

LAS VEGAS AGE

Published Tuesday, Thursday and Saturday Mornings
Entered in the Postoffice at Las Vegas, Nevada, as Second Class Matter.

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MEMBER OF

THE ASSOCIATED PRESS

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SUBSCRIPTION—One Year \$5.00; Six Months \$3.00

BUSY TIMES

ANY EVIDENCE of the business activity of Las Vegas is needed it may be found in part two of this issue of the Age.

The advertisers therein are all alive, prosperous and doing business and they are willing to tell "the cockeyed world" that Las Vegas is on the map and on to stay on.

The feeble efforts of some of our esteemed Los Angeles contemporaries to distract attention from the opportunities offered by Las Vegas to their own somewhat stale real estate is having but little effect.

Los Angeles is a great city, but it cannot assume to monopolize the whole growth of the southwest.

And Las Vegas does not propose to let them do it.

IT PAYS TO ADVERTISE

TRUISM. But how many, knowing that it is true, fail to profit thereby?

At El Portal next Tuesday evening we will see a portrayal, in most amusing form, of the old adage, and it may be the means of starting many on the roads to profits and success which they might never otherwise enjoy.

In fact, the very name of the play has enthused a number of our prominent business men who, by the way, long ago learned the lesson of advertising and built their own success upon it, to the extent of financing the play so that prices can be reduced to the point where everybody can afford to attend.

It was decided late yesterday to make the tickets 50 cents for loges, 35 cents and 25 cents and whatever money is realized above the expenses will be devoted by the group to some worthy cause like the library fund or caring for a sick or crippled child.

It pays to advertise as the successful men of Las Vegas well know and they intend to convince all the rest of Las Vegas of the truth.

ELECTRICAL WIRING

LAS VEGAS, like most other small cities, has been careless of its own safety.

There is no ordinance whatever requiring electrical wiring to be done in a workmanlike manner and providing the usual and necessary safeguards against fire. The only measure on this subject imposes a license fee on those who engage in the business of wiring.

Careless or unskilled wiring is a constant menace to the safety of the city. Electricity is a strange force which requires careful handling and confinement within due bounds or it will wreak vengeance in death and disaster.

Now that there is so much building in progress the necessity for careful wiring specifications is greater than ever. If we do not take means to provide proper inspection disastrous fires are sure to result.

STOCK EXCHANGE BENEFITS

SOME PEOPLE seem to think that a stock exchange is of convenience only to a few who wish to speculate in stocks.

While speculators will speculate, the stock exchange will to a large degree remove the speculative feature from the purchase of stocks.

In every well regulated exchange there is the organization for investigating corporations, examining their methods of doing business and determining whether or not the enterprise has elements of success. A listing on the exchange gives a stock a certain standing in the minds of prudent investors, because they know it has been subjected to investigation.

One of the financial ills which Las Vegas has for many years suffered is the activity of fly-by-night sellers with their smooth talk, convincing arguments and false statements. Thousands of dollars have been taken from our people by such means.

With the stock exchange in operation, the traveling stock salesman will pass Las Vegas by. If he comes here and tries to sell he will be promptly investigated and the facts made known.

To cast out the illegitimate and invite the legitimate lines of investment is one of the most important duties of the Exchange. No legitimate enterprise will object to fair investigation. And it is safe to say that the stock exchange will save us from many of the swindlers who have been accustomed to descend on us in droves.

As a common meeting place where those who have something of merit to sell can contact with those who have money to buy, the stock exchange will perform an invaluable service to the community. As a protection against stock swindlers it will save us much money.

Out Our Way

By Williams



THOMAS MAKES O. DAVIS' HOUSE CAMPAIGN PLEDGES

Roscoe W. Thomas, candidate for City Commissioner, has issued an open letter to the voters, in which he sets forth his ideas of the duties and obligations of that office.

Mr. Thomas says: "Having been a resident and voter in Las Vegas for some time, you probably are more or less conversant with my position on matters that affect the progress and growth of the community and its welfare."

"Allow me to say that should the responsibility as a City Commissioner be placed on me, it shall be my aim and ambition at all times to work for the best interests of Las Vegas and its citizens in an honest, fearless manner."

"In my campaign I have refrained from making any pledges or promises to any one and if elected will go into office with free hands."

"On all public questions that may come up I shall use my most careful and honest judgment and will give those things which will prove most beneficial to the greatest number of Las Vegas citizens, regardless of the effect it may have on my personal interest."

"I shall hold the office as a real public trust and conduct myself as a public servant working for the welfare of the entire city."

TRAINED MEN ARE NEEDED

SALT LAKE CITY, April 27. (UP)—The question of what trend the education of the embryo metallurgist, mine geologist or engineer should follow was given a thorough discussion at the regular April meeting of the Utah section of the American Institute of mining and metallurgy.

"Give us young men thoroughly trained in the theory of engineering," pleaded A. B. Young, assistant manager of the International Smelting company, "and we will supply the practical experience. The school is the place for the complete education in mathematics, chemistry and physics, the foundation upon which the superstructure is reared. The world is the place for the acquisition of practical knowledge. We in the outside world do not have the time to train graduates in theory, but we can give him more practical experience in a week than any school man in a month."

Judging by proceedings in the special farm relief session so far, relieving the farmer seems to be mostly a matter of prohibition.

NEW COSMETICS SHOPPE OPENS

The opening of a new cosmetics shoppe, in connection with Garner's Dress Shoppe, at 105 South Main has been announced by Harry Sherwin, proprietor of the new store.

Cosmetics, tonics, perfumes, toilet preparations and sets will be handled exclusively in the shop, according to Sherwin, who states his prices on all his goods are lower than prices at which the same goods are regularly sold.

MEN'S AFTER-SHAVING LOTIONS AND SETS, AND MEN'S TOILET ARTICLES WILL BE SOLD, IN ADDITION TO THE WOMEN'S PREPARATIONS, WHICH WILL INCLUDE ROUGE, COLD CREAMS, POWDERS AND OTHER KINDRED MERCHANDISE.

Products of the Fallies company and of Fries and Fries, both of Paris and New York, will be sold by Sherwin, who formerly was in business in Hollywood.

"I've been here two weeks, but am now ready with a complete line of goods and ready to do business full blast," he stated yesterday.

Marion Talley is quitting grand opera for the farm. Probably satisfying the ancient feminine desire for bargain-hunting.

EXCAVATION FOR PAVING PUSHED

Preparation of the sub-grade on Ogden street for the paving work to be done there has been started. This street will be paved from Main street to the alley east of Fifth street, and the building of curbing for this street will follow the excavation.

Only such trees as absolutely must be removed for the construction of the paving will be harmed, said A. P. Stocum, engineer for the city, yesterday. Where the cutting of trees is necessary it will be kept to a minimum, he said, in recognition of the value of the trees to the city and property-holders alike.

MACHINE SHOP
EXPERT AUTOMOBILE REPAIRING
A Fully Equipped Plant to handle any Repair Job
Nevada Garage
PHONE 135 113 SOUTH MAIN

FIRST METHODIST EPISCOPAL CHURCH
Third and Bridger
C. S. REYNOLDS, Pastor
TWO SPECIAL SERVICES
H. Howard Burt of the Church of All Nations Los Angeles
Speaks Both Services
Everyone Welcome
Special Music
Bible School 9:45 Epworth League 6:30

CHRIST EPISCOPAL CHURCH
REV. BOYD PARKER, Rector
APRIL 28, 1929
Holy Communion 8:00 a. m.
Church School 9:45 a. m.
Morning Sermon 11:00 a. m.

STORAGE MOVING PACKING SHIPPING
FIREPROOF STORAGE
NORTH OR SOUTH—OR EAST OR WEST—WE MOVE WITH CARE, WE MOVE YOU BEST!
Las Vegas Transfer & Taxi Co.
19 1/2 Fremont Street
Res. Phone 230 Office Phone 210
Las Vegas, Nevada

EL PORTAL THEATRE
Tuesday, April 30th
7:30 P. M. SHARP
Roi Cooper Mergrue's three-act Play
"IT PAYS TO ADVERTISE"
The Funniest Farce in Ages
ALL LOCAL CAST INCLUDING:
Dr. Roy W. Martin Mrs. A. W. Ham
Mr. H. L. Perry Miss Cecile Dotson
Mr. C. E. Pembroke Mrs. C. E. Pembroke
Mr. Ray Seavert Mr. Elton Garrett
Mr. John Beville Mr. E. B. Edwards
Mr. William Streett
Directed by Mr. Streett
All Seats Reserved—Now on Sale at
White Cross Drug Store Las Vegas Mercantile Corp.
Prices: Children under twelve, 50c; Adults 75c, \$1.00

LAS VEGAS STOCK EXCHANGE---

THE WEST has become a big factor in the financial structure of the nation. Southern California is the largest security buying section outside of New York. It is only fitting that Southern Nevada should take its place in the financial, industrial and commercial life of the nation.

MEMBERSHIPS are being offered in the Las Vegas Stock Exchange at a pre-opening price. We expect that the first allotment will be oversubscribed before a general offering is made. It is therefore very important that you act immediately if you desire to secure one at the first offering before the advance in price.

THE EYES OF THE NATION are turned upon Las Vegas and it is in answer that the Las Vegas Stock Exchange has been formed. The back country with its wonderful productive soil, abundant water supply and great mining and mineral deposits, will furnish a continued prosperity and development that the building of the Boulder Dam has begun.

Las Vegas Stock Exchange