

# Prosperity For Eastern Nevada In Dam Power

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The great gold and silver mining camps of the Comstock, Tonopah, Goldfield and others, as great and productive as they were, were transitory. Their population has been scattered; their wealth taken from Nevada for the development

and upbuilding of other regions.

"The new growth and development which cheap electrical power will make possible, will naturally be concentrated within the areas near enough to the dam to make transmission economically feasible. These areas include eastern and southern Nevada, although some of the more remote communities will benefit in a lesser degree. It is obvious, however, that the use of large blocks of power for electro-chemical separation of lead-zinc concentrates and other metallurgical operations connected with the treatment of the metallic and non-metallic ores must be reasonably

close to the source of the power.

"It is only a question of a comparatively short time when this portion of Nevada will become the dominant mining and industrial portion of the state. Based upon the great copper camps tributary to Ely, the inconceivably vast ton-nages of lead-zinc, iron and manganese ores of the Pioche area, and the electro-metallurgical and electro-chemical plants which will inevitably cluster about the Las Vegas-Boulder dam area where the cheapest power for such processes will be available, eastern and southern Nevada will produce for the state a new and permanent pros-

perity, population and wealth.

"At present, I understand the Nevada Consolidated is producing power at a lower cost than ever before for the operation of its properties. Yet it is entirely possible that the crude copper from its smelter may be advantageously transported to Pacific coast ports for fabrication and shipment to the Orient after being refined by the electrolytic process in plants near Boulder dam.

"The prophecy of a greater Nevada based upon cheap Boulder dam power held in the minds of Senator Pittman, Congressman Scrugham and others, who for nearly twenty years have been working to secure Boulder dam power for Nevada, is being realized much faster, perhaps, than most of the people of the state realize. And Nevada as a whole will share in the benefits."

## In The WEEK'S NEWS



**WINS PRIZE**—Bobby Clark, center, Ziegfeld Follies star, presents the keys of a 1937 Buick to Bruno Schmuck, right, of Union City, N. J., winner of the recent White Owl cigar radio contest, as William L. Rubin, advertising manager, looks on.

**BUYS TICKET FOR GRANDDAD'S BALL**—William Donner Roosevelt, young grandson of the President, buys the first ticket for the President's Ball. It took most of the money in his penny bank.



## Nevada Farmers See Prosperity

With a generally prosperous 1936 behind them, Nevada farmers and ranchers may look forward to the coming year with the probability that it too will be a good one, if weather conditions are normal, is the opinion of F. B. Headley, chief of the department of farm development of the University of Nevada agricultural experiment station.

Headley's statement was made in the annual Nevada agricultural outlook report of the experiment station working in cooperation with the University of Nevada agricultural extension service, which has just been issued.

### UPSIDE DOWN

This is a topsy-turvy world. Spanish caballeras have traded in their guitars on machine guns, and a poetry contest is being held in tough old Tombstone, Arizona. — Topeka Daily Capital.



**NEW POST FOR GUARD**—The Country Home Magazine, national farm publication, announces the appointment of Samuel R. Guard as Contributing Editor. He is one of best known agricultural writers in America and owner of the Breeder's Gazette.



**PEARLS AND VELVET**—The most glamorous combination through the ages and now the highlight of the season's fashions. Anita Colby, screen star, took four strands of pearls, twisted them and used them as a band on a high-crowned black velvet hat. She carries out the idea in her black cocktail frock.



**ROSA PONSELLE MARRIES**—Rosa Ponselle, opera star, and Carle A. Jackson, son of the Mayor of Baltimore, shown after they were married in New York.



**TAKES LIFE AFTER SLAYING**—Hope Morgan, who killed her best friend, Elizabeth Goltner, bride-to-be and daughter of the dean of Michigan State College, as the result of a pent-up urge to kill. Photograph was taken a few hours before Miss Morgan committed suicide in her cell with a noose made of her pajamas.

(Your Paper's Name Here)

### TESTED RECIPE

By Frances Lee Barton

**S**UPPOSE you have a stray cup of applesauce left over and, in the refrigerator—and happen to be at your wit's end to know what to make for dessert. Well, just go to your cupboard and get a package of lime-flavored gelatin, read the recipe given below, and you'll have the



makings of as delicious a dessert as the heart could wish for. This is a dessert which is light and refreshing—a happy note on which to end a substantial dinner.

#### Apple Lime Fluff

1 package lime-flavored gelatin; 1 pint hot water; 1 cup thick apple sauce, strained.

Dissolve gelatin in hot water. Chill until cold and syrupy. Place in bowl of cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream. Fold in apple-sauce. Turn into mold. Chill until firm. Unmold. Serve with custard sauce, if desired. Serves 10.