

NEW BOULDER DAM PLAY AREA



MILLIONS of dollars of private and government capital have been poured into the Boulder Dam Recreational Area, Boulder City, Nevada, to make it the outstanding western play area where boating, fishing and bathing attract as high as 85,000 persons a month from all sections of the United States. Direct air service via T.W.A. has just been established bringing the east coast overnight and the west coast two hours from the resort. On sandy beaches, stretching for miles along 110-mile long Lake Mead, thousands will get their desert tan this summer in the high, wry climate for which the area is famous.

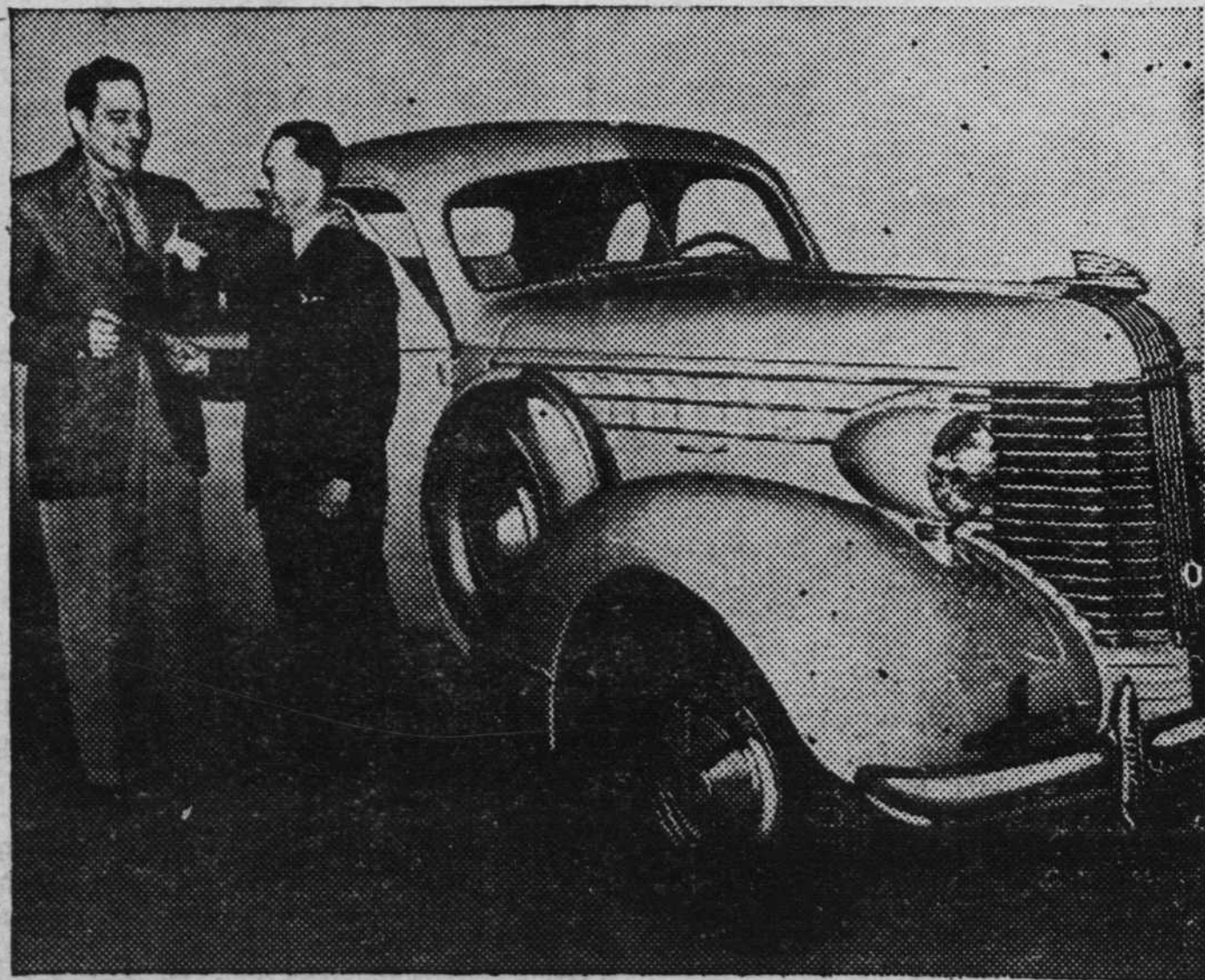
WRITES STORY ABOUT NEVADA CATTLE BRANDS

Tom P. Brown has written a story entitled "Cattle Brands of Nevada," which is now appearing on the dining car menus of the Western Pacific's "Scenic Limited" train. It will also be included in a new brochure shortly to be issued by that railroad as one of a series of "Little Stories Along the Line of the Western Pacific."

The author acknowledges "the invaluable assistance of various Nevadans, especially Mrs. Louise B. Lewers of the Nevada State Board of Agriculture and Professor Fred W. Wilson of the University of Nevada."

Copies of the article may be had without cost by writing Thomas P. Brown, Editor, Mills Building, San Francisco, California.

Scientific laboratories will demonstrate at the San Francisco World's Fair how tiny, transparent water fleas are replacing guinea pigs and white rats as laboratory test animals.



Max Baer, scheduled to fight Joe Louis next fall for the heavyweight championship of the world, is an enthusiastic Pontiac owner. This 1938 eight-cylinder coupe which is the fifth Pontiac in the Baer family, is being delivered to Max by "Bob" Marston, sales manager of the W. I. Elliott Co., Sacramento, Calif. Pontiac dealers.

Boulder Dam Is American Mecca

An American "Mecca" for thousands this year will be the new Boulder Dam Recreational Area, million dollar desert playground centering on Lake Mead and adjacent to the Grand Canyon National Park.

In these two scenic areas, totaling 25,000 square miles and including the Grand Canyon of the Colorado and the 110 mile long lake impounded by Boulder Dam, the government is spending millions of dollars to develop a desert and mountain playground which will be unmatched anywhere in the world.

Headquarters for the area is Boulder City, which is served daily by the planes of Transcontinental and Western Air, Inc. In this lovely desert town, directly adjacent to Boulder Dam, luxurious accommodations in modern hotels are available to vacationers, while for those who prefer outdoor life "night and day," camps are spaced along the shores of the lake.

On sunny, sandy beaches along the lake shore, thousands are getting real desert "sun tans" this summer, and swimming, sailing, aquaplaning and power boating are drawing thousands more each month.

Along its shores, and especially in its upper reaches where it extends right into the Grand Canyon itself, scenery of unmatched grandeur can now be enjoyed from fast, comfortable speedboats which thunder in and out of canyons which only a few years ago were inaccessible to all but the most hardened "desert rats" with their pack mules.

An eighteen-hole, all-grass golf course is soon to be built on the shores of the lake, and a luxurious desert spa will also be provided for those who desire to live in absolute luxury in the heart of this desert wonderland.

TERRIBLE POSSIBILITIES

Senator Minton, or whatever his name may be, proposes that newspapers be permitted to print only the truth. Wonder if the august senator realizes what that means? Think of the short obituaries that would be written if one printed only the truth and left out all of the truth regarding the deceased which would not look so good in print. Think of the wedding write-ups where instead of saying, "the charming and beautiful bride and the enterprising groom," one might have to print the truth and say, "the dish-faced bride and the shiftless groom, after a few highballs of sheep dip and creosote, slipped away and got hitched before either sobered up." No, we believe the august senator had best forget the idea, lest someone might take the fool notion to print only the truth about the senator himself.

—Greenleaf, Kan., Sentinel.

FILM BEAUTY QUEST

Forty of the most beautiful Hollywood girls have been chosen from 250 applicants for parts as models in "Artists and Models Aboard," Paramount's comedy starring Jack Benny and Jean Bennett.