

Charles B. Stewart was granted a divorce from Agnes M. Stewart in the district court, on grounds of extreme cruelty, yesterday. Fred S. Alward was attorney for the plaintiff.

Construction of the new Wayne county (Detroit), Mich., airport is scheduled to begin soon. The development to cost \$2,000,000 will embrace a 640-acre tract of land with all facilities for a class A1A airport rating.

U. S. Takes Speed Title In Spreading Modes



Jean Arthur (right), film star, shown wearing black tulle over satin. The skirt is formed by a series of silver edged tiers that fall to the ground at the back. On the left, Chantel of Paris creates the mousseline de soie fan with deep ruffled edge, carried effectively against a delicate pink gerogette dinner frock.

By F. J. STARZEL

(Associated Press Staff Writer)
NEW YORK, April 16. (AP)—Paris still wins the five-pointed star of the capital on the world's style map. For speed, and thoroughness in distributing the season's creations among millions of women throughout the country, however, America earns the high distinction. No longer does the American woman of limited financial resources wait to make her purchases until after the elite trade has been satisfied. She finds the latest, authentic styles in the salons ready-to-wear sections and price-appeal departments almost simultaneously. She does not find the same garment, of course, but she does find what is described by the all-embracing term, "the season's mode." Competent, a new style-consciousness and demand have wrought these changes. Women insist on the new styles while they are new and it is only a matter of good business to meet the demand. Mass production and modern

methods have not taken romance from the business of producing stylish garments in America. Twentieth century communication, transportation and manufacturing have added zest in the incessant race "to be first and to be right." Constant exchange of information between the world's style sources and the centers of designing, manufacture and distribution in America keep the machinery of fashion-creation attuned. Past ocean liners bring the newest Parisian creations to America. "Within a few hours after an anxious buyer has succeeded in passing through the customs with the gowns, the entire complicated process of duplicating, modifying and adapting the style changes, which these Parisian models typify has been thrown into action." Expert pattern-makers in a few minutes cut their stencils and start the process of duplicating the garments. The garments are next rushed to the merchandisers' photographs are made, advertisements

prepared and the intricate functions of the sales organization are pushed into gear. If the buyer represents a retail outlet, the original models may then be placed in the store for sale, depending upon the policy of the particular organization. Only a comparatively few exact copies are made from the Parisian originals. The primary use of the importations is to determine from them the basic style trends. Then begins the work of modifying and adapting these styles to creations for the mass of American buyers. Only the fundamentals of the mode will be retained in these multiple variations. One after another the various garments will be placed in production. The styles for the season have been created and soon will be on display from New York to San Francisco. An advertisement published in the Age literally swamped the Nevada Stucco company with business right at the opening of the new firm, according to E. C. Cooper, one of the proprietors. Five hundred dollars worth of business came in immediately after the publication of the ad last week. Cooper, who proudly points to the work he did on the interior

Ad Printed in Age Swamps New Stucco Firm With Business

"It Pays to Advertise!" That's not the only reason, however, why C. E. Pembroke is going to play one of the important roles in the three-act farcical play, "It Pays to Advertise," which will be presented under the direction of William Street in the near future. Both Mr. and Mrs. Pembroke took part in "Kempy," which was a howling success, and Pembroke's part in this left no doubt in the minds of those who saw the play as to his ability as an actor. He was "too busy working on Frigidaires," however, to take part in "It Pays to Advertise." Being a shrewd business man, however, he recognized the value of the stunt when it was suggested he might use the play to advertise Frigidaires. And with that stroke of diplomacy Street landed both Mr. and Mrs. Pembroke for re-appearances on the stage. They just naturally like to act, anyway, and are willing to sacrifice the time necessary to study for their parts. Pembroke is Peale, the advertising man in the play. "It Pays to Advertise," shouts he.

of the new Age office at 411 Fremont, is now associated with H. Earnest and J. Petrie. Headquarters of the new firm are now in the Las Vegas Hotel.

BACKSTROKE ARTISTS SET WORLD'S RECORD

WHITINSVILLE, Mass., April 13. (AP)—World's records fall utterly to overawe Joan McSheehy, 15-year-old swimmer of Whitinsville, who is the national women's backstroke champion. Twice this year she has bettered world's record time in backstroke events and twice this year she equaled a world's mark. She won the national backstroke championship at the national meet in Chicago in March. This sort of thing is not wholly new to Miss McSheehy for she began to win recognition three years ago as one of the best of New England's women swimmers. Back in 1927 she gained public attention by taking possession of the women's senior 100-yard backstroke title of the New England association of the Amateur Athletic union, holding the short course record for that swim and gaining the junior 440 yard freestyle title in the New England association. Standing out as one of her most brilliant performances since that time was the feat of May 15, 1928, in an exhibition backstroke event when she was credited with breaking six world's backstroke records and establishing a seventh. Her time bettered the best previous records for 200 yards, 500 yards, 600 yards, 700 yards, 800 yards and 890 yards.

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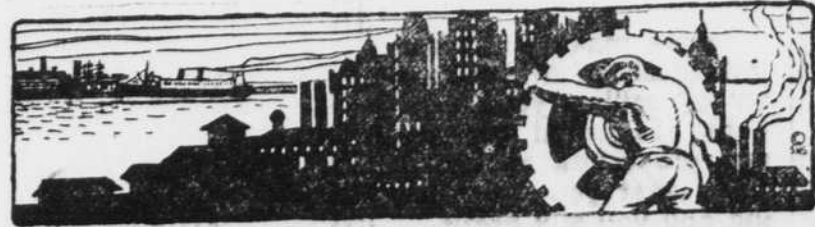
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BACKED BY AN ORGANIZATION of Las Vegas business men—men who for many years have been a guiding spirit in the advancement of our resources—the Las Vegas Stock Exchange should be a welcome institution.

OUR OPENING ANNOUNCEMENT will appear in the Las Vegas Age at an early date.

Las Vegas Stock Exchange

This year Miss McSheehy first equalled the old mark of 33 2-5 seconds for the 50-yard backstroke. Then clipped 2-5 of a second from this record.

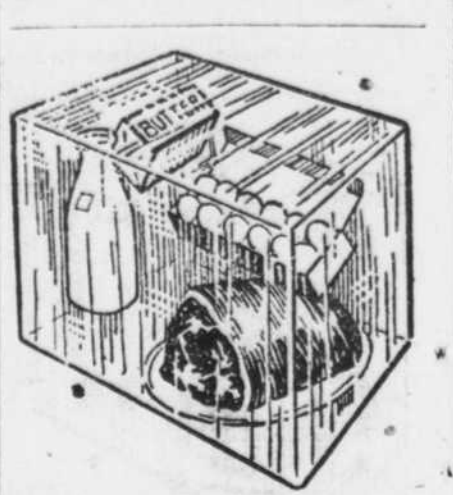
Miss McSheehy is a member of a family noted hereabouts for its swimming prowess. Her sisters Margaret, Constance and Dorothy are swimmers of more than ordinary ability. Margaret and Dorothy have held New England titles.



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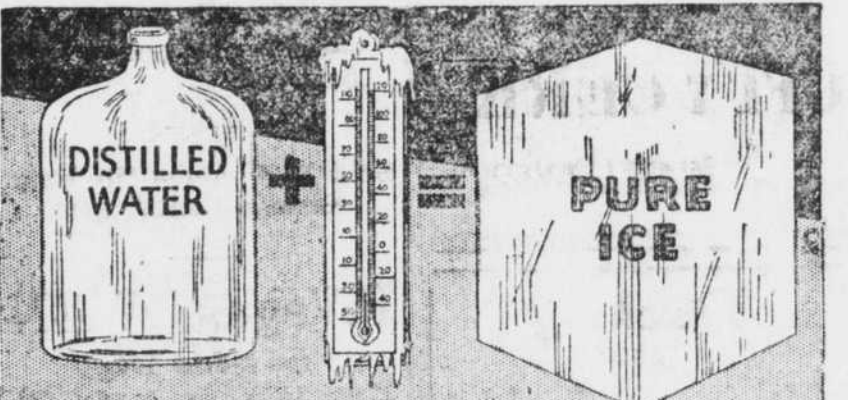
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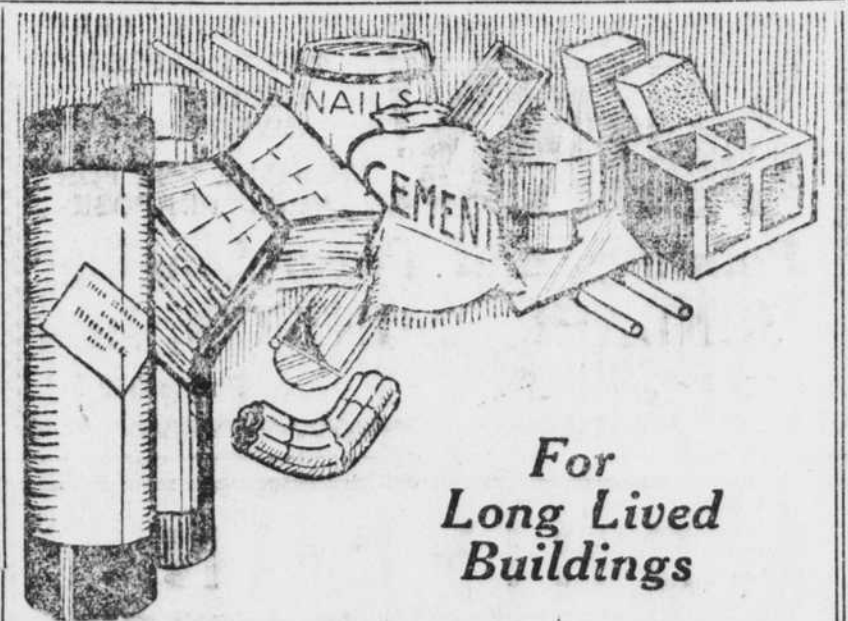
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Platform Pledges

In the CITY ELECTION FOR COMMISSIONER

I pledge myself to help conduct the City affairs in a way to restore the confidence of the people living in the City of Las Vegas as well as those that we wish and expect to come to our City.

In the City administration I stand for all social welfare measures that are for the best interest and protection of our citizens.

I am in favor of a stricter enforcement of our sanitary laws, regardless of the sprinkling of the streets, removing of garbage and keeping the alleys clean.

I will insist on having the city books audited and a report of same published.

The Taxpayer is entitled and has a right to know where and how his money is spent. If elected I will do my utmost to retain and uphold the confidence reposed in me, by the people.

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