

WHO'S WHO AND WHY IN TONOPAH

—BY PAUL PRY—

"He Who Would Have the Kernel Must First Crack the Shell"

THE PRIZES:

One Hundred Tickets to Butler Theater, \$10.00.

One Dozen Fine Photos, Tonopah Studio, \$10.00.

Trade Order for Upholstering or Mattress Making, \$5.00

KNOWLEDGE CONTEST

Following will be found a number of brief paragraphs, each bringing out a few of the distinctive features or characteristics of several of the city's business institutions or professional men. There is a query or two in each paragraph. To the person who first answers them correctly in detail will be given choice of the prizes noted above. The next nearest correct will be given next choice, and so on to the last.

Names must not be abbreviated, but given in the usual styles of the firm's advertising; all answers must be neat and legible. There is no guessing about these, there is a clue in every one by which their identity may be confirmed.

Any of the parties sketched herein are privileged to answer any question you may ask, except to tell you they are "it."

Answers may be sent by mail or brought to this office any time before next Thursday, Saturday of next week the sequel to this feature will be published. At that time prize winners will be announced and they are then entitled to call and get their prizes.

The competition is open to anyone except employees of this paper and their relatives.

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paper store that has been supplying the people with everything in the decorative line for 8 years? And they are always ready to take your work and carry it through to your entire satisfaction. Will always do a good job of it, even if they have to put on three coats—and a pair of pants.

7 What is the name of that great automobile that comes to you with the offer of a fully equipped car for \$850—factory price? It is the greatest bargain that has yet been offered in the automobile world. It is a high-priced car at a low figure. Has electric lights, starter, magneto igniter and all the modern improvements. The name is one that figures in railroad parlance. You are also to give the name and address of the distributor of these cars in this city.

8 Where is the place in Tonopah where fashionable millinery and ladies' furnishings are the features that interest the women of the city? It is a store that was started last year and has built up a very extensive business. The present season is very active. The store has the agency for the W. B. Nuform corsets. Carries a complete line of art materials and gives free lessons to those who buy in quantity. It is the place to buy beautiful infants' wear. What is the name and address?

9 Where is this cigar store that the smokers all "beat it" for when they want a real good smoke? It is not a billiard hall, or anything of that kind, but just a plain "smoke shop," where they have the best brands of imported and domestic cigars and tobacco, and smokers' articles. "He who doth not smoke hath either known no great griefs or refuseth himself the softest consolation next to that which comes from heaven," wrote Lord Bulyer, many years ago. Give the name and address of this store. Has the wide open front and the always welcome appearance. Right on the corner.

10 This number is to represent the only original business house in Tonopah today—the only one that is left of all that came to the city at its beginning. Many have come and gone but this one remains. It is a grocery store. Find it. Give the name. Reliable goods at fair prices always. The place where they put up that fine blend of Mocha and Java coffee and sell it under a guarantee of satisfaction. It is truly the "cup that cheers." Proprietor's name is spelled with very few letters.

11 In these latter days almost any man can get a can of gasoline and a box of samples from the east, and with the addition of a tape line open up a "tailor shop." But after all it is a good deal like a farmer opening a law office. This number represents a real merchant tailor who takes your measure and makes up your suit right on the premises. He knows how to fit the clothes to your form and bring out the individuality of your person. He has been making clothes for the smart dressers here for two years. Takes care of alterations and repairs and everything else in the tailoring line. What is his name and address? Just a whisper off Main street.

12 A select millinery establishment is put before your mentality in this number. Conducted by a lady who was the first milliner in Tonopah. The originality of styles and the appropriateness and adaptability to the person are the features that demonstrate superiority in the millinery line. On these points the gifted artist at the head of this store is both by nature and experience. Now in the midst of a most successful season. Also has ladies' furnishings, and is exclusive sales agent for Madam Pfoel corsets. What is the name and address?

13 Who is the watchmaker and jeweler who is always ready to give you an honest opinion about your timepiece, its needs and requirements? Think of it—the balance wheel in your watch makes 157,680,000 revolutions in a year's time. What about neglecting to oil it? You will find this watchmaker in the most central location in the city. The most intricate timepieces are no puzzle to him. They all yield to his treatments. Is also a manufacturing jeweler and a diamond setter.

14 Here is a grocery firm that has been busy saving the lives of the people for only nine months, but they have done nobly. They save the lives of the people by selling them the necessities of life at prices that please. They carry a fine line of fresh groceries, table delicacies and wines and liquors. Two good experienced grocerymen in the firm and they have a convenient frontage on the north side of Main street. What is the name of this firm?

15 Where is the best place in the city to make you forget the high cost of living when it comes to buying household furniture? It is a new and second-hand store. There is not only household furniture, there are tools and various other things that are in demand. Whatever you need go in and have a look. You may be able to find the very thing you want, and at a price that will enable you to "get by." What is the name and address? Look for a corner building, just far enough outside the shopping center to make the expense of doing business low.

16 Here we introduce a firm of contractors who have been helping this city to grow for five years. They have a shop full of machinery right on Main street. No job is too small, nor none too large for them to tackle. They are not the "guys" who put the "bungle" in bungalow, but they do plead guilty to putting the "use" in house. They erected the Richards Mercantile Co. building, the Franklin block and other good buildings in this city. What is the name of this firm?

17 Do you realize that one-third of your life is spent in bed? Therefore the comfort and sanitation of your bed is of great importance. This number represents a specialist in mattress making and upholstering who opened up for business a year ago. Mattresses made over. He is an expert at automobile upholstering. Does furniture repairing and guarantees every job. What is his name and address? His business place fronts south. He was 25 years in the same business in New York City and elsewhere.

18 It is the sales of the people he keeps in view, for he is the doctor of boot and shoe; he serves the living and not the dead, with the best of leather, wax, nails and thread. He can sew on a sole and make it fast, do a good job and make it last. A great many patients come to his door, worn out and run down, he sides, feeling sore. "Though he doesn't use poultice, plaster or pill, he cures all sick shoes, no matter how ill. All his work is hand work. Right on Main street, fronting north. A name that adorns the fireside in many places. What is his name?

19 What is the name and address of the produce and commission house that is always at the front with the best stock to be found in the market? They have been receiving and distributing the good things that people want in Tonopah for something like three years, and they have made good. They handle everything in the line of fruits and produce—jobbers to the trade. Distributors for the famous Gold Medal Flour.

20 What is the name of the theater that has the most comfortable seats and best auditorium? Here is where the motion pictures are found in such perfection. The house that shows the General Film Service and all the big high class feature productions. If you have not already acquired it you should get the habit of going to the picture show—and take the children along. The children will learn more in one show than by studying a whole week.

21 Who are the insurance experts of Tonopah? They have the largest insurance business of any house in Nevada, representing more than 40 companies, including the Royal, Queen, Hartford and others. They write insurance of every known kind—fire, life, burglary, accident, health, automobile, live stock, and so on down the line. They make the subject of insurance a study and can handle your risk with intelligence. It is better to be safe than sorry. Also furnish bonds for all purposes and issue abstracts of title.

22 What plumbing company in Tonopah employs nothing but union labor and does the modern sanitary plumbing that makes a building desirable and salable? Began business in this city four years ago and has done the work in a large number of the better buildings of the city. They are experts in plumbing, ventilating and sheet metal work. Give special attention to job work of all kinds and are always ready to figure on contracts that are worth while. Modern plumbing adds more to a building than anything else.

23 It is the clothes that make the man—no less the woman. Which is preliminary to asking who is the up to date ladies' and gents' tailor who has been putting real men and women into good society in Tonopah for the past seven years? He carries a beautiful line of woolens of the fine texture and lovely variety, and can please the most particular people. He is an artistic designer, in touch with all the fashion centers of the world. Gives special attention to remodeling ladies' suits. And always pleases the men, too. Agent for the Globe Tailoring Co. of Cincinnati, wholesale tailors. What is his name? He does cleaning and pressing as it should be done, and everything that belongs to the general tailoring line.

24 Where do those people who really appreciate fine work in photography sit for their photographs? To whom do they go when

they wish not merely a good photograph but that superior quality of work which is turned out from the studio of a real artist. The character of the work here is in a class by itself and is fully appreciated by all. This studio has been a fixture here for 13 years. He has a plant that is rarely excelled for its thorough adaptation and equipment. Takes care of everything in photography—and takes care of it right. Give the name and address.

25 What is the name of the "new" firm with new prices that will sell you everything that goes into the construction of a building? Lumber and building materials of every description can be found here at fair prices; and they also sell hardware, iron and steel, mining supplies, paints and oils, stoves, furniture and bedding (and everything that goes on, in or under the bed), tents, buildings paper, roofing, doors, windows, hay, grain, wood and coal. It is a handy place to trade.

26 What is the name of the bar where you get the wet goods that go right to the spot—if you know where that is? It has the most imposing appearance at its portals and when you have crossed the threshold and sampled the wines and liquors you are sure you are in the right place. Hospitality is a feature that draws to this bar as well as good goods. The interior is beautifully adorned with tile floor and cozy surroundings. Behind the bar are the best "mixers" in the state. It is the resort of gentlemen.

27 Before your gaze at this time is a reference to a very prominent bakery that has been making things lively for the bread, cake and pie eaters of Tonopah for a year past. Their product is so good that the people come and buy it all right over the counter just as fast as it comes from the oven. Everybody loves a good thing and that is why this bakery has such a big trade. What is the name and address of this bakery? The place where they serve such good coffee and bakery lunch.

28 "I see in the paper that Jones has mortgaged his auto to build a home," said Smith. "Well, what a fool," replied Brown. And that is what it is coming to. Automobiles are becoming more and more a necessity. What car is it that is "tougher than an army mule and cheaper than a team of horses"? And who are the distributors for this car in this city? They tell a lot of stories about this car but they get there just the same. Those who buy before the first of August are going to share in the rebates of \$40 to \$60 on each car.

29 Where in this city is the one best place to get everything in stationery, school and office supplies, cigars, candies, periodicals, sheet music, etc.? You should not fear that you will embarrass him by calling for anything in his line, no matter how technical, for he is prepared to supply your wants. It is a store that has been prospering under the present management for 2½ years. It is not on a corner—not quite. What is the name and address?

30 A dry goods store is before you in this number. It is a branch of a chain of stores that number 81 busy mercantile institutions scattered all over the west—a combination that causes jobbers and manufacturers to bid high in the scramble to get their trade. They secure their merchandise at the very lowest figures and can afford to make low prices to their patrons. They carry everything to wear, for men, women and children, and leave the other fellow to sell them the things that are good to eat. "Better goods for the same money; the same goods for less money." What is the name and address?

31 This number introduces a jewelry store that takes the lead. It is the place where good goods and proper representations are as sure as death and taxes. It is an exclusive jewelry store, one that has been dealing with the people for something like six years. Each one of these years is an asset of value to the buyer of a class of merchandise which from its nature forces one to rely largely upon the judgment and honor of the dealer as to its value and genuineness. It is the store that has the reputation for first-class watch and jewelry repairing. What is the name and address?

32 Find the store that sells Walkover shoes for men, and the beautiful Utz & Dunn fine shoes for women. It is the same place where they have the Nemo corsets and the New Idea patterns. You will find here everything to wear—nothing to eat. There is a nice line of dry goods, furnishing goods, clothing, shoes, etc., and they are selling at prices that draw trade to Tonopah. If you want to get "that million dollar look," "let Taylor tailor you." They will take your order and your measure, and guarantee absolute satisfaction.

33 This number will introduce a most popular place to get that sweet tooth cured. The cure is not guaranteed to be permanent, however; there is sure to be a relapse. They make their own delicious candies at this store and the fact is they put something in every piece of candy they make to cause a relapse. You can not blame the poor candy maker—he has to live. This refers to a candy store that began business in this city in 1914. What is its name and address? Same place where they serve those fine tamales.

34 Here is a grocery store that opened its doors for business in this city in 1904. The fact that it has a very large trade with the people is the best recommendation that can be given it in this character

sketch. They sell the brands of goods that are known to be reliable—the best in every department. They are proud of their teas and coffees—and their wines and liquors are just as pure and good as they can be. It is a firm name that ends in "Son." What is the name and address?

35 Who are milliners for men in Tonopah? This is the store from which come the smart togs that are worn by the good dressers of the city. Everything the latest in men's furnishings. The place for the young men to "get ahead," likewise the place for the elder ones to "come back." Here is where you find the Kuppenheimer clothes and the Florsheim shoes. "Who's your tailor?" They will take your measure and send your order in to Ed V. Price & Co., or the International Tailors.

36 There are just two classes of grocers. One wants to get rich quick—he sells the cheap brands of goods. The other is not in such a hurry. He sells the best brands and relies on the volume of sale to bring in his "ship." This grocery store belongs exclusively to the latter class. "Quality" has been a watchword with them since they opened their doors two years ago. They have all the best things in the way of table delicacies, wines and liquors. It is the store that has the Red Husar coffee and canned goods—the full line. They are superior. What is the name of this store, and the firm name?

37 One of the brightest spots in the city is this drug store; and it will be still brighter when it gets into its new location. It has everything to commend it but old age. Being comparatively a new institution everything is fresh and modern; there are no old passe goods on the shelves with the consequent temptation to work them off on the public. It is the store that has the Meritol line of remedies and preparations. What is the name of this drug company?

38 Who is the scientific eyesight specialist of Tonopah? This has reference to the exclusive eyesight specialist who has an office upstairs and is equipped to give the very best service in the fitting of glasses. Nearly everyone is critical about their eyes, and justly so. They're all the eyes they've got. It has been discovered that headaches, indigestion, nervousness, insomnia and many other reflexes which have puzzled scientists for years, are caused by the unbalanced muscles of the eyes. You can always get the best results at this optical office.

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