

Massive Program of Construction Under Way; Many New Structures Started

HOUSING IS PREPARED FOR HUGE POPULATION

In preparation for the great activity and the influx of population which is certain to come to Las Vegas with the starting of construction of the railroad branch to the dam site from the main line, and of Boulder Dam itself, building activity here knows no cessation. As fast as buildings are finished others are begun.

The new Professional building being constructed on Fremont street near Fifth, is nearing the finishing stage, the walls of the two-story structure being completed and the roofing work being ready. Its completion date is set at August 1.

This building will house three stores, a new White Cross drug store, C. E. Pembroke's Frigidaire business, and another. The second story will house sixteen offices, according to Carl Ray, owner and builder, many of which have already been leased.

Steam heat, janitor service and many modern conveniences are to be provided, according to Ray.

Five Stores Added

The new Sullivan building being constructed adjoining the new post office, by the builder of the post office building, will add quarters for five stores to the city. The walls of this structure are virtually completed and roofing will be completed soon, it is expected.

P. J. Sullivan, the proprietor, is in charge of the construction himself. The building will have a 100-foot frontage on Carson street and will be 70 feet deep.

The architecture will be the same as that of the new post office, except that it will not have the heavy joists, and the foundation and columns will be strong enough for the later addition of second and third stories, it is planned. The fronts will be plate glass.

Locations Sought

A drug store, a shoe store, a meat market, a barber shop, a delicatessen and other concerns already are angling for places on one store site. The building is of reinforced concrete and stucco.

The new Pioneer Title Insurance and Trust Company building is progressing rapidly, pouring of the walls to be finished soon.

This building is being erected on South Fourth street at a cost of approximately \$20,000, according to O. W. Yates, branch manager of the firm, and will house not only the title company but also the store of Stockwell and Binney, San Bernardino office supply and furniture company.

The building will be reinforced concrete and fireproof, it is planned, with Spanish style front and an arcade out over the sidewalk. There will be steel rafters and concrete roof.

Each section of the building is 25 by 80 feet, with a ten-inch wall to divide them.

Hotels Buid

A sixteen-room annex was recently built by the Union Hotel, with eight rooms downstairs and eight upstairs. The third floor of the Gateway hotel was finished a few weeks ago, adding many more rooms to the capacity of the hostelry. An addition is being built to the Hotel Grand.

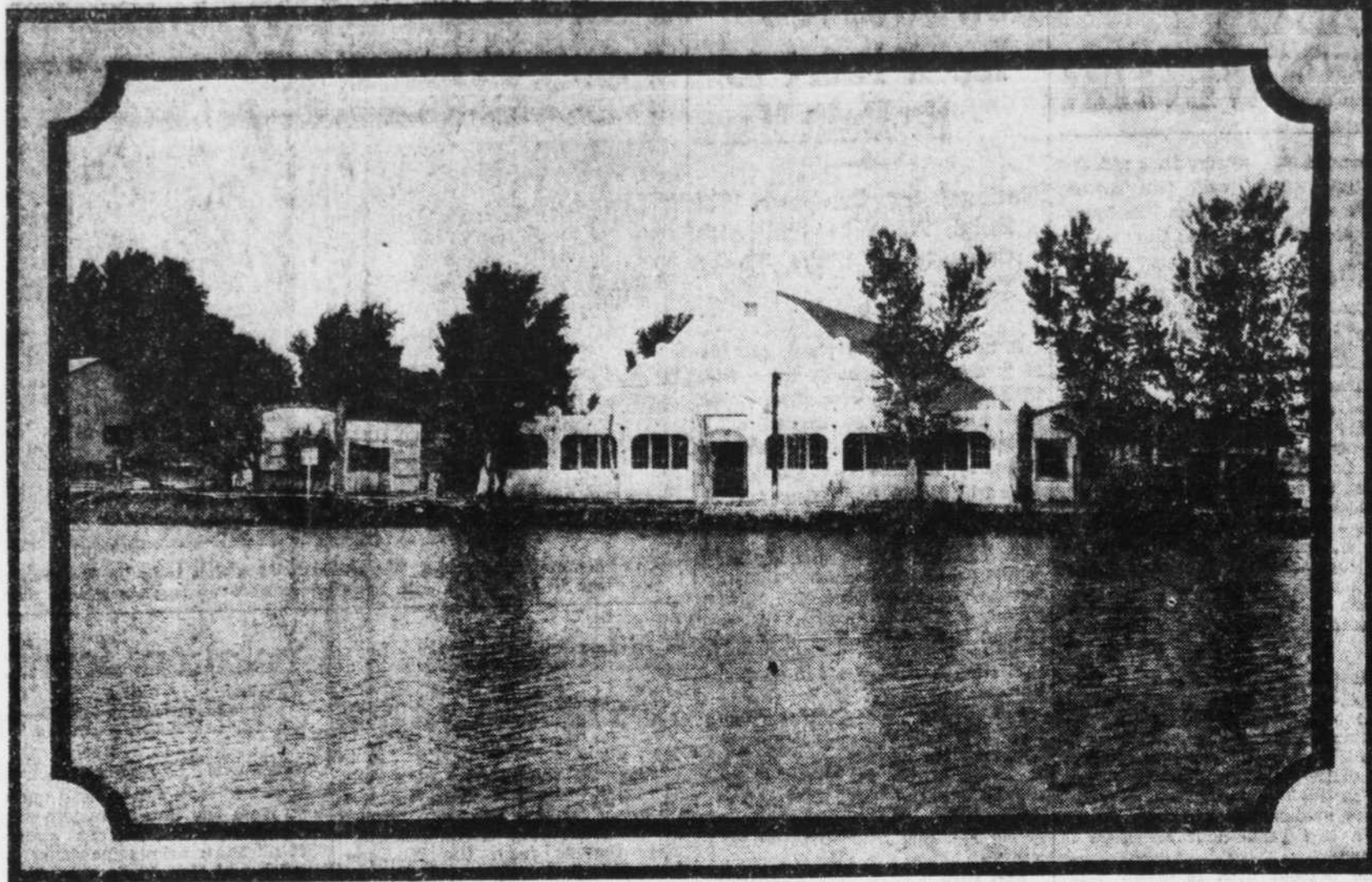
The MacDonald hotel, on north Fifth was completed a short time ago, adding forty-two splendid rooms to the city's accommodations. This two-story structure, built by Mr. and Mrs. A. H. MacDonald, owners of the Roosevelt Hotel in Hollywood and the West Adams apartments in Los Angeles, is in beautifully finished Spanish style, with an arcade over the sidewalk.

The new Tower market, recently completed and opened June 22, on South Fifth, near Fremont, has a new Shell service station, a delicatessen, grocery, fruit and vegetable stand, fountain, bakery, flower shop and other features, all combined in market style with the drive-in principle, the service station being in the middle.

New Service Station

The new service station and garage for the Studebaker agency, built by James Down on South Main is a tastefully finished structure and a genuine addition to the city. This was completed a little over a month ago.

The new Boulder club, the Morse building, in which the Western Union will be housed, and the new Eagles' building, all two story structures, and all on Fremont between First and Second, are all well along the former to be roofed soon, and the latter two ready for interior finishing. The Boulder drug store will move into the lower floor of the Eagles' hall, the lodge clubrooms to occupy the second floor.



Here's where they come to cool off, to dance, and to amuse themselves generally. Lorenzi's Lake resort is one of the most popular spots in the state of Nevada, having a huge swimming pool, a lake, and a recently-enlarged dancing pavilion. The presence of a bountiful supply of artesian water has made possible the upbuilding of this remarkable institution in the middle of the desert. The resort is a tribute to the industry and ingenuity of its builder and owner, Mr. Lorenzi, as well as to the possibilities of Las Vegas. The Elks' celebration July 4, 5 and 6 will be held chiefly at this resort, with swimming and boating contests, athletic meets, dancing, fireworks, band concerts and other amusements. The resort is two and a half miles from the City of Las Vegas, on the main highway to Reno.

Lorenzi Lake Resort Genuine Oasis, Genuine Achievement or Las Vegas

The name Lorenzi is, in Las Vegas, a synonym for industry and accomplishment. In September, 1819, D. G. Lorenzi came to Las Vegas looking for opportunity and he found it. His first enterprise was a confectionery store in which he made all his own confections and carried on the business with success for nine years.

Following that Mr. Lorenzi established the first "Cash and Carry" grocery in Las Vegas. This also was a success and was later sold to Dick Gunn, who carried on the business under the name Gunn Supply Company.

During his mercantile activities Mr. Lorenzi had other and more constructive plans. He acquired the land on which Lorenzi Lake Resort is located and began a campaign

of development which culminated in the present fine property.

The Home Ice Company, the first local ice company, was organized and for some time was operated by Mr. Lorenzi, who is now president of the Las Vegas Ice and Coal Company into which the original company merged.

During his years of business life Mr. Lorenzi has found time to exercise his talent for building and contracting for himself and others. He has also had charge, under Mr. Bracken, of the work of excavating and laying new water mains for the Las Vegas Land and Water Company.

Lorenzi Lake Resort is worthy of especial comment. In speaking of it one day recently a Chicago capitalist remarked that not one man out of 100,000 would have had the courage and capacity for hard work to un-

dertake and carry through this enterprise, which furnishes so attractive and pleasant a place of recreation and amusement for the public.

The Resort consists of twin lakes, covering 12 acres, a swimming pool 90 by 140 feet, proven to be as perfectly sanitary as any pool in the United States, with a stream of pure artesian water constantly running through; fireproof buildings and dressing rooms; dance pavilion which will hold 2,000 people with a dance floor capacity of 350 couples; a promenade annex built over the water; and buildings which house refreshment and soft drink stands and a restaurant.

Six foot cement walks lead from the parking places to the lakes and pavilion. The grounds are terraced and planted with trees and shrubbery. Running water from artesian wells is used for irrigation and

They'll Cool Off In Lorenzi Lake

With the temperature likely to be a hundred or over on July 3, Saturday, the last day of the Elks' "jamboree," if Ol' Sol keeps on at the rate he is now going, Lorenzi Lake is going to be a popular place during the afternoon, it is safe to prophesy.

Some will feel like dancing; others like lying around and snoozing, but many more, even most, will feel like getting themselves submerged, some sage has recently remarked.

Keep Your Feet on The Ground, Bub, Not Your Nose

"Goodbye, Johnny, don't fall and skin your nose."

This might be Johnny's big brother bidding goodbye to his kid brother who is headed for Lorenzi's July 4 to take part in the sack race.

Only it is not likely the big brother would be saying goodbye to the kid brother. He probably will be headed for the celebration even faster than the kid brother.

The kids always enjoy sack racing, three-legged racing and such sport. But the old folks enjoy watching it more, they must admit. And both are expected to be present to enjoy themselves Thursday afternoon.

BROTHER AND SISTER MEET AFTER 50-YEAR SEPARATION

HEBRON, Neb., (U.P.)—After being separated for 50 years John Schroeder of Hebron met his sister, Mrs. Louise Newhauser of Notchick, Colo., here recently.

Their mother died when the two were very young. Unable to make a home for both of them, their father separated them. The sister recently heard of John Schroeder, writing him. It was her brother.

sprinkling and is also piped under pressure to all buildings for fire protection.

But, with all its advance to date, Lorenzi Lake Resort is still in its infancy. Mr. Lorenzi has still greater plans for the future.

Mr. Lorenzi is also owner of the Lorenzi Lake Manor, a high class, restricted subdivision adjoining the resort.

The history of Mr. Lorenzi in Las Vegas is a perfect illustration of what a man can do if he keeps his mind on his own enterprises and works hard.

"Do it first and talk about it afterwards," is Mr. Lorenzi's slogan.

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