

TWO CITIES ARE ACCORDED WIDE PUBLICITY THRU CBS BROADCAST

10-22-38
Boulder Dam Also Is Given Description in Thursday Program

HISTORY TRACED

Scenic and Recreational Highlights Presented Over Network

Widespread publicity was accorded Las Vegas, Boulder City and Boulder dam on Thursday when, in the weekly CBS "City Salute" the entire quarter-hour was devoted to a description of the "twin cities" and the structure which brought them fame.

The broadcast was a prelude to the more extensive program on Boulder dam, given this afternoon, and described the two communities, traced their history and gave a long description of the recreational area surrounding them.

The broadcast, as presented over all CBS networks on Thursday, follows in its entirety:

"THE COLUMBIA network presents "City Salute."

"A salute to Boulder City and Las Vegas, Nevada!

"A salute to interest and achievement!

This is a tribute to a wide sphere of western territory, and to what lies within: to man's greatest engineering achievement—Boulder dam. To what was once a trackless waste of barren desert, unfit to support human life, but now the most perfectly designed city in the world—Boulder City. To one of the last of the frontier towns, the gateway to mighty Boulder dam and an outlying wonderland of rugged beauty and grandeur—Las Vegas, Nevada. This is a tribute to America's great scene of interest and newest playground!

"Model city of out. of desert-land!

"ALMOST AS amazing as the vast engineering creation it was built to serve, is Boulder City, Nevada.

When the great dam was in the course of planning, it was realized that the required amount of man-power necessary to the construction of the project would be enormous, that, too, there was no established community within practicable nearness to the damsite, no adequate means then in existence for housing these officials and workmen. It was therefore, essential that a city—yes, a complete, fully equipped qualified community—be created.

"A location, six miles due west of the damsite, was selected. But such lack of foundation or groundwork has its compensation. City planners and engineers were enabled to make a fresh start. There were no old streets to condition their design, no set features to limit the layout. There was merely the barren desert-land. But out of that, and at a cost of two million dollars, there appeared a perfectly designed community.

"IN A YEAR'S time—relatively a nighttime—new streets and thoroughfares were completed, open to travel, spinning a geo-

Two Cities

metric pattern across what had become Boulder City. There were a thousand homes—with more being built—a dozen workmen's dormitories, four churches, a grade school, shops, stores, restaurants, garages, a seven hundred-seat theatre, tourist camps, recreation halls, later, the beautiful Boulder Dam hotel, and countless other trade facilities.

"Each of the large dormitories of the project contractor was air cooled and heated, and contained one hundred and seventy-two single rooms.

"That company also maintained a sixty-bed hospital, equipped with all modern conveniences, and two ambulances and first aid stations were on constant duty at the canyon, the construction site for the dam. A total in excess of thirty-five thousand cases and as many as fifteen hundred in one month, were treated at the stations. A mess hall had a seating capacity of 1,000. Many

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... And in this picturesque area which sweeps about Las Vegas are points of interest to delight the tourist. Traveling east from the city, one presently may pass through a scenic wonderland known as the Valley of Fire, an area which possesses records of the earliest civilization known in North America. This is the stretch of country made startlingly colorful by the play of changing sunlight upon the hues of red sandstone.

"Not far distant is found the site of the Lost City and here may be seen relics of a forgotten race, the remains of houses built and occupied by early Pueblo Indians between five hundred and eight hundred A. D.

"Only thirty-four miles from

from that project. But more, this community was planned as a home. To the tourist, the smartly new, attractive homes, the clean, well-paved, tree-shaded streets disclose the fulfillment of that object. This, Boulder City, is what stands . . . where recently was desert-land.

"Gateway to Boulder dam . . . gateway to beauty and America's newest playground . . . Las Vegas!

"**THIRTY MILES** from the great dam, almost twenty-three miles from Boulder City, lies Las Vegas, county seat of Clark county, Nevada, and a thriving community with an estimated population of 8,600. Here are many excellent schools, churches, paved streets, parks and civic improvements. Many fine shops and stores add further impression to the modern spirit of the community.

"With it all, however, Las Vegas retains all of the flavor and atmosphere of the old west and frequently is termed one of the last of the frontier towns. Even today, one may see on the streets those who seem to have stepped directly from pioneer days. People dressed in deerskin suits, trimmed with fringe. The first surmise that here are curious, walking copies of the old gold and silver prospectors is usually correct, for many of these quaintly dressed visitors to Las Vegas are, indeed, prospectors working the nearby mine regions.

"**HERE, IN** Las Vegas, is the centerpiece for a vast mountain and desert country which embraces, beside the mining industry, railroad and cattle activity.

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Las Vegas is the Weston Park, rising to an elevation of 8,500 feet. This playground, a delightful summer resort, has come into more recent prominence, however, as the scene for winter sports. Here one may enjoy skiing, skating and other such pastimes. Three hours driving thru the desert will bring one to Furnace Creek Inn in Death Valley, to a vast, strange land of natural wonders and fascinating colors.

"Fifty miles from Las Vegas is Knob Hill, often called "Little Grand Canyon." Not too distant is Zion National park, Kaibab National forest, and Grand Canyon.

"**BUT NOW**, to this list of scenic spots must be added the Boulder dam reservoir, Lake Mead, the largest artificial body of water in the world. Already one hundred and thirteen miles long, this vast lake of sapphire-blue water eventually will extend one hundred and fifteen additional miles behind the dam, through the Colorado canyon and on and on until it reaches even thirty-eight miles into the great gorges of the Grand Canyon . . . until its entire shore-line will constitute approximately five hundred and fifty miles of picturesque land hanging from flat desert to lofty, craggy canyon walls. These are the wonders in the land surrounding Las Vegas, a community whose nearness to Boulder dam promises new pace to what has been steady development.

"Man's greatest engineering achievement!

"**OUT IN** the Black canyon of the Colorado, where the river forms the boundary line between Nevada and Arizona, the United States department of interior, thru the bureau of reclamation has built Boulder dam, the highest structure of its kind in the world. To speak in any detail, to attempt any exposition of the almost incredible wonders of this edifice is not within the bonds of this salute. Yet this salute does call attention to such a program and urges listeners to hear the broadcast of this coming Saturday. On October 22, from 1:45 to 2:15 p. m., Pacific Standard Time, CBS will conduct a special broadcast direct from the site of Boulder dam.

"At that time, announcers and commentators will explain var-

ious phases of the operation of this project and present vivid word pictures of its countless wonders. But at the moment, visualize this gargantuan structure of steel and stone, embodied and empowered with titan machinery and consider its functions. By holding the waters of the Colorado in leash during the flood period, it has stopped forever the periodic flood ravish which has already cost millions. At the same time it is storing the excess waters for distribution during the dry season, making available an increased supply that will irrigate aver two million acres of land in the Pacific southwest. It will do this and still provide a supply of domestic water sufficient for a population of more than ten million.

"And lastly, it will, while serving other major purposes, generate more than three times as much electric energy as is produced on the American side of Niagara Falls.

"This is the west's monument to science and engineering and progress . . . a mammoth, man-made wonder in a land of giant nature-made edifices . . . a creation which, itself, bore Boulder City . . . a creation which stands to add stature and significance to Las Vegas, to the west, and to America!