

Nevada Unlimited Campaign Is On

RENO, Nev. — The campaign started a short time ago to raise the publicity and advertising fund for Nevada Unlimited's proposed nation-wide program to attract tourists and new residents to Nevada has met with exceptional response among the business and professional men of Reno.

The various "classified business and professional groups" have been contacted and responded with substantial appropriations to the fund, according to E. J. Questa, assistant treasurer of Nevada Unlimited.

The campaign will be carried on intensively in Reno during the next week and it is expected that it will be brought to a successful close about September 1, Questa stated. At the conclusion of the Reno campaign other communities in the state will be approached for assistance in carrying on the program designed to benefit every section of Nevada.

It is planned eventually to have a director for each county in Nevada on the board of Nevada Un-

limited and publicity and advertising to be handled by Nevada Unlimited will take in every section of the state.

It has been pointed out by Nevada Unlimited directors that a properly planned publicity and advertising campaign undertaken this fall, winter and spring will bring thousands of additional tourists to Nevada during 1939 when millions are expected to travel westward to attend the Golden Gate Exposition. Nevada Unlimited has arranged tie-ups with Golden Gate Exposition publicity and advertising to assist in promoting Nevada as one of the major western attractions to be visited either going to or returning from the Exposition.

FUNERAL RITES FOR SEXTON

Walter N. Sexton, well known Union Pacific brakeman, was instantly killed Monday near Caliente, when he was hit by an engine while working as a flagman. The accident occurred near Boyd, 15 miles west of Caliente. He leaves a widow and a sister, Mrs. Erma Grunter, in Las Vegas. Funeral services were conducted Thursday afternoon at the Masonic Temple. Interment was in Woodlawn Cemetery.

'Ambassador of Rhythm'



Pretty Marie Louise and Anson Weeks, famous orchestra leader, display a scroll appointing him "Ambassador of Rhythm" for the 1939 Golden Gate International Exposition, on Treasure Island in San Francisco Bay.

Night Blooms on Treasure Isle



Night blooming cereus will adorn the Hawaiian pavilion gardens at the 1939 Golden Gate International Exposition on Treasure Island in San Francisco Bay. This night scene on the Exposition site shows Miss Ilano Kealani with an armful of the strange flowers.

Johore at World's Fair of West



An exact replica of the Johore "Dewan" or Sultan's Council House will be built by the Sultan of Johore at the 1939 Golden Gate International Exposition on Treasure Island in San Francisco Bay. Here is an architect's sketch of the Johore exhibit.