

LAS VEGAS AGE

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RADIO PUBLICITY

THROUGH THE ENTERPRISE of T. J. Lawrence, Inc., Las Vegas will enjoy the benefits of constructive publicity through Radio Station KMTR hooked up with fourteen radio stations throughout the United States.

Lawrence publicity so far has been of real benefit to Las Vegas. It has been in the main constructive, based on incontrovertible facts, and has been remarkably free from the direct or indirect misrepresentations which have brought more or less discredit to this section.

As the Age has repeatedly said, there are enough advantages, enough legitimate enterprises and investments here to meet all requirements without resorting to those of doubtful merit and it is not necessary to misrepresent. The promotion of questionable schemes can only react to the disadvantage of the entire field. The truth and nothing but the truth is the best basis on which to build our future.

EVIDENCE OF GROWTH

THE CONSOLIDATED POWER & TELEPHONE COMPANY are installing on the average of four new meters each day, most of them in new residences.

Assuming that each meter will serve five people there is an indicated permanent addition of six hundred per month to our population.

The pressing necessity of Las Vegas continues to be housing facilities notwithstanding the past and present activity in home building. Next to homes we need hotel and apartment accommodations.

The present Las Vegas is in a preparatory status. We have not yet experienced the intense activity which will come at a later stage of the Boulder Dam project.

Our business as a community is to prepare. It is not sufficient that we meet the present needs—we must provide for the greater influx of population which the real boom will force upon us whether we are ready or not.

If we would realize to the fullest extent on the future we must continue to build, and build and then build more.

Moreover, building conditions just now are unusually favorable and we should not wait until the boom with its intense activity and inflated prices hits us.

CHANGING FREMONT

THE HOUSE ON FREMONT STREET between Fourth and Fifth, built more than twenty years ago by A. L. Murphy and later for many years owned and occupied by Mr. and Mrs. N. E. Williams, is all ready to start on its journey to a new location.

In its place will arise a business block which Mr. Carl Ray, present owner of the property, is planning.

It was painful to see the fine old Japanese umbrella trees ruthlessly torn up by the roots and hauled away as heaps of rubbish, and the pleasant lawn and flowers destroyed. But we console ourselves that this is an inevitable part of the transition which must take place before the new and greater "City of Destiny" arises.

OPEN ROADS

CLARK COUNTY is well provided with main highways and the combined efforts of the state highway department the federal bureau of roads and the county will soon have provided well for through travel.

But for our local needs we are deficient. Our byways leading to our summer resorts and our unusual scenic and archaeological attractions are in general in poor condition.

Means of driving quickly and easily into the cool, wooded canyons of our mountains should be provided to meet one of our immediate and pressing necessities.

For people to be able to go from the heat of summer into the cool of our mountain resorts over a few miles of good roads would add immeasurably to their comfort and contentment.

Our other attractions, such as the Valley of Fire, the Buried City and others, are real assets in attracting people to this section. They should not be allowed to go away full of disappointment and resentment at us on account of well-nigh impassable roads.

The Age realizes that not everything can be done in a moment. Nevertheless we should make our plans and enter into a well defined program for improving our byways as fast as we are able.

ROSE GARDENS

THE AMARGOSA ROSE RANCH started several years ago by Charles Mostyn Owens and for the past year carried on by Henry Deadrich, is not only a thing of beauty and a joy, but is a striking illustration of what a little hard work mixed with brains will accomplish.

In a place where soil and conditions were seemingly not the most favorable, there has been created a veritable show place of flowers, especially bright and beautiful in their drab desert setting.

Just now the tulips are in full bloom, gorgeous in their brilliant tints, fine and stately in their unusual size.

Those who have not recently visited the Rose Ranch should do so while the tulips are blooming.

They're Driving Around the World



Nearing her goal of being the first woman to travel around the world in an automobile, Fraulein Clairenore Stinnes, daughter of the late German capitalist, is shown with her companion, C. A. Soderstrom, and the German car in which the tour is being made. Arriving in the United States at Los Angeles, Fraulein Stinnes has started across United States to New York, there to take ship for home.

**ZION TUNNEL
NEW MARVEL**

Automobile Travelers Thru Mile and One-Eighth Tunnel Will View New Scenic Wonders.

CEDAR CITY, Utah, April 20. (UP)—The thrill of driving an automobile through a two-way illuminated tunnel a mile and an eighth in length being able to stop en route and view scenery which, until recently was visible only to the birds and aviators, will be provided motorists with the opening of the Zion Park-Mount Carmel tunnel this summer.

The opening of this tunnel will not only open up a new scenic area but will also shorten the distance between the various scenic spots of Southern Utah and Northern Arizona.

The building of the tunnel involved engineering feats heretofore unknown. No human being had ever been at either point where the portals now stand, until the plans were practically complete. Nor had any one ever scaled the mountain. Instead of laying out the line from above, as is usually done, the engineers were forced to follow a footpath along the base of the cliff, at places 200 feet below the route of the proposed tunnel.

The tunnel could not be started from either end, so they built a scaffold along the face of the cliff and started drilling in. When they reached the desired depth, they started boring in either direction. Other openings were made along the route, and these later matched up. So accurate was the work that the variation was never more than 3-100 of a foot.

There are five "galleries" at which cars can stop and their occupants alight to view the scenery—scenery which gives them a true "bird's eye" view.

**COLE AND BOB
FORM MERGER**

TONOPAH, Nev., April 20. (UP)—The sale and merger of the Round Mountain mines into a new corporation controlled by Thomas F. Cole of Pasadena and Charles V. Bob of New York has been confirmed. The merger will include the Round Mountain mines, Fairview Extension, Nevada Gold Development and the Round Mountain Homestake, the property comprising about 4,000 acres of lode and placer claims.

**VEGAS MOVIES
ARE POSTPONED**

The Las Vegas motion pictures which were scheduled to be shown under the auspices of T. J. Lawrence, Inc. at the T. J. Lawrence auditorium this evening will not be available at that time, according to word received from the producers.

This makes necessary the cancellation of the program which will be presented at a later date, it has been announced by officials of the company.

An extensive burial place dating back to the third century has been discovered in Germany. It was used by the Goths.

**NEW MAN AIDS
CREDIT BUREAU**

The association of Mr. H. E. Wyatt with the Las Vegas Credit Bureau as assistant manager has been announced by W. J. Flowers, manager.

Mr. Wyatt has been employed with the Los Angeles school system under J. P. Patterson as assistant attendance officer. He has formerly had two years credit bureau experience as vice president of the Eastern New Mexico and Northwestern Texas Retail Credit Men's association.

He practiced law in Texas and in being associated with the bureau can be of material assistance in the promotion, said Flowers. He will assist in the assembling of information, reporting, collecting and other general duties for the development of the institution.

**NEW 'DRIVE-IN'
MARKET BEGUN**

The construction of a new "drive-in" market was started yesterday on South Fifth between Fremont and the first alley by J. C. Jesse, building contractor for J. W. Wilson, John Dorward and E. Mikelsen.

Plans, which were drawn up by Paul Warner architect show a service station, with a tower near the street, an ample driveway, and the main building U-shaped skirting the driveway.

**OXIDIZED ORES
TO BE TREATED**

SALT LAKE CITY, April 20. (UP)—Flotation in the intermountain mining field entered a new cycle of development April 15, when three new sections of the Combined Metals Reduction company, at Baur, Utah went into operation.

Completion of the new unit allows the company to treat oxidized silver-lead ores and lead-zinc ores as well as sulphide ores. The metallurgical ban that has rested upon vast tonnages of low grade oxidized ores for years will be lifted, mining men claim, just as it was removed five years back from complex lead-zinc ores, thereby giving the non-ferrous metal industry a new lease on life and increasing the profits of mining by millions of dollars annually.

Perfection of a process for floating oxidized ores on a commercial scale, mine authorities claim, should do much to revive mining and stimulate prosperity in a number of Nevada camps—notably Pioche, where there are large tonnages of oxidized ores previously unamenable to profitable smelting or milling.

Increase of the Combined Metal's mill capacity to 450 tons daily by the addition of these new sections was necessitated to care for the company's growing custom business originating from Nevada, Idaho, Colorado, and Utah, as well as the steadily augmented output from the company's own mines.

CHRIST EPISCOPAL CHURCH
Rev. Boyd Parker, Rector.
Phone 378
Holy Communion 8 a.m. Church School 9:45 a.m. Morning Prayer 11 a.m.

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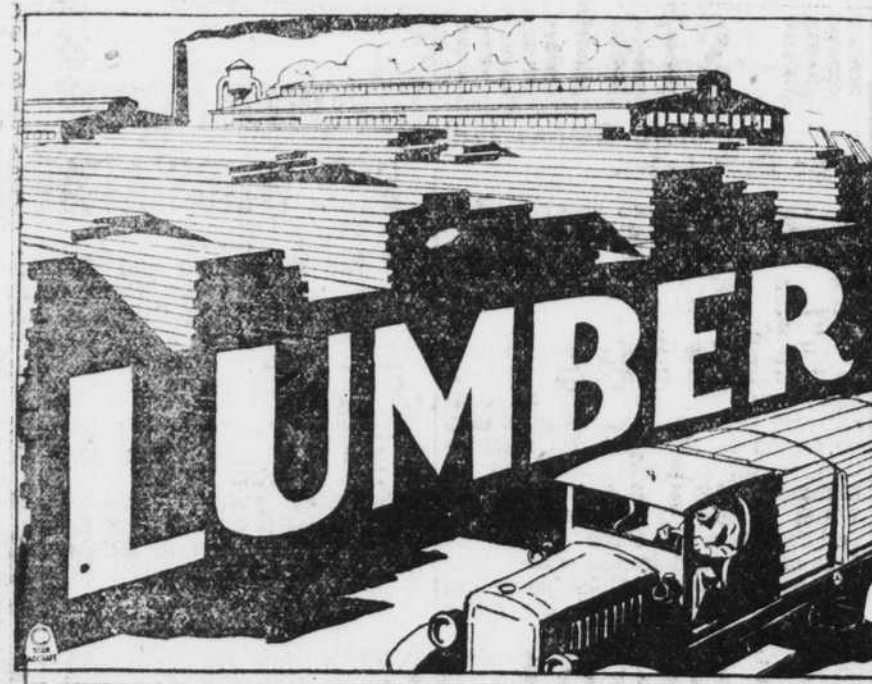
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