



# LAS VEGAS AGE

SOUTHERN NEVADA'S LEADING NEWSPAPER

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## WELCOME TO HELLDORADO!

Las Vegas is filled to overflowing today with people who come to join with us in a little spell of oldtime-wildwest fun and hilarity.

This, one of the last frontier towns to retain its wild-west character, is not nearly so dangerous as it appears. In fact we know of no other place where there are so many kindly, open-hearted, hospitable men and women as in Las Vegas. And this western desert has mellowed our hearts and kindled our souls with love for our fellows.

Just at this Helldorado season each year, we all get a lot of fun in raising a little crop of whiskers, putting on the old sombrero, wearing the gaudy shirt and the flamboyant bandanna to make the visitors stare at us and whisper in half fearful sentences.

We strut and talk loud, stomp up to the bar with a lordly air, waste a few nickles on the gambling devices and have a better time than we could on a beach resort merry-go-round.

So it is no wonder that hordes of people come from afar to rub shoulders with us and join in the frivolity which keeps us young.

The Age conveys a hearty welcome to every visitor and hopes that all may get as much enjoyment out of our Helldorado-Rodeo as we do. Just where they will all find comfortable places to sleep at night we do not know. Perhaps they won't want to sleep—every night.

## ACCOMMODATE VISITORS

Las Vegas has a reputation for fair dealing with the traveling public worth thousands of dollars a month to the community. We have not taken advantage of every little press of business to raise prices for rooms or meals or anything else, and this fair policy is in a large measure responsible for the phenomenal growth of our tourist business.

The Chamber of Commerce can perform no more valuable community service than to vigorously and publicly condemn every case of price raising and petty chiseling which comes to light. One such case spread up and down the highways will do more harm in a month than all the promotion efforts of the Chamber can offset in a year.

The amazing tourist traffic which Las Vegas enjoys is one of our greatest assets. It is wise to cherish it and protect it from abuse.

## TAKING ROOMERS

Every time there is any unusual crowd in town the people

of Las Vegas open their homes to providing sleeping places for those who cannot secure hotel accommodations.

It is not always pleasant or convenient to take strangers into the home, and we have known of cases where those so accommodated did not show an appreciative spirit. Yet in the vast majority of cases those who were so accommodated have been truly thankful and often pleasant contacts and friendships have been established.

Again the Chamber of Commerce is calling for help in taking care of our visitors. The response should be prompt, cheerful and generous and no unfair advantage should be taken of their necessities. The reputation of Las Vegas for fair dealing is too precious to endanger by any petty profiteering.

## What does a Bank do?



## It Provides You With Complete Financial Service

YOU may never have had occasion to investigate more than one or two of the services a bank renders individuals. Perhaps your experience has gone no further than the savings department. If so, you would find in a discussion with the heads of the other departments many services which would benefit you.

*Know Your Bank Better*

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