

LAS VEGAS AGE

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ADVERTISING CHRISTIANITY

THE WEST SIDE MISSION has built up a prosperous church during the past few months. Rev. Moreno, the pastor, believes in advertising and lays a large proportion of his success in this field to the fact that he was not afraid to sell Christianity to the public through the same means found necessary in the automobile or any other going business.

Christianity is one of the greatest influences upon which civilization has been built through the centuries. It is good for the world, good for America, good for Las Vegas.

Church advertising has begun to assume considerable proportions in many of the larger cities. The success of Rev. Moreno in the West Side Mission proves that Christianity can be sold to the people through advertising in the smaller communities.

VESTRIS DISASTER

THE TERRIBLE DISASTER which resulted in the sinking of the liner Vestris with the loss of more than one hundred lives is a shock to the world.

With the perfection of radio communication and the increased efficiency in the construction and operation of ocean going vessels, we had reached a point of self complacency in the belief that such disasters were no longer possible.

We have this consolation, that without the radio all those on board almost certainly would have perished.

The government has undertaken a most rigorous investigation of the Vestris disaster and it is to be hoped that a lesson may be learned which will make such horrors less probable in the future.

RECALL GRIEVANCES

THE PETITIONS being circulated in the effort to recall Mayor Fred Hesse do not purport to state any particular grievance. It is simply a statement of dissatisfaction with policies without mentioning any definite charge upon which the recall is based.

To the Age it appears that the recall is being used not for the public or good or the betterment of city administration but as a means to voice some personal grievances of individuals. The various elements promoting the movement it appears are not actuated by a common motive, but grouped together represent several elements each of which has a different kind of grievance.

Remembering the futile efforts made to discredit the Mayor and City Commissioners last spring and summer in connection with the street improvement program and the Lake-Deadrich case, when many false rumors were studiously circulated without one iota of evidence ever being produced to substantiate them, the Age is convinced that the present movement is but a continuation of that effort.

By innuendo the recall petition is a charge of serious misconduct against the mayor, and a reflection on the whole city administration. Actually it appears to be an expression of some petty personal grievances.

The Age believes promotion of this campaign is destructive of the interests of Las Vegas; that it is unwarranted by any facts and that it is obviously unfair to Mayor Hesse.

The recall, wisely used, may be beneficial in promoting good government. On the other hand it may be made an unworthy instrument of personal spite.

REAL ESTATE PROMOTIONS

THE AGE believes that the sale of comparatively worthless lots in this vicinity by high pressure sales methods to a credulous and unsuspecting element of the public is destructive of our good reputation and injurious to our future welfare.

Las Vegas has already suffered disgrace in the eyes of the world because of operations which in the opinion of the Age can be justified by no code of morals or busi-

"Pop's" New Play Startles West



Coach Glenn Warner's new Formation B (upper right), providing for two fullbacks and no quarterback, is a main topic of football discussion on the Pacific Coast. Bob Sims is one of the Stanford backs figuring prominently in the play.

By RUSSELL J. NEWLAND

(Associated Press Sports Writer)
SAN FRANCISCO, Nov. 15, (AP)—Formation "B" is mystifying western football evens this season—meaning that the alert mind of Glenn Scooby Warner is functioning as actively as ever.

The noted Stanford University coach has dug deep into his bag of football tricks to develop Formation B. Always an originalist, he has created an offensive attack that is puzzling the opposition. This newest brain child of Warner's is the result of three years' experimenting. Those who know their football say it promises to revolutionize the game in the sense that rival coaches are certain to adopt the formation.

Based on deception and nourished on power, Formation B has touched off the imagination of even the most hardened critics. To the ordinary observer, "Pop" seemingly has taken the razzle-dazzle of the medicine man, mixed it with the hocus pocus of the side show magician, and added a dash of his own wizardry to pour out on the gridiron as puzzling an attack as the game has ever known.

Specifically, Warner has created a new line-up formation for his team on offense. The old time

quarterback position is done away with. Two fullbacks function, instead. They are the key men around which revolves a series of reverses, double reverses, fake reverses, passes and fake passes. All are masked plays, that is, contrived to keep the ball hidden from opposing players until the man carrying it hits his hole.

The new formation has a short and long side of the line, with four men always stationed to the right of the snapper-back. An end and a guard flank the snapper-back on the left side. On the right are a guard, two tackles and an end. The two halfbacks are posted to the rear and slightly outside the ends. A close up fullback stands directly in back of the center man in the line. The back fullback is in a direct line with the snapper-back.

The fullbacks are the "Big Berthas" in the system—both in size and importance and every play of Warner's starts from the same formation.

Twenty years or so ago, Coach Warner hid a football under the shirt of one of his halfbacks at the Carlisle Indian school and won a game from Harvard. The football rules committee got busy at once. "Pop" has kept them busy ever since.

ness expediency. Whatever of incidental gain may come to any individual in this community is offset a thousand times by the damage done by fake and fraudulent real estate subdivisions.

Las Vegas has a wealth of legitimate opportunities and investments to offer to the world and we can see no good excuse for countenancing or encouraging those at all questionable in character.

HIGHWAY VALUE

NOT SO MANY YEARS AGO we had visions of a road to connect us with the outside world. It took years of earnest effort to bring that about.

Then, a road having been provided, we saw the need of a gravel surface and that came in good time.

Now we are in process of still further improving our highways with an oil-bound gravel surface which produces the equivalent of a good pavement. Within a comparatively short time we will have a paved street practically all the way from Los Angeles to Salt Lake City.

Each of these various steps has meant increased prosperity for Las Vegas. It is probable that we cannot foresee the vast travel that will come when our highway system is completed.

This thing is demonstrated, however, that our investment in highways has been most profitable to us.

HOOVERLIKE

THE ACTION OF HERBERT HOOVER in quietly arranging for a visit to Central and South America before assuming the duties of President of the United States is typical of the man. It is Hooverlike.

The President-Elect has a quiet way of thinking things out and then going ahead without any fuss which might happily be imitated by other public men.

Just Waiting for the Door To Open

By Albert T. Reid



From
**HEAD TO FOOT
OR STILL
BETTER**

From
**Mallory to
Crossett---**



WE ARE EQUIPPED TO OUTFIT THE MOST FASTIDIOUS OF MEN. AND ALL OUR MERCHANDISE IS KNOWN BY ITS NAME THROUGHOUT THE WORLD—MALLORY HATS, KAHN TAILORED-TO-MEASURE SUITS AND TOPCOATS, HENDAN SHIRTS, GRAYCO CRAVATS, HICKOK BELTS, WILSON BROS. UNDERWEAR, INTERWOVEN HOSIERY, AND CROSSETT SHOES—EVERYTHING THE BEST DRESSED MEN WEAR.



Also Many Styles at \$9

\$10 High Grade Full Grain Calf, Right and Left Quarter Patterns, British Last.

The CROSSETT Shoe
MAKES LIFE'S WALK EASY

Thomas QUALITY SHOP

Do you know there is to be a MODERN DRY CLEANING PLANT open in Las Vegas? With a Personnel that can be Trusted with your Nicest Frocks. WATCH FOR OPENING ANNOUNCEMENT.