

REID— BETWEEN THE LINES

By ED REID

Jim Gunville's idea for a full-time paid executive - secretary for the Henderson Chamber of Commerce underscores a crying need and may well be one of the cornerstones of our city's future growth.

Such a watchdog would repay his salary ten-fold in a few years time. He would relieve chamber members of a work burden and at the same time be a sort of one-man shock troop brigade ready to throw a harpoon into any Henderson detractor and ever prepared with facts and figures that make the city attractive to prospective industrial migrants caught up in the decentralization fever that is sweeping the nation.

I am sure that such a person would soon be ex-officio mayor of Henderson, on hand to welcome visiting dignitaries and without the possibly deterring effect of a political label — no reflections on Bill Byrne, one of the State's top politicians who could show Mayor Baker of Vegas a trick or two.

The training one acquires with any chamber of commerce is of extreme value, as evidenced by the top flight jobs recently acquired by several of the Vegas Chamber's bright young men. Of course these boys specialized in luring tourists to the bright spots on the Strip and more or less ignored the industrial potential — though they had a fistful of statistics available at the drop of a hat.

(What lagging Vegas needs is a Steve Hannigan or an Ivy Lee, or possibly a Carl Byoir to promote the whole town the right way.)

Henderson would be well served by a full-time director, even if all he did was make himself available at all times, especially when the phone rang.

Such a man would necessarily have to make trips out of town on occasion armed with the proper tackle, since industrial fish — especially the big ones — are in far-off waters and no long-distance pipes of pan will lure them here. You have to drop your sinker right in the home office sometimes.

Industry is on the move throughout the country and there is no reason in the world why a whole raft of new businesses should not plunk themselves down in Henderson. Other chambers of commerce are having a hard time trying to convince business men to stay in their towns — like Brooklyn and Jersey City and many places in the New York City periphery.

Yep, Gunville and the chamber are on the right track and Henderson can only grow.

MADSEN FAMILY CELEBRATES A DOUBLE WEDDING

On June 7 the Elmer Madsen family of 93-B Victory Village journeyed to Summit, Utah where, in the LDS Church of that town, two of their children were united in wedlock to two young people of this community.

William Madsen took as his bride, Odeen Todd, and La Donna Madsen became the bride of Larry Parrish.

Both of the grooms are now in the Air Force. Mr. Madsen is presently stationed at Lowery Air Force Base at Denver, Colo., and Mr. Parrish is stationed at Nellis Air Force Base.

Both Miss Madsen and Miss Todd were students at Basic High during the year just ended.

Miss Todd is the daughter of Mr. and Mrs. Oval Todd of 665 Blackmore Drive, Henderson.

A reception was held for the new Mr. and Mrs. Parrish at the home of the bride's parents on Saturday, June 8. Many friends of the couple were present to wish them well.

After the traditional cutting of the beautiful wedding cake, pink champagne was served to all present, and the gifts were opened by the bride and groom. The couple were then treated to an old fashioned chivari.

The reception for the new Mr. and Mrs. Madsen was held Monday, June 10, at the home of the bride's parents at 665 Blackmore Drive.

Mrs. Evalyn Harris was in charge of serving the cake and Mrs. Kenneth Harris handled the guest book. The large and beautifully decorated wedding cake was made by Mrs. Harris and Mrs. Todd, as was the one for the Parrish reception.

The Parrish's are now at home in their apartment in Victory Village and the Madsen's have returned to Denver.



PAUL O. HICKS

Paul O. Hicks Wins Award At NMMI Graduation

(Special to the Home News)

ROSWELL, N.M. — Paul O. Hicks of Henderson is one of the 114 Third Classmen who was recently graduated from the secondary or high school division of the New Mexico Military Institute. The First Class numbered 40 cadets, making a total of 154 graduates at this year's commencement.

Paul is the son of Mr. and Mrs. J. C. Hicks, Jr., who reside at 266 Basic Road in Henderson. Before transferring to NMMI, he attended Basic High School at Henderson.

At commencement time, young Hicks was selected as one of the two most outstanding "new cadets" in Headquarters Company and as such he received a Roswell Daily Record medal.

At the final formation, he was promoted to the rank of Corporal in the Cadet Regiment.

HAROLD BALDWIN GIVEN AWARD FOR WORK ON HOUSING AUTHORITY

Harold Baldwin of Henderson and William M. Brown of Las Vegas, received awards this week from the National Association of Housing and Development Officials for having served 10 years or longer as Housing Authority Commissioners. They are both Commissioners of the Housing Authority of the County of Clark, Nevada.

Mr. Brown was appointed in 1943 and has served continuously since. He is now serving his third four-year term. Mr. Baldwin was appointed in 1946.

The national president expressed great praise for men in Public Housing who have given their time without compensation in every part of the United

States in order to bring about better living conditions for low income families who otherwise would have difficulty in meeting the higher costs of private housing.

Mr. Brown is Chairman of the local Authority and Mr. Baldwin is Vice-Chairman. Other members are Van Englestead, Harve Perry and William Byrne of Henderson, and Robert E. Jones attorney, of Las Vegas.

The presentations were made at the Regional Conference of the Association held in Sacramento recently and were received by James Farnedale, executive director, who attended the Conference.

BARMAIDS 'LURES' OR NOT? COUNCIL PONDS QUESTION TOSSED BY LABOR CHIEFTAIN

By ED REID

The question of whether or not union bartenders are strictly honest and whether non-union women bartenders are used as "lures" came up at a stormy council meeting last night when Mayor Bill Byrne led a discussion arising as the result of a letter sent to the council by Jack Brady, secretary of the bartenders union.

Neither question was resolved but some heated opinions were voiced pro and con.

With Brady were Barney Brandt, business agent of the union, and James Ryan, head of the Central Labor Council, both of whom were permitted to voice their opinion.

Brady stated flatly that women bartenders were "lures" for customers and made trouble. He said bitterly that bar owners in Henderson and Pittman tell him that men bartenders do not have enough "charm" and customers go elsewhere.

On hand to argue the point with him was Bob Elsea of the Victory Club in Pittman who said he had four girls working for him, each with 2 to four dependents and that 12 people overall were working for him in his establishment.

He cited the high cost of his overhead including taxes on slot machines and said he would "fold up the first of July" if the union had its way in the matter.

Elsea declared that the union "sends deadbeats out to us." He said he "lost \$4300" through the use of union bartenders, and was about to extend his remarks when he was stopped by Mayor Byrne who said the club owner was out of order.

Brady was permitted to re-

mark that he resented the "implications" voiced by Elsea as "abnoxious" to him. He declared that unionization leads to "better conditions," and that barmaids create "creeping paralysis" in the tavern industry.

He said that girls behind bars were hired merely to keep labor costs down and that a "rotten situation" existed in Henderson in this respect.

The union chiefs asked the council members to vote to bar girl bartenders from work here and specify also that no "B-girls" be permitted to frequent saloons. Cited was an ordinance along these lines adopted by the North Las Vegas City Council.

Vickie Soine of the Ranch House tavern stood up to ask the union chiefs why women could not join the union. She said that her barmaid would be delighted to do so. Brady retorted that his members would not admit women to union membership.

The Brady letter was tabled for discussion at a future meeting, after Ryan declared that "barmaids create a different attitude than a man behind the bar." He said he wasn't casting any "reflection" on women bartenders, however. He cited "complaints" that have come to him about taverns employing women.

The council considered suggestions as to candidates to be appointed to the Recreation Board and the names of Mrs. Earl Keenan, Leo Price and Mary Donati were offered for consideration. In other actions Lyle Deal was appointed to the Electrical Board and John Manzone was appointed assistant city council.

(Continued on Back Page)

Merv Adelson Plans Market Town For Henderson on Boulder Highway

A huge super-market is scheduled to be constructed in Henderson by Merv Adelson, owner and operator of Market Town in Las Vegas and North Las Vegas.

The new shopping center will be located on the Boulder Highway near the Vegas Wash Road intersection on property formerly owned by Leonard Atkinson. Escrow arrangements are now being completed.

The new super-market will be patterned after operations in Las Vegas and North Las Vegas with the latest advances in refrigeration and air conditioning to insure garden fresh products and shopping comfort.

Extensive parking areas will be available and shops and stores providing every service ultimately will offer Henderson shoppers the best of everything.

Adelson, one of the most successful merchants in Clark County, also announced that a new fleet of trucks has been purchased by Market Town and will be utilized to bring the finest and freshest products to the Southern Nevada area.

Plans and specifications now are being drawn by the architect and construction will begin immediately.

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FR 4-8562

(No cash on hand)

**Out Large Body
Of Phosphate Ore**

Exploration work conducted by San Francisco Chemical Co. for Stauffer Chemical Company at the latter's Hot Springs, Idaho, phosphate rock property has indicated a multi-million ton ore body.

Extensive underground development work, which the company has carried through during the past three years, has established that the Stauffer reserves include at least a million tons of easily minable, high grade phosphate rock which can be used for the economic manufacture of superphosphates.

In addition, many times that tonnage of highgrade rock is indicated, and a vast quantity of lower grade phosphate shales have been proved out.

The latter could be used as raw material for the electric furnace production of elemental phosphorous or might be benefited.

The company does not plan immediate exploitation of this ore because it already has substantial reserves of phosphate rock in other properties it owns, or has interests in through affiliated companies in Wyoming, Idaho and Utah.

However, the just charted ore body provides substantial additional reserves for future use.

**LOCAL YOUNGSTERS
VISIT DISNEYLAND**

Bob Gaither, 14 Colorado Way and Linda and Pete French, 10 Colorado Way, were recent visitors to Disneyland and guests at the Disneyland Hotel.

Our thanks to these youngsters for their card to us during their visit in this wonderful land of fantasy.

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FOR RENT — 2 bedroom house. Water St. Attractive A-1 Location for Doctor, Dentist or small business. Box BB, Henderson Home News.

PLASTERING—Licensed Contractor. Free Estimates. Allied Corp. Ph. DUDley 2-4480.

FOR SALE — Electric organs—musical instruments—At full maximum discounts. Cash or terms. Since 1937 in Las Vegas. Walk upstairs and save. G. W. Davis Co., 112 North 5th St., Las Vegas. Open Wed. thru Sat. and Thurs and Fri. Evenings until 8:30 P.M.

FOR SALE — '42 Plymouth cpe. good tires, good cond. \$75. 118 Minor.

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FOR SALE

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COOLER, Arctic Circle, fan type, used only 3 months, originally \$75; only \$50, including tubing and valves.

See Wincher, 1600 New Mexico, Apt. 25, Boulder City, Nevada, Saturday or Sunday after 12 noon to 8 p.m.

FOR SALE CHEAP — '51 4-wh. dr. Willys pickup, Warren hubs, drap-around platform, bumper. A-1 cond. FR 4-8474.

LOTS — Choice location. Close to Vegas. Only \$10 dn. balance \$20 mo. FR 4-3843 after 6 p.m.

FOR SALE — 3 bdrm. Valley View home. 142 Grove. FR 4-8531.

FOR RENT — 3 bdrm. Townsite home. Stove & refig. 23 Victory Road. FR 2-7683 after 5.

FOR RENT — Sm. furn. hse. on Elm St. Large yd. Inquire 524 Date St. Ph. 319-R, B.C.

FOR SALE — 2 1/2 acres in Paradise Valley, 1 mi. off Sloan-Henderson cut-off. Will trade. What have you. Ph. 656-R B.C.



ANDERSON — To Mr. and Harvard St., N.L.V., Wed. June 12, 1957, a daughter.

BAINBRIDGE — To Mr. and Mrs. James Bainbridge, 323 The St., Friday, June 14, 1957, a son.

GARCIA — To Mr. and Mrs. Ramon Garcia, 67-B V.V., Mon. June 10, 1957, a son.

HOWLETT — To Mr. and Mrs. Edward Howlett, 2222 Castleberry Lane, L.V., Tues. June 11, 1957, a daughter.

JOHNSON — To Mr. and Mrs. Dennis Johnson, 29 Laswell St., Sat. June 8, 1957, a daughter.

PEEBLES — To Mr. and Mrs. Roger Peebles, 103 Beech St., Sat. June 8, 1957, a son.

PRICE — To Mr. and Mrs. Guy Price 2-A V.V., Thurs. June 13, 1957, a son.

SHEMONCOFSKY — To Mr. and Mrs. Stephen Shemoncofsky, 50-D V.V., Wed. June 12, 1957, a daughter.

LEONARDI NAMED AP&CC UNIT MANAGER

Modesto L. Leonardi has been named as manager of plant production at American Potash & Chemical Corporation's main plant at Trona, Calif., according to an announcement by Calvin L. Dickinson, director of manufacturing.

Leonardi has been with American Potash & Chemical Corporation since 1939, after completing his education at the University of Nevada.

Nevada now has 57 communities which are served by municipal waterworks.

FOR SALE — 1951 Chev. 2 dr. Styline De Luxe. Clean Leatherette seat covers. Good rubber. \$350. Terms. 116 Dogwood, FR 2-5724.

FOR RENT — 2 bdrm. hse. clean, close in, stove & refig. Reas. FR 4-4403.

FOR SALE — Green upholstered, provincial sofa & chair, good cond. \$70. 7 pcs. 6x6x13 ft. Fir, 112 lin. ft. 2"x6" Fir, all \$06 bd. ft. 625 Federal, FR 4-8113.

FOR SALE — Electric refig., Gibson. Fair cond. \$27.50. 3 Brown, FR 2-5822.

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SWIMMING LESSONS — For small fry in local private pool by Red Cross Life Saver. Call Eileen Stokes, FR 2-6294.

BUY YOUR ROYAL PORTABLE at Services Unlimited, 13 Army St. in Henderson. No money down. Terms on approved credit. Typewriter rentals and repairs.

FOR SALE — '48 Merc. 4 dr., radio & heater. Clean runs good. \$150. FR 2-6182. 571 Blackmore.

FOR RENT — 2 bdrm. furn. apt. Inquire 663 Ave. D, B.C.

FOR SALE — Pedigreed boxer pups, 7 wks. old. Very reasonable. 521 Elm St., B.C.



"NO ACCIDENT CLUB" — Stauffer Chemical Company on June 1, awarded membership in the Stauffer's "No Accident Club," to seven employees. Len Edwards, assistant works manager is shown presenting 5-year "No Accident Awards" to Ralph Greenwood, Joseph Lipsky, Betty Cole and Marie Stevens. Larry Rostine, another 5-year winner and Newell A. Kizzia and Herbert L. Jarvis, 10-year award winners are not shown. —Woodruff Photo

W. D. Guthrie, Jr. Wed In St. Louis

William Dixon Guthrie, Jr. and Miss Mary Ann Thielecke were married in St. Louis, Miss. on June 5.

The bride is the daughter of Mr. and Mrs. Walter Louis Thielecke of St. Louis, and has been a teacher at the University of Arkansas. Her father is a vice-president of the Bell Telephone Company.

The bridegroom is the son of Mr. and Mrs. Wm. D. Guthrie, 107 Magnesium street and a former employee of Titanium Metals Corporation. He met his bride at the University of Arkansas where he recently received his Master's degree in chemistry.

The young couple will make

their home in Chatanooga, Tenn. where Guthrie has accepted a position.

Council—

(Continued from Page 1)

An ordinance creating a planning commission was adopted and a program of weed control for the city was okehed by the council. It was decided to inspect the horse corrals at Pittman to determine where the ordinances governing the keeping of animals were violated. The council voted to enforce the present laws in this respect.

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This advertisement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Offering Circular.

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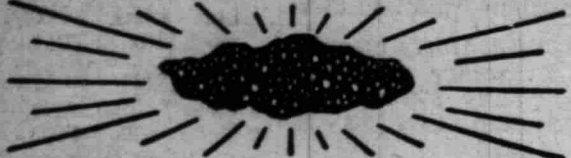
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