

110,000 Sq. Miles of Playgrounds

The First National Bank of Nevada is publishing in this issue another of its community building advertisements, this time dealing with the attractions of Nevada as a resort for the sportsman and pleasure seeker. The bank has again deviated from the usual advertising program to tell the people of Nevada about the resources and the advantages of their state.

A pictorial map, showing many of the things the state has to offer, from the world's largest trout in Pyramid lake to dude ranches, and the wonders of Cathedral gorge, the beauty of Lake Tahoe, and the stupendousness of Boulder dam, makes up the principal portion of the advertisement. This map, set in a background of Sierra Nevada scenery, familiar to all who drive the transcontinental highways, is captioned "110,000 Square Miles of Playground."

The text of the advertisement lists some of the attractions shown on the map and gives a strong selling talk on what the state offers. An adroit touch at the close makes the advertisement an invitation to outside readers to visit the state.

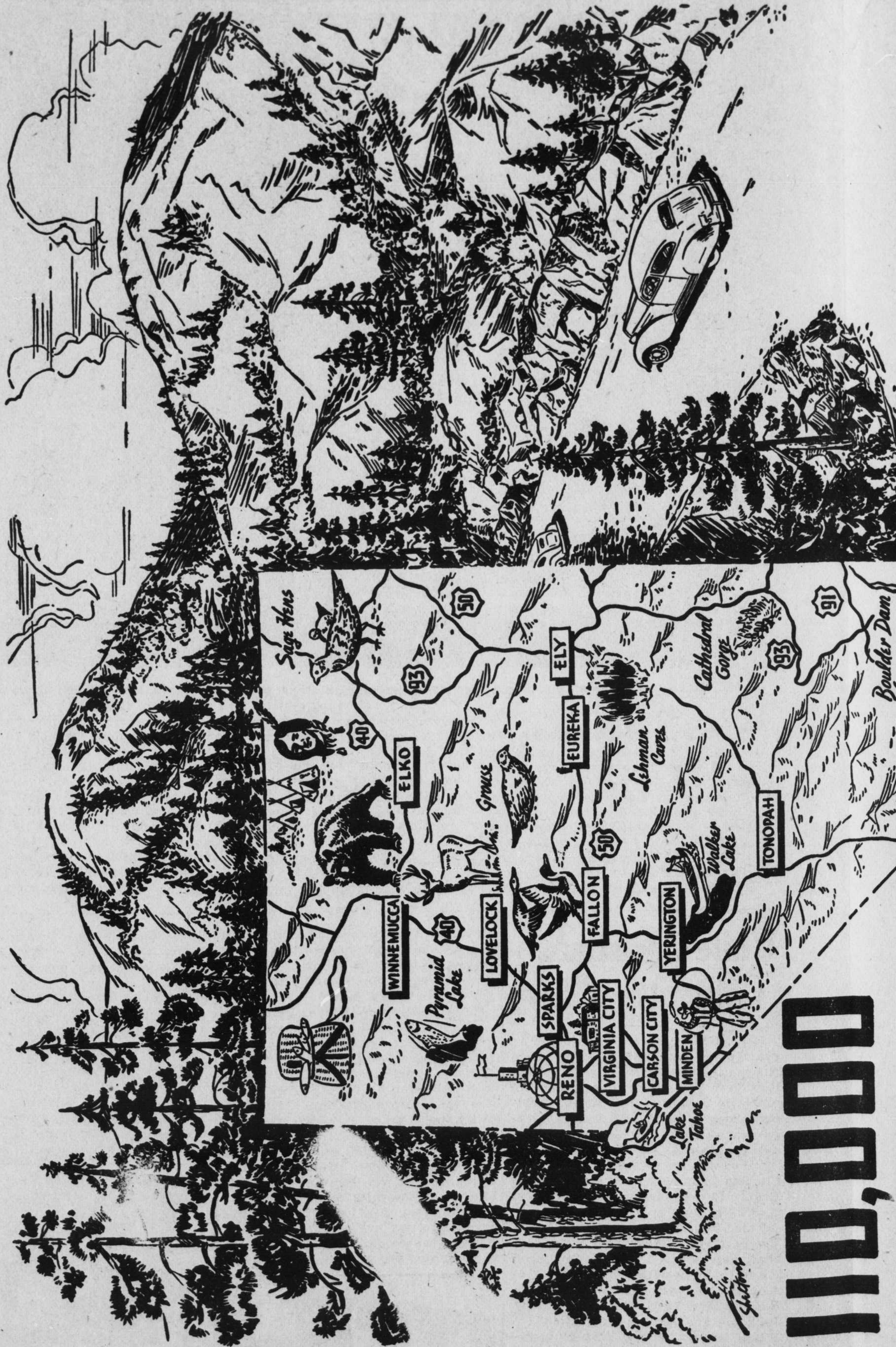
This advertisement completes a series of institutional ads on Nevada for 1938.

HONOR 4-H COOK



LOUISE LARSEN, 16, of Elko, named by Mrs. Mary Stilwell Buol, Assistant Director of the Nevada College of Agriculture, as one of the state's delegates to the 17th National 4-H Club Congress in Chicago, November 25 to December 3, for outstanding work in food preparation, is a three-year club member. She prepared 264 meals, 34 new recipes, and entered one foods identification contest. For the past two years she has held the office of president of her local club. Her foods work is valued at \$65.00. * * * Miss Larsen will compete with other state winners from the Western Extension Section for one of two Electrolux refrigerators given by Servel, Inc., and also for national scholarship awards provided by the same firm of \$400, \$300, \$200, and \$100.

Order Your Christmas Cards Now



110,000