

POWER RATE CUT LOOMS HERE

'It Pays To Advertise' To Be Shown Tonight

Local Cast All Set For Presentation of Three Act Farce at El Portal; Curtain at 7:30 Sharp.

BUSINESS MEN BACK PLAY

Story of How Youths Profit By Men's Example and "Cluck, Cluck All Over Place" Will Be Acted Out.

The crayfish laws a million eggs. While the old hen lays but one; But when the old hen lays an egg. Her work has just begun.

The crayfish never sells an egg. But the old hen is wise— She cackles loud and sells 'em all! It pays to advertise!

"Another thing," says Peale—the advertising man. "If the duck weren't such a damn fool in keeping quiet about it when she lays an egg, the hen wouldn't be in it with her hen-fruits!"

And so the company, formed by Rodney Smith, the soap king's son—in the play "It Pays to Advertise," at the suggestion of Peale, is modeled upon the principal exemplified by the hen.

"Father's company continue being the duck," agrees Rodney Smith, the son, "and we'll advertise and run him out of business." The only hitch in the plans was that the new company started to "cackle" before it laid the egg.

The results of this general miscalculation and other will be divulged at the presentation of this three-act play at El Portal Tuesday night at 7:30, according to William Street, director, who also takes the part of Rodney Smith, the "upstart" son.

Recognizing the truth and value of the statement comprising the title of this play, twenty business men have swung their support to the presentation, making possible the reduction of the admission prices to 50 cents and 35 cents for adults and 25 cents for children, instead of twice those prices. Tickets are selling at the White Cross drug store and the Las Vegas Mercantile corporation.

Leo Roth, of the Las Vegas Mercantile corporation recognizing the value of the right kind of advertising kindly consented to loan furniture for the setting.

By the same token Mrs. Deikin and Mrs. Carroll supplied artistic table lamps and other properties for the presentation.

Novel Stunts Promised Some novel and surprise stunts are promised. These are deep, dark secrets, according to Street, who refused last night to divulge them. He did, however, give a slight hint when he said significantly, "well, it pays to advertise!"

Fridaires, Penney's store, Boulder Realty corporation, The Age, and other institutions may come in for a word or two, it is rumored, as representatives of these are on the cast of the farce.

"If local politicians and business men are mentioned in the play it won't be my fault," said Street today. "I've fair control over my willing workers during rehearsal, but they may out with something outrageous the night of the play before I can stop them."

Cast is Given In order that programs may be had by all, it was suggested by Street last night that the cast be printed in the columns of the Age, in order that the clippings might serve the patrons if there aren't enough programs to accommodate the crowd which is expected to swamp the theater.

AMERICANS IN REBEL SERVICE UNDER ARREST

NOGALES, April 29. —Capt. R. H. Polk and Patrick Murphy, American aviators, flying for the Mexican rebel army, voluntarily crossed the international border into the United States today and surrendered to the collector of customs. Both were immediately arrested by the department of justice officials and charged with violation of the neutrality act. Polk declared that he left Mexico because the revolution has resolved into guerrilla warfare and said he believed the advancing federalists would take Nogales, Sonora, in a day or so and they "didn't want to be lined up against an adobe wall."

DATA GIVEN ON NUMBERS OF STORES LIKELY

Proportion of Various Types of Business Houses Shown by California Survey, Which Gives Hint of Proportions Here.

A rough idea of the number of stores of various kinds that Las Vegas will be able to support after she reaches a population of 10,000 may be reached from statistics on a group of eight California cities around Los Angeles and in the possession of Edward R. Dewey, finance expert who spent last week here.

Las Vegas probably will be able to support a few more stores in some lines because of the population that will live at the dam site and otherwise contingent to the city he stated, but in general the proportion of the various kinds of stores will hold fairly closely to that suggested by the following figures, which may be multiplied by two for a population of 20,000, and in proportion:

- Bakeries 3
- Cafes 12
- Candy and soda fountains 3
- Chain groceries 3
- Individual groceries 18
- Food stores, total 42
- Men's clothing stores 4
- Women's clothing stores 4
- Department stores 1
- Dry goods, notion stores 5
- Shoe stores 3

- Clothing stores, total 17
- Hardware stores 5
- Furniture stores 5
- Electrical goods stores 5
- Purnishings, furniture 16
- Auto accessories 9
- Auto dealers 5
- Garages 6
- Chain service stations 3
- Individual service stations 8
- Transportation 31
- Barber, beauty shops 8
- Cleavers 5
- Professional persons 6
- Service 19
- Banks and finance 4

The figures given above represent the result of a survey made by a firm which specializes in such services and in a city which is growing and destined to continue to grow by leaps and bounds, may furnish a basis for comparison for those who contemplate the starting of stores, according to Dewey.

SCANDINAVIAN SINGERS UNITE IN BIG FESTIVAL

COPENHAGEN, April 30. (P)—The second-largest songfest ever held in the Scandinavian countries will be heard here on June 1 and 2. For the first time in the history of this occasion choristers from all Scandinavian nations will sing under the direction of a single leader. The singers will include 50 Icelanders, 100 Finns, 150 Norwegians, 200 Swedes, and 500 Danes.

DUTIES ON ELECTRICITY

NANFOLK April 30 (P)—Electric current is merchandise because it can be measured in the opinion of the Court of Cassation here. As a result the Customs authorities have sued the local electricity corporation for \$3,200,000, representing current imported between January, 1925, and January, 1928.

EAGLES ISSUE DEFY TO AID HURT ATHLETES

Ireland and Miller, Both Injured While Entertaining Las Vegas, Fireman Are Fined; Legion, Firemen Are Challenged.

For the benefit of two boys who were injured recently for the sake of sports in Las Vegas, a real he-man challenge issued by the "Eagles Challenge Team" reached the office of the Age last night: Whereas, C. R. Miller, the rodeo rider, had his foot broken and will be on crutches for some time to come, and Whereas, there was no provision made for the payment of bills such as hospital, doctors, and living expenses for these men who were hurt while entertaining Las Vegas.

Be It Resolved, that I, Red Jackson, do hereby challenge Doc Farrar and any four members of the American Legion or any five Fire Department members to meet four members of the Eagles Lodge and myself in a Pun Frolic at the base-ball grounds, Sunday afternoon, May 5, at 1:30 p.m., in a series of stunts that none of us have ever competed in, but will be a barrel of fun for ourselves and the spectators.

It is understood that a small admission will be charged, and every dollar taken in will be spent 50-50 between the two men mentioned above, in appreciation of their efforts to please the Las Vegas people in their respective games.

As the time is short let me suggest that if either the American Legion, or the Fire Department, accept this challenge, that they use the first paper that comes off the press for their answer. Have you got the nerve, Doc Farrar? Have you got the nerve, Fire Department?

I will give you this much information: the stunts are all new to both of you and your team, and me and my team, but will certainly be fun!

Yours for fun and amusement on any and all legitimate causes, RED JACKSON, Captain, Eagles' Challenge Team.

MURDEROUS PAIR SOON SENTENCED

MADISON, Wis., April 29 (P)—Within forty-eight hours after she urged her paramour on in a murderous attack on her husband, Mrs. Rose Pope, 30, was sentenced to prison for twenty years.

Phil Polster, 26, the paramour who attacked the husband John Pope, 38, farmer, with acid and a wooden mallet Saturday night, received a similar sentence. Both plead guilty to a charge of assault with intent to commit murder. They planned to "kill Pope" so they could marry.

Pope revived after the attack while the pair were seeking an automobile in which to carry him away and escaped. He said that his wife and Polster met him near his home, Polster throwing acid in his face and as he was blinded and staggered, beat him with a mallet until he dropped unconscious.

Mr. and Mrs. Frank Cruson of Hollywood were guests of Mrs. N. A. Harvey last week.

ZONING WILL BRING CHEAP MONEY-EXPERT

Mortgage Loan Capital Will Be Attracted to Las Vegas Much ore with Segregation, Says Finance Specialist.

"The bringing of cheap money to Las Vegas for mortgage investment in large quantities would be aided greatly by the establishment of definite zones through a zoning ordinance and the employment of an impartial city planner of established standing."

This was the response to a question put to Edward R. Dewey, expert on real estate finance, who spent last week in Las Vegas making a survey of this city for certain Los Angeles financial concerns which contemplate lending money on Las Vegas real estate.

Values Harmed Cheap money will not go into any but well-defined districts, he stated, for the chances for harm to property values through the mixing of various types of buildings is too great in unzoned districts.

Zoning is even more important to this city now, in his opinion, than in the past. Building ordinances also would be a great boon to the prospective builder and investor, he said.

Dewey anticipates greatly increased activity in Las Vegas in the autumn, he stated, adding that from the standpoint of the mortgage banker many of the loans required in Las Vegas are better than any being currently made in Los Angeles.

Mutual Benefits Concerning property values in unzoned districts, the expert pointed out that residence property oftentimes is ruined by the encroachment of stores, inasmuch as but about 10 per cent of a city frontage is usually commercial, according to statistics, segregation can be scientifically accomplished according to the needs of the various districts.

When stores are scattered through a residence district they not only lessen the residential property values of adjoining lots, but they fail to take advantage of a possibility that would redound to their own benefit as well. For when business houses are grouped together, combining their pulling power, they benefit mutually from that pull. So that zoning makes for greater values all around, both on residential and store lots.

Las Vegas eventually will have building ordinances and zoning statutes, Dewey predicted, stating that the sooner they were put through, the better for all.

OPERATOR WORKS ON WHILE HOME BURNS

RENO, Nev., April 30. (P)—The radio operator who can calmly receive weather reports as his home burns has been found. He is Charles Jennings.

Recently Mrs. Jennings telephoned her husband at the local airport that the house was ablaze. At the time, Jennings was taking weather reports, so he passed the word along to the "gang" around the room and continued his work. The others rushed out as a volunteer fire department but the flames had been put out before they arrived.

Wallace Jones wants OFFICE OF CITY CLERK Wallace Jones, who is seeking the office of city clerk is a native of Clark county. He has been active in community affairs. He served three years as a member of the board of directors of the Muddy Valley Irrigation company. He helped to organize the Moapa Growers, Inc., and was vice-president of that organization and a member of the board of directors for two years. He was employed for four years as agent for the Nevada Land & Livestock company, large property owners in the Moapa Valley.

APLIN IS ARRESTED ON MANN ACT CHARGE

Charles W. Aplin was arrested yesterday on a warrant sworn out by the U. S. district court at Carson City for alleged violation of the Mann Act, and was released on \$2,000 bond to appear at Carson City May 6 for trial.

GOLDEN ACE TO OPERATE THE PANAMA

The fabulously rich gold strike made April 1, in the Carrera district is attracting mining men from all over the country. Sunday 145 cars visited the scene of the strike on the Gold Ace and many large deals are reported almost daily.

Among the important deals made was that of the Golden Ace Mines company which has taken over for immediate operation the Panama group formerly known as the Diamond Queen mine.

Officers of the Golden Ace are H. H. Pursel, president, of Taft, California, president of the State Bank of that city; Dr. Roy W. Martin, of Las Vegas, secretary and treasurer.

Approximately 1,000 feet of development work has already been done on the Golden Ace consisting of a 100-foot shaft, cross-cut tunnel, drifts and other workings.

Property Has Produced \$100,000 Up to the present time the property has produced \$100,000 in high grade ore, one of the lessees having shipped 700 tons that averaged \$170.00 per ton. Sampling of the mine by present owners show values ranging from \$25.00 to \$384.00; a general average of \$68.00 per ton being obtained. Picked samples assay as high as \$100.00 per ton.

The ore is amenable to cyanidation and 100-ton mill is contemplated to treat the ore with a large plant to be installed later. One is now being sited that will average \$140.00 per ton, and a shipment will be made in the near future that will give a complete mill test.

The geology of the district shows a lime formation cut by a strong intrusive porphyry dike which is believed to be the source of mineralization of the entire Carrera district, as cross faulting has occurred emanating from the porphyry dike across the lime beds to the west. The mineral solutions, it is believed, follow these water courses, dissolving the lime and replacing with gold bearing mineral.

Others associated with the Gold Ace are: E. K. Fleming, stock broker, Los Angeles; M. G. Phillips, attorney at law, Los Angeles, and A. C. Harrison, capitalist, Pennsylvania.

James McCoy who is well known here because of his management of the extensive manganese properties located near here during the World War is in charge of operations.

THREE TO GIVE DOPE EVIDENCE

To act as witnesses in the case of three men recently taken to Carson City from Las Vegas on narcotics charges, Under Sheriff R. G. McCubrey, Police Chief Percy Nash and L. W. Stocker were subpoenaed yesterday by U. S. Deputy Marshall Lewis.

The three men will appear in Stocker for the trials of George Morris and Henry Roberts and Nash for the trial of Boots Robertson. These three defendants were caught with narcotics in their possession in Las Vegas by the officers appearing against them.

'EL PATIO' TO BE FINISHED ABOUT MAY 10

Work on New Open Air Theater Progresses; 'Kempy' Will Be Shown Again for Grand Opening.

Work on "El Patio" new open air theater being built at First and Carson by William Street, is progressing rapidly toward completion of the structure, and probably will be finished on or before May 10, said Street yesterday.

The walls have been completed, and the stage, which is to be 32 by 25, full size, is ready for roofing. There will be a dome effect ceiling for proper acoustic effect, according to the director. The capacity of the structure will be around 600.

The theater is being built in Old Spanish style, the motif and plans having been largely the work of Ray Seavert, who is associated with Street, and who was associated with him in their work in New York for a year. Seavert has had considerable experience in decorating, having had charge of the interior decorating of the Berkeley-Carter hotel at Asbury Park, New York. He is assisting in the decorations for the theater, and was responsible for the naming.

To Open with "Kempy" The work is being executed by W. E. Robertson, maker of all the furniture in Grauman's theaters in Los Angeles and Hollywood.

The new theater will be opened with a re-showing of "Kempy," which Street directed and presented here at a recent date. The date for the opening will be set soon. It was stated yesterday, virtually the same cast will take part.

Much invaluable and interesting local talent has been discovered here by Mr. Street, who plans to utilize amateurs in conjunction with professionals to be brought here.

"Gulfid Idea" "This institution will be more like a theater guild," said Street yesterday. He consented to give out an interview concerning the difference between coaching and directing, in the near future, pointing out that "coaching" is conducive to more "puppetry," while "directing," done rightly, is the art of causing the actor to express his own emotion naturally.

TORCH VICTIM'S HUSBAND HELD

NEW YORK, April 29. (P)—The husband of Mrs. Dorothy Peacock, 20, who was identified today as New York's third "torch slaying" within a year, was arrested tonight as a material witness in connection with his wife's death.

Earl Francis Peacock, 21, the girl's husband, from whom she had been separated because of incompatibility was arrested and taken to White Plains for questioning.

A small piece of the material from which the woman's dress had been made led to her identification by the girl's mother. The charred body was found in a ravine yesterday.

Absent voting UNTIL FRIDAY "Absent voting" will close at 5 p.m., Friday, May 3. City Clerk William Scott reminded voters last night.

WILLARD GEORGE BRINGS IN CATTLE

Willard George, the Los Angeles furrier, and, more important, the Las Vegas rancher, arrived Sunday for a stay of a few days.

He shipped in a carload of fine cattle with which to make a beginning at restocking the old Wilson Ranch which he purchased for a home a few months ago.

He plans to improve the breed of the range stock by the intermixture of new blood as one feature in his campaign of improvement.

He is also making preparations to beautify the home place with concrete retaining walls, bridges, etc., in preparation for building a handsome country residence.

U. S. TO HOLD LIQUOR TRIALS ON MAY 12

Dozen or So From Las Vegas Subpoenaed to Appear as Witnesses in Carson; Conspiracy Trials May 15.

A dozen Las Vegas were subpoenaed yesterday to appear in Carson City on May 12 and thereafter as witnesses in the liquor conspiracy and Las Vegas defendants indicted liquor possession trials of the by the federal grand jury some time ago.

Those required to act as witnesses are said to include the following: Daisy Bell, Gabe Lopez, Al James, Mrs. Al James, A. A. Hinman, attorney, D. Burgess, Edythe Burgess, Al Cahlan, C. D. Breeze, Police Chief Percy Nash, and Wm. L. Scott, city-county clerk.

CARSON CITY, April 25.—Trial dates for presenting the cases of the Las Vegas defendants accused of conspiracy and liquor law violations have been set by federal court.

On May 12 the cases against John Osborne, Clark DeWitt, Claude G. Donohue, W. P. Green, (alias John Connors), Bert Dittman, Fred Leroy, W. S. Goodwin, W. C. Waller, W. E. Farrimond, W. P. ("Bob") Ingersoll, Clifford McClellan and James Ferguson will be heard. Osborne and DeWitt are charged with conspiracy and with maintaining the Blue Lantern at Las Vegas as a common nuisance.

Donohue is alleged to have possessed and sold liquor on February 3 and maintained Tip Deal's Place as a common nuisance. Green and Connors were arraigned for possession and sale of liquor on January 22 and with running the Arcade as a common nuisance. Bert Dittman is charged with possession, sale and running the Star saloon and dance hall as a common nuisance on January 22.

LeRoy and Goodwin are accused of conspiracy and with maintaining the Green Lantern as a common nuisance on February 3. Waller has three counts against him—possession and sale of liquor on February 3 and running the premises at 115 1/2 North First street, Las Vegas, as a common nuisance. Connors and conducting a common nuisance at the Senate, Las Vegas, on January 19 are the two counts against Farrimond. Van is charged with possession and sale of liquor on January 22 and running the Double O dance hall as a nuisance.

Ingersoll, McClellan and Ferguson will be tried for conspiracy and running the Arizona Club as a common nuisance.

On May 15 the trial of Oaryl S. Burgess for possession and sale of liquor and conducting the Pastime Club as a common nuisance on February 2 will be heard. The trial of Fred Hesse, Roy Neagle, R. E. Lake, Jr., and James Ferguson for conspiracy to violate the national prohibition laws from January 1, 1927, to February 1, 1929, has also been set for May 15.—Nevada State Journal.

C. P. & T. CO. IN MOVE TO BRING CHEAP CURRENT

Consolidated Seeks to Get Electricity from R. R. at Lower Wholesale Rate, to Give Consumers Benefit.

RATE HIGH, COMM. TOLD Engineer Tells Public Service Body Las Vegas Land and Water Should Consolidate with Power, Telephone Company.

Las Vegas is in a fair way to be given reduced power rates by the Consolidated Power and Telephone company.

This is indicated by the fact that negotiations between the local power company and the Los Angeles & Salt Lake railroad company for reduction of the wholesale rates for power purchased by Consolidated from the L. A. & S. L. are going forward, following the submission of the report of Thos. R. King, Reno engineer, to the Nevada Public Service Commission on power rates of the company.

Hearing June 15 The hearing, which was set for May 2, was continued to June 15 to give the local company time to carry out these negotiations, which it is said are expected to result in the carrying out of recommendations of the engineer.

King was selected to make an inventory valuation of the property of the local power company, including the examination of the wholesale source of power, the charges therefor to the company, and the retail charges to the consumers, and whether or not it is economically justifiable to put into operation a substitute plant which will furnish more reasonable rates to the public in Las Vegas for electric light service.

Selection of King to make this report was made by the Public Service Commission at a hearing in August 1928 before Commissioner George W. Malone in Las Vegas with the approval of complainants and utility, and his report was completed early this month, a copy of which was made available to the Age through courtesy of I. S. Thompson, attorney for A. C. Delkin, et al, complainants.

The complainants have submitted their case, according to Thompson, and hearing may not be necessary at all, it is stated. If it be necessary, the commission will no doubt hold the hearing at Carson City on June 15, said Thompson yesterday.

Consolidated said King, buys all power which it distributes from the Los Angeles & Salt Lake Railroad company, under the terms of a contract dated November 24, 1925, which contract is effective for ten years and thereafter until terminated by ninety days written notice of either party thereto. The price to be paid is based on the price of oil and other factors, but has remained at \$0.991 per KWH since execution of the aforementioned contract.

It was the expressed opinion of King that this contract is unfavorable to Consolidated and this is consequently reflected in the rate schedules for consumers. He further opines that the L. A. & S. L. railroad company could supply power to the utility at \$0.275 per KWH and earn a reasonable return on the investment.

Suggests Plant A Diesel engine plant at Las Vegas could produce power at the rate of \$0.25 per KWH and pay a reasonable return on the investment.

The Las Vegas Land & Water Company, a subsidiary corporation of the Los Angeles & Salt Lake Railroad company, is furnishing power to some sixty-eight Las Vegas consumers in the amount of approximately 40,000 KWH per year at a monthly minimum of \$3.50 per consumer and a flat rate of \$10 per KWH for all over 35 KWH, the report.

A reduction in unit costs for consumers of both concerns should result if some means be devised for the acquisition of the Las Vegas Land & Water company electric lines by Consolidated, said King in the report.

The L. V. L. & W. Co., operating under a city franchise, renders service only in that portion of (Continued on page 3)