

## Chamber Makes Monthly Report

**New Members During the Month of May** — Boulder Auto Court, Nick Pahor, manager, Gerald W. Davis, musician — DeCrane & Wilbourn, mercantile — Mission Tavern, Robert Testolin, owner — State Cafe, G. Christopher, owner.

A most cordial welcome is extended the new members who have joined and strengthened our organization to work with us in building the Greater Las Vegas.

**Community Builders club** — Members given special recognition and number of new members obtained during the month — Jas. A. Fleming (1), John Warren (2), balance by Secretary.

**Episcopal Synod** — During the past month Las Vegas was privileged and honored by having this fine group of church people in our midst, the largest in size ever held in the state of Nevada. They were invited, they accepted and they brought to this city a greater feeling of security and confidence with words of praise for a well ordered community. In the past Las Vegas has often been pictured, because of its frontier atmosphere, as the city of degradation. Judging from the many letters of appreciation received from the attendants of the Synod Conference, also comments by visitors at the office almost daily, we find they are very pleasantly surprised after their arrival. Invariably their remarks refer to the friendliness of our people, the genuine atmosphere of hospitality that prevails at all times. Real People Make a Real Community and if we maintain the same spirit and preserve this individuality, we will find a very important part of our publicity program already fulfilled.

**Convention Promotion** — Since November 1, of last year the Chamber of Commerce has been working on a very extensive mailing campaign inviting delegations attending conventions on the coast, to stop over here either to or from their respective meetings. The campaign also included local conventions for this and next year. It is not possible to estimate the number of visitors this campaign will direct here and the only accurate figures available are those furnished by the Union Pacific on those traveling by railroad. According to the latest information their will be approximately 1,100 Shriners here over next week-end. The number of stopovers on the return from the convention has not been furnished to date, likewise the number of Kiwanis and Rotary specials stopping here.

Several large delegations attending the American Legion convention in Los Angeles next September have already signified their intention of visiting Boulder Dam and Las Vegas.

The Department Convention of the American Legion June 9-11, promises to bring several hundred here from Nevada and neighboring states.

Special invitations have been forwarded the Ahepa organization, now in session in Tuscon, Ariz., to hold their 1939 meeting in Las Vegas. The City, Kiwanis and Rotary Clubs, Junior and Senior Chambers of Commerce participated in this invitation program.

In the very near future the Union Pacific News Bureau will furnish the Chamber of Commerce an attractive book of pictures on this

area, taken over a period of years by Bob Denton. The cover will be lettered, "Why Conventions Come to Las Vegas." Representatives of any local organization attending conventions elsewhere, and planning to extend invitations to meet here, are requested to call for this book of pictures, also other material which may be helpful in attracting their convention to this community.

**Artesian Water** — Survey now assured with half of cost \$1,000 being pledged by County, City and Las Vegas Land & Water Co. The balance will be paid by the government. This survey will undoubtedly reveal some very interesting information and prove the basis for regulated water conservation in this area.

**Westways Highway** — Committee from Kern County to meet here early in June for the purpose of formulating plans to organize an association and further promote this important east and west highway.

**4 State Highway News** — The scenic beauties of Route U. S. No. 93 are already well appreciated. Nowhere else can such beauty and variety of scenery be found, travelers aver, and reflection upon this caused Randall Henderson of El Centro, Director of Desert Travel for the Four States Highway Association, to invent the slogan, "Landscape by the Gods," and apply it to the International Four States Highway, Route U. S. No. 93, which will be used in the Association's advertising campaign about to begin. The highway group is preparing to distribute 25,000 map folders of the route, largely in the population centers of the West where host vacationists originate, with a view to persuading them to use the Four States Highway and visit places along the route for their summer tours.

**Highway Map Solicitation** — Another solicitor for a highway map of U. S. No. 91 was refused permission from the Chamber of Commerce to make such a canvass. The special committee does not endorse such solicitations and classifies them as RACKETS. Again we urge all members to call the office before signing up for any advertising unless a letter from this organization can be produced.

**Booster Auto Plates** — Chamber to order 1,000 attractive booster plates with colored picture of Boulder Dam and the words Las Vegas, Nevada. These plates will be available about July 15th and will sell for 25c each.

**As Others See Us** — A representative of the New York Exposition promotional division visited this area as guest of TWA. He was shown over the Boulder Dam project, taken for a boat trip to Grand Canyon and pronounced it one of the most enjoyable trips of his days, man and boy. He also visited Las Vegas and stated that our community offers real competition to any of the West's favorite resort towns. He is outlining the idea of a prospective story for publication that would feature "Uncle Sam Finances Rival to Reno." In other words, the article is to give government support of Boulder Dam that will develop a recreational background for Nevada's first industry, with more to offer than the "Biggest Little City" ever though of.

Incidents of this kind are a continual challenge to us and we must launch a larger publicity program that will tell the world what we have here. Every day travelers tell us they never realized that we had so many scenic attractions in this

## "What Are You Doing, My Little Maid?" "I'm Making the Jelly, Sir," She Said

"See Those Glasses, Lined On The Shelf,  
I Made Every One Of Them,  
All By Myself!"

RETTY little maids who used to go "a-milking" in the nursery rhyme are ever so enthusiastic about jelly making this day and age! Learning to cook is a real adventure at any time—and now that Frances Lee Barton, head of the Jelly

Making Club, has invited every under-sixteen-year-old to join the Junior Jelly Making Club, it's as much fun as a picnic to turn fresh fruit into delicious spreads. Not only is Mrs. Barton a real food expert, but she knows just what small girls like to do!

Now that vacation days are right upon us, little cooks can pick their own fruit—the wild kind, in the fields or pastures—or the delicious tame ones that fill the gardens. If they can't get into the country places, there are all kinds of bargains waiting in the market.

Once small daughters find out what fun it is to make their own favorite spreads—jams, marmalades, and preserves are every bit as easy as the jellies—it's very hard to get them out of the kitchen! For modern, shortboil recipes turn out perfect products every time. The spreads taste like sun-ripened fruit itself—they have a firm yet delicate texture and their colors are as lovely as a whole rainbow of hair-ribbons. You have half again more glasses, too, which is almost as interesting as the flavor itself.

Here are some Junior recipes to try . . . follow them exactly for a perfect product every time:

### Ripe Pineapple Jelly

3 cups (1½ lbs.) juice  
6½ cups (2¾ lbs.) sugar  
1 bottle fruit pectin

To prepare juice, pare 2 medium,

fully ripe pineapples. Chop very fine or grind. Place fruit in jelly cloth or bag and squeeze out juice.

Measure sugar and juice into large saucepan and mix. Bring to a boil over hottest fire and at once add bottled fruit pectin, stirring constantly. Then bring to a full rolling boil and boil hard ½ minute. Remove from fire, skim, pour quickly. Paraffin hot jelly at once. Makes about 9 glasses (6 fluid ounces each).

### Ripe Rhubarb Jelly

2½ cups (1¼ lbs.) juice  
3½ cups (1½ lbs.) sugar  
1 box powdered fruit pectin

To prepare juice, cut in 1-inch pieces (do not peel) about 2 pounds rhubarb, and put through food chopper. Place fruit in jelly cloth or bag and squeeze out juice. Red coloring may be added to juice if desired. (If there is a slight shortage of juice, add small amount of water to pulp in jelly cloth and squeeze again.)

Measure sugar into dry dish and set aside until needed. Measure juice into a 2- to 3-quart saucepan and place over hottest fire. Add powdered fruit pectin, mix well, and continue stirring until mixture comes to a hard boil. At once pour in sugar, stirring constantly. Continue stirring, bring to a full rolling boil and boil hard ½ minute. Remove from fire, skim, pour quickly. Paraffin hot jelly at once. Makes about 6 glasses (6 fluid ounces each).



## City Vote Cut In Bicycle Fee

The Las Vegas City Commissioners voted to cut the bicycle license fee from \$1.00 to 0.50 and a transfer at 25 cents. Commissioner Joe Ronnow now stated that the public had taken a wrong viewpoint of the matter and that the \$1.00 fee was NOT to raise revenue but it had been made with the idea of saving the time of the police and safeguarding the children's bicycles from loss or theft. Commissioner Herb Krause stated that the city could pay the expense of the licenses and the equipment to attach them to the bicycles at the rate of 50 cents per plate. Since it is only an educational measure H. E. Luce suggested that the Boy Scouts teach the children of the community the safe use of the bicycles.

While we are priming the pump again, wouldn't it be well this time to see who mislaid the pump handle? — Dallas Journal.

area. It takes publicity to bring them here—  
LIVER GOERMAN, Secretary

## Building Cost Cut Is Asked

The Las Vegas Contractors association has served notice on the Las Vegas Building Trades Council that on and after July first the rate of pay to carpenters would be reduced from \$1.12½ cents per hour to \$1.00 per hour.

According to the contractors a great deal of building here is being held up on account of the excessive cost of construction, due principally to labor costs.

It is understood that the Carpenters union has rejected the proposed cut in wages.

Las Vegas contractors who favor the lower wages are: Harrison Stocks, Hampton Brothers, Harold Friedman, Guy Mathis, Ed. Strupat, James Adams, Barney Bartlett, and S. C. Rassmussen.

Thousands of Californians and hundreds from outside the state have visited Treasure Island, site of the 1939 World's Fair of the West, since the island was opened to the public.

Henry Ford says that we are on the spot. He might have made it eleven million spots.