

LAS VEGAS AGE

PUBLISHED EVERY MORNING EXCEPT MONDAY
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ADVERTISING RATES ON APPLICATION

SATURDAY MORNING, MAY 16, 1931.

TWENTY-SIX YEARS

TWENTY-SIX years ago this morning, looking out over the desert from what is now the heart of Las Vegas a few shacks and tents mounted on wagons were seen slowly coming into Clark's Las Vegas townsite. During the day several shacks were located on Fremont street on lots bought at the auction sale the day before. And Las Vegas had been born.

It was a dismal enough Las Vegas. The streets were only tracks running here and there without heed of the surveyor's stakes. And dust in the tracks was a foot or more deep and it was constantly stirred by the passing of heavy freight wagons drawn by from six to sixteen horses or mules.

But Las Vegas was under way. Those who were here had faith in the future. They had been drawn here and moved to invest money in unimproved lots on the open desert by the knowledge that here were the materials out of which the enterprise of man has been used to fashion cities.

As the Editor of The Age last night, writing this, looked out upon Fremont street at the brilliant lights, the paved streets and the endless traffic of rushing automobiles, he saw that the dream was reality.

Here we have a real city. It is young to be sure and not so large as some other cities. But Las Vegas is a real city with the vigor and courage and faith in its own future to carry it far on the way to greatness.

Las Vegas is twenty-six years old today, and some of those who helped the infant to its start are still here to glory in its splendid development.

THE DIFFERENCE

WE HAVE been asked why it is that Reno is known the world over as the city of divorce and sport while Las Vegas is rarely given any publicity along such lines although existing under the same set of laws.

The reason is that Reno for more than twenty years has had hotel accommodations such as appeal to the rich. Las Vegas has had nothing in the way of luxuries to offer the spendthrift.

There is not the slightest reason why Las Vegas may not in two years rival Reno as a divorce colony and in world wide publicity. We have climatic conditions, scenery and things of interest to appeal to all who may come; and we will soon have the luxurious hotels to accommodate them.

Had Las Vegas been supplied with hotels of the right kind ten years ago she would already, without the aid of Hoover dam, have become a rival of Reno for the position of metropolis of the state.

Now that the ice is broken and money for investment coming in, we may look for a very rapid change in the character of Las Vegas.

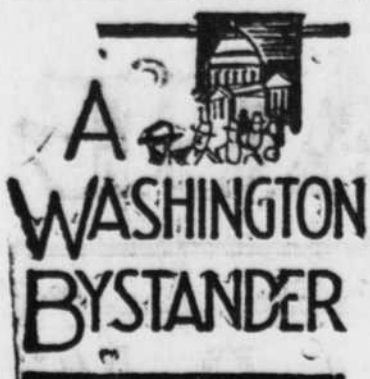
THE MONEY MAKERS

A SUBSCRIBER to The Age living in a distant city was here the other day. Visiting The Age office he casually made the remark, "It looks as if everybody in Las Vegas is trying to get some free advertising but only a few are willing to pay for advertising."

We answered that the businessmen of Las Vegas, at least some of them, were pretty consistent advertisers. And we named them over and in doing so named every business of any standing and importance in the town.

It was so perfectly obvious that business prosperity can only be attained through advertising that there was no chance for

Leave Your Address With Western Union



WASHINGTON BYSTANDER

By KIRKE SIMPSON

WASHINGTON—If you came to Washington hunting for the real, practical, working center of the second "Who-but-Hoover" boom, you might have trouble finding it. It is not polite to ask residents what they are doing about getting re-nominated. Even if you asked them probably they would not answer. Yet if a president does desire re-nomination (and what one-termer takes more than just wishing to bring it about? What is needed is pledged delegations at the convention, and somebody has to see that they are pledged well before convention time.

You have no difficulty finding out lots in Washington about "Kunneil" Horace Mann's rival "Anybody-but-Hoover" movement. Just ask the "Kunneil" himself. He is full of the subject, just about as full of it as he was of the original 1928 model "Who-but-Hoover" drive. That has to do only with Dixie delegations to the 1932 Republican get-together, however. And to get the reverse of the picture as Mann sees it you would have to try your hand at interviewing Postmaster General Brown. The Dixie delegations always seem to be largely the business of Republican postmaster generals.

BENJAMIN BUSY
Probably you could not find out much about the delegate-getting business for 1932. A Republican national committee headquarters, the folks there are too taken up with exchanging compliments on issues, real or alleged, with the Democratic brethren.

But just walk down the street a block or so from Republican headquarters. Go up in an imposing office building until you see a large sign "Law Offices" over the door and inquire there for Mr. Raymond Benjamin of California.

You will have to hunt, for you will not find Benjamin's phone number in the book although he has been here some months. Nor will you note in Washington papers that Benjamin's law business appears to take him much into the courts. Probably if you kept an eye on his door for a while you would discover that his callers look a lot more like well known political personalities than legal clients.

QUIET HOOVER BOOM
Benjamin himself also would fail to enlighten you as to what it is that keeps him so long away from sunny California. Yet the political gentry Benjamin calls upon think the 1932 Hoover boom came to town in Benjamin's brief case months ago and is being incubated with Benjamin's accustomed silent skill.

He is no publicity man, Benjamin, but members of that one-time anti-Hoover alliance in Kansas City who recall how the Hoover boom of that year burst so destructively about their ears have no doubts about Benjamin's present business. They say so privately.

argument. It is true that advertising alone cannot create a prosperous business. It is equally true that business cannot reach its best without liberal advertising.

If we should list the men and firms in Las Vegas who have achieved the most in the way of successful business, we would find that they rank just about in proportion to the money they have spent in newspaper advertising.

ENJOY ONE OF OUR
COOL QUICK TASTY FOUNTAIN LUNCHES

Las Vegas Pharmacy
Fountain Light Lunch
First at Fremont

ROME—A few hours after he had returned with a fortune saved from earnings in the United States, Rocco Tosto gave up his \$10,000 bank roll to confidence men who met him in the Rome railroad station.

WARMING UP



Roy Corbett, Seattle yachtsman and member of the famous Sir Tom crew swings his speedy little sail boat hard over to pass by the boat on which the photographer stood. Looks like Roy is riding pretty close to capsizing, but he declared he was merely warming up in preparation for some real wild capers when the yachting season gets under way.

Spread Of "Catholic Action" Is Hint Of Opposition To Fascisti, Observers Of Mussolini Declare

ROME, May 15—There is no political party in Italy but that of the Fascisti—but political thinkers are watching with enormous interest the growth of a movement that one day may develop into a transitional form of the old Popular party and become the parliamentary opposition to fascism.

Under the searching eyes of Mussolini and his lieutenants, who have sternly forbidden any form of political manifestation unless fascist, and under the equally keen eyes of the Vatican, this movement, statistics show, has gone on steadily expanding.

This resurgence centers in Catholic Action, a men's society with tens of thousands of members with branches in every city and every parish. Catholics comprise 90 per cent of Italy's population.

The Popular party was Catholic. Organized by Don Euzazio immediately after the world war, it had more than 200 representatives in the chamber of deputies in 1922, when Mussolini came into power. It was a democratic Christian movement, openly political.

A convention of Catholic Action was to have been held at Ferrara recently. It had the blessing of the Vatican, although the public assumed it had the Vatican's sympathies. The present movement is more orthodox.

Yet Catholic Action goes on increasing in importance. With public ceremonies, processions, fetes, creation of new societies, it brings itself ever more before the public. Fascism is a powerful institution, but its chiefs are watchfully waiting. The moment the new movement rears its head in earnest something is likely to happen.

United States representatives said they were prepared to enter the conference.

ICE

National Coal & Ice Co.
Distributors of
Fuel Oil and Ray Oil Burners
Telephone 75 Main and Brigrider Sts.

SOVIET BUYING REVIVAL OF TRADE

SANTIAGO, Chile—Chile is finding a new and profitable customer in Russia.

In recent weeks several ship loads of nitrate and one of copper have been sent to the Soviet union. Negotiations for the beginning of trade with the Soviets have been in charge of the Amtorg Trading company's branch at Buenos Aires.

There was no governmental agreement. Chilean officials said Amtorg acted only as an independent commercial concern.

The fact that Chile is selling Russia her nitrate and copper has just been learned, and some producers of Chile's two principal products see a way to get rid of surplus stocks by this new commercial outlet.

Russia is importing Chilean nitrate to give her lands stimulus in the hope of increasing farm production, and the copper goes to her new industrial centers.

Sales of the two products show Chile has competed successfully for the business against European synthetic nitrate manufacturers and the African copper mines.

Whether Amtorg will continue to purchase in the local market is not definitely known, but with the prices to suit, it is believed the buying will proceed.

70 New Provinces Planned By China As Federal Help

NANKING—A plan to chop China up into 70 small provinces has been announced by the nationalist government, the "hasing" process to start this year.

The motive is to improve the government by removing the unwieldy factors in the present system.

Including the three provinces in Manchuria, there are now 28 such divisions in China. The government proposes to cut each of these into two or three parts and subdivide each again into from 10 to 15 counties.

This would make jobs for about 45 additional governors. They would be charged with maintaining order, collecting taxes, and promoting education and would be responsible only to Nanking.

The scheme has the endorsement of both Chinese and foreign financial interests. Its proponents argue, too, that it falls in line with the ideas of Sun Yat-sen, "father of the republic."

TEST WOOL

ELKO, May 15—Nearly a hundred samples of wool from twenty-one different flocks have been sent to Washington, D. C. for tests as to shrinkage and grade.

LAS VEGAS LAUNDRY SERVICE

PHONE 319
First & Garces Sts.

A New Yorker AT LARGE

By MARK BARRON

NEW YORK—The resplendent aura of luxury which has suffused New York since the days of Peter Stuyvesant is quietly disappearing.

In the beginning this aura of Manhattan was bought for a price of a few strings of gaudy beads. Ever since it has been a bagdad so lovely, pleasure-giving objects which are nice but not absolutely necessary to the continuance of life.

Useless luxuries are going out of style. Most of them have been able to exist only because of the public's good nature or because no one really cared enough to protest.

Perhaps the greatest luxury racket in New York has been the checking concessions. In some of the better known restaurants and night clubs, more profit was made by checking hats than by selling food. It was estimated that it cost a man who moved around very much about \$250 a year for the privilege of wearing a hat.

HAT RACKET GOES
Now the public is angry and cafes, becoming desperate to keep clients, are abolishing the smirking little maidens at their doorways who demand a dime or quarter ransom for your hat and coat. Also they are cutting the prices of food, arranging low cost table d'hotels and hotels are eliminating service charges for meals ordered in rooms.

Taxi drivers report that tips have dropped about one-third, and no longer are the Peter Pans in night clubs finding it easy to sell dolls and almonds and cigarettes at prices ten times the actual value.

Cover charges, too, are being eliminated. For instance, there is a roadhouse in the Bronx that seats 2,500 people. This summer there will be no cover charge and there will be no minimum amount for a bill. It would be possible for a couple

to spend the evening there for a total of \$1 or even less. For a long time it has been the custom of newsboys to charge five cents for newspapers purchased by after-heater crowds, and hotels nearly always added an extra cent to the stated price. This is being abandoned and newspapers are to be sold at the price marked on the copy.

Barber shops are cutting prices. Even more enticing is their promise to customers to give them only what they ask for and not try to sell them a "half-interest in the shop."

PAJAMAS ECONOMY
The new fad of wearing pajamas for evening dress is an example of fashion meeting the demand for economy. (A married fellow looking over our shoulder says we're crazy, that pajamas cost more than the old-fashioned evening gown.) Anyway, people seem about New York these nights seem to dress much more simply and economically. It has become bad taste to make any display of wealth.

It is the one good point of business depression. Bank accounts have been so weak that the public has been forced to protest against these charges for petty luxuries which are little short of highway robbery.

The public is getting weary of racketeers, and when a shortage of ready cash came along they made the startling discovery that it isn't absolutely necessary to pay tribute.

\$1,250,000 BUS STATION

LONDON—England's bus systems are to open a \$1,250,000 station here in July, through which it is expected 9,000,000 passengers will be handled annually. The system has 15,000 vehicles on the road.

BOULDER CANYON STAGES INC.
PASSENGER AND FREIGHT SERVICE

Regular Trips to Boulder City and Boat Landing

Special Trips—Anywhere—Anytime

For information on Passenger Service or Freight Hauling Call at 115 North Main street or Phone 116

OPERATING UNDER NEVADA STATE FRANCHISE

BIG OPENING OF THE PASTURE

TONIGHT & SUNDAY

FREE BARBECUE

FREE DANCING

Formerly
THE COOL SHADE

Four Miles Out on the Boulder Dam Highway

A regular Oasis on the Desert, with the only Shade Trees Between Las Vegas and the Dam

Come Out Where Its Cool And

Good Dance Orchestra **DINE AND DANCE** Roulette Craps Twenty-One
Cold Drinks Dutch Lunches

Open Air Club Room