

OUTPUT HUNDRED MILLIONS DIVIDENDS PAID TO DATE ARE MORE THAN \$25,000,000

Before the year closed Tonopah passed the hundred million dollar mark for production and the twenty-five million dollar mark for dividends, each with a wide margin. This makes the holiday season one in which self-congratulation should be extended. In its incipency this was a district that was frowned upon by investors and denounced by "experts." Nothing about it seemed

right. The mountain trend is north and south, yet the ore zone persisted in extending east and west. The croppings may have shown wealth, but the walls were not favorable for deep deposition. There was no water for milling operations, no fuel, no transportation facilities. Tonopah was situated in one of the most forbidding portions of the United States, both for habitation and for mineral development. The veins were likely to prove gash and

to pinch out with a very few feet of depth. The croppings were not extensive and the area of enrichment might have been limited to a few hundred feet. Tonopah might have proven a mere flash in the pan, as have been so many mining excitements in this and other states. But there was an abiding faith in the bosoms of the pioneers. It is of record that only one of the original leasers had the money wherewith to prosecute extensive operations. That was Brown, and Cutting was his partner. Cutting was a pedagogue and he had the change out of a \$20 gold piece when he landed in camp, but he and Brown cleaned up a fortune. George Coslett was a soldier of fortune, a desert rat. He found a nest of high grade in his block. Tom Lynch did likewise; so also did W. J. O'Meara, Mike Sullivan, W. P. O'Meara and a score of others. Jim Butler made it easy for the tributers. He went on his own honor and put them on theirs. He said: "Here is your block. These are the stakes. Work the ground in workmanlike manner, pay me such a royalty and hold the ground for such a term." He neither gave nor demanded a written contract.

Then came many experts and representatives of capital, for the road to Spaville was marked by a cloud of dust, showing the location of the caravans taking out ore and bringing in supplies. These experts with their heads and the representatives of capital were dubious or even derogatory. But the time arrived when the permanency of Tonopah's ledges was proven and then there was a mad rush to gain possession for the few hundred thousand dollars that the owners asked. One of the scouts for capital nosed out in the race. He made the first payment with an unauthorized draft for \$50,000. The Philadelphian against whom it was drawn was wildly implored to make good. He did so and the property passed, what is now the Tonopah Mining company's estate. The other payments were never made out of the purchaser's private purse, for the royalties were more than sufficient. Even though the leases were verbal and usually without witnesses, Jim Butler insisted upon their terms being carried out to the letter, and thus the boys who made the mine were protected and thus the fortunes of Jim Butler, T. L. Oddie and the Broughers were

established. The tributers sharing in the good fortune. The discovery of the other mines to the eastward and westward is as romantic as the dream of a Verne and almost as complex. Activities and mines extended in either direction, reaching deeper and deeper beneath the sand and sagebrush that stunted action created. When the original enrichment occurred the Tonopah ore zone doubtless displayed a cropping such as the world has never seen elsewhere, but fortunately it was quickly covered by detritus so that the development would be gradual, as it has proven in a decade and a half. Fortunately, however, it came to light at one place, as all big ore zones are said to do, so that there was a clue for the treasure seekers to follow. Otherwise the story of Tonopah and of the new mineral empire of southern Nevada probably would never have been written, for it was the Butler discovery that paved the way for the greatness of the southern Nevada mineral empire, which will add hundreds of millions of dollars to the wealth of the world. At one time, in the early '90s, all development was within a limited area, not so extensive as the present

lowlands of Tonopah, but the shafts were one by one sent out to east and west. The extension was one of the wildest of yesterday. It is a proven ten million dollar property today and will pay dividends that amount to more. It is a ferocious fellow, yet it will be better than a few million dollar dividend payer. Halifax was once sold for taxes and no one is able to compute its wealth today. So far out as the Monarch profitable shipments are being made. The Cash Boy is in line

for dividends during the coming year. Diamond drills are disclosing values far out on the flat to the eastward and there is ore in the Great Western, making the proven district already about five miles in length. The town of Tonopah, meanwhile, has had experience different from that of any other mining camp in the west. It has grown year by year, with never a disconcerting boom or dark depression, but simply advanced in step with the development of the ore zone.

Excellent Service

During the year just ending, the service rendered Tonopah by the Nevada-California Power company was interrupted by wind, snow and lightning troubles for a total period of only 12 hours and 30 minutes. This is a remarkable record, considering the distance to the source of supply and the fact that the line traverses a lonely desert and crosses a high range of mountains. It evidences splendid construction and upkeep as well as ceaseless vigilance on the part of the line riders. The voltage regulation has been very much improved since the installation of the three 2500 K. W. transformers, which are capable of taking care of a maximum load of 10,000 horsepower. The present load

carried by these transformers is approximately 5000 horsepower. The electrical equipment at the Tonopah sub-station is equal in efficiency and quality to that of any modern sub-station on the coast. The transformer installation represents a cost of \$35,000. By the construction during the year of inter-connecting power lines between the distributing systems of the Nevada-California Power company and the Pacific Power corporation, the new 8000 horsepower hydro-electric power plant put into commission at Silver Lake during the month of October by the Pacific Power corporation, is available for use by the Nevada-California Power company. This gives additional assurance of uninterrupted service.

CORPORATION BANK LARGEST IN STATE

One of the soundest financial institutions in the state of the Nevada is the Tonopah Banking corporation. Its shareholders and directors are people of high commercial rating and the patrons include a number of the largest mining companies of the district. The aim of the officials and employees of the institution is to be of aid to their customers, combining courteous treatment and advice with liberal business dealings. The bank is capably managed and is a regular dividend payer. Its reports to the comptroller of the treasury show that it is in splendid financial condition, always carrying a greater reserve than is required by law.

The Southern Nevada Abstract Bureau, "the largest insurance agency in Nevada," was organized in September, 1904, under the laws of South Dakota. It engaged first principally in the business of real estate and insurance. In October, 1916, a brokerage department was added. The company is agent for some of the leading insurance companies in the world. R. J. Highland, the manager, is general freight agent for the Las Vegas & Tonopah railroad. After January 1 E. A. Rives, associated with the Pittsburg Silver Peak company, will be identified with the office.

BUSY ALL THE TIME

The Nevada Wholesale Grocery company, the only strictly wholesaling firm in southern Nevada, was organized four years ago. The main house is in Goldfield. Harry Peterson is general manager. Henry Martin is the local manager. The firm deals entirely with the retail trade. There are associate houses in Los Angeles, San Diego, Nogales and Bisbee. Specialties are made of Alpihe milk, Husler's high grade flour and Washburn & Crosby's flour. The firm receives about 100 carloads of supplies a year.

CONSERVE HEALTH

Tonopah is blessed with a climate that makes it really a difficult matter to contract disease. Illness can come only through neglect of the laws of health. Tonopah has an excellent sewage system and if all business houses and residences were connected with the system, typhoid, which annually takes a toll of lives, would be unknown here. Elsewhere in this paper appears an announcement by the Tonopah Sewerage and Drainage company which is worth reading and taking advantage of. The company's charges are very reasonable, considering the cost of upkeep, for water on the desert is not to be had for the asking. Get busy and call up J. Grant Crumley's office and arrange for a connection.

HOME OF SANTA

The general outfitting station for Santa Claus is at the store of Rotholz Bros., Inc., corner of Main street and Brougher avenue. This year the firm has a larger and choicer stock than ever and the prices are not based on any advance that the war has placed on other necessities and luxuries of life. There is still time to drop in and get something for the little one or the grownup. Holiday goods are still displayed in profusion and an excellent selection may be made. When in doubt, place with this firm a year's subscription for a periodical suitable to age and condition. Smoker's wares made a specialty.

"CHEAP FOR CASH"

C. C. Dale & Co., realizing that in order for the merchant to be just and fair to all, he must not compel the good paying customer to meet the bills of the poor pay, or not pay at all, pioneered cash trade in this city. The firm has thus been enabled to reduce prices and to a large extent combat the high cost of living. A dollar goes farther for cash than it does for credit. The Dale system has since been adopted by other firms.

BULLION BY THE TON

Some weeks ago the country was electrified by the news that a ton and a half of silver bullion was hauled in a common dray through the streets of New London en route to the submarine Deutschland for shipment to Germany. How wonderful! Out here in Tonopah one day this month several trucks proceeded

down the street with EIGHT TONS of bullion aboard. And it was not all silver, either. The gold content was well worth consideration in this consignment, which was worth more than a quarter of a million dollars. But it was perfectly safe, for had not the Wells, Fargo company insured its safe delivery? This company has

transported one hundred million dollars' worth of bullion out of Tonopah and never an ounce has been unaccounted for at the delivery point. What Wells, Fargo does for the big mining companies it does for the individual patrons. See the local manager, A. J. Eneking, and get further particulars.

UP TO DATE BANK CONSERVATIVE FIRM FOR THE INNER MAN

The Nevada First National bank is one of the substantial and expanding financial institutions of southern Nevada. It has made great progress during the past year particularly, as shown by the reports that are called for periodically and at unheralded moments. It is a depository for government funds and is a member of the federal reserve banks, ensuring its solidity under any circumstances. Courtesy and liberality, so far as the latter is compatible with good banking principles, mark the conduct of the institution. The bank is steadily increasing its deposits and gilt edged loans. All its patrons are pleased with the manner in which their business is transacted.

When Goldfield was in the heyday of its second and biggest boom, the brokerage firm that was one of the most trusted, and deservedly so, was that of John Donnellan & Co. The "Co." was James C. Robertson. Now he is the firm itself and enjoys the same enviable reputation for sagacity and verity that made the success of John Donnellan & Co. in the boom days. Owing to his long experience and to the excellence of his connections on the coast and in the east, Mr. Robertson is able to secure quick service for his patrons and take the market at its turn. Mr. Robertson wishes all his patrons and the general public a most pleasurable holiday season and a profitable year in 1917.

The holiday season is one set aside for feasting and good fellowship. A most delectable display for the gratification as well as the sustenance of the inner man may be seen at the Tonopah & Goldfield market. This concern deals principally with meats, which are served fresh upon the block, in the main nurtured on the bunch grass and alfalfa of Nye, but it also carries the "trimmings" in the way of fruits, vegetables and other accessories to the Christmas dinner, or the repast on any other day in the year. The T. & G. market is as well and widely known as the T. & G. railroad. The management solicits your patronage during the coming year and will do everything to reciprocate.

A PIONEER CONCERN

One of the landmarks of this camp is the Tonopah Club. It was one of the first third parlors in the district and when it outgrew its first quarters and was installed in the handsome stone building it now occupies, it became one of the sights of the young city. In the days of open gambling fortunes were won and lost, the key to the front door was thrown away and "it was day all day in the daytime and there was

no night in the Tonopah Club." After being closed since gambling was prohibited, the establishment was reopened two years ago by Charles Taylor and N. C. Ableman. Mr. Taylor later retiring, Mr. Ableman is now sole proprietor.

PATRONS PLEASED

The brokerage firm of Charles S. Sprague & Co. of Tonopah and Goldfield enjoys a most enviable reputation for fair dealing that it has been endeavoring to build up ever since it was established. The Tonopah office is the most desirable in situation of all on "brokers' row," as it is the farthest down town and nearest to the telegraph office. All transactions with this firm are perfectly confidential and its close alliance with correspondents on the coast and in the east makes service quick and dependable. The board room of the company is always comfortably filled with patrons and the interested public, who scan the flashes and quotations as they arrive.

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MAY THE NEW YEAR BE
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TO OUR PATRONS AND THE PUBLIC GENERALLY
APPRECIATIVE of your favors during the past year, and assuring you all that we have done, are doing and will do all we can to give you more "power" and "lighten" your burdens, we wish you one and all a Merry Xmas and a Glad New Year.
NEVADA-CALIFORNIA POWER CO.

THE TONOPAH PEOPLE
Have much to be grateful for and much to look forward to
The camp is prosperous and its permanency is assured
Let us all be boosters and work together for the community
Yours, with the season's greetings and good wishes,
McLEAN & McSWEENEY

Lothrop Davis Co.

Although the ownership has been changed, the Lothrop-Davis company retains its original title. It is not only a pioneer firm of Tonopah, but it has probably the most complete hardware and grocery stock of any establishment in southern Nevada. To Manager Gullfoyle and his splendidly trained corps of capable assistants is due the great success of the establishment, which occupies two floors and the basement of a building running back the entire block from Main to St. Patrick street. The Lothrop-Davis company has splendid buying opportunities which enable it to handle seasonable fruits and vegetables in select lots and in

quantity. It has paid strict attention to its credit system and is enabled to conduct business with few if any losses, thus giving its cash customers relief from the penalty of making up the deficiencies caused by the poor paying customers. Courtesy is the watchword of all connected with the establishment. Deliveries are prompt and solicitors call daily for orders. There are many excellent customers of the house who rarely or ever visit the place of business, so excellent is the system of taking orders and making deliveries. Mr. Gullfoyle wishes all his patrons and the public a Merry Christmas and a Happy and Prosperous New Year.

HOME FOR PUBLIC

"If he is not to be found at the Mizpah, he is not in town." This is so frequently heard that it must be true. At all events, the Mizpah is the finest stone hotel on the desert, five stories high, with a frontage of nearly 100 feet and extending from Main to Mineral streets. It is equipped with a steam heating plant and elevator. The lobby was planned for comfort and is the scene of many social events, showing the democracy of both the house and the people of the city. Under the management of Mr. R. B. Govan the house has become headquarters for all travelers, particularly representatives of commercial establishments and mining men.

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