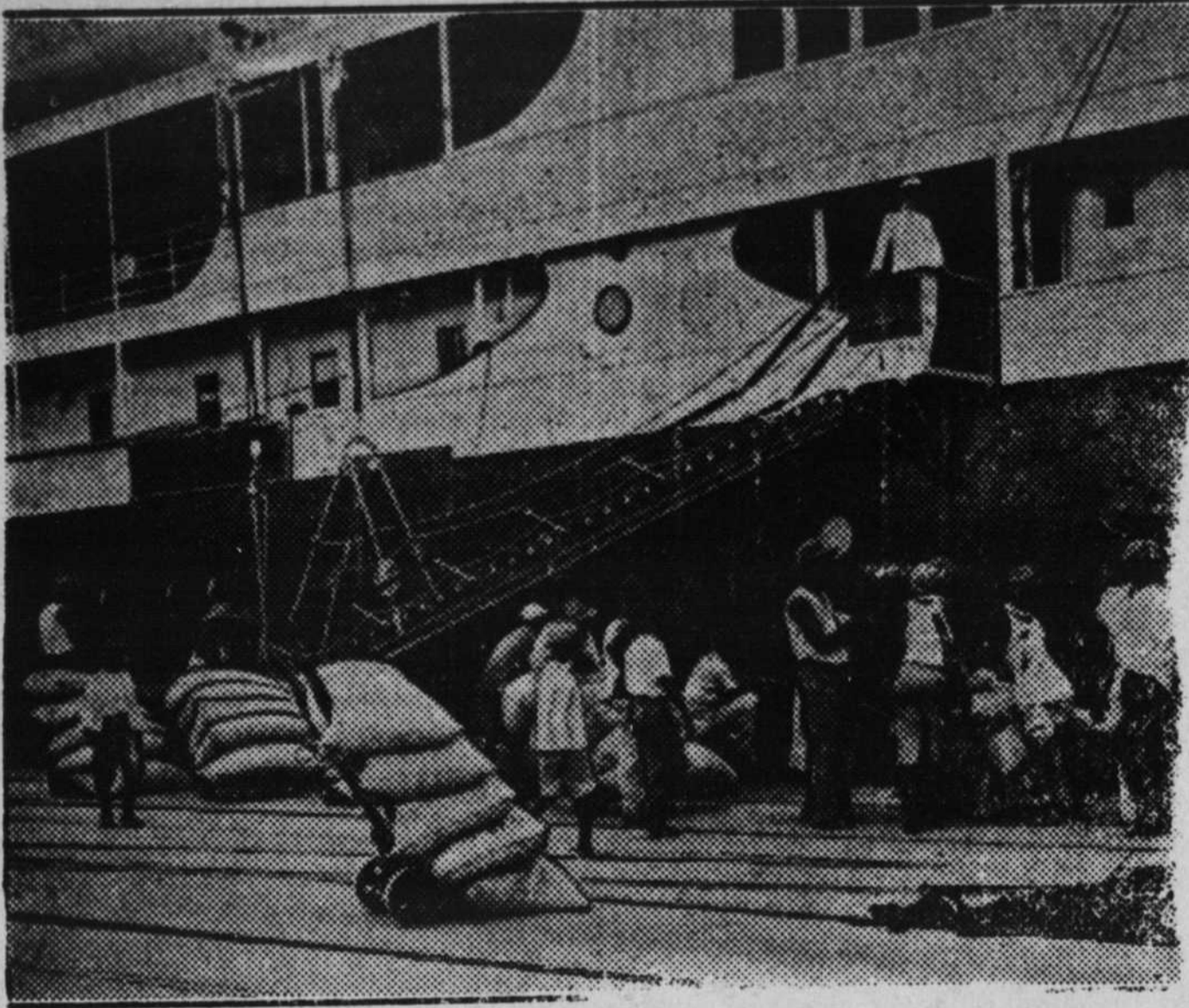


COFFEE FOR AMERICA'S BREAKFAST



Largest coffee drinking nation in the world, the United States imports all its coffee. Alongside the dock at Buenaventura, Colombia, Grace Line's "Santa Lucia" loads a cargo of coffee for export to the United States. From Colombia and Brazil came nearly all of the approximately 1,800,000,000 pounds of coffee which the United States drank last year.

Secretary Gives Monthly Report

Secretary Oliver Goerman of the Chamber of Commerce has just given out his report of activities for the month of July.

He touches on the business of the Chamber in brief as follows:

New Members During July

A. G. Blad, secretary Elks Lodge, Earhart, Rear Motors, Inc., Monte Carlo Court (Michael U. Papes) Winfred Murphy, Nevada Unemployment Compensation, Las Vegas Office. Riddle Scenic Tours, (A. L. Riddle), Spatz Liquor Store (A. T. Spatz).

Breakfast Meetings

The Chamber decided to continue breakfast meetings through the month of August. Experiment during June and July shows increases in attendance over corresponding months of last year.

Booster Plates

1,000 attractive Boulder Dam-Las Vegas plates have been ordered and delivery is expected within 30 days. The Nevada agent writes as follows: "We are extremely interested in this Boulder Dam booster plate, and I am sure my firm will be pleased to furnish each and every one of their sales representatives throughout the nation a sample of this plate obviously, several hundred salesmen showing the plate to an average of ten persons daily will introduce Boulder Dam to the merchant in a new and impressive manner, and materially aid the salesmen in their daily efforts to promote their own interests." These plates will retail for twenty-five cents each.

Agriculture

Edward E. Davies, of Cedar City, Utah, has been appointed agricultural agent for the Union Pacific railroad, effective July 16. Mr. Davies' territory includes Utah, Nevada and California. He will cooperate with farmers, farm organizations,

agricultural colleges, chambers of commerce, and other civic groups in developing crop production, new crops, agricultural industries, marketing, and improved farm practices.

Mining

Sidney Kirkpatrick of New York City, editor of Chemical and Metallurgical Magazine, also Dr. Paul D. V. Manning, west coast representative, visit Boulder Dam and U. S. Bureau of Mines. They were particularly impressed with the Bureau at Boulder City, the rapid progress made, and the interesting experiments being developed. Several engineers from the U. S. Bureau of Mines, Washington, D. C. have been in this area recently making a thorough study of the natural resources.

Rackets

In cooperation with the business men of this community the local Post of the American Legion recently adopted a policy, requesting that proper publicity be given, with regard to solicitations locally, prior to the national convention in Los Angeles next September. This not only applies to advertising schemes but also decorating the business houses. The City has consented to display the new street decorations during the days that visiting Legion delegations will be in our city. Do not entertain any Legion solicitations unless a letter can be produced from the local post, and then only after checking with the Chamber of Commerce office.

Streets and Highways

Construction of Searchlight highway marks another important link in the highway program of our area. This more direct route to extreme southern California will result in a very definite increase in travel. Also, Las Vegas will extend its trade area, receiving additional business from Searchlight and Needles. The new and attractive folder of the Four States Highway U. S. No. 93 is now being distributed nationally.

Westways Highway

Recent meeting in Barstow results in forming of temporary organiza-

tion with plans to devise ways and means of interesting chambers of commerce enroute from east to west coast in creating permanent organization and extensive publicity campaign.

The further purpose of the organization is to tap the San Joaquin Valley for a more direct route from San Francisco, Fresno, Bakersfield, to Boulder Dam and eastern points, and also to give opportunity for tourists coming to Boulder Dam, Las Vegas and Barstow to see the San Joaquin Valley on the way to Los Angeles and San Francisco.

Fish and Game

Committee actively engaged in a move to bring about early settlement of fishing laws affecting Lake Mead. The National Park Service is making every effort to have Arizona and Nevada laws uniform. A recent conference was the first step in this direction and certain resolutions were offered, now under advisement, and definite recommenda-

tions will be made at another meeting in the near future.

Recent story in "Outdoor Life" pertaining to bass fishing at Lake Mead is one of the finest pieces of publicity this area has ever received. More publicity should be given this great asset within our very backyard and another very important question we should be asking our tourists is—"Have you been fishing at Lake Mead?" Not all will be interested in this for mof sport, some may, and not be prepared, however, there is a golden opportunity to hold a number of our tourists a day or two longer. They will need supplies, buy extra meals, gas, oil, and additional lodging, all of which leaves more of those valuable Tourists in our cash register.

In the event they cannot stay this time the power of suggestion, for few realize the excellent fishing that may be enjoyed at Lake Mead, will create in thir minds the desire to return for a longer stay.

Jelly Day; Are Here Again When Raspberries Come In!



"SING a song of summer, and 'cupboards full of jell . . ." Raspberries are in! And of all the "four and twenty" fruits that come along at one time or another, few can compare with the plump red raspberry for simple goodness of flavor.

Raspberries are delicate things, and must be cooked with care. A half-minute for jelly and one minute for jam is the rule of the short-boil recipe that turns out spreads that sparkle like jewels, quiver with a firm yet tender texture, and taste like fruit just parted from the bush! In other words, your raspberries make perfect products every time if you follow the new-fashioned and oh-so-economical directions below.

Members of the Jelly Making Club say these homemade jellies and jams can't be beat. Follow directions exactly:

Ripe Red Raspberry Jelly

4 cups (2 lbs.) juice
7½ cups (3¼ lbs.) sugar
1 bottle fruit pectin

To prepare juice, crush thoroughly or grind about 3 quarts fully ripe raspberries. Place 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 11 glasses (6 fluid ounces each).

Ripe Raspberry and Currant Jam

4½ cups (2¼ lbs.) prepared fruit
6 cups (2 lbs. 10 oz.) sugar
1 box powdered fruit pectin

To prepare fruit, crush thoroughly or grind about 1 quart fully ripe red raspberries. Crush about 1 quart fully ripe red currants; remove seeds and skins by sieving. Combine fruits.

Measure sugar into dry dish and set aside until needed. Measure prepared fruit into a 5- to 6-quart kettle, filling up last cup or fraction of cup with water if necessary; 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. (To reduce foaming, ¼ teaspoon butter may be added.) Continue stirring, bring to a full rolling boil, and boil hard 1 minute. Remove from fire, skim, pour quickly. Paraffin hot jam at once. Makes about 10 glasses (8 fluid ounces each).