

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



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Searchlight Men To Discuss Road

Former Assemblyman Dick Arnold and Judge A. S. Gaines will head a delegation of Searchlight men who will appear before the Las Vegas Chamber of Commerce Tuesday noon to urge the immediate improvement of the Las Vegas-Searchlight-Nelson Needles highway.

With the revival of mining activity in the camps of Southern Clark county it becomes most important both to the people of the outlying communities and to Las Vegas that a modern improved highway be provided.

A considerable amount of trade is being lost to Las Vegas through the absence of quick and easy communication it is said. The Searchlight district especially desires to enjoy closer relations with Las Vegas and there appears to be no good reason why the long-delayed improvement of this important link in the "Four States" highway system should not begin now.

All Year Club Officers Talk

Don Thomas, executive director, and Charles Horrworth, director of public relations of the All-Year Club, Los Angeles, were the principal speakers at Tuesday's meeting of Las Vegas Chamber of Commerce.

Mr. Thomas, recently returned from a five-weeks tour of 27 eastern states, declared the west is now face to face with a battle for the tourist travel of the nation. He declared that vast sums of money have been appropriated for publicity purposes by the New England states, the Southeastern states and by other regions which are attempting to put into effect the same methods which the southwest has created.

Now it is proposed to appeal more directly to the younger generation by stressing the night life, screen stars, style centers, music, art and industries. The new publicity of the Club will feature such subjects as "Fun After Sundown" "The Place Where Things Are Happening," and similar ones.

Mr. Horrworth recounted in brief the result of the campaign to induce tourists to remain longer. In particular he gave high praise to the work being done by the Club's new "Tourist Bureau" recently established where a group of well informed girls answers thousands of questions every day.

State Engineer Discusses Water

"A supply of water from Lake Mead for use in Las Vegas valley to supplement the artesian water supply for domestic use and to assure prospective builders of plants for industrial purposes of an ample and certain supply, must be provided by the City of Las Vegas and the County of Clark," declared State Engineer Tom Smith in discussing the matter with The Age.

The State Engineer expressed himself as certain that important plants will be built in the Boulder Dam area to take advantage of the very cheap power and other favorable conditions which are here. But he stated also that it would be unwise to permit the use of our artesian water for industrial purposes when water is available from Lake Mead.

The long continued waste of water from the uncapped wells in this valley is lowering the artesian water level and if permitted to go on will make it necessary to put in pumps. Mr. Smith expressed the belief that it would be much better to conserve our artesian water by controlling the present unrestricted and wasteful flow without delay by lending the credit of the City of Las Vegas, or the city and the county if such an arrangement is feasible, to finance and build a pipe line, pumping plants, and reservoir, to provide water from Lake Mead.

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Cement Blocks Favor Building

Cement blocks are being recognized as the cheapest and most convenient building material with many advantages to recommend them. It is noticeable that most of the present day construction in Las Vegas is of this type and the demand is constantly increasing.

Some of the advantages of cement blocks are obvious. For example, they are hollow, thus making for better insulation against heat in the summer and cold in the winter. The hollow block also economizes material and lessens the weight of the walls which a foundation must support. At the same time the blocks, because of their size, are easier to lay and make wall faster than ordinary bricks.

An advantage not so obvious as the above is the fact that cement

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New Auto Court At The Willows

One of the most extensive auto courts in the vicinity of Las Vegas is that being constructed by Mike Paps at The Willows on South Main street.

Not only is the plant a large one, but it will be modern in every feature and complete in every detail according to the plans made by Mr. Paps.

The construction is fireproof concrete blocks. Each apartment will be fitted with all the conveniences which modern automobile tourists demand, and adjoining each will be a garage to shelter the family car.

The Willows has its own water system with artesian wells as the source of supply and Mr. Paps is able to supply water for the entire tract, since the installation of improvements to the system recently made.

An attractive feature of the court will be the red-tiled roofs. The large plaza on which the court units face will be attractively landscaped.

Legion Plans Great Parade

Las Vegas Post No. 8, American Legion is planning the largest and most successful parade ever held in Las Vegas for Armistice Day, November 11, according to President Frank Gussewelle of Las Vegas Rotary Club, in announcing the invitation to participate in the celebration.

The parade will be held at 11 on Armistice Day and it is expected that practically every organization in the city will take part.

At the Rotary meeting to be held Thursday, November 11, each Rotarian will have as his guest an ex-service man in honor of the day.

Democrats Meet At Boulder City

Lieut-Gov. Fred S. Alward and Al Cahlan were the principal speakers at a meeting of the Young Democrats at the Green Hut Cafe in Boulder City Wednesday evening.

The meeting, following the formal program, was turned into an open forum on the Sino-Japanese war and a considerable number of members and guests present contributed interesting discussions.

Institute Opens Here Nov. Third

The Biennial Teachers' Institute for the counties of Southern Nevada will convene in Las Vegas next Wednesday, November 3, when State Superintendent Chauncey W. Smith delivers the opening address to the teachers and school patrons at the grammar school auditorium at 7:30 p. m.

Mr. Smith will speak on educational problems facing the state. Because his discussion will concern the people of Southern Nevada as well as the teaching profession, it has been arranged to have him speak in the evening so that all interested may attend.

During the day, November 3, the Las Vegas schools will be in session for the visitation of the other teachers. That evening, on the same program with Superintendent Smith, officials of the state and city, including Lieutenant Governor Fred Alward, Mayor Leonard Arnet and State Board of Education member Walter Bracken, will welcome the teachers to Las Vegas.

On Thursday and Friday the teachers will be addressed by Dr. John T. Wahlquist of the University of Utah, Mrs. Gladys Potter of California's department of education, Hon. Charles Skidmore, state superintendent of Utah and Mr. L. O. Thompson, specialist in the care of buildings. The keynote of this institute is the improvement of teaching.

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Chief Speaks On Finger Printing

The Las Vegas Parent-Teacher association met at the grammar school gymnasium Monday evening. A program of unusual interest was given.

Chief of Police Dave Mackey spoke on "Finger Printing School Children." Chief Mackey recently returned from Washington where he attended the government school of finger printing so he is an authority on the subject.

Miss Grace Semenza child welfare worker told "How Parents Can Aid the Health of School Children." A group of grammar school students gave a safety skit and Prof. K. O. Knudson ended the program by showing movie slides on "Health and Safety."

This association is a power for good by bringing teachers and parents into closer co-operation in their common cause.