

## Memphis Wins Traffic Prize

Memphis, Tennessee, deserves the nation's congratulations. It has been declared winner in the National Safety Council's Traffic Safety Contest. Six other cities also won prizes in their population groups: Milwaukee; Hartford; Beaumont, Texas; Everett, Washington; and Des Plaines, Illinois. The grand prize for states went to Massachusetts.

Memphis won the major prize for cities by carrying out a comprehensive, continuous safety program. There was outstanding activity in the field of traffic enforcement and the Commissioner of Public Safety offers \$100 to anyone who can prove that a traffic ticket was "fixed." Many street improvements were made, in order to correct danger points. Many miles of pavement were clearly marked, in order to keep vehicles in their proper lanes. A city law requires each motor vehicle in Memphis to be inspected three times a year.

Equally important, the city pursues steady, effective educational work, to acquaint local residents with traffic dangers and how to eliminate them. The result of all this was a substantial reduction in the city's accident, death and injury rates.

What Memphis and the other winning cities did, any community can do. In smaller towns the safety program will naturally be less complicated and expensive, but similar results can be achieved. Sad experience has proven that sporadic safety drives, no matter how enthusiastic or sincere their sponsors, are next to worthless—continuity of effort is absolutely vital. Public education, plus the correction of acci-

## Divide Property Has Made Strike

TONOPAH — A long search for ore on the 800 foot level of the Tonopah Divide Mining Co's property in the Divide District is apparently destined for success following a rich strike on the property by Frank Shultz, according to E. J. Erickson, vice president and manager of the mine.

In a report made to stockholders on January 1, it was said that "a raise is being put up from the 800 level in the southeast section of the property, which raise is 90 feet northwest from the workings where considerable gold ore was developed, and extracted in former years by leasers. This raise is now up 167 feet. At a point 130 feet up the raise, ore was encountered from which samples assayed from \$3.30 to \$15.75 for a distance of 37 feet up the raise. The last sample out of the back of the raise assayed \$3.30. Drifts have been started at the 130 foot point of the raise with the hope of developing ore of commercial value. The drifts are now about 25 feet from the raise."

Values have continued to increase as progress has been made. A sample taken across the face recently assayed \$57.75 in gold and \$16.65 in silver for a total value of \$74.40 a ton. After the face was drilled and blasted a sample was taken across a width of 30 inches which assayed \$129.50 gold and \$20.50 silver, making a total value of \$150 a ton.

dent-prone locations, plus rigorous, non-fixable law enforcement, are the great essentials of any accident reduction campaign that gets results

## Ritz Brothers At El Portal

Nowhere in the world does Fame work so fast as in Hollywood.

Two years ago no movie screen had blazed the names of the Ritz Brothers, Tony Martin or Marjorie Weaver. Today they are big enough names to carry the boxoffice weight of a picture on their shoulders, working together as the top names in the cast of "Kentucky Moonshine" at 20th Century-Fox.

Reactions to movie players are simultaneous. Millions of people view each motion picture, and the result is that anyone who does an outstanding bit on the screen wins immediate acclaim.

### Big Time Small Talk

That is what happened to the Ritz Brothers and Tony Martin who all starred in the same picture two years ago, "Sing, Baby, Sing." The Ritzes did a couple of nut acts in it, and overnight they become the topic of conversation for millions of movie fans.

In the same picture, Tony Martin sang one song and the public decided that it liked him well enough to have him entertain them indefinitely.

Marjorie Weaver's success was also instantaneous. The first role of any size that she played was in "Second Honeymoon" with Tyrone Power and Loretta Young. So well did she stack up with these two troupers in her small role that the studio was immediately besieged with queries about the young girl.

### No Build-Up

There was no lengthy build-up process necessary in any of these cases. By the time they were ready to do a second picture they were quite well known to the public and their new work was eagerly awaited.

### A GOOD QUARTET

An authority on life insurance once observed that when we want counsel regarding financial and business matters we usually look to members of three professions—the lawyer, the banker and the accountant. He then added that this trio should make a quartet, by adding the life underwriter.

That is a sound suggestion. For the modern life underwriter has gone through a rigorous training that has amply fitted him to advise us on one of life's most difficult and persistent problems — how to protect ourselves and our dependents against the financial contingencies of the future.

The lawyer, the banker, the accountant and the life underwriter — they sing the "Safety Song."

The Ritz Brothers are starred in "Kentucky Moonshine," opening at the El Portal Theatre, with Tony Martin and Marjorie Weaver featured. The cast includes Slim Summer-ville, John Carradine, Wally Vernon, Berton Churchill and Eddie Collins.

## El Portal

NEVADA'S FINEST THEATRE  
MATINEE 2:30 - NIGHTS 7 & 9 P.M.

### PROGRAM

SUNDAY - MONDAY - TUESDAY  
MAY 29 - 30 - 31

TONY MARTIN  
THE RITZ BROTHERS

— in —

"KENTUCKY  
MOONSHINE"

— also —

"Service with a Smile"  
— Betty Boop.

"From Minuet to the Big  
Apple"—Headliner  
M-G-M NEWS

WEDNESDAY - THURSDAY  
JUNE 1 - 2

MAURRINE O'SULLIVAN  
DENNIS O'KEEFE  
MICKEY ROONEY

— in —

'HOLD THAT KISS'

— also —

"Miracle Money" — Crime  
Doesn't Pay  
"Pictorial No. 4  
Latest Fox News

FRIDAY - SATURDAY  
JUNE 3 - 4

"BATTLE OF  
BROADWAY"

— with —

VICTOR McLAGLEN  
LOUISE HOVICK

— and —

"Bear Facts"—Our Gang  
"Four Smart Dogs"—  
—Spotlight  
Paramount News

### LITTLE MOMENTS IN BIG LIVES

Kessler



JOHN KELSEY, OF THE KELSEY WHEEL CORPORATION OF DETROIT BEGAN LIFE AS AN ERRAND BOY FOR THE CORNWALL AND PRICE PAPER COMPANY.