

# LAS VEGAS AGE

SOUTHERN NEVADA'S LEADING NEWSPAPER

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## BE LOYAL

Las Vegas has undertaken to stage annually an outstanding wild west entertainment for thousands of people in the form of a Helldorado-Rodeo.

The event was established through the efforts of a few farseeing citizens and has already been the means of bringing thousands of dollars into the business channels of Las Vegas.

This year, face to face with the multitudenous duties of staging the events and with a record-breaking attendance from all parts of the southwest promised, the committees in charge are met by an apathetic spirit on the part of a considerable element of our people.

Not that they are unaware of the great benefits which the establishment of this novel feature will bring to Las Vegas. Quite the contrary. They realize that it will become one of the established annual gala occasions of the southwest. That it will be the annual excuse for thousands of people to come to Las Vegas for a few days of novel, wildwest entertainment.

The fly in the ointment today is the same variety of bug we have been fishing out for more than thirty years—the "let the other fellow do it" disposition.

Fortunately "the other fellow" has generally been both willing and able to carry on, and we have gone from year to year with events constantly growing in importance, with a few undaunted spirits carrying the major part of the load.

Now we have reached the stage where the few cannot longer carry the entire load. They are appealing for the support of the general public and especially the business element of the community. So united, no undertaking is too great for Las Vegas to carry on.

"United we stand, divided we fall." Up to the present time we have stood up nobly to every call. As the load gets heavier more and more help must get under it.

The committees in charge of the big show of May 13, 14, 15 and 16, are making an earnest appeal to the people of Las Vegas to offer their cooperation. With a continuation of the same loyal spirit which has marked Las Vegas for more than thirty years past there is nothing too great for Las Vegas to accomplish.

If every business man will do his share the Helldorado-Rodeo show of this year and succeeding years will be a success beyond our wildest dreams. But the committee must have the loyal support and assistance of the people.

## Alhambra Has Story Parade

With thirty-two beautiful engraved cups, three larger sweepstakes cups and a host of award ribbons,

Alhambra's Story Book Parade entries are swamping the Chamber of Commerce committee in charge of the event, according to word from Nye Wilson, secretary of the Chamber.

It will be held Saturday morning at 10:00 o'clock. Following the parade participants will be entertained by the Alhambra Playground and

Recreation Commission at Story Park.

Classes of entries have been created to take care of both individuals, schools, private schools, recreation departments, etc., who may want to enter miniature floats, characters or marching groups.

Individual entries already made include Rip Van Winkle, Three Little Pigs, Whittington and His Cat, and other story book characters as well as historical and comic strip characters. Miniature floats already entered include Cinderella, The Old Woman Who Lived in a Shoe, a circus animal wagon, Walt Disney's Menagerie, Hiawatha and many others.

Five crack junior bands have been invited from as many South-

ern California cities. The Pasadena Junior College band will head the parade and the Alhambra high school band will lead a large representation from the school including float and group entries. Three hundred Boy Scouts will assist with formation of the parade.

The event is Alhambra's first bid to advertise Southern California in many years and promises to be an outstanding event. Information concerning entries may be had by inquiring of the local Chamber of Commerce.

They say a bald headed man has not much of a chance, but Napoleon seems to have gone a long ways without much of a crop of hair.

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