

# Monitor Boosts Lake Mead Area

Christian Science Monitor Weekly section of date July 21 publishes an interesting article by John Eden, entitled "Sightseeing From the Air." The article is illustrated by aerial views of Boulder Dam and Lake Mead, and the airfield at Pierce's Ferry. The Christian Science Monitor is one of the greatest newspapers in America and it is pleasing to have it interested in us.

Mr. Eden says:

"Opened up to man finally by the airplane is the last mysterious cathedral of the Southwest—the Grand Canyon of the Colorado, and the strange, primordial lands that lie beside it. The government has finished the incredible Boulder Dam engineering feat, and now the National Park Service has undertaken its supervision of recreational aspects in the area under an inter-bureau agreement with the Reclamation Service, which holds title to the Boulder Dam reservation, and maintains supervision over the Dam and Boulder City.

"They now have a saying in that part of the country that you've never seen the Grand Canyon until you've seen it from the air. Until July, 1926, no commercial airline operated the whole length of the Canyon on daily schedule. But for the last five or six years it has been possible to make scenic hops, and TWA has for some time operated an off-line schedule journey every day, high above the Canyon. It remained, however, for a native Westerner, who knows every foot of the country, and an associate, who practically carved out every airport in

Arizona, to establish the only aviation line in the country whose airports are at 7,000 to 9,000 feet altitude, and whose pilots radio ahead and say, "We're coming up to the field."

"The landing fields have all been built with Indian labor, and it is the pilots who are the pioneers, operating over country hitherto unknown to white men. They have studied the terrain from the air, have picked out details in it never included in guide books, have given them interesting and apt names and added them to the list of wonders they point out to air travelers.

"Ask M. B. Bowman about flying over the Grand Canyon and he will confess that, although it is a professional interest, he wonders why he is not paying someone to pursue it, since no two days are alike, and all are full of adventure.

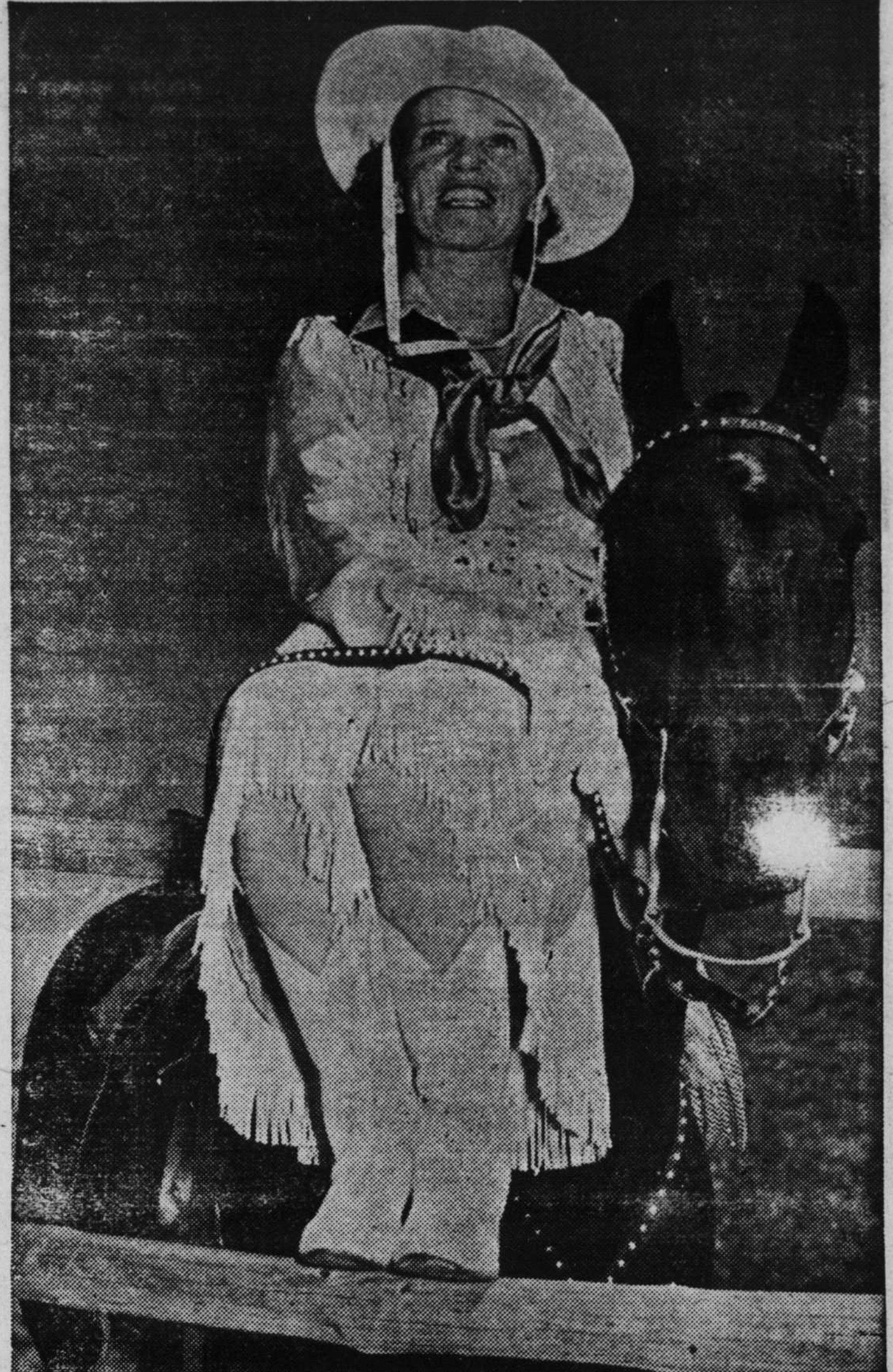
"The way you get there is by train or plane to Las Vegas, and let yourself be picked up by one of Glover E. Rucksdell's men. Strictly speaking, he is an aviation man, and controls the sight-seeing concession at Boulder Dam. The line uses Ford tri-motors, because they are high-wing ships, and the chief desirability is a maximum of visibility.

"Mr. Rucksdell's men will take you 23 miles or so in to Boulder City. Boulder Dam looks almost trivial from the air, but eventually that first impression is counteracted with a trip by elevator down 700 feet to the power house, which is 20 stories high. It will be 1951 before all the generators are in, but two of them are working now.

Lake Mead, rising a foot a day, will be full in three years. It is 90 miles long now, and eventually will be 115 miles long.

"General plans for developing the recreational aspects of the Grand Canyon have been referred for study to the Secretary of the Interior by the director of the National Park Service. The great dam and the artificial lake will always be main-

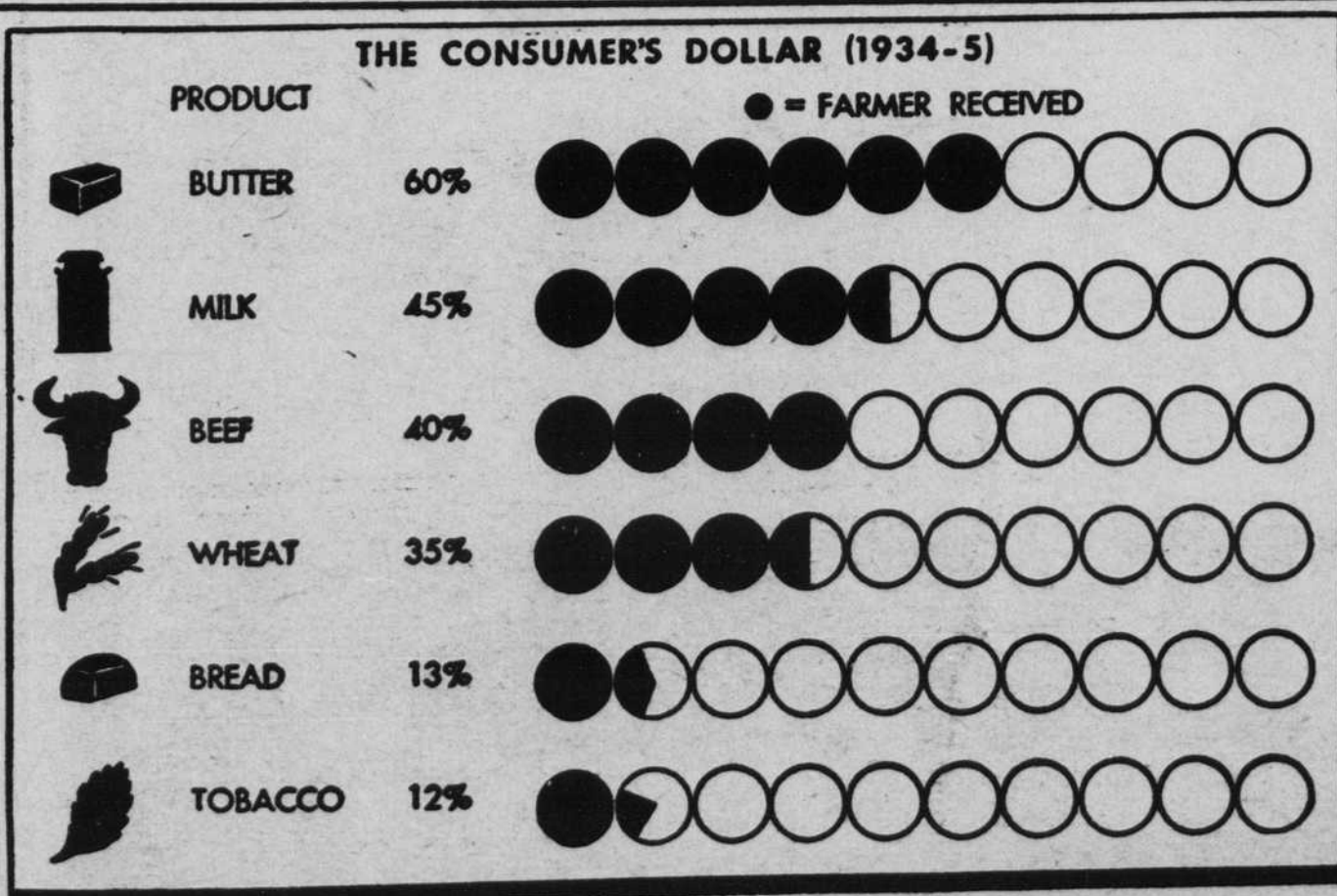
# Reigns at Sun Valley



A NATIVE EQUESTRIENNE of Idaho, vivacious Roberta Brass has been selected to reign as "Miss Sun Valley" over the new summer and winter playground at its first rodeo August 14 and 15.

In spite of her western beauty Roberta, daughter of the pioneer family which formerly owned the vast ranch where now lies Sun Valley, can toss a lariat, bulldog and bronco-bust with the best of 'em.

## What Is the Farmer's Share?



Milk Industry Foundation Chart

A recent investigation of farm income by the Federal Trade Commission shows that the dairy farmer receives a substantial portion of the consumer's dollar.

For milk, 50 per cent of the consumer's dollar went to the farmer, minus transportation from the farm. The figures indicate that the transportation item averaged

around 5 per cent, leaving an average return of 45 per cent for the farmer. This is a larger share for the producer than generally credited by the layman.

For butter, the farmer got about 60 per cent of the price the consumer paid, for beef about 40 per cent, for wheat about 13 per cent of the bread dollar and for tobacco 12 per cent.

tained as the centers of recreational as well as reclamation interest. No definite boundaries have been recommended yet for the recreational reserve, but approximately 7,300 square miles is the basis of its program report, in the form of a rough triangle 100 miles long, from near Las Vegas in Nevada, on the west, to Grand Canyon National Monument on the east, and 75 miles wide through the middle.

"All development of any potential recreational development has depended largely upon the accessibility of the area; much road building has been necessary, but officials have avoided having roads scarify the landscapes, keeping them frequently behind ridges. The Service is opposed to any rim, ridge or lake shore roads, but the lake will be visible from some sections of the loop road.

"The three major recreational areas will be at Boulder City, connecting with nearby Hemenway on the lake, in the west; at St. Thomas, toward the northern tip of the Virgin river arm of the lake; and at

Pierce's Ferry in the southeast, the first logical crossing place on the lake below the Grand Canyon of the Colorado.

"At Pierce's Ferry the landing field is 2,500 feet above the lake. There is an inn which can handle about 30 guests at a time. Eventually, there are to be dude ranches near Forlorn Hope Springs, Virgin Peak and Muddy Peak. The region east of Pierce's Ferry to Grand Canyon National Monument will be left free of concentrated use developments of any kind.

"The whole area contains much historical, paleontological, geological and archaeological interest. Near Overton the CCC excavated the site of a Lost City, home of ancient Pueblos, before the waters of the lake were backed up over it. A little adobe museum has been erected and already contains many relics of this ancient civilization. Fossils found near Gypsum Cave include remains of the ground sloth, native horses and llama-like camels. There is now comparatively little wild life in the region.