

LAS VEGAS AGE

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THURSDAY MORNING, JULY 25, 1929

PAYS TO ADVERTISE

AIMEE Semple McPherson is probably the best advertised female in the world. But nothing she has previously done in the way of advertising, even the famous death and resurrection stunt she put on in 1926, has such possibilities of profit as her latest.

Aimee, it is announced, has chartered a steamer for \$500,000, to carry 800 converts to the Holy Land next Easter. It is a good bet that Aimee, besides the wonderful publicity on her new stunt, will clean up two or three hundred thousand dollars in clean cash.

It pays to advertise and Aimee knows it better than anyone.

GERMANY COMING BACK

IT does seem as though Germany were coming back. The wonderful performance of the steamship Bremen in clipping more than eight hours from the trans-Atlantic record, held for many years by the Mauretania, will go a long way toward assuring the world that Germany has at last set her feet in the paths of peace and prosperity.

AIR RECORDS

ENDURANCE flyers are breaking the record so often that interest flags. Nevertheless it is some miracle for a couple of fellows in a heavier than air machine to remain in the sky eleven days without alighting to eat. It has really come to the point when it is not so much a test of the machine as of the endurance of the pilots.

BUILDING CAMPAIGN

MUCH building has been done in Las Vegas during the past six months and much is still under way. It is apparent, however, that the demand for housing will far exceed the supply this fall.

At the present time there are few if any vacant houses of a desirable kind although many people are on vacations. When the influx of newcomers sets in our housing facilities will be found entirely inadequate and much harm will result to the city from the inability to furnish sufficient housing.

Apartments and houses are most in demand. It would be wise policy for those who can to begin building operations now in order to meet the certain demand that we will find two months from now.

MENACE OF DISASTER

THE Mediterranean fruit fly pest, which has already gained a firm foothold in Florida, is a menace of disaster to the nation of much greater magnitude than most of us realize.

The United States government has entered into the fight and has some five thousand agents, scientists, chemists, etc., in the field in a frantic effort to eradicate the pest.

The entire destruction of the citrus fruit industry of Florida, approximately equal in importance to that of California, must almost certainly be involved in the attempt to remove the menace. Thousands of fruit growers there are already ruined. Others are face to face with disaster.

It is bad enough as it is, assuming that the pest will be kept within its present bounds. But this can hardly be hoped for. The nature of the fly is such that it is almost impossible to guard against its spread.

The battle of science against nature as being portrayed in Florida is of the greatest interest to the whole country. We can only hope that the terrible pest can be completely eradicated before it spreads through the entire south and eventually to the Pacific Coast.

TESTING THE PACT

THE Kellogg Peace Pact is now having its first test. It seems to be the only thing which restrains the governments of Russia and China from immediate warfare.

No one really believes that war can be entirely prevented by treaties or otherwise. But when most of the nations of the world have made a solemn promise to renounce war as a national policy and use their good offices to settle disputes between nations, it is an influence so powerful that it will be effective in many cases.

If the Kellogg Peace Pact proves instrumental, as now seems probable, in preventing war between Russia and China, its value to the world will be beyond dispute.

"I'll Take My Heat in Vegas, Don't Suffer As In East," Says Harrington

"Glad to get back to Las Vegas, here every time." Harrington remarked that business conditions are "terrible" in the east. He returned to Las Vegas via New York, Washington, St. Louis, Kansas City and Denver, stopping off at Salida, Colorado, to see Mrs. Harrington's father and mother.

Another thing noticeable about the Massachusetts folks, Harrington remarked, while trying to squirm away from Ye Age Scribe and avoid anything smacking of undue publicity, is the way they regard distances. "When I told them I went 300 miles to Los Angeles to have my eyes examined, they were all exclaiming, 'Fifty miles there is regarded as a long jaunt.'"

Mr. and Mrs. E. O. Underhill and sons, Byron and Thomas, went to Los Angeles last night for the week end.



Girl, 13, Is Slayer of Father



Thirteen-year-old Catherine Crawford shot and killed her father, George Crawford, a Monmouth County, N. J., constable, because he attempted to abuse her, she told authorities. Here you see the girl with her mother, in the custody of officers following the killing. After her testimony, a charge of murder against her was changed to one of manslaughter.

Southern Nevada Tourist Travel Gains on North

Highway Count Shows Traffic On Arrowhead Highway Nearly Equaled That of Victory and Lincoln.

That Southern Nevada is gaining on the northern part of the state in the matter of tourist travel is evidenced by figures released yesterday by C. C. Boyer, state highway division engineer.

Count of traffic passing certain key points over a period of a week reveals a great gain for the highway through Las Vegas over the Victory and Lincoln highways which pass through Reno.

The count taken by the state highway department at the junction of these two highways sixty miles east of Reno was virtually the same last year as the count taken three miles west of Las Vegas on the highway to Los Angeles.

This means travel on the road through Las Vegas caught up with travel on the up-state roads last year. And it is expected to pass that for the up-state highways this year, according to Boyer, who stated yesterday that figures on the counts taken all over the state will be available in the near future.

Two years ago the count showed 371 cars a day passing the Arrowhead highway point and 490 a day passing the northern junction point. Last year's count showed 530 for the Reno point and 584 for the Las Vegas count.

The increase in traffic this year over last, because of the Boulder dam activity, probably is greater, here by far than the increase up-state, said Boyer.

Markts Sue Boulder Dam Investment Syndicate

Mr. and Mrs. R. W. Markt of Sioux filed suit yesterday for judgment of \$1650 and interest from the Boulder Dam Investment Syndicate, Inc. Mortgage dated Mar. 19, 1929, is involved in the transaction, in question. The suit was filed by Markt and Taylor.

Electric Flasher Sign for Vegas

Northern Club Having Sixteen-Foot Neon Sign Built by Local Firm; Will Be Largest in the City.

The first large flasher sign to be installed by a Las Vegas business house will be put up for the Northern club several weeks from now. It will be sixteen feet high.

It will be a Neon sign and it is being constructed in Las Vegas by Barratt and Clout, of the Las Vegas Neon Electric Sign company.

The sign will have twelve-inch letters. It will be five feet wide at the bottom, being shaped like a capital letter "N" with a circle at the top instead of a rectangle. The word "Northern" will run down the main stem, with "Club" on the crosspiece at the bottom.

The same firm built and installed the signs for the Golden hotel and the new Mission cigar store. They will also build a new sign for Beckley's, Clout stated yesterday.

SALINAS, July 22. (UP)—Mrs. Marie Hall, who was crushed and trampled by her horse at the closing events of the California rodeo here Sunday, died today.



THE ATTRACTIVE FRENCH panties are of beige lace and have a "club" of pink crepe de chine applied at the front and back.

Legion Drum Corps Finishes Organization

Legionnaires Plan to Enter State, National Convention Competitions, 37 Men Now In Body.

Having organized Tuesday, the American Legion drum corps is now ready to get down to business and work, looking to entering competition at the national convention of the Legion next year, according to W. J. Hooper, manager of the corps.

"We're working first to whip the corps into shape for the state convention to be held in Elko September 6 and 7," said Hooper, "and the Vegas legion is going there to bring home the bacon. We want to make Las Vegas state headquarters for the organization, and we are going to do it."

The drum corps, headed by A. E. Mortenson, as drum major, is now fully organized with 37 men, 32 instruments, two color guards and two color bearers, with drum major. There are 12 snare drums, 4 bass drums, twelve trumpets and four cymbals.

A. C. Grant was named assistant drum major. W. J. Hooper drum corps manager and Leo P. Roth business manager.

For home exhibitions and practice, the Eagles are furnishing six men, and plan to increase this to eight or twelve, to make an even two or three squads in addition to the Legionnaires.

Practice meetings are held twice a week, on Tuesday and Friday evenings from 6:30 to 7:30 at the Legion hall.

Railroads Try To Prevent New Line Extension

BOISE, Idaho, July 24. (UP)—The Oregon Short Line and the Southern Pacific have both filed a petition before the Interstate Commerce Commission to intervene against the granting of a certificate of convenience and necessity to the proposed line from Nyssa, Ore., to Winnemucca, Nev., petitioned for by the Idaho and Pacific railroad.

The Southern Pacific claims the Rogerson-Wells cutoff gives sufficient service to Southern Idaho and eastern Oregon. Both companies, in their intervention petitions, claim that traffic over the proposed line would be diverted from existing routes and would be a detriment to both the O. S. L. and the Southern Pacific.

The Union Pacific claims that the line is not needed and that present service is satisfactory.

The backers of the proposed line from Nyssa to Winnemucca feel, they say, that they are entitled to the support, particularly of the southwestern Idaho and eastern Oregon sections, because if they build their line they will open to this territory a short haul route into the California markets—a route that will be shorter by several hundred miles than any route now in existence.

At Winnemucca, which is straight south of Boise, the proposed railroad would make a physical connection with the Western Pacific going west into San Francisco and with the Southern Pacific, going south into Los Angeles. These two roads are now in operation.

The existing carrier haul to take produce to the California markets out of western Idaho and eastern Oregon, is first, via Portland, which is 700 miles longer, and second, via Wells, which is 300 miles longer.

As to what the possibilities of the new proposed road connecting with some northern railroad seeking a short cut southern route into California there is only speculation, but that they are numerous is generally conceded.

City Court Room Ready Soon

Combined Police Headquarters And Court Being Finished Ready For Occupancy Soon.

Las Vegas' new municipal court room and police headquarters will be completed in a few days, according to Sam Shaw, in charge of reconstruction of the former residence and refitting for its new use by the city.

J. L. Smith will do the painting work, the O. K. Plumbing Shop will put in the plumbing connections and the Peoples' Electric Company, E. Roland Brauch, will do the electrical work.

The interior has been repapered, and is beginning to look like a real headquarters. The house is located across the alley from the jail, and faces on Second street.

The back room will be used as a sleeping room for Police Chief Percy Nash, according to Shaw.

Las Vegas Stock Exchange

Closing Bids and Asked Quotations LOS ANGELES CURB AND EXCHANGE STOCKS Wednesday, July 24

New Air Line Completed at Potosi Mine

Installation of the new 3,600 foot aerial tramway at the Potosi mine was completed several days ago, according to W. O. Mills, jr., superintendent of the mine. It is a 2 1/2 inch line, said Mills, jr., superintendent of the mine throughout.

Other new machinery has been delivered at the mine and is being installed, and it is expected that by August 1 the mine will be in full operation, sending 100 tons a day to the mill.

The camp has been remodeled, the road worked and put in first class condition for 15 miles. The new compressor, Sullivan type, and other machinery, all were furnished by the Brown-Bevis Company of Los Angeles.

Fewer Traffic Tags, Result of Fines

Great reduction in the number of traffic tags doled out by officer Bob Ziemer is reported by Judge Springer of the municipal court, acting temporarily for Judge Foley.

This is believed to be the result of the campaign made against traffic violators. Four fines of \$2.50 each were levied yesterday for lack of tail lights and for overparking.

New Gold Strike at Carrara Reported

A new strike of gold four and a half miles south of Carrara is reported to have been made by Charles State.

It is said to be a find of five feet of stuff which runs \$80, just south of the south dyke of the Golden Ace Mine.

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