

Social organizations are contrary to the spirit of democracy which Abraham Lincoln typified, the Lincoln memorial university has decided. Fraternities are banned.

The West Branch, Iowa, house where President Hoover was born, recently was the scene of the culmination of the romance of Dorothy Helen Franco and Francis Reidesel. It was the first wedding there.

FIGHTS BRING BOSTON BOOM

By WILLIAM R. KING

(Associated Press Staff Writer) BOSTON, May 23. (AP)—Home town fighters and a new 20,000-capacity indoor arena have combined to push the fist game to new heights in Boston.

Six months ago the Massachusetts metropolis could take its boxing or leave it alone, but since the erection of the spacious Boston garden things have changed.

Much of this prosperity can be traced to Eddie Mack, machemaker at the garden who has promoted such Boston stars as Jimmy Maloney, Ernie Schaaf, Al Mello and Honeyboy Finnegan almost in to the championship class as far as local drawing power goes.

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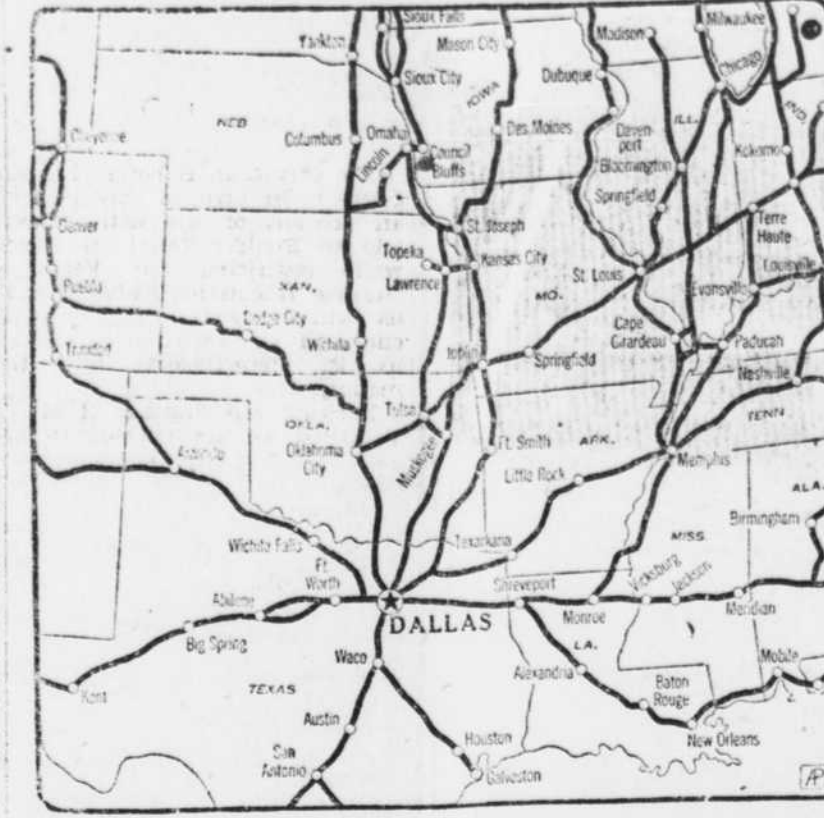
By juggling the local boxers about, matching them to meet outsiders and occasionally drawing a pair of them together, Promoter Mack has managed to capitalize 100 per cent on their drawing power.

Bouts on tap now call for battles between Schaaf and Tommy Loughran, the light heavyweight champion; Al Mello and Gorilla Jones, Jimmy Maloney and Johnny Risko and Honeyboy Finnegan and King Tut.

If things go right, Schaaf and Maloney will fight during the summer season with the winner probably meeting Max Schmeling who is bound by contract to fight for the Boston garden. Then if Mello gets by Jones he will fight Joe Dundee for the welterweight title.

An onyx quarry has been opened near Custer, S. D. It is believed to be the largest deposit on the continent.

Rotarians Bound for Meeting Offered Direct Route to Texas



Rotarians who prefer to motor to Dallas for their annual meeting will find direct highway routes leading from various sections of the country. The accompanying map showing the principal routes in the Midwest was prepared by the American Automobile Association.

DALLAS, May 23. (AP)—Direct motor routes in all directions are available for Rotarians who prefer to travel the highways to Dallas for the twentieth annual convention of Rotary International May 26 to 30.

The Atlantic seaboard, the middle west, the northwest and the Pacific coast are connected with federal highways leading to Dallas.

Hundreds of automobile parties are expected to augment the thousands of visitors and delegates who have chartered special cars or trains for the journey to Rotary's convention. Especially from the nearby states are the motorist parties expected to converge on Dallas, and the routes they may take are numerous.

From El Paso, Denver, Kansas City, St. Louis, Memphis, New Orleans and Brownsville and more distant points there are direct improved routes.

FIRST PLACE IN 'AD' INFLUENCE TO NEWSPAPERS

Educator Makes Survey of Typical Cross-Section in Milwaukee.

NEW YORK, May 22. (UP)—Newspaper advertising influences a greater portion of the buying public than all other advertising media combined, according to a survey conducted by Dean Robert A. Johnson of the College of Business Administration, Marquette University, results of which are made public in the current issue of Sales Management magazine.

The results show that the public regards newspaper advertising the undisputed leader in effectiveness, with magazines second, billboards third, mail communications fourth and radio fifth. Car cards, motion pictures, hand bills and other media received scattering mention.

Selecting the most influential advertising medium, 144 persons named newspapers, 76 voted for magazines, 12 for direct advertising, 8 for bill boards, and 7 for radio.

Magazine Second

Asked to name the second most effective medium, 97 voted for magazines, 64 for newspapers, 30 for bill boards, 20 for radio, and 16 for mail communications.

The survey figures also reveal what this group thinks of advertising as it affects the quality, price, production and selling costs and standards of living of the consumer.

Advertising, in the opinion of 83 percent of those interviewed, is a dominant factor in American industry because it makes people work harder in order to get money to buy the things they see advertised.

Fifty-five percent of those interviewed believe advertised goods are higher in price than unadvertised goods, but 86 per cent voted that advertised products are also higher in quality.

Approximately 19 out of 20 of the buyers admit that advertising makes it easier for them to decide what they need, to improve their living standards, and to compare the goods offered both in price and quality before buying. The Sales Management article points out.

Seventy-two per cent vote that advertising has rendered the public a service by fixing a standard price for widely sold articles in the public mind.

DODGE DISPLAY HERE THIS WEEK

Features in style and performance of the Dodge Brothers Senior six will be pointed out in special displays and demonstrations by Richardson-Lovejoy, local Dodge Brothers dealer during the coming week.

"The entire week has been set aside for public appreciation of this finest product of Dodge Brothers craftsmanship at its new low price," said Mr. C. A. Garside.

"Every effort will be made to have those interested in this type of motor car ride in or drive any model of the Senior six line. Comparisons in acceleration, power, speed, operating smoothness, driving ease, and riding qualities are invited in any test the driver selects."

The Senior six is available in five body types, the landau sedan, de luxe four door sedan, touring ham coupe with rumble seat and roadster. Sport equipment including wire wheels with spares mounted in welded front fenders are furnished with each model at small additional cost.

Exterior and interior appearance are fine examples of the trend in modern automotive design, and

stamp every Senior six model with a distinctive personality. Interior appointments represent luxury and quality found in only the highest priced cars. Roominess and comfort have been considered paramount.

Speed and acceleration meeting every driving demand are insured by the increased compression ratio, improved manifold and seven detailed engine refinements. Caster main bearings support the crankshaft, statically and dynamically balanced. Automatic thermostatically controlled radiator shutters afford the greatest year around operating economy.

Exceptional riding comfort over any kind of highway is made possible by the fact that springs extend nearly 80 per cent of the car's wheelbase. Four Lovejoy hydraulic shock absorbers control this spring action, and Chrysler weatherproof hydraulic four wheel internal expanding brakes provide positive control of the car at all times.

"Special attention will be paid by our organization in pointing out de luxe four door sedan, touring ham coupe with rumble seat and roadster. Sport equipment including wire wheels with spares mounted in welded front fenders are furnished with each model at small additional cost."

Exterior and interior appearance are fine examples of the trend in modern automotive design, and

A Graphic Warning
Juvenile delinquency is an insidious serpent that strikes without warning.

Is Your Daughter Safe?
Can you answer in the Affirmative? The Daily Toll is Awful!

IT HAS TO BE DARING
Yes, sensationally so. A picture that tells the truth about careless mothers, indulgent fathers, and jazz-mad boys and girls. Endorsed by juvenile authorities. Welcomed by all thinking people.

An Absolute Epic of Startling Truth!

Grand Studio Opening EL PATIO THEATRE Mon. Tues. Wed.

the GOLD STRIKE
on the **Fortuna Group**
of the **Carrera Good Fortune Mining Co.**
NEVER LOOKED BETTER

On April 27th "Diamondfield" Jack Davis Said:

"The property of the Carrera Good Fortune Mining Company consists of seven claims in the Carrara district and eight outside claims. Three of these claims lie within 1600 feet of the FAMOUS Gold Ace Mining Company Strike, where the richest strike in the history of Nevada was made April 2, 1929 and we are on the same vein. I have other claims in the Carrara district and own for the company eight claims on which I have at the present time ore of shipping value and in quantity to take out by the carload."

"IF YOU JOIN ME NOW YOU STAND A CHANCE TO SEE YOUR STOCK CLIMB TO DIZZY HEIGHTS BEFORE THE SUMMER IS OVER."

Mining Is Coming Back With a Bang!
"DIAMONDFIELD" JACK DAVIS, President.
E. K. DAVIS, Vice President.

ON SUNDAY, MAY 5th, we cut into a vein of Picture Ore on the Fortuna claim that has sent the stock from 10c to 25c per share and only a

Limited Offering at 25c Is Available
Wire or mail your reservation by money order, registered letter or certified check to me at Overland Hotel, Las Vegas, Nevada.

WE ARE DUE FOR A CLEAN-UP BY TAKING THE MONEY OUT OF THE GROUND

'Diamondfield' Jack Davis

CALIF. DIRIGIBLE WILL FLY SOON
CARCADIA, May 22. (UP)—The dirigible Volunteer, a 128-foot airship, will be assembled at Ross field here within the next ten days for flights over Southern California. Lieut. Carl Davis, its pilot, announced today.

The dirigible, owned by the Good-year-Zeppelin corporation, will study local aeronautical conditions and their affect on lighter-than-air craft.

Another purpose of the dirigible, it was said, will be to make Southern California residents as familiar with the sight of airships as they are with airplanes at present and thus prepare for the proposed inauguration of regular dirigible service between Los Angeles and Hawaii.

FEAR CRISIS IN OIL PRODUCTION
By H. C. BURMAN
United Press Staff Correspondent (Copyright 1929 by United Press)
LONDON, May 21. (UP)—Unless the oil producers of the world begin at once to exercise greater care in production and distribution, the whole industry may be faced with a crisis, according to Sir Henri Detering, British oil magnate.

This statement was made by Sir Henri in an exclusive interview with the United Press at his office in the heart of London, where he watches the vast interests of the largest oil producing organization in the world—the Royal Dutch Petroleum company.

Sir Henri cautioned producers against wastefulness, stressing the fact that while the consumption of oil is bound to increase with the growth of the use of machinery, the production is liable to remain at the present rate or else even diminish.

"If the actual production of oil as it was on May 1, 1929, remains the same on May 1, 1930, I tell you it will mean that the world will have eaten tremendously into the available stock," he said. "I foretell that the consumption of oil in the world within six years may be twice what it is now. And there is not the slightest guarantee that the production of the world's oil supply will increase to the same extent. We shall, therefore, have to find means to regulate the production as effectively and economically as possible to meet the genuine demands without having to resort to high prices to check consumption."

"Does the public realize at what rate the consumption of oil is increasing? Now realize for a moment that one airplane, flying six days a week and with 250 flying days a year, consumes 300 tons of petrol a year. And aviation is only in its early stage."

"For years the producers have produced entirely on uneconomical lines. Distribution has been without system. In many cases the oil has been produced above the market price."

"What I preach is constant production without waste, without murderous tactics and with a regular level in quantity and price. You may rest assured that the public will benefit by such a policy."

OAKLAND CARS SET A RECORD
Setting a new high record for the month, the Oakland Motor Car company during February sold 23,369 new Oakland and Pontiac sixes according to figures reported to the National Automobile Chamber of Commerce, W. R. Tracey, vice-president in charges of sales, announced today.

This compares with 25,786 units sold during the same month last year and 9,403 in February, 1927. Mr. Tracey stated. It also shows an increase of more than fifty per cent over the output in January of this year.

Current production schedules point to a new all-time monthly record during March in view of the popular favor which the new Oakland All-American six and the new Pontiac big six are enjoying. Mr. Tracey declared. February came close to achieving this end, the record month having been June, 1928, with a total output of 29,477 cars.

Production facilities of the company are now leveled to peak capacity. Two Oakland assembly lines and three Pontiac lines turning out finished cars at the highest speed consistent with precision manufacturing methods. To keep production abreast of the public demand, several manufacturing divisions in the modern Oakland-Pontiac plant at Pontiac, Mich., are operating on day and night shifts, Mr. Tracey announced.

DR. WALTER G. PICO
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WE HAVE ONE FOR EVERY PURPOSE
Painting and Paper-hanging
JONDAHL PAINT CO., Inc
117 South Main St. Phone 312

UNION PACIFIC

ROUND TRIP FARES ARE QUITE LOW

FROM NEVADA TO LOS ANGELES & OTHER POINTS IN CALIFORNIA. THERE ARE GOOD REASONS WHY YOU SHOULD

GO BY TRAIN

ASK UNION PACIFIC AGENTS FOR PARTICULARS

UNION PACIFIC SYSTEM

Plumbing That Stays In Repair

WE guarantee the quality of these attractive fixtures. Expertly installed by our plumbers they should give years and years of satisfactory service without repair. We invite you to inspect our plumbing fixtures.

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Phone 224 205 So. First St.

This Property Reserved FOR ANY ONE OF THE Large Chain Stores

140 FEET FRONT on FREMONT STREET
250 FEET DEPTH on SEVENTH STREET
Owner will BUILD to suit tenants, or SELL for that purpose only, or LEASE for a long term of years with option to buy.

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LAS VEGAS Blueprinting SERVICE
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