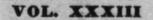
Las Vegas, "The Electrical City" — Boulder Dam Power Invites Industries



UTHEDN NEVADA'S LEADING NEWSPAPER LAS VEGAS, NEVADA, FRIDAY, MARCH 12, 1937

Electric Rates Made Vrey Low

Rates for electrical service, said to be the lowest of any comparable city in the west, have been adopted by the Southern Nevada Power Company, ranging from a maximum of 3.5 cents per KWH for residen_ tial domestic service; a maximum of 3.00 cents for commercial light_ ing and power service, and a maximum of 2.00 cents for commercial heating, cooking or water heating service only, down to a minimum of one_half cent per KWH for the larger amounts of current in ali classes.

The rates are the result of ex_ haustive studies by rate experts employed by the company for the purpose of determining the lowest rates at which it is possible to provide service for Las Vegas, and are said to be based on the "load build_ ing theory" whereby the loss of revenue through rate reductions may be in part at least compen_ sated by a large increase in consumption of current. at these rates is the same as that employed by all governmental agen_ cies developing electric power, as well as by all private power com_ panies. The public generally is greatly pleased with the announcement of rates which are materially lower than the first estimate which was for a maximum of four cents and a minimum of one cent.

Hollywood Will **Fete Rotarians**

At Thursday's meeting of Las Vegas Rotary, Bill Ferron gave an outline of the splendid program of entertainment to be provided for the 4,500 Rotarians who will attend the Second Rotary District Conference at Hollywood April 26, 27 and 28, and declared that it is the duty of all Las Vegas Rotarians to at_ tend.

The entertainment will really be_ gin Sunday evening, April 25, when an "At Home" reception will be given for all delegates.

Monday night there will be what is called "A Strictly Hollywood" en_ tertainment.

Monday and Tuesday noons there will be four notable luncheons, at the Lido Room of Hotel Knicker_ bocker; the Blossom Room, Hote! Hollywood; Victor Hugo's Cafe Beverley Hills, and Cocoanut Grove, Hotel Ambassador.

Tuesday morning the Governor's breakfast will be held at the famous Los Angeles Breakfast Club and The system followed in arriving | Tuesday evening the Governor's ball in the Fiesta room, Hotel Am_ bassador.

State Senator Frank M. Ryan has his own ideas about amending the Las Vegas charter and ably sets them forth in the following com_ munication to The Age.

On City Charter

We commend his ideas to our readers as worthy of thoughtful consideration.

TO THE EDITOR OF THE LAS VEGAS AGE. Dear Sir:

Permit me to request of you that you extend to me the courtesy of your columns in order that I may explain to the citizens of Clark county my reasons for having intro_ duced Senate Bill No. 9, relating to certain amendments to the City Charter of Las Vegas.

In the past two years considerable controversy has arisen between the various groups in Las Vegas, which in my opinion as an old_time resi_ dent and taxpayer, seems uncalled for. Having the present and future welfare of our city at heart and be_

Ryan Has Ideas Association To **Bring Concerts**

ONIVERSITY LIBRARY RENO. NEVADA

The Las Vegas Cooperative Con. cert Association, which started its campaign Monday evening with a dinner at the Apache, will conclude its drive Saturday evening at 6:00, according to David Ferguson of Co. lumbia Concerts Corporation.

No memberships will be sold after the close of the campaign and no tickets for individual concerts will be sold. Members, upon payment of \$3.00 for adults and \$1.50 for stu_ dents, are entitled to attend all concerts, which will be not less than three.

The people of Boulder City and Las Vegas are invited to join and enjoy hearing the world's greatest music presented by celebrated ar_ tists in person.

Memberships may be secured from Mrs. R. R. Russell at the Apache hotel and at the Manix store, Bou'd_ er city. Artists to appear will be selected by a committee from both cities after the close of the cam_

The rate schedules for the varicus types of consumption are as

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City Will Aid In Spring Rodec

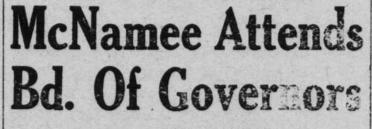
The plea of the Horsemen's As. sociation for city aid in staging their spring rodeo has been grant ed. The city has promised to ai in every way possible to make too affair a success. Last year's rode was greatly enjoyed by everyon and brought a large number of out siders to the city.

WALTER BRACKEN IMPROVES

Walter R. Bracken, who has been confined to the Las Vegas hospita' for the last two weeks under treat. ment for influenza and threatened pneumonia, is making very satis. factory improvement, according ic his physician. However, he may be required to remain in the hospital a few days longer.

Tuesday afternoon will be devoted to section meetings.

It is declared that the Holly_ wood Conference, because of the vast amount of talent centered there, will be the most interesting and colorful affair ever held by Ro_ tarians of this district, which em. braces California, Nevada and the Hawaiian Islands.



Frank McNamee and Miss Francis McNamee left Thursday morning for Reno and Carson City, accompany_ ing Mr. and Mrs. J. F. Dickinson. Mr. McNamee goes to attend a meeting of the Boar, of Governors of the Nevada State Bar Association The party expects to be gone abou a week.

BORN

RONNOW - In this city, Friday March 12, 1937. to Mr. and Mrr. C Leland Ronnow, a daughter.

All concerned are reported to be doing as well as may be expected. The young lady, born in Las Vegas hospital about noon, weighs seven pounds and the name is Mary Lee Ronnow.

The Daughters of the Utah Pic_ neers met Wednesday evening with Mrs. Arvilla Johnson.

ing the representative of the people

of Clark county, I have carefully studied the different phases of the controversy existing and affecting our community. I have accordingly introduced the following amend_ ments, the first being an amend_ ment to the charter relating to the question of annexation of territory to the City of Las Vegas, the amendment providing "That no ter_ ritory shall be annexed to the city unless a majority of the owners of the property proposed to be an_ nexed shall first petition the Board of City Commissioners for such an_ nexation."

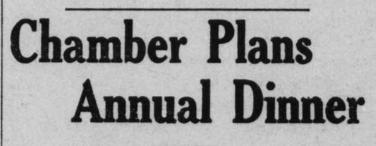
The present attempts of the Board of City Commissioners, under the resent charter, to annex such ter... ritory without the consent of the owners and residents of the territory proposed to be annexed appear to me to be grossly un_American, and I have been beseeched by the property owners and residents of those territories to prevent the city from forcing them to be annexed without their consent and over their rotest and purely by force, the moive of the Board being a matter of onjecture.

The next proposed amendment eaus: "The election of the City Attorrey and Judge of the Municipal Court for a term of two years each by the people." My reasons for this amendment are that the best interests of the people will be served if the city attorney is elected by the eo; le so that when he takes office he is answerable to the people for the term to which he is elected, and not subject to removal by the mayor and city commissioners if he, in his

. . . . (Continued On Page Three)

paign.

Mrs. Russell asks all workers to report to their headquarters not later than 6:00 Saturday evening. Members who sign before the close of the campaign may have until April 2 to pay their dues. Join now for personal delight and civic pride.



The Las Vegas Chamber of Com_ merce annual dinner will be held Saturday evening, March 20, at the War Memorial auditorium, according to the announcement of Secre. tary Oliver Goerman.

The affair will embrace three important features, the annual meet_ ing of the Chamber, the 26th birth_ day of Las Vegas, and the advent of Boulder Dam power.

A parade at 6:00 in the evening will open the festivities. Dinner will be served at 7:00. Colored films f Boulder Dam and Lake Mead will he shown during the evening, which 'ill conclude with a dance.

Approximately 250 persons can be rovided for. Delegations have been nvited from Los Angeles, Salt Lake and Boulder City as well as a group of federal and state officials.

The public is cordially invited to ttend as far as seating and serv. ng capacity can be provided for. Reservations should be made early with Secretary Goerman.

Mrs. Jake Beckley was hostess to the members of the Wednesday Contract club Wednesday.