

**MRS. JACK CROSBIE IN
SERIOUS ACCIDENT**

Mrs. Jack Crosbie, president of the Auxillary to the "Old Timers" club, suffered a serious accident last Saturday night, and as a result will be confined to her bed for several weeks.

Dr. Van Meter reports that in her fall from her porch she tore the ligaments of her leg and displaced the knee-cap and it was necessary to place the leg in a cast.

**Cows Cause Of
Auto Accident**

Three cows sleeping on the Tonopah highway caused a serious accident Monday night when a car driven by Ted Konduris crashed into them. Dave Holland, Frank DeVinney and Ted Konduris were returning from the celebration which marked the opening of the Mount Whitney-Death Valley highway. Two cows were killed the car badly damaged and the driver suffered a badly bruised leg.

**SECURITY COMMISSION
HAS NO SOLICITORS**

It was reported at the meeting of Las Vegas Chamber of Commerce Tuesday that persons representing themselves as solicitors for the old age security commission are canvassing Las Vegas.

There are no solicitors employed in collecting money for the commission and any person approached by one so representing himself should report at once to the authorities.

**Goerman Appeals
For Community**

Another appeal is made to those coming in contact with our tourists to become better acquainted with the many interesting and scenic attractions in this area, secure correct information pertaining to mileage, and by giving a detailed and enthusiastic account, persuade visitors to remain in our midst longer. In a large percentage of the cases, their stay could be made longer if the other attractions were brought to their attention, particularly the winter tourists.

Owners and managers of businesses catering to tourists should insist that their employees know our community and impart only correct information. Tourist promotion to this area is definitely a two-fold program—that of bringing them here in the first place, and encouraging a longer stay following their arrival. All our people realize the value of the tourist dollar to this community, and it behooves us to constantly build for a larger income in the future, as well as capitalizing on the largest industry we have today.

In many cases time will not permit an extended visit, however the offering of proper courtesies combined with a cordial invitation to again visit us, and a suggestion to tell their friends, will assure continued prosperity for our community.

The genuine hospitality of our people is one of our best publicity mediums. It is true Boulder Dam will change very little in the future, while the power houses will, to some extent, but a new and wonderful recreational area is to be created, the Government spending millions of dollars during the next ten years to develop America's greatest playground.

Not anywhere in the world will be found a more diversified program of sports and recreational facilities. Tourists will be making annual visits to this area, or perhaps oftener, and the travel figures of today will appear insignificant compared to those in years to come. OUR JOB BEGINS TODAY IN BUILDING THE GREATER INDUSTRY OF TOMORROW.

One transportation company serving this community reports three cases of misinformation to their patrons while visiting here. One example—the question was asked in a downtown restaurant how far it was to Boulder Dam, and the reply given was that it was 40 miles. Can we realize the amount of unfavorable reaction created when visitors find our own people unfamiliar with the greatest attraction we have?

This is not entirely a local problem as surveys reveal that in many cases people know less about their own community than places elsewhere. This does not however excuse us from remedying the situation here, and your Chamber of Commerce is willing at all times to furnish information, not only to the tourist, but to local citizens who wish to become better informed.

When in doubt about tourist information call your Chamber of Commerce office. If we do not have the information on file, every effort will be made to obtain it, for by rendering this service to our local people we are indirectly assisting the visitors in our midst.

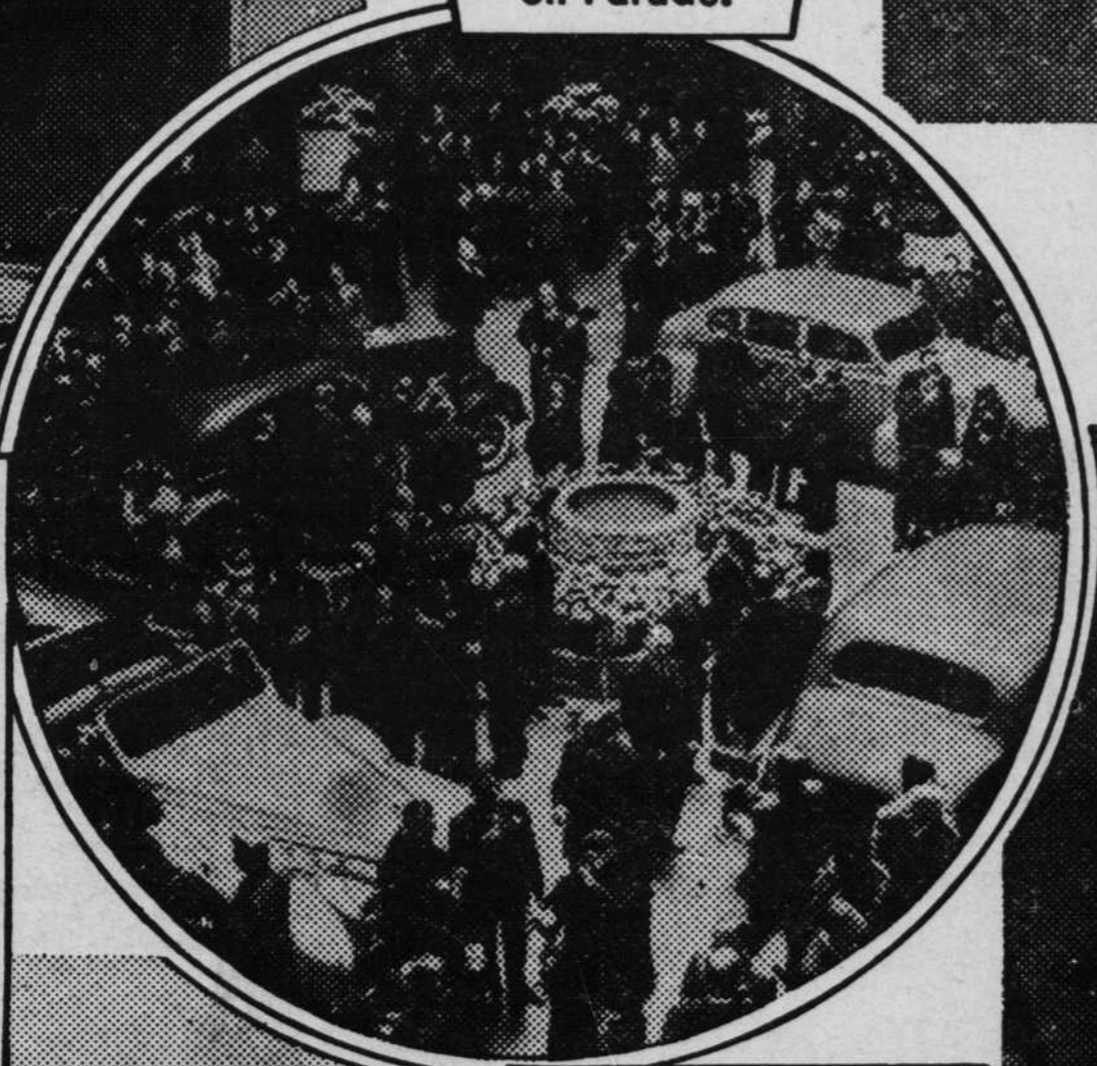
In The WEEK'S NEWS



Automobiles steal the headlines again as the New York Automobile Show starts the annual wave of motor exhibits across the country. The public's avid interest in the new cars is shown in these news-pictures of Motordom on Parade.

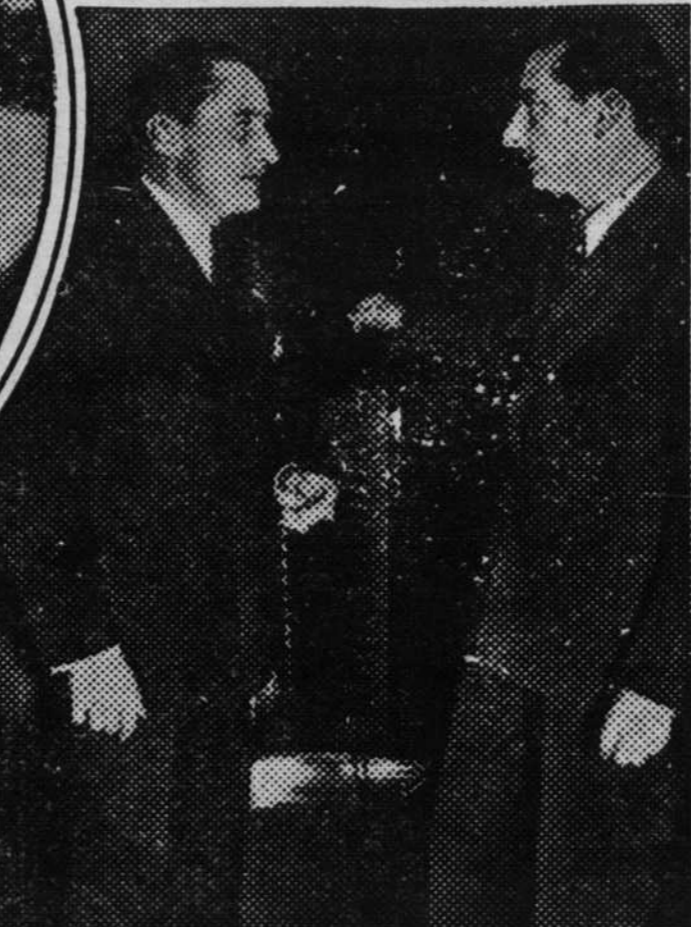


STARS SHONE—Cameras popped as celebrities of society, stage and screen gathered to view the new cars. Here is Nancy Carroll snapped at the wheel of a snappy convertible.

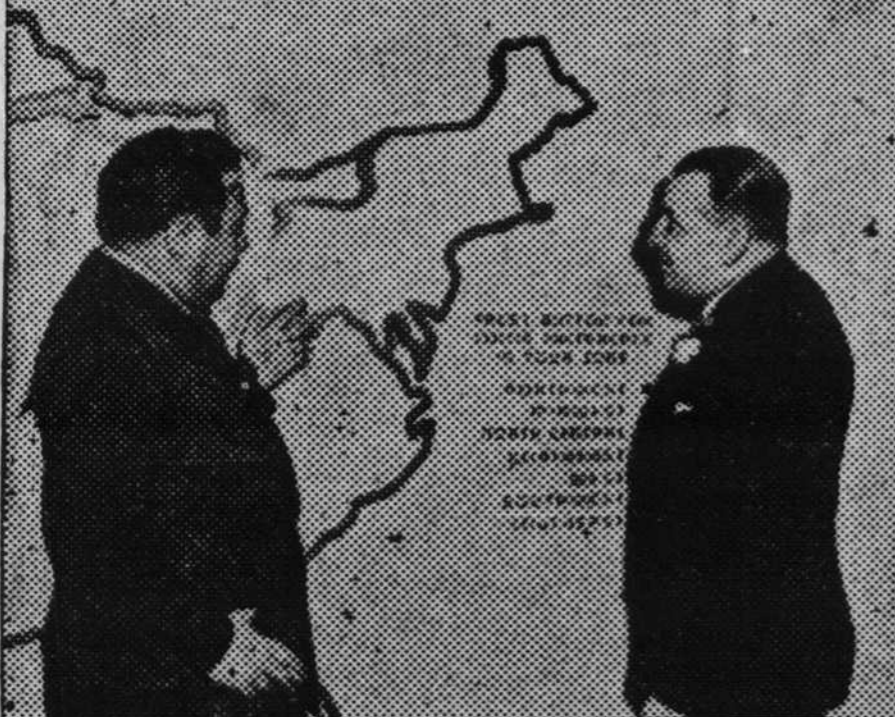


MAGNET FOR CROWDS — A partial view of the crowds that jammed the show-room floor when the new 1938 automobiles were unveiled.

TO THE QUEEN'S TASTE — Milady's preferences have been the target of designers, for such luxury features as adjustable front seats, arm-rests, easier steering and rich mohair velvet upholsteries are standard in even low-priced cars. This young show visitor, at least, seems to be pleased.



LIKES AMERICAN CARS — The Archduke Franz Joseph of Austria (right), who is in this country to buy a new car and an airplane, discusses motors and motoring with Harlow H. Curtice, president of Buick.



ALL BLACK AND BLUE—At any rate, these two colors are the favorites of motorists in selecting new cars. William S. McLean (right), Fisher Body advertising director, demonstrates to Leon Gordon, noted artist, an illuminated wall map that shows the car color preferences of various parts of the country.



AMATEUR ENGINEERS — Absorbed spectators inspect one of the mechanical innovations of the show—a new method of rear axle coil suspension that smooths out bumps in the rear seat as knee action did in the front.