

Vegas bulb business up in lights

By GARY R. PEDERSEN
Associated Press Writer

LAS VEGAS, Nev. — There are men who ride around this city at night, looking for dim spots in the brilliant landmarks of the gambling capital of the world.

In their trucks they carry long ladders, lots of wire and thousands of light bulbs to keep the huge and famous casino and hotel signs bright. These men are the electric sign company workers, laboring daily in one of the largest businesses in Las Vegas.

Each year sign companies pop thousands of light bulbs into a myriad of signs. At the same time they put up new signs, tear down old

ones and in the process dump millions of dollars into the Clark County economy.

Officials estimate there are five million light bulbs in the town's signs. They are quick to point out that there also is nearly 100 miles of neon tubing mixed in there somewhere.

The hotels and casinos have for years strived to outdo their competitors when it comes to signs. To have the tallest, the widest, the heaviest, the brightest, the most expensive or whatever was the rage. Out of that competition came signs nearly 200 feet tall, with sophisticated lighting gear operated by computers. Gaudy and unique, they loom on the Las

Vegas skyline.

The sign owners once advertised about how the electricity to run their signs would keep a housing tract in power for days.

Then came the energy crisis. The famous signs of Las Vegas were dimmed. The sign companies which maintained them cringed, and so did the casino owners when they saw revenues dropping drastically.

"When they turned them back on after the energy crisis, business began booming again," said Van Tuyl, of Heath Co., a firm which services a number of Las Vegas signs.

"Signs are very important to Las Vegas. Clark County depends on

gambling for its major revenue source. And for the gambling we depend on tourists. They come here to enjoy the carnival atmosphere of the city, that's what they are after and the bright lights contribute to it. Frankly, I don't think Las Vegas could survive without the signs," he said.

Las Vegas has two distinct casino-hotel areas. There is famous "Glitter Gulch," named for its brightness at night in the downtown area and the newer, famed Strip, a loose string of luxurious hotels.

Tuyl said the gulch sidewalk-to-roof lighting was redesigned to keep nighttime as bright as the southern Nevada days.

Southerland named associate director for career center

J. Malon Southerland has been named associate director of placement in Texas A&M's Career Planning and Placement Office.

The change, announced by Development Director Robert L. Walker and Placement Director Louis Van Pelt, will better enable Southerland to help meet graduating students' needs.

Southerland has been coordinator of educational placement.

"Malon has done an excellent job in handling educational placement and helped make the transition from a separate educational placement facility. He is capable of assisting in all placement areas, and the title is more appropriate for additional responsibility," Walker said.

Van Pelt indicated that Southerland will maintain his educational placement responsibilities.

"We are experiencing increasing numbers of graduating students seeking services, and their needs make it necessary for his additional support in other areas of placement, especially career counseling," Van

Pelt said.

A 1965 Texas A&M graduate, Southerland has been on the university staff for eight years. He worked in services for Dr. John K. Dean of Students James P. Dean and for four years was the commandant of the Career

Blacks dominate HISD enrollment

HOUSTON — Preliminary enrollment figures show black pupils continue to outnumber whites and Mexican-Americans in the Houston Independent School District.

School officials yesterday said 41 per cent or 74,502 black pupils were

among the 179,091 attending first day of classes this week, compared with 68,234 or 38 per cent white and 36,355 or 20 per cent Mexican-American.

Blacks have outnumbered whites for the past three years in the district.

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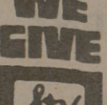
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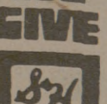
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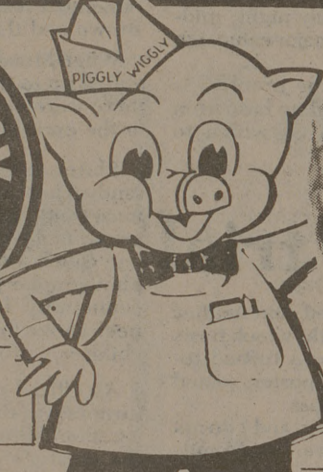
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ROAST, POT ROAST OR GROUND
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WHATEVER YOU TRY.
THE PRICE OF BEEF IS DOWN

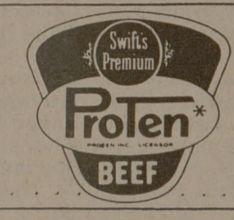
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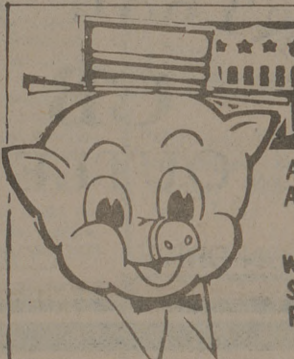


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Neuhoff's \$0.49
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LITTLE SIZZLERS \$0.98
Hormel's Link Sausage 12oz. pkg.
SPLIT BROILERS \$0.49
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BOLOGNA \$0.69
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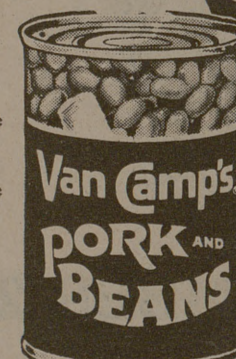
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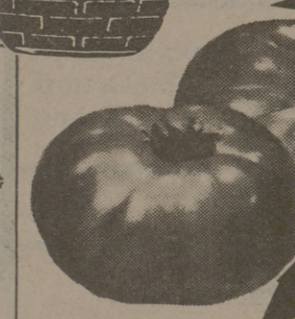
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