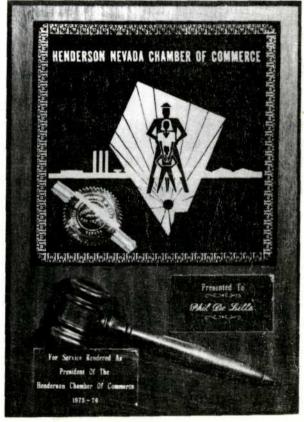
THE HISTORY OF HENDERSON 1960-1976





1977 HENDERSON INDUSTRIAL DAYS DEDICATION

by Dennis Havens

Henderson, Nevada is almost thirty-six years old. As towns go, that is next to nothing. Until a September morning in 1941 the city was only a dream in the minds of a few government functionaries, intent on building a wartime manufacturing plant and temporary housing for its transient workers. Until that morning it was virgin desert, hummocky and covered with sage and greasewood. It lay in the shadow of Black Mountain, in the most unlikely spot imaginable for a golf course someday to sit. It was nothing but a set of geographical coordinates: 36 degrees north latitude, 115 degrees west longitude. The shanties and roadside bars of Pittman were a few miles down the hill from Railroad Pass on the way to Las Vegas, and they were the closest inhabited spot along that road. What would become Henderson was as alien to most men's knowledge of viable real estate as the surface of Mars we saw via television this past year.

From the air, desert country looks even more barren than it does from the ground. Distance foreshortens perspective, and small hills flatten out to look like part of a surrealistic monochromatic carpet of sand. So the site of Henderson must have looked to aerial surveyors then, and indeed one of the reasons the site was picked was because it would be easy to camouflage against enemy air surveillance.

••••••••

Industrial Days Program Committee
Chairman: Jim Hicks
President: Duane Laubach
Executive Director: Gary Johnson
Layouts: George Stafford and Tommi Hays
Staff: Klyda Day and Connie Prik
Pictures: Basic Photo
History of Henderson Author:
Dennis Havens
Copyright 1977
Henderson Chamber of Commerce
Henderson, Nevada

Now the great jetliners in their landing patterns fly over Henderson innumerable times each day. Often I am a passenger, and I look down in wonder at the sprawling labyrinth of streets, rooftops, familiar landmarks, most of which have been erected years after I first saw Henderson as a 5th grade student on an early October morning in 1947. Thirty years ago.

The odds, as they say, were stacked against there being a Henderson once World War II ended. Only a part of the story -- an insignificant part, really -- has been told over the past two issues of the Industrial Days magazine. For though Henderson needed business to survive, and the Henderson Chamber of Commerce was a tower of strength and a rallying point for those struggling businesses of the 1940's and 1950's, it must be remembered that those very merchants needed the people, and it was the soul and the stubborn American pioneer spirit that fought and won against all the bureaucrats and speculators and quick-buck artists and saw to it that the town of Henderson, Nevada was assured its independence, its continued existence and its place in the

There are too many individuals, all of them worthy, to mention in a brief article on the strength of a citizenry in building and keeping this wonderful town we live in. But a few spring to mind too strongly to ignore.

Hershel Trumbo would have to be high on anyone's list of pioneers who had the unique combination of guts and brains to take a ramshackle bunch of Signal Corps odds and ends and somehow build it into a telephone company that brought Henderson into the direct-dialing age before any other city in Southern Nevada. Jim Van Valey, who from the beginning held on with the tenacity of a bulldog to a business that surely must

Cont. on page 3

••••••

We are honoring the past presidents of the Henderson Chamber of Commerce for the years

1960-1976

DEDICATION

Cont. from Page 2

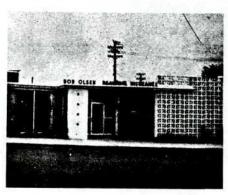
have come perilously close to extinction in the middle and late 1940's, and yet always had the time, the patience and the compassion to help others, to join in any effort to untie and organize all Henderson merchants to see it through. There is the late Nate Van Wagenen, who brought a movie theatre to our town back in 1943 and burned himself out fighting the cruel royalty schedules and arbitrary policies of the film distributing outfits so that everyone -- and most importantly the children -- would have a regular source of good entertainment with his Victory Theatre. There is Jo McBeath, whose original drugstore was one of the few true social centers of early Henderson. Many of us can remember others who have passed on, but whose roles in the building of a community spirit have outlived them and shall continue to do so. Dr. Joseph Coogan for one: under his gruff exterior was a kindness and a willingness to become involved that is too often lacking in the medical profession. Monsignor Peter V. Moran, who as Father Moran fought and won a

magnificent church for his parishioners, and who contributed tirelessly to the betterment of men's minds and their souls.

And of those still active, still carrying on to keep Henderson the unique place it is: who of us has not been touched and improved therein by the shining intellect and commonsense practicality of Lyal Burkholder, whose sterling work as an educator created the Henderson School System long before the encroachment of countywide consolidation? As Superintendent of Schools he strove for one goal: excellence. And surely he succeeded in the face of financial deficits and the daily pressures of running an independent school system which could compete with, and intellectually surpass anything else in the Las Vegas Valley. And yet Lyal Burkholder found time to give of his mind and his time to work for the town too, through the Chamber of Commerce and any other forum he could find -- as to this day he still does.

Then there is Morry Zenoff. I cannot believe that Morry plugged away all these years with the Henderson Home News out of a desire to get rich,

Cont. on Page 4







BOB OLSEN Realty and Insurance, Inc.

REALTOR - INSUROR 6 WATER STREET

Phone 564-1831

MLS - Multiple Listing Service

Serving the Banking Needs of Henderson

STATEWIDE

VALLEY

OF NEVADA



NEVADA'S LARGEST STATE BANK

- 107 WATER STREET PHONE 565-8971 HENDERSON
- 4TH & BRIDGER PHONE 386-1000 LAS VEGAS

Member: Federal Deposit Insurance Corporation

—Federal Reserve System.

DEDICATION

Cont. from Page 3

for surely he would have gone somewhere else very early in the game if that had been his plan. Morry Zenoff is one of the most involved men Henderson can boast of as one of its own. I once worked for a radio station that had a resident idea man. Of him, the manager said "he'll come up with ten thousand ideas a day, and out of that, one of them will be good." Morry is a bit like that. His mind is always on the town, deeply concerned with the welfare of its people, and it is a feverishly active mind. Over the years, as the pages of his own newspaper eloquently attest, Morry has indeed had his ten thousand bad ideas: but unlike that radio idea man, Morry Zenoff has had twenty thousand good ones! There is a permanent Morry Zenoff coloration to Henderson, thanks to the total personal commitment his years of editorializing have brought to us. His desire to spread the word, to communicate, led him in turn to start his paper, radio station KBMI, and also, lest we forget, KSHO-TV. He has built his monument, and it's one Henderson can be proud of.

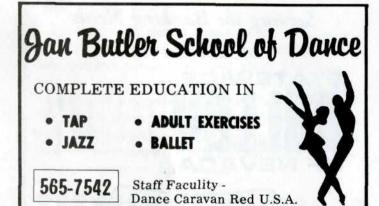
What, if anything, do these men have in common? Several things, actually. The first is

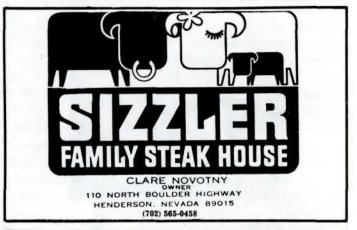
excellence. Each used his talents not only in the execution of his duties, but beyond that for the betterment of their community. Others live among us who are as brilliant, or perhaps far more so. But it cannot be said of all of them that their lives were shared with the town. Too many of us are self-directed, able to function and do what is required of us; the mark of excellence comes from the sharing of our abilities with others.

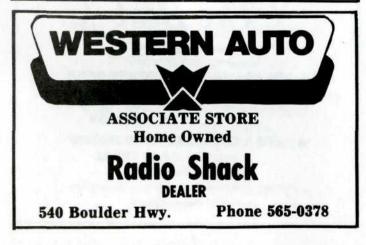
Surely fortune played a part in these men's lives. Had not Jo McBeath decided to give up a comfortable home in Colorado to investigate Henderson at the suggestion of a pharmacist friend, he would not have been here to play his part in the drama that was early Henderson. Yet -- he could have left and gone back! Morry Zenoff could have kept a prestigious job with the Milwaukee Journal. The Trumbos and Coogans and Burkholders could have moved on to bigger places, to lands full of rolling hills and green fields, and found work, probably more lucrative work. Yet they stayed!

For a town not yet forty, Henderson has been

Cont. on Page 5







eoft & conulya ctab Bryck wodulyiu

501 COUNTRY CLUB DR.

Telephone 565-7933

DEDICATION

Cont. from Page 4

singularly fortunate in the quality of its citizens. The names mentioned above are but the tip of the iceberg. An entire issue of this magazine would be needed to name all who are deserving of mention. They are excellent people too, and so they will understand their exclusion.

Right now, every day, newer, younger people come to Henderson. They are the leaders, the great men and women of the years lying ahead. In the schools at this minute are even younger people, many of whom will find their destiny here in Henderson. The Governor of Nevada once taught at Basic High School, and his first Lieutenant Governor was one of his students. Physicians, attorneys, opera stars, musicians and entertainers, business and political leaders, youth workers, we have had more than our share of them graduated from Basic High School since it opened its doors back in 1942. Some have moved on to follow their careers elsewhere, when, alas, a small town could not offer the opportunities of the great

cities. Others have stayed to contribute, and shall continue to do so in the future.

Yes, Henderson has been fortunate. Its history is fascinating, fraught with dangers as dire as its very dissolution. Now we know it is here to stay. And now more than ever, it must continue to live up to the shining record of excellence of its past and its present. To all of you who are a part of Henderson, add to its excellence by giving a part of yourselves.

Best Wishes For A Successful Industrial Days

HENDERSON CLINIC, CHARTERED 67 Lake Mead Drive Henderson, Nevada

PRICE - RYAN TRAILER PARK

Henderson's Finest Trailer Area

Boulder Highway

Pittman

BASIC PHOTO

R.L. Shiles

COPY OLD PHOTOGRAPHS
PHOTOGRAPHY
PROCESSING
DARK ROOM

565-7627

44 M

Box 179

Henderson

44 WATER ST. HENDERSON

Electrical,
Heating, and Plumbing
SUPPLIES
STANDARD
WHOLESALE

SUPPLY CO.

855 West Bonanza Road LAS VEGAS • NEVADA Phone 382-6930



YOUR SOUTHERN NEVADA
CHEMICAL DISTRIBUTOR

JONES CHEMICALS INC.

Chemicals for Industry, Pools Laundries and Dry Cleaners

Phone 565-0897

565-9761

565-9762

THE HISTORY OF HENDERSON 1960-1976 Part II

by Dennis Havens

Last year, we traced the history of the Henderson Chamber of Commerce from its first meeting in 1945 through the end of the 1950's. This history will be concluded in this issue of the Industrial Days magazine.

We left Henderson - and the Chamber of Commerce - at the conclusion of the presidency of Bob Olson, in 1959-1960. Interestingly, some of the problems which plagued the organization then were to linger on for many years; some of them remaining unsolved today.

Henderson in 1960 had come a long way from the war baby of 1942, but much of it still was bounded by the original perimeters set down at its inception. Though the "new" Basic High School (now Burkholder Jr. High) had first pushed a Henderson building past the arbitrary boundary of the railroad tracks in 1953, by the start of the next decade the town itself was still composed of the original Townsite, Victory Village, Carver Park, and only the three housing additions of Valley View, the large division constructed above Water Street beyond the old Pepsi-Cola bottling plant, and the smaller section which runs parallel to Water Street's junction with Boulder Highway.

Downtown had taken a shape which hasn't changed much, though then the Royal Casino stood where the Eldorado and Rainbow Clubs now are. A few merchants have moved; some enlarging, some changing locations, some going out of business entirely. But to a contemporary Hendersonian, the downtown area at the beginning of the 1960's would look quite familiar.

LOU LaPORTA

The first president of the Henderson Chamber of Commerce to serve a term in the new decade was pioneer businessman Lou F. LaPorta, whose insurance agency has been a part of the Henderson landscape practically since the town's

Cont. on Page 7





Cont. from Page 6

inception. On November 12, 1959, speaking before the Chamber, LaPorta announced the Chamber would do well to strive for three things in the upcoming year: a city hotel; widening of roads into the city; building more housing subdivisions. Surely three notable goals, but quite a challenge in one short year. Yet one chamber meeting later, a gentleman named Sam Perlstein stated he was ready to build a city hotel in Henderson and that he had potential backers, pending the approval of the Chamber of Commerce and the tentative OK on a gambling license. The chamber unanimously gave its assent; one can only guess at this late date where that proposed hotel-casino in downtown Henderson is!

Henderson's Vegas Village branch opened on May 15, 1960. This illfated venture (the store occupied the building of the long-defunct Townsite Market, on the corner of Market and Army Streets) was greeted with the highest expectations, yet within a few years Vegas Village would pull out of Henderson, claiming insufficient revenue from their store.

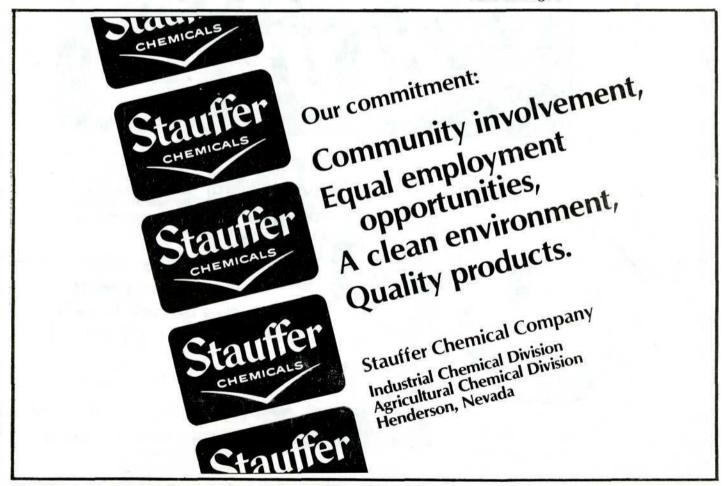
1960 also saw Morry Zenoff, publisher of the Henderson Home News, elected to the Chamber of Commerce Board of Directors. To many it seemed an honor overdue, after Zenoff's long years of support for the city.

If President La Porta failed in his term of office to get new housing built for a growing Henderson, he certainly didn't fail to point out the burgeoning need for it, as Chamber meetings minutes from that year attest. Aware too of the need to beautify the areas surrounding the city, he wrote the following resolution, which the Chamber duly forwarded to the State Highway Department.

RESOLUTION

WHEREAS, the Boulder Highway 93 is gradually deteriorating and, in many instances in poor condition, and WHEREAS, this road being traveled by many thousands of cars the need for

Cont. on Page 9



2	16	31	46	62
4	19	33	49	63
5	23	FREE	52	68
8	27	38	57	70
2	29	41	58	73

NEVADA'S BIGGEST

BINGO Bargain!

ONLY AT HENDERSON'S ELDORADO CLUB!

the Friendly

ELDORADO

DOWNTOWN HENDERSON CLUB

- . CASINO
- RESTAURANT
- . BAR
- KENO
- POKER

LOTS OF FREE PARKING

There's always plenty of action 24 hours a day . . . at the friendly ELDORADO CLUB. Lots and lots of "loose-as-a-goose" slot machines. FREQUENT "DOUBLE-JACKPOT TIMES"

DELICIOUS FOOD
AT ECONOMICAL PRICES

Check Our Money-Saving Luncheon and Dinner

SMILE

Cont. from Page 7

resurfacing is extremely important at this time,

IT IS THEREFORE resolved that the Nevada State Highway Department be notified of our desire to see that appropriate funds are earmarked for the resurfacing of the Boulder Highway.

(signed)

LOU F. LA PORTA, president.

At the same August 11 meeting, La Porta fired off another resolution, urging that Nevada pave their portion of the Nipton-Searchlight cutoff to make access easier to Southern Nevada for California fishermen. At the meeting of September 8, acknowledgement of these resolutions was read into the record, and guest speaker Charles Ritchie spoke on the need for development of the Lake Mead recreational area.

JOHN RAYBORN

Elected president for 1960-1961 was John Rayborn, who presided over his first meeting on December 8. As would be expected that meeting was generally concerned with Christmas and how best to promote and coordinate the Holiday efforts of Henderson merchants.

On January 12, 1961, Rayborn was already setting the stage for preparations for Industrial Days by appointing Lyal Burkholder as chairman of a special steering committee. The 1961 celebration was the tenth consecutive Industrial Days, and it was deemed a smashing success. The sale of Booster Buttons brought \$648 profit to the

Chamber and almost as much to the Lions and Kiwanis Clubs, who participated in that program.

An old bugaboo: downtown parking was still plaguing merchants and their prospective customers alike. President Rayborn promised to appoint a committee to study the problem and decide what could be done.

A carnival was held in place of the regular Christmas barbeque in 1961, and the Chamber believed in so doing a more varied and potentially profitable program could be given the people of Henderson.

At the October 12 meeting the guest speaker was the Chief Probation Officer and Director of Court Services for Clark County, a Mr. Donal "Mike" O'Callaghan. Wonder what ever happened to him?

PHIL HUBEL

Longtime Chamber member and another pioneer Henderson businessman Phil Hubel was elected president of the Chamber of Commerce for 1961-1962. Early in his tenure of office, Hubel was confronted with a problem which had existed since

Cont. on Page 10

TownHouse Motor Lodge

21 UNITS-

Air Conditioned Color TV • Cocktails

565-8777

73 Water St.

Henderson



General Insurance

La Porta Insurance Agency, Inc.

129 WATER STREET HENDERSON, 89015 Phone 565-6411



Cont from Page 9

1954, when KLRJ-TV, Channel 2, (now KORK-TV, Channel 3) began blatantly advertising themselves as a Las Vegas television station, in direct conflict with their FCC licensing agreement, by which that channel was allocated to Henderson. Years earlier management of that station had quietly begun dropping "Henderson" from their identification. They had promised, when confronted with charges of doing so by the Chamber of Commerce, that at some nebulous future date (not yet realized over 20 years after the fact) they would build a Henderson studio "when the situation called for it." By means never fully disclosed, that NBC-affiliated station managed, by early 1962, to get from the FCC a re-allocation of Channel 2 from Henderson to Las Vegas. President Hubel fired off a letter of protest to the FCC. As we of course know, all Henderson's efforts were in vain, and we were denied a television channel until KVVU came on the air years later.

The Henderson Telephone Company under its

founder Hershel Trumbo, had by this time grown from a collection of old government equipment into the most modern company in Southern Nevada. Back in the mid-1950's the Henderson Telephone Company had installed dial telephones almost a full two years sooner than Las Vegas, and a decade later Trumbo's outfit would again beat Las Vegas to the punch by nearly as long with direct-distance dialing. In 1962, Trumbo and Henderson Telephone were trying to expand their coverage area to include those portions of Paradise Valley annexed by the city. It was suggested that Sunset Road, which is Henderson's access to Paradise Valley and the airport, be renamed Henderson Blvd. A noble attempt doomed to failure thanks to a Las Vegas-biased county commission.

Near the end of his term, Hubel presided over a meeting (Oct. 11, 1962) during which the crucial problem of water in our desert area was hammered into a resolution. The text supported a bond issue creating the Las Vegas Valley Water District.

Cont. on Page 11

STATE INDUSTRIES INC.

Henderson, Nevada

LARGEST MANUFACTURER OF THE BEST WATER HEATERS
IN THE WEST AND THE WORLD

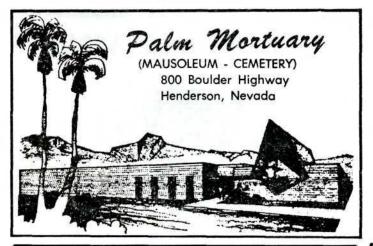
State Industries employees and the Company extend best wishes to all for Industrial Days 1977

DAN REED

New President Dan Reed assumed office and presided over the first regular meeting of the Chamber on Dec. 13, 1962. His plans included a membership campaign, and a city beautification project: something readers of last year's portion of this history will recall had been done before.

Future water and power plans were discussed before the Chamber by Pat Head of the Colorado River Commission at the June 13, 1963 meeting. A month later, a great deal of the business concerned the sign on Boulder Highway and Water Street: a subject tossed about endlessly over the years. Once again members expressed conflicting views, dissatisfaction, and the desire to provide a better sign than any of the previous ones.

By October, after studies and more arguments, a group headed by Bob Woodruff moved a sign be constructed, its cost in the neighborhood of \$960. The motion carried.



GREETINGS TO
HENDERSON'S
PEOPLE and VISTORS

from

PACIFIC ENGINEERING
AND
PRODUCTION COMPANY

FRANK MORRELL

Another longtime Henderson businessman, Frank Morrell, became next Chamber president. His first meeting was November 14, 1963. It was for the most part a ceremonial affair, with talk being given to the upcoming Nevada Centennial of 1964. Mrs. Miriam Burkholder's school chorus sang a program that included the Nevada state song. The meeting broke up with the new Chamber president, no stranger to anyone in Henderson, looking forward to a bright, optimistic term and a flourishing Centennial year.

Before another Chamber meeting could take place, President John F. Kennedy was assassinated in Dallas and the nation was plunged into one of the greatest social upheavals in its history.

Industrial Days in 1964 followed the state's Centennial theme, and the Chamber of Commerce as usual was totally involved in every facet of the celebration. In the following months, the long-awaited new highway sign was at last put up. Another attempt at municipal beautification was made, and an intelligent plan for the consolidation of merchants' efforts to gain more business was presented. A brochure, radio spot advertising and a "bonus bucks" plan were considered.

On October 8, the Chamber met for the last time under Frank Morrell. It was 23 days before the 100th anniversary of Nevada's statehood, and the guest speaker was Senator Howard W. Cannon.

RONALD LANGFORD

President for 1964-1965 was Ronald Langford, who opened his first meeting on December 10,

Cont. on Page 12

Join the Pepsi People feelin'free!



Pepsi Cola Metropolitan Bottling Co. Inc. 1200 E. Foremaster Lane, Las Vegas — 642-1999

Cont. from Page 11

1964. He announced his goals would be continuation of the work programs set out by his predecessor. High on his list of priorities was the water problem, which he outlined in an eloquent letter to Senator Clinton Anderson, chairman of the Senate Subcommittee on Irrigation and Reclamation. A few months later, the Chamber endorsed another Las Vegas Valley Water District Bond issue.

On October 14, 1965, Mr. Andrew Mitchell, Boulder City Elementary School principal and city councilman, spoke on Brazil, where he'd gone to study their education system. A note of humor: Secretary Ellen Shirley commented that the meeting was competing with the World Series, and she even entered into the official minutes a 3rd inning score: Dodgers 2, Twins 0!

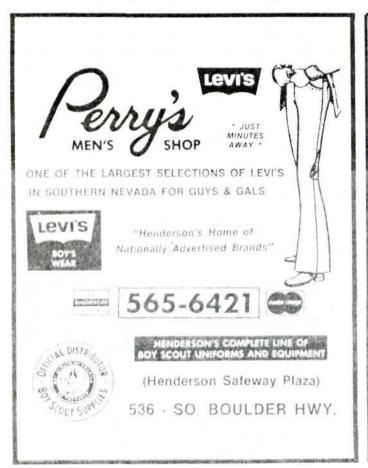
DICK PRYOR

1965 was nearly over. John Kennedy was two

years in his grave, Lyndon Johnson had crushed Barry Goldwater in the 1964 election. The conservatives as a unified political force, at least in their more extreme form, had been scattered and soundly beaten at every level of government outside a few pockets of reaction in the south. The Watts riot, first of a chain of horrifying upheavals of racial unrest (ironically following hard on the heels of passage of the 1964 Civil Rights Act) was only a few months in the past. An astronaut was orbiting the earth on December 9, 1965. In Henderson, the first Chamber of Commerce meeting under its new president Dick Pryor was taking place at the Swanky Club.

There is a sense of unreality when one checks dates against all that was going on in the world during those tumultuous years. The Chamber minutes seem detached from reality; divorced from the world and its ills. There is, in the minutes of the 1940's, a sense that every Chamber meeting was a microcosm of that week's life in Henderson and in the world. A war was on; it affected everyone's lives. After, in the postwar years, the clammy dread that by the flick of a bureaucratic

Cont. on Page 13



TROPHIES of LAS VEGAS

Congratulations and Best Wishes
To Industrial Days

Vern and Dona Pace

123 North Ninth Street Las Vegas, Nevada

Cont. from Page 12

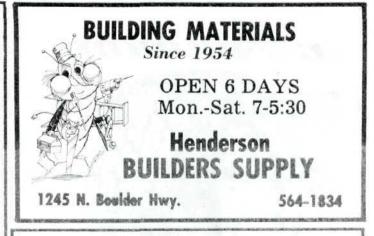
switch the entire town of Henderson could be ordered out of existence permeated every Henderson household, and it stands out in bold relief on the pages of the Chamber minutes, too. The competing and overlapping governmental agencies: the CRC, the BLM, all the initialed and abbreviated monoliths in Washington had a real meaning for the residents of Henderson. Even the twin victories of independent cityhood and new housing in 1953 are written and noted in Chamber meeting minutes with a human emotion. All that changed sometime in the late 1950's. Surely in October 1962 the Cuban Missile Crisis was the leading topic of discussion everywhere, probably even at Chamber meetings. Yet not a word of it was mentioned in the endless round-robin of subject matter that permeates the pages of these carefully-notated and filed histories of the Chamber of Commerce and the city it represents. The road sign. Business. Christmas decorations. Industrial Days. Civic beautification. A guest speaker, usually telling merchants what they already know, such as that shoplifting costs them money. We must wait for June 1966 even to discover that the estimated population of Henderson as of that date was 17,020.

In July, plans were underway for what would become the Southern Nevada Museum. A Henderson landmark had changed hands: the telephone company was now owned by the California Interstate Telephone Company of Victorville, California. Having seen his company grow into the direct-dialing age, Hersh Trumbo had at last sold out to a corporation; one which itself would evolve in a few years into Continental Telephone.

GLEN TAYLOR

Glen Taylor became president for the 1966-1967 year. He quickly announced that five men had been voted a 1967 honorary membership in the Chamber: Jack Parvin of the State Highway Department; John A. Dooley, principal of Basic High School; Police Chief George Crisler; Fire Cont. on Page 14





BEST WISHES

from

Joel F. Bower, M.D. East Lake Mead Drive Henderson

Cont. from Page 13

Chief Don Richard; and Halvor Bennion, principal of Henderson Jr. High School. In February, the new post office had its ground breaking ceremony, an event that drew Senators Bible and Cannon and Representative Walter Baring to Henderson. On March 9, Ron Hubel, son of former Chamber president Phil Hubel, spoke on the activities of the Henderson Boys' Club and provided some unexpected excitement when he had to interrupt his talk to rush his wife to the hospital for the birth of their first child.

It was during 1967 that the infamous Lake Adair issue first was raised. On the morning of April 13 the bill creating Lake Adair cleared the state senate without a dissenting vote. Talk was that Henderson would be soon renamed Lake Adair, which would be a manmade lake adjacent to the city. Not since the days of incorporation had there been such excitement and optimism regarding the

future of the city. At the same time, Channel 3, Henderson's first television station (KLRJ-KORK having successfully wormed out of their original Henderson channel allocation by steadfastly remaining in Las Vegas) came on the air.

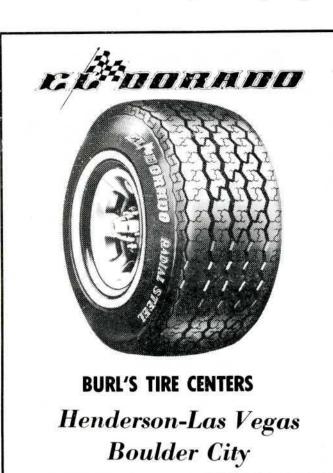
Glen Taylor was the first Chamber president in many years to break with the tradition of a one-term presidency. 1968 finds him still in office as Chism Homes sends a representative to discuss the new tract they plan to build, and the Southern Nevada Museum, due to frequent vandalism, is moved to the former Henderson Jr. High School Gym at Water and Atlantic. April 20, 1968 was set as opening day for the new facility.

Shades of the 1940's: a state-printed brochure called "You'll Like Nevada" left the presses at Carson City, and Henderson was not on the map!

In July, another chapter in the Lake Adair saga

unfolded as J. Carlton Adair spoke to the Chamber on his proposed Lake Adair project, to be constructed by the Port Holiday Authority. A resort city adjoining Henderson was part of the

Cont. from Page 15



BASIC AUTO PARTS

ROY CAMPBELL

440 North Water Street Henderson, Nevada Phone 565-8735





Cont. from Page 14

plan, and the estimated cost was \$130 million.

The Chamber, in 1969, held no meetings for three months during the summer, resuming in September 1969. Glen Taylor, who had reigned as president since the fall of 1966, finally ended his long tenure at the meeting of October 9.

BOB OSELAND

The new president officiated at the meeting of December 11, 1969. His term of office began auspiciously with a fine musical program by the Las Vegas Boys' Choir conducted by David Forrester.

In the months to come, a host of old issues arose, beginning with the seemingly insurmountable problem of civic beautification. The Chamber decided to ask the city to enforce its sanitation contract.

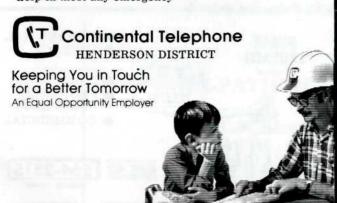
The 1970's had arrived. Henderson had emerged remarkably unscathed by the myriad revolutionary charges of the 1960's. Like so many small towns everywhere, it retained its character and gave in but little to pressures to change and keep up with what metropolitan areas might look at as "the times." The Chamber went through the first half of 1970 without any unusual business, and adjourned itself through the summer. When it resumed in September, the first order of business was a change in the by-laws forbidding any director to serve for more than two consecutive terms. It was a busy fall. Phil Hubel moved that the Chamber spend \$1300 for an electrical sign for its office, and the motion carried. The city had begun printing brochures, and the Chamber voted to purchase fifteen thousand of them.

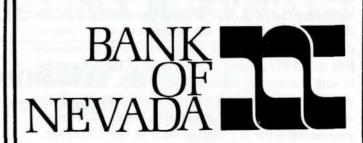
BILL SHEEHAN

Bill Sheehan assumed office as president on Dec. 10, 1970. His first tasks were, naturally, to **Cont. on Page 16**

how to teach your child to **use the phone in an emergency**

Telephone employees like John Birchen, Installer, remind you to be ready if an emergency happens. Teach your children how to use the phone... write down police, fire, doctor and other emergency numbers in the front of your directory... post them by each phone in your home. And, remember, even preschoolers can be taught to pick up the phone and dial "Operator." Your child is never alone if trouble does strike. Operators only a fingertip away are ready to help in most any emergency





112 WATER STREET HENDERSON

Cont. on Page 15

oversee the Christmas activities, and he listened with the rest as Selma Bartlett spoke of the need to sell Hendersonians on the idea of shopping locally, rather than taking their money and spending it in Las Vegas.

Sheehan, however, had a more startling idea in January: to change the fiscal year for the Chamber to year's end. He made cogent arguments in behalf of his plan, which was subsequently adopted.

In tune with the conservation and environmental minded 1970's, the subject of air pollution from the plants had been causing Henderson to receive bad press, particularly in the Las Vegas Review -Journal. Sheehan asked for ways to combat this bad publicity, much of which he felt was undeserved.

ROY CAMPBELL

Due to the change in fiscal bylaws, Sheehan's term was cut a month short and Roy Campbell was elected the next president of the Chamber. He threw his early energies into highway needs, including the idea of a freeway paralleling Boulder Highway. Much of his energies were indeed directed that way, as extensive correspondence fills this 1972 period in the books of the Chamber. It was during his term, in May 1972, that former president Bob Olsen passed away, marking the end of a career intimately and honorably associated with the city as well as the Chamber.

BILL PERRY

Haberdasher-musician Bill Perry, son of the founder of Perry's Men's Wear Harve Perry, was the next elected president of the Chamber, bringing a second generation of Henderson merchants on the scene. Early in his term, KILA, the religious-oriented FM radio station, came on the air in Henderson and its president, Jack French, joined the Chamber. Ellen Shirley, for so many years the excellent secretary and manager of the Chamber, was presented with a gold watch by former president Glen Taylor for "her many years of loyal service."

As 1973 arrived, there was again talk of a Community College for Henderson. A touring group from the main office showed surprise at the amount of available classroom space at the old junior high school. The beginning, after many disappointments, of a higher education facility in Henderson seemed not so far away.

MARY ROBERTS

On August 2, 1973, after nearly thirty years of existence, the Henderson Chamber of Commerce elected its first female president: Mary Roberts. At her first meeting some important decisions were made, including the posting of a 55 miles per hour speed limit at the outskirts of Henderson (and this a year before it was a national law.) She also dedicated herself to eradicate the psychological barrier that had long existed between Henderson and Pittman, which of course has been part of Henderson since the latter's inception. Mary Roberts, persisting in her efforts to break

Cont. on Page 17

J & W AUTO PARTS

Tim, Milo, Bob, & Tom
Are here to serve you



OPEN 7 DAYS 225 WATER STREET



Cont. from Page 16

down the old Pittman bias, was awaiting word from Senator Bible on her suggestion that the name of the post office there be changed. A new city map was published, principally through the efforts of the Chamber.

Mary Roberts' efforts with the post office were successful, it was learned in May 1974. Henceforth, it would be the Henderson Post Office, differentiated from the main one only by zip code.

Discussion occurred about moving Industrial Days from April to September. (April winds and erratic weather, not to mention Henderson's real birthday being September 15th were no doubt mentioned.) No decision was reached.

On a 5-3 vote at the next meeting, the proposal to move Industrial Days was defeated, and so it remains in the gusty month of April.

DON DAWSON

Don Dawson took office in the summer of 1974, a time not notable for tranquility on a national scale. If the reverberations of Watergate did not cause much of a ripple with the Chamber of Commerce, the general economic slump did: a member of the Board of Directors resigned when he found himself laid off from his executive position at a local financial institution.

By this time, the Henderson Expo had become an event second only to Industrial Days in the calendar of city events. Naturally, the Chamber was intimately involved in the project, which has grown in stature and quality with each succeeding year. The Southern Nevada Museum had grown and flourished; in 1974 the Chamber donated a fence to enclose their new facility to be built on Boulder Highway. The economic situation could be seen reflected in a rising number of membership cancellations and the addition of new Chamber members; as some businesses pulled out, others moved in to try and make a go of it.

Cont. on Page 18



ST. ROSE de LIMA HOSPITAL

YOUR COMMUNITY HOSPITAL "We Care"

Located at Lake Mead Drive & Boulder Hwy. 564-2622

IN-PATIENT and OUT-PATIENT SERVICES

Pharmacy
24 Hour Emergency
Service
Physical Therapy
Laboratory

Respiratory Therapy Dietary Consulting Insurance Assistance Social Service X-Ray

Cont. from Page 17

Nineteen such new members joined alone in March 1975. Throughout 1975, the Chamber also carried through many activities and plans to be coordinated with the Bicentennial year of 1976, including the highly admired painting of fire plugs as Revolutionary figures.

PHIL DeLILLO

The man chosen to pilot the Chamber of Commerce through the bulk of its Bicentennial year was Phil DeLillo. As could be expected, he had to carry the additional load of all the Bicentennial projects as well as his responsibilities as president. The many successes and all the affirmative publicity which derived from the Chamber's participation during 1976 all attest to the excellent job he and the 1976 Chamber of

Commerce did. The many Bicentennial events are still fresh in the minds of everyone who was in Henderson to share in the celebration of this historic occasion. Through the 1975 Christmas Parade, the spectacular Industrial Days and on through Expo '76, the city, guided and spearheaded by the Chamber of Commerce, put on its tributes to the nation's Bicentennial year in a way that brought it great honor and pride.

This brings us to the end of the history of the Chamber of Commerce and its presidents. On the cover of last year's Industrial Days magazine we saw a portion of downtown Henderson during the 1952 Industrial Days parade. To see that same spot today is to realize what, in the intervening twenty-five years, the people and merchants of Henderson, and the guiding spirit of the Chamber of Commerce, have done to make Henderson a city of which we all can be justly proud.

TO THE COMMUNITY OF HENDERSON BEST WISHES FOR A SUCCESSFUL

1977 INDUSTRIAL DAYS



Kerr-McGee **Chemical Corporation**

HENDERSON, NEVADA

The products we produce at Henderson are used in

Paper Industry Batteries Rocket Fuel Flares & Fuses

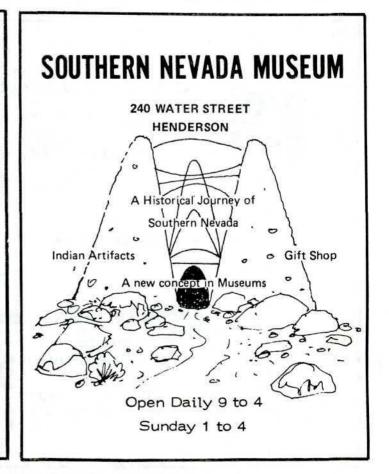
Matches

Weed Killer **Cotton Defoliant Photography**

Semiconductors Surgical Appliances Aircraft Structures

Uranium Processing

An Equal Opportunity Employer



1976 MISS INDUSTRIAL DAYS Danielle Hansen (Center) with first runner-up Shanna Vincent (Right) and second runner-up Pam Anderson.



MORRELL REALTY & INSURANCE INC.

Established 1952

Multiple Listing Service EVALYN E. MORRELL - Broker

42 WATER ST. HENDERSON

BEN STEPMAN DODGE

"WE'RE THE OTHER DODGE DEALER"

BEN STEPMAN DODGE

460 BOULDER HWY.

564-1919

MarJess Silver and Lapidary

10 Water Street

Weekdays 12 pm to 9 pm Saturdays 9 am to 9 pm

Sundays 12 noon to 5 pm

Indian Jewelry Repair

Silversmith Classes
HENDERSON, NEVADA 89015 PHONE 565-7635



Home of the HAMDINGER & BACON BURGER

Food to Go or to Stay

546-8416

HONE 565-7635 139 Water St.



SERVING LAS VEGAS
"SINCE 1928"

DESIGNERS & MANUFACTURERS OF ILLUMINATED ADVERTISING

SIGNS

NEON - PLASTIC SALES-LEASE MAINTENANCE PHONE NIGHT & DAY

G ELECTRIC COMPANY

5119 Cameron St., Las Vegas 876-8911



CONGRATULATIONS
HENDERSON INDUSTRIAL DAYS

U. S. Lime Division

THE FLINTKOTE COMPANY



MANUFACTURER OF DIVERSIFIED PRODUCTS FOR HOME AND INDUSTRY

SCHEDULE OF EVENTS INDUSTRIAL DAYS CELEBRATION

1977

April 23 & 24	Rodeo	Pittman Arena
April 23 & 24	Golf Tournament	Black Mountain Golf & Country Club
April 25-29	Pool Tournament	Civic Center Auditorium
April 30	Beauty Contest 7:00 p.m.	Burkholder Jr. High School
April 30	Dance 9:00 p.m.	Civic Center Auditorium
April 29-May 1	Bowling Tournament	Henderson Bowl
May 4-8	Carnival	Civic Center
May 5	Talent Contest 7:00 p.m.	Civic Center Auditorium
May 7 & 8	Art Festival	Open Air Exhibition
May 7	Parade 2:00 p.m.	

Past Chamber of Commerce Presidents



1960-1961 John C. Rayborn



1961-1962 Phil Hubel



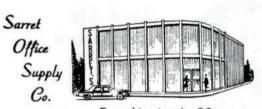
1962-1963 Dan J. Reed



1963-1964 Franklin T. Morrell



1964-1965 Roland J. Langford



Everything for the Office 555 Casino Center Blvd. So. LAS VEGAS, NEVADA 89101

BERT H. PURDY

Phone 384-6175 384-8105

GOLDEN RULE TRAILER PARK

"Why Look Further -

It's ALL Right Here!"

1609 North Boulder Highway Henderson, Nevada 565-7141

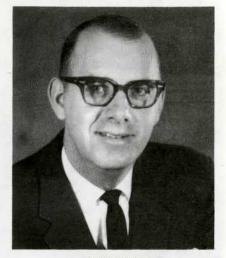
Past Chamber of Commerce Presidents



1965-1966 Frank R. Pryor



1966-1969 Glen C. Taylor



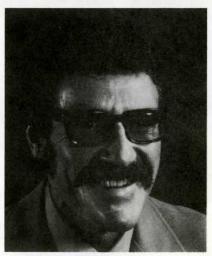
1969-1970 Robert O. Osland



1970-1971 William J. Sheehan



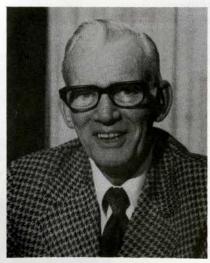
1971-1972 Roy Campbell



1972-1973 William L. Perry



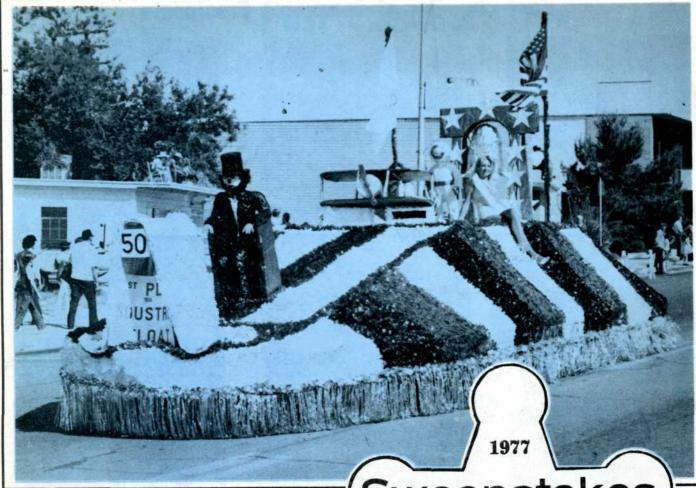
1973-1974 Mary E. Roberts



1974-1975 Donald M. Dawson



1975-1976 Phil DeLillo



Here Are The Previous Industrial Days Parade

SWEEPSTAKES WINNERS

1957 - BASIC HIGH SCHOOL (Desertaires)

1958 - BASIC HIGH SCHOOL (Desertaires)

1959 - HENDERSON PHONE COMPANY

1960 - HENDERSON PHONE COMPANY

1961 - BASIC ELEMENTARY SCHOOL

1962 - BASIC ELEMENTARY SCHOOL

1963 - BASIC ELEMENTARY SCHOOL

1964 - HENDERSON JAYCEES

1965 - HENDERSON JAYCEES

1966 - BASIC MANAGEMENT, INC.

1967 - ANDERSON DAIRY

1968 - ANDERSON DAIRY

1969 - ANDERSON DAIRY

1970 - ANDERSON DAIRY

1971 - BASIC MANAGEMENT, INC.

1972 - ANDERSON DAIRY

1973 - ANDERSON DAIRY

1974 - CUB SCOUT PACK 18

1975 - CONTINENTAL TELEPHONE COMPANY

1976-BASIC MANAGEMENT, INC.

Sweepstakes

Winner

Henderson Industrial Days