

Vegas Phone Book Is An Unique One

Telephone directories are common all over the United States, but the new book for Las Vegas and Boulder City, just issued by the Southern Nevada Telephone company, is the first directory ever published, so far as is known, to contain a tourist guide. The presence of such a section in the local directory indicates a general interest among merchants in promoting tourist trade.

"Help Advertise Your City" is the motto printed on the first page of the guide and it contains illustrations of Boulder dam, Charleston park, The Valley of Fire, The Lost city a fine map of the Vegas area and a large amount of interesting descriptive matter of scenic short trips that can be made from our city.

The new telephone directory, printed in the plant of the Evening Review-oJournal, is being distributed to telephone subscribers in Las Vegas and Boulder City this week. It contains alphabetical lists of subscribers a buyers' guide, and a large volume of advertising. The Boulder City directory, the first ever to be published for that city, comprises a list of all 'phones there and also separate directories for Six Companies Inc. residence 'phones and the bureau of reclamation.

Copies of the new directory will be distributed to all telephone subscribers in both cities. Hotels having extension 'phones in their rooms will receive a copy for each room. The total printing was 3,000 copies. .