

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



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## Immense Crowd At Helldorado

The largest crowd ever in Las Vegas for a similar occasion thronged the streets and business houses, crowded into the Helldorado Village on each of the four nights and filled the grand stand and bleachers at the Rodeo on the afternoons of last Friday, Saturday and Sunday.

The universal opinion is that the combined celebration was the most successful in all respects of any yet held in this city.

The parades were notable and roused the enthusiasm of the thousands who thronged Fremont street each evening.

The Rodeo staged the best talent of the west and gave an exhibition as thrilling in all respects as can be seen at Pendleton, Salinas or any other of the noted rodeo centers, according to experts. Although the accounts are not yet closed, it is believed the deficit, if any, will be small.

The Helldorado Village and the myriad of attractions it offered were filled with a gay crowd each of the four nights, and in spite of the large expense involved, netted a comfortable profit to the sponsoring Elks.

Especial interest was manifested in the bathing beauty parade Sunday evening. With so much loveliness from which to choose the judges had no easy task in awarding the prizes.

Miss Evelyn Jones was chosen "Miss Southern Nevada" and awarded the first prize of \$50. She is the daughter of V. G. Jones of the L. & K. Market and was sponsored by Las Vegas Volunteer Fire Department.

Miss Alice Richardson, daughter of V. K. Richardson, 404 Ogden street, sponsored by the Coca Cola Bottling Works, won the second prize of \$30.

Miss Elaine Ballard, daughter of Sheridan Ballard of Boulder City, won the third prize of \$20. She was sponsored by the local branch of Shell Oil Company.

Paulette Jones, dainty little lady sponsored by Ruby White's Flower Shop, was awarded a special prize of \$10.

Cal Godshall, president of the Victorville Rodeo; R. B. Denton, head of the Union Pacific News Bureau, and Ray Hamilton of Los Angeles Times, officiated as judges.

Winners in the three-day Rodeo contests included the following:

Bronco Riding — Floyd Stillings, first; Nick Knight, second; Doug Bruce, third; Alvin Gordon, fourth.

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## Gets Boulder Dam Area Concessions

Grand Canyon-Boulder Dam Tours, Inc., of which R. E. Ruckstel and Paul Webb are the moving spirits, have been awarded the concession to run for twenty years, for the construction and operation of all hotels, cabins, air transportation, motor launch service, boat docks, automobiles, freight and mail transportation and pack and saddle horse service within the Boulder Dam recreational area.

The announcement was made by Secretary of the Interior Ickes at conferences with R. E. Ruckstel and Paul Webb extending over several days. Under the contract the corporation is required to provide all necessary facilities and to operate them at rates approved by the department of the interior. The company is allowed six percent return on invested capital and all profits above that amount will be shared with the department.

The corporation has been for the past two years operating the Boulder Dam Hotel at Boulder City, boat lines and docks on Lake Mead and Grand Canyon Airlines.

## Rotarians Plan Meadows Party

Las Vegas Rotary Club is planning a big dinner dance and ladies' night at The Meadows next Thursday evening, May 27, at 8:00, in place of the regular noonday luncheon.

Boulder City Rotarians are joining with the Vegas club in the party and have already announced a prospective attendance in excess of fifty. At Thursday's meeting Las Vegas Rotarians announced an attendance of approximately 100 from this city. Including the ladies and invited guests there will be between 150 and 200 persons at the party it is believed.

Rotary members who attend the party will not be required to attend a regular meeting next week. However, a group of Rotarians will be at the U. P. dining room to register any Rotarians who desire to so make up their attendance.

All Rotarians are expected to bring one or more ladies and are privileged to invite guests. O. J. Smith, chairman of the committee in charge of the affair, promises that it will be one of the most enjoyable ever given by Rotary in Las Vegas. In addition to the regular features, some enticing entertainment will be provided.

## Busy Time For Many Graduates

Plans are being perfected by Principal Maud Frazier for the commencement activities of Las Vegas high school.

It appears that there will be approximately ninety-three members of the graduating class, the exact number being dependent upon the result of final examinations to be completed next week.

Saturday evening, May 22, the annual banquet given by the Junior class to the Seniors, will be held at the Methodist church at 6:30. Following the banquet the Senior ball will be given in the new grammar school gymnasium.

Baccalaureate services will be held Sunday evening, May 30, at 8:00 o'clock in the gymnasium of the new grammar school building. Bishop J. Harold Brinley of the L. D. S. church has been chosen to deliver the address.

Commencement exercises will be held Wednesday evening, June 2, in the War Memorial auditorium.

## Social Service Laws Explained

Wm. Royle and Robert O'Connor, both of Reno, were guest speakers at Thursday's meeting of Las Vegas Rotary Club.

Mr. Royle, head of the state social security department, explained the various sections of the law and what must be done by employers to comply therewith. He called attention to the fact that Germany adopted a social security law 50 years ago and England 25 years ago and gave it as his opinion that the Social Security Act was long overdue in America.

Mr. O'Connor, deputy United States Internal Revenue Collector, discussed only the matter of collection of the amounts due from employers and employees under the Act. He stressed the absolute necessity of all employers to make their reports and remit the amounts due immediately. Failure to do so will lead to enforcement by the federal government in the same manner in which other federal tax delinquencies are handled.

John Doherty, son of Mrs. C. C. Boyer, is now in charge of the plant of the Calpatria Herald at Calpatria, Cal. He has been for several years connected with the Morning Post at El Centro, Cal.

## Wente Announces New Vegas Bank

Word comes from Reno that plans will be completed within the next thirty days for the opening in Las Vegas of a branch of the First National Bank of Reno, a subsidiary of the Bank of America.

The announcement is credited to Carl F. Wente, manager of the Reno bank. The matter of opening the branch bank at Las Vegas has been pending for several months.

## Junior Chamber Brings Big Band

The Junior Chamber has sponsored the visit to Las Vegas of the famous Tournament of Roses band, composed of 115 men from Pasadena Junior College.

In addition to the band the championship Victor McLaglen motorcycle corps of fifteen members will be present.

The company will travel in a special train of the Union Pacific and will stop over here June 4th for one concert which will be given in the city park.

The first half of the program will be put on by the band, which will also perform many of the stunts which have made the Rose Bowl football games on New Years Day famous throughout the world.

This will be followed by the McLaglen motorcycle corps under direction of Capt. DeRush. It will include many stunts, motorcycle trick riding and a great show worked out by the directors of the corps. This performance will be to the musical accompaniment of the band.

## Witchers Enjoy Arizona Scenes

Mr. and Mrs. A. B. Witcher have returned from a three-week's journey through the wonders of Arizona.

They took a leisurely drive through Arizona's byways, many unimproved, covering the most delightful scenic resorts of central Arizona.

On their journey they saw two herds of buffalo, some wild turkeys and other unusual specimens of animal life. They visited the great pit created ages ago by the falling of a meteor, and returned home much improved by their vacation wanderings.