



Barry Lawrence Ruderman Antique Maps Inc.

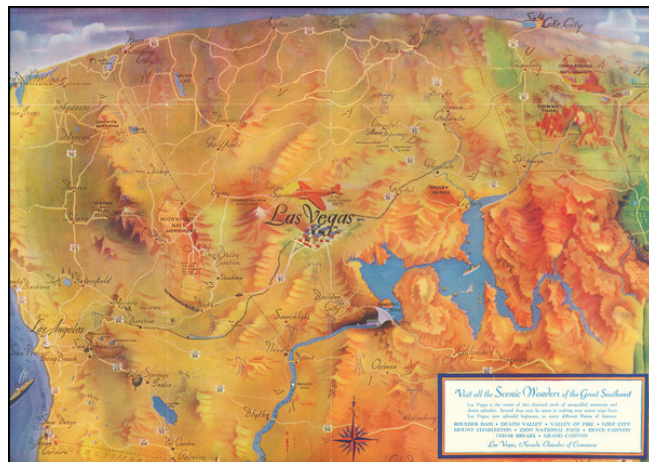
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Boulder Dam and Las Vegas, Nevada. Center of the Scenic Southwest

Stock#: 76958
Map Maker: Las Vegas Chamber of Commerce
Date: 1935 circa
Place: Las Vegas, Nevada
Color: Color
Condition: VG+
Size: 16 x 11 inches
Price: \$ 245.00



Description:

Visit All the Scenic Wonders of the Great Southwest

Fascinating pictorial map of the Southwestern United States, centered on Las Vegas.

The map gives an oversized caricature image of Boulder Dam, with illustrations and photos on the verso.

The image was created at a time when Boulder Dam and the North Rim of the Grand Canyon were the primary tourism draws in the region, along with other national parks and outdoor attractions.

Las Vegas and the Gambling Industry

Curiously, there is no mention of legalized gambling.

Las Vegas was incorporated in 1905, but gambling was outlawed by the state of Nevada in 1910. The town did not begin to really grow until construction of Boulder Dam, which began in 1931 and quickly saw the population grow from 5,000 to 25,000, most of which were male construction workers. A combination of local Las Vegas business owners and Mafia influences helped develop the casinos and showgirl theaters to entertain the new arrivals.

In response to demand, Nevada legalized gambling at the local level in 1931. Clark County issued the first gambling license in 1931 to the Northern Club, and soon other casinos were licensed on Fremont Street, such as the Las Vegas Club and the Hotel Apache.

Between 1931 and 1934, efforts were made to curtail the gambling industry, but with the completion of



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the Dam in 1935 and the arrival of tourism, the path toward Las Vegas as a gambling center was inevitable.

Detailed Condition: