give to the People of Las Vegas a Market that they can well be proud of.

Our Prices are right.

We will be glad to have you inspect our New Market.

**Vegetable & Grocery
Department**
JACK ISHMAEL, Mgr.

Fresh Crisp Vegetables
Every Day

A Complete Stock of Staple
and Fancy Groceries

Modern in Every Respect

BLUE RIBBON CASH MARKET

Open Sundays Until Noon

Located in the New Post Office Block