

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



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Jeffers Speaks At Anniversary

Business administration has a trinity of responsibility, declared W. M. Jeffers, president of the Union Pacific railroad today (Thursday, October 14) in an address at the Lancaster, Pa., celebration of the sequi-centennial of Franklin and Marshall College. That responsibility, said Mr. Jeffers, is "to three groups, the public, its workers and the investors, and that administration which nicely balances these responsibilities is the successful administration."

Unreasonable demands by any one of the three groups, he said, acting directly or through organizations or successfully sponsoring detrimental legislation, will throw an administration off balance. "Anything that destroys the balance," he declared, "will inevitably and finally harm each group, including the group which husbands the destructive force."

Mr. Jeffers on October 1 became president of the Union Pacific after 47 years of continuous service with the railroad, starting as call boy at the age of 14. At a monster banquet in Omaha on October 2 he was signally and significantly honored when national labor leaders, prominent industrialists and financial leaders, a representative of the federal government, several governors and a member of the United States senate, as well as his associates in executive capacity on the railroad, united in praise of his constant fairness in employe relations.

Speaking specifically of the part of college education in business life Mr. Jeffers said:

"The underlying aim of education is to train individuals to think. The thinker must have all the facts before he reaches a conclusion. He may and often does reach his conclusion quickly, but he does not jump. The extremist gathers only the facts that suit his theory. The others he disregards. With a faulty basis his conclusion must be faulty. Therefore a college man, if college hits its mark, cannot be an extremist."

"Service to humanity, or to use its popular equivalent, service to the public, is the real test that must be applied to determine whether a business justifies its existence. The business man, if he is to be rated a success, must ever keep this before his mind."

MRS. WILLIAMS HOME

Mrs. J. F. Williams, who attended the Grand Chapter O. E. S. in Reno, has returned home.

Harmon Speaks To Rotarians

Harley A. Harmon, chairman of the public service commission, was the principal speaker at the meeting of Las Vegas Rotary Club Thursday noon.

Mr. Harmon was introduced by W. E. Ferron, program chairman for the day. Harmon, who was the first county clerk of Clark county following its formation in 1909, and the first city clerk of Las Vegas following its incorporation, lived in Las Vegas for many years and his remarks were listened to with attention.

"Las Vegas is in a unique position," Mr. Harmon stated, "and because of its rapid growth in importance the rest of the state is just beginning to realize that Las Vegas must be considered."

"We build our taxation structure largely about our transportation systems. Close to one million dollars has been eliminated from the assessed valuation of our rail lines. Hundreds of miles of railroad are being abandoned every year over the country. Some communities of our own state have lost \$600,000 or \$700,000 in such valuations. Fortunately, you in Clark county are not yet faced with such a problem."

"In Boulder Dam you have a resource no other county has. You must be careful or the time will come when you will find you have robbed yourselves. Do not be too hasty in your actions toward taxation. The most important source of state taxation is transportation—not railroads alone, but telephone lines, electric lines and radio are all means of transportation."

Rotarian Lewis H. Funk of the New York Rotary Club entertained the club with a brief but interesting talk.

President Frank Gusewelle announced that the program for next week will be in charge of Otto Unterhill.

Enjoy Touring In New Trailer

Mr. and Mrs. D. E. Williams of the Fallon Eagle were in Vegas Wednesday. They have been in New Mexico and Arizona the past summer and are just returning home.

They have been touring leisurely in their trailer, which they enjoy greatly and expect to resume their wanderings into southern California after a few weeks at home.

District Deputy Feted By Elks

A. W. Ham, district deputy grand exalted ruler B. P. O. E., paid his official visit to Las Vegas Lodge No. 1468 Thursday evening. This is his first official appearance since his appointment to represent Grand Exalted Ruler Charles Spencer Hart in this district.

The affair was preceded by a fine dinner at the Overland Cafe at which all past exalted rulers of the lodge were present to honor the visiting official. After the dinner the company paraded to the Elks club where degree work was exemplified by the team under direction of Exalted Ruler Fred O'Donnell.

Deputy Grand Exalted Ruler Ham was introduced by Past Exalted Ruler Wm. E. Orr in an eloquent and appropriate address.

Mr. Ham made a powerful plea for true "Patriotism," and for the abandonment of all other "isms," especially communism and fascism, and other isms which are dominating many foreign nations. The address was received with great enthusiasm by the 200 Elks present.

Past Exalted Ruler Harley A. Harmon also made an excellent address which pleased the crowd.

Following the formal proceedings an appetizing luncheon was served in the club rooms about midnight and the company dispersed about 1:30 a. m., after what all declared to be one of the most notable sessions ever held by Lodge No. 1468, B. P. O. E.

Grant Goes To Phoenix Meet

A. C. Grant, representing Governor Kirman and the state of Nevada at the meeting of the "National Resources" conference at Phoenix, Arizona, October 15 and 16, left Thursday morning for the Arizona capital.

The main subject of the meeting will be plans for the development of water resources along the lower reaches of the Colorado river.

Mr. Grant was accompanied by Mrs. Grant, Mrs. H. P. Marble and Mrs. Marble's sister, Miss Lenah Woolsey, a resident of Nebraska, who is here visiting at the Marble home.

Mrs. Ralph Lowry and Mrs. Sims Ely of Boulder City were Vegas visitors today.

Gilbert Starts New Building

C. V. T. Gilbert, prominent merchant of Westside, has contracted with L. L. Snyder for the erection of a fine new structure 36 by 50 feet in size, to house the store.

An investment of approximately \$20,000 will be represented by the improvement being made. The old building, erected by Harry Belgin in 1905 for a bakery, has been moved to another site.

Mr. Gilbert has been proprietor of the successful and growing mercantile business on Westside since 1923.

MRS. McNAMEE, SR., HERE

Mrs. Frank McNamee, Sr., spent today in Las Vegas visiting at the home of her son, Leo A. McNamee.

With Miss Frances McNamee she will leave tonight for Salt Lake City, to be met there Tuesday by Frank McNamee, Jr., to continue their trip to St. Louis to attend the Junior Chamber of Commerce convention.

Junior Chamber Plans Ely Trip

Las Vegas Junior Chamber of Commerce at its meeting Wednesday evening pledged a large delegation to make the trip to Ely Saturday to attend the charter meeting of the newly formed J. C. in that city. The Ely club was organized under the leadership of Las Vegas.

Among those planning to go are Harvey Stanford, Pat Diskin of the high school faculty; Charles Clark, Clifford DeVaney, Ralph Purdy and President Frank McNamee, Jr.

The new Ely club, sponsored by the Las Vegas J. C., is planning to sponsor the Ely-Las Vegas football contest.

President Frank McNamee, Jr., one of the national directors, announced that he will attend the meeting of national directors of Junior Chambers of Commerce at St. Louis October 22 and 23.

The club, in line with its helpful and progressive policies, pledged \$50 toward paying any deficit which may arise in holding a horse racing meet in Las Vegas in November.

MRS. HESSE AND MRS. RONNOW RETURN FROM CALIFORNIA

Mrs. J. F. Hesse and Mrs. Leland Ronnow returned Saturday from an extended stay in southern California.