

LAS VEGAS AGE

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ADVERTISING RATES ON APPLICATION

SATURDAY MORNING, NOVEMBER 30, 1929

ELK'S NEW BUILDING THE PROPOSAL last night approved by the Elk's Lodge for the construction on the Elk's property of a \$300,000 hotel project, is one more of the many encouraging developments of recent weeks.

Las Vegas is in urgent need of much greater first class hotel accommodations than are now available, and this new enterprise gives high promise of meeting the emergency.

The local Lodge of Elks is a flourishing one with some 300 members, composed of the most active and enterprising element of the city. Their action in undertaking so important an enterprise is most pleasing.

THANKSGIVING DAYS WHO COULD HELP being thankful on such perfect summer days as Las Vegas is enjoying.

When we read of the cold, snow, ice and blizzards enshrouding the east and the middle west, we can hardly believe it possible. And the pity of it is that when they read in the Age that the maximum temperature in Las Vegas yesterday was 85 degrees and the minimum 45, they have difficulty in believing that.

As we have remarked many times, Las Vegas has a most delightful winter climate—a few shivery days occasionally—but for the most part, week after week of bright, warm, sunny weather much like the eastern spring time.

OLD GIVES WAY TO NEW A FEW YEARS ago, Las Vegas was proud of its street lights. When the first little lighting system was installed, Fremont and other streets were quite puffed up.

Yesterday a crew was at work taking down the old poles and wires displaced by the splendid new lighting standards of the recently installed system.

This is "a changing world" to be sure, and Las Vegas is changing faster than many of us realize.

Arkansas Land Barons Rule Hills With Squirrel Rifle, Says Paper

KANSAS CITY, Mo., Nov. 29 (AP)—Land barons rule the wooded hills of Northern Arkansas with hickory, peach and squirrel rifle, and terrorize the poor and illiterate into penning up the background of the age, the Kansas City Journal Post stated in a copyrighted article "orchard murder" of Connie Franklin, war veteran, who sought to reform the region.

Plane Starts Out to Rescue Arctic Flyers

NOME, Alaska, Nov. 29 (AP)—An airplane fully equipped for a flight to Siberia to search for Lieut. Ben Henson, well-known flying explorer of the Arctic who has been missing eighteen days, arrived at Keller last night from Fairbanks.

The plane, piloted by Joe Crosson of the Alaska Airways, Inc., which had secured Elton as its vice president, completed a non-stop flight from Fairbanks here. Fifteen minutes later Crosson departed, anxious to re-encounter his associate.

Flying conditions at Keller were good and Crosson hoped to leave Saturday for Siberia.

L A. Electric Rates to be Cut

LOS ANGELES, Nov. 27 (AP)—Electric rates, both domestic and commercial, of the Los Angeles Gas and Electric corporation will be reduced approximately \$737,571 during the year, 1930, it has been indicated by the state railroad commission, investigating the rates and practices of the corporation.

Apparently dissatisfied with the reduction, Herman Pilger, counsel for the corporation, declared the corporation through its president had announced it intended to reduce rates to the same level as the Los Angeles Department of Power and Light. Pilger stated the company still stands on its offer to the commission and will continue in its plans to bring about the reduction.

WILDCATS SET FOR BIG GAME

Game to Start at Two. The game this afternoon will be staged at 2 o'clock. The team is accompanied by Coach "White" Lawson and Bert Greenman, of Reno, who, it is said, will referee the crucial game.

Kirn Bradley, captain and left halfback, and Harry Bradley, fullback, are the two boys the Wildcats are going to have to watch. They will have Harvey Hill, right half, are the lads who wrought havoc with upstate lines in the games from which Fallon emerged in top favor.

Wendell Beechley is slated, it is said, to call signals for the boys from up north.

The remainder of the first string, according to unofficial word given out last night, is such as follows: Tom Bafford, center; Dan Kinney, left guard; Leo Perry, right

guard; Lawrence Clayton, right tackle; Don Gott, left tackle; Red Waldren, right end; and Charlie Frey, left end.

WASHINGTON BYSTANDER

By KIRK SIMPSON WASHINGTON—Speaking of the new naval conference, Uncle Joe Daniels recalled to the Bystander's mind the other day that the first legislative suggestion for a move of that sort was written way back in 1916.

"You'll find it in the strangest place possible for such a suggestion," chuckled that able statesman of democratic politics. "It is in the big navy bill, the navy-second-to-none bill of 1915."

"That is the fact. When the Wilson administration launched its preparedness program there was included in the naval appropriation bill, authorizing a huge five-year building project, this clause:

"It is hereby declared to be the policy of the United States to adjust and settle its international disputes through mediation or arbitration, to the end that war may be honorably avoided.

"It looks with apprehension and disfavor upon a general increase of armament throughout the world, but it realizes that no single nation can disarm, and that without a common agreement upon the subject every considerable power must maintain a relative standing in military strength."

Invitation received There followed, couched with an appropriation of \$200,000, a request that the president "not later than the end of the war in Europe," invite "all great governments" to a conference for formulation of a court of arbitration or other tribunal.

The president was also empowered to suspend any part of the naval building program inconsistent with the results of such conference.

That is a rather remarkable 13-year-old provision of the biggest naval building project ever undertaken by the United States.

And it was to this provision of law, continued in substance year after year in many bills, that President Harding turned for specific authority to call the Washington naval conference of 1921.

Yet Uncle Joe Daniels recalls an even earlier move. Back in 1913, he told the Bystander, when the question of a naval building was being agitated by Winston Churchill, then first lord of the admiralty. Uncle Joe suggested to President Wilson that it might be possible to call a general arms limitation conference.

Mr. Wilson thought well of it, as did the late William Jennings Bryan, then secretary of state.

Conciliation Move On. Mr. Bryan already was engaged in negotiation of the bi-liberal conciliation treaties. They are the same treaties which Secretary Kellogg was to take up for renewal more than a decade later, with the post arbitration treaties as part of the Kellogg peace program.

"Bryan told me," said Daniels, "that to launch a simultaneous arms reduction project might complicate matters. So it was dropped for the time."

Then the World War was on. And the quoted language of the naval act of 1916, written less than a year before the United States entered the struggle, is the next picture on the ever changing screen of events leading up to the new London naval conference.

Mr. Daniels evidently is working up additional data of his days as naval secretary. He was delving in naval department records while in Washington. But he did not fail to keep an eye on politics. Joseph Shous, democratic chieftain, was his next caller.

Bones of Headless Mexican's Mother, Sister, Found, Belief

LOS ANGELES, Nov. 29 (AP)—Near the spot where the headless body of Carlos Alvarez, 18-year-old Mexican, was found by a strolling hunter, two graves containing bones believed to be those of three other members of the Alvarez family were found today.

Deputy Sheriff thought they were the bones of the boy's mother, sister and two step-sisters.

Manuel Flores, 27, an eccentric, rascally hand, was held in the San Fernando city jail tonight as a material witness.

The assumed identification of the mother and the two girls was made from the bones and was not positive.

The skeleton frames were taken to an undertaking parlor where the headless body has been held also.

An inquest has been ordered. The deaths were believed to have occurred three months ago.

The youth's stepfather is said to have stated his stepson had run away with his mother and step-sisters.

Flores, who formerly lived with the Garcias family, was held.

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Boulder Dam Makes Market For Yeast

Gerald Nelson, local agent for Fleischmann's Yeast, recently determined some officers of the company on a visit to the Boulder Dam site.

Fleischmann's Bulletin in its November issue contained a report on the visit which is of sufficient interest to justify printing herewith. The article follows:

Mr. F. W. Frisbie, District Manager of the Los Angeles District, and Office Manager Mix of that office, were in Las Vegas, Nevada, a short time ago calling on one of our "32" Agencies.

After their work was completed, Gerald Nelson took them to visit the site of the new Boulder Dam of which so much has been said and written. They motored 23 miles to the bank of the Colorado river.

At this point the party boarded a small flat river boat and floated 4 miles down the turbulent stream to the point where the Boulder Dam is to be erected. The Colorado is widely known for its treacherous waters which very frequently rise and fall from 6 to 12 feet within a few hours.

The Colorado is filled with numerous currents and whirlpools due to the uneven river bed which varies greatly. In some places the river may be no more than 6 feet deep, while possibly 5 feet away there is a depth of 60 feet. The water speeds through the country at 7 miles an hour, and 14 miles an hour undercurrent. This undercurrent naturally causes a terrific undertow which in many places is uncomprehensible.

Mr. Frisbie and his party traveled a distance of four miles with the downstream current in 20 minutes, but it took 1 1/2 hours to cover the same distance upstream against the current.

The control of this river will be one of the big problems in construction of Boulder Dam. It is planned to divert the waters through a three-quarter mile tunnel through the mountains on each side of the dam. After completion of the dam the tunnels will be refilled and the river sent back along its natural bed.

Boulder Dam when completed will be 825 feet high from the bottom of the rock ballast to the top of the dam. It will be necessary to go under the water 150 feet to strike rock bottom for the dam foundation. The foundation will be 950 feet thick at this point. It will be 309 feet wide at the bottom and 250 feet high from the low water mark to the top of the dam. The completed dam will have a capacity of 28,000,000-acre feet of water backing up a distance of from 100 to 112 miles, and it is claimed will have a larger water capacity than any other dam in the world.

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Coyotes can attain a speed of 25 miles an hour, say Alaskan hunters who pursue them in automobiles on the snow.

Bees keeping brings Alabama applicants \$1,000,000 a year.

This project will bring millions of dollars to the States interested not only for irrigation, but for power and light as well.

At the edge of the Colorado river there was a refreshment stand to accommodate tourists who visit the site of the dam. This stand carried the familiar display of Fleischmann's Yeast-for-Health.

When a little enterprise like this in an arid section in the midst of an incomplete engineering feat can be sold on the value of having Fleischmann's yeast handy for the accommodation of tourists, it might not be very hard to sell grocers in built-up part of a town or city on the necessity of their carrying our yeast.

From the farthest parts of this country to the center of it, Fleischmann's Yeast can be found on sale, proving that the American public wants it. Yeast handy at all times. We can make it possible!

SCOT WINS TEN MILE RUN NEW YORK, Nov. 29 (AP)—James McDade, a recent arrival from Scotland, won the National A. A. U. ten mile run at Astoria, L. I., yesterday, finishing the distance in 57:17.

Sound, restful sleep means vigorous, happy days. Health is yours for the asking, and your dream is today for LYKO, the tonic that so quickly stimulates the liver, kidneys and bowels into action. With LYKO you eat whatever you wish—with an appetite for food and an appetite for living.

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YOUR BRAIN and YOUR HEALTH

Fear is a perfectly natural and normal emotion. It protects the individual in time of danger. It is very closely allied to rage, which is produced by similar situations.

Fear leads to protection through flight, while rage leads to protection through fight. Some animals normally flee, while others attack. The cat will flee from dogs until hard-pressed then will turn upon them.

Emotions in man are probably not very different from those in animals except in degree and in the kind of situations which produce them. But there is a limit to which the emotion of fear should extend. It is probable that the emotion should be normally rather strong and rather short-lived.

Human beings sometimes get into a state of mind where they are nearly always afraid of something or everything. They may not be able to tell what they are afraid of, although in situations of real danger they are brave enough.

I have seen a man with a serious disease exhibit the greatest relief when told that his heart was not bad, I would ten times rather have a bad heart than his disease. Indeed, it is only certain things that we have learned to fear. Some of us lived through the influenza epidemic of 1918 worrying only about the Germans, who were anywhere from one to five miles away. The "flu" killed a good many more people than did the war.

So fear is an unreasonable reaction most of the time. Psychologists tell us we are most afraid of our own unconscious. They say that when we think we are afraid of storms, of snakes, of bad heart, that we are afraid of death, these are only symbols and really we are afraid of some of our complex which break loose from the unconscious and make us do things that we do not want to do, something that will get us into trouble, make us ridiculous before our wives or husbands, or weaken our self control.

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V. F. W. Closes Charter Roll

Post Has More Than Sixty Members After Initiation Of Class at Meeting Last Evening at Eagles' Hall.

A score of new members were initiated into the Fred S. Pennington post of the Veterans of Foreign Wars last evening, and there are now more than sixty members of the local organization, according to Captain R. O. Allen, commander of the post.

The charter was closed at last night's meeting, with the forty-four members whose names were placed on the roll at the first meeting, and the newly-initiated men comprising the charter roll.

Members of the organization will be held regularly on the first and third Fridays of each month, Captain Allen announced. They will be held at the Eagles' hall.

ELKS FAVOR HOTEL PROJECT

(Continued From Page One)

a 99-year lease on the ground, and in return therefor will have the use of one floor of the building for the lodge with free elevator service and other conveniences. It is understood that an option to purchase at the end of 15 years will also be given to the lodge.

The location of the new hotel will be one of the most attractive for the purpose in the city, being directly across from the court house, and but three blocks from the entrance to the proposed new Union Pacific passenger station.

The success of the enterprise is doubly assured by reason of the fact that it will have the earnest support of more than 300 local members of the Elks' Lodge.

The enterprise is timely, there being a pressing demand for more first class hotel accommodations in this city, a demand which will increase rapidly as soon as work on the Boulder Dam project is under way.

If there are no objections by the Grand Lodge, the enterprise will get under way promptly and be pushed to completion at the earliest possible date.

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HOLLYWOOD'S FILM SHOP

By DAUNE MENNESSY United Press Staff Correspondent HOLLYWOOD, Nov. 29 (AP)—Every time that "Fashion News" the reel of hats, coats and gowns displayed by movie actresses flashes upon the screen people in the audience wonder:

"Where does the money for that picture come from and is there a profit in it?"

There is, George W. Gibson, president of Fashion Features, Inc., conceived the idea and built up a paying film. Here is how he does it:

He decided to make a weekly reel of fashions, news, in that it would contain the latest from Hollywood and Paris shops, and more additionally attractive because the styles would be displayed by popular actresses.

Fashion News itself does not sell so what the fan sees on the screen, the theatre gets for nothing. But somewhere in the film, there is an announcement that a certain store in the town sells the various fashions displayed. The store pays for the showing and that's where Gibson makes his money.

With the coming of the talkies he kept pace by adding voice to the reel so that either the star or Miss Marguerite Swope, his style expert, is heard.

Large studios sanction the use of their stars for the publicity return and the style authority given them and their players.

Celebrities do