

Prices Continue Upward Trends

Prices continue to rise. During the first half of this year, according to a Business Week survey, wholesale prices were 9 per cent more. Food increased 6 per cent. The general cost of living was 5 per cent greater.

One of the few manufactured articles whose price had not been generally advanced, was the automobile. Car makers always dread a price increase — because, they think, it will result in a large number of motorists driving their old cars a few months longer, and so reduce sales. And the business is so highly competitive today, especially in the \$600 to \$1,000 price field, that every maker is loth to take the step and charge more for his cars.

A short time ago, however, definite signs appeared that the motor industry is at last falling in line with the general upward price trend. Ford announced price increases of from \$15 to \$35 on his line of cars. General Motors followed suit almost immediately with increase starting at \$35 in the low-priced Chevrolet, and ranging to \$100 on the relatively high priced Cadillac. A number of Chrysler cars likewise were given higher price tags. It is believed that the entire industry will soon fall in line, from necessity, with this policy, though some makers may defer price boosts until the 1938 models come out this fall. Even so, it is doubtful if the entire additional expense in manufacturing operations experienced by motor makers this year, caused by

higher material and labor prices, will be passed on to the public. Chances are that around half of this increase will be added to the selling price of the cars and the rest absorbed by the companies, which will then show a smaller profit per unit and will depend on greater sales.

Higher car prices are of importance as a sign of the times. In the last two years there have been steady, continuous increases in the cost of practically everything, with the exception of the rates of certain service industries. Big worry to businessmen is whether the public will accept higher prices with equanimity—in a few lines, such as meats, higher prices have resulted in decreased sales. However, most businesses have no choice in the matter—operating expenses have risen so materially that it is necessary to consistently raise prices to avoid losses.

Other business news of interest: Construction: The long anticipated "boom" in home building seems to be underway. Residential construction during the first half of the year was 42 per cent ahead of the same period last year. The steady upsurge in rentals, plus a deficiency of houses for rent in many cities, is an important factor.

Railroads: Will probably begin buying new equipment on a big scale soon. Traffic has increased so rapidly that a number of lines fear that their facilities will be inadequate for fall and winter freight.

Retailing: A big fall season is anticipated, perhaps the best since 1930. Department stores in most sections are stocking heavily.

Power and Light: Electric output recently hit an all-time high peak. Result is that ma-

AMENDED CITY BUDGET 1937 Estimated Receipts and Expenditures of the City of Las Vegas for the Year Ending December 31, 1937, as Provided by Section 2, Chapter 44, Statutes of Nevada, 1935

ASSESSED VALUATION		
	Actual 1936	Estimated 1937
Real estate and improvements	\$ 4,256,376.00	\$ 4,500,000.00
Personal property	470,981.00	1,000,000.00
Total	\$ 4,727,357.00	\$ 5,500,000.00

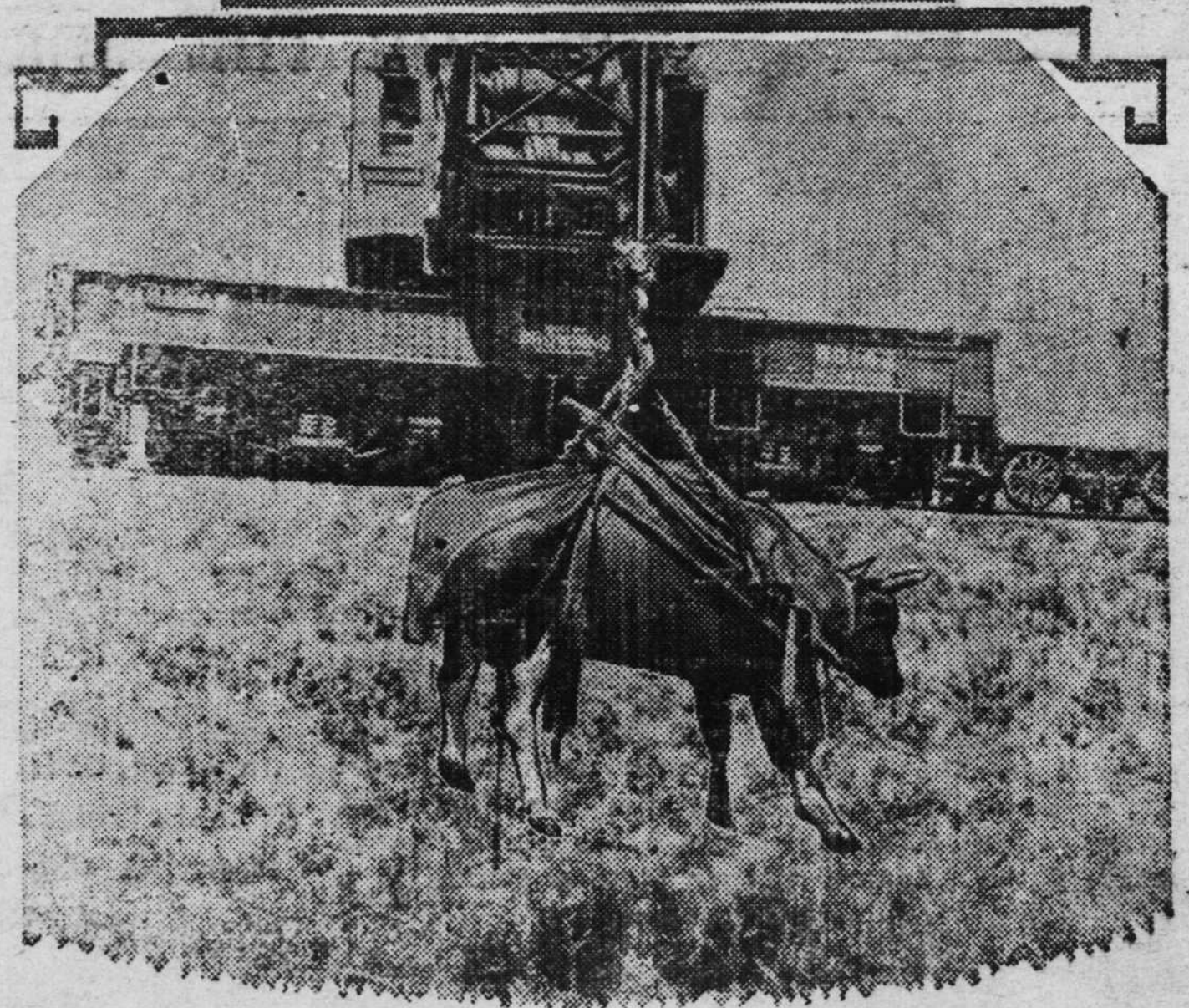
RECEIPTS		
	Actual 1936	Estimated 1937
Licenses	\$ 64,275.20	\$ 68,483.00
Fines and fees	10,151.70	9,200.00
Permits and inspections	2,262.60	1,800.00
Poll taxes	8,386.00	7,000.00
Rentals and sales	2,149.50	1,800.00
Miscellaneous, Assesments Nos. 11, 13, 14	17,869.96	16,170.79
Taxes collected	60,930.66	65,786.00
Total	\$ 175,005.62	\$ 170,178.79

EXPENDITURES		
	Actual 1936	Estimated 1937
General Fund	\$ 23,000.00	\$ 23,000.00
Administration	13,712.09	8,605.00
Police department	35,722.39	22,040.00
Fire department	4,961.73	620.00
Streets and alleys	39,642.52	43,825.00
Power, light and water	19,263.03	10,272.00
City court and legal expenses	4,799.58	6,800.00
Health and sanitation	11,892.93	6,719.00
Sewage disposal	8,201.73	5,370.00
City parks	8,338.64	12,840.00
Debt redemption and interest	39,746.80	38,100.79
Miscellaneous	13,867.64	20,600.00
Total	\$ 200,149.08	\$ 198,884.79
City tax rate	\$ 1.40	\$ 1.195

The above is a true and correct statement of the estimated receipts and expenditures of the City of Las Vegas, for the current year as required by Section 2, Chapter 44, Laws of Nevada, 1935.

(Signed) L. L. ARNETT, Mayor.
Attest: VIOLA BURNS, City Clerk.
Dated August 11, 1937.
Pub. Aug. 27, Sept. 3, 1937.

AND UP GOES BEEF!



It is not every cow that likes the steel road, but Suzanne, known as the farthest-north cow in the province of Manitoba, is going to pull for the railroad from now on, and all because the railroad literally pulled for her. Suzanne supplies milk to some of the inhabitants of Gillam, Manitoba, a little town on the Hudson Bay Railway, the far-north line operated by the Canadian National Railways. Recently she took a stroll down the right-of-way, slipped and landed in a quicksand surrounded by muskeg. Man-power proved futile in subsequent attempts at rescue and the railway sent out the wrecking crew with the "big hook." The photograph shows the wrecking hook pulling Suzanne from the quicksand.



Just another panhandler on the highways of Yellowstone National Park. Clever beggars, these bears. This one scarcely waited for the Pontiac to come to a stop before he came lumbering out to the car. And a couple of smart old campaigners send out their cubs ahead to gain the sympathy of the motorist. What they like most is candy. And it's strange one never hears of a diabetic bear in the park. Park employees caution tourists not to let the bears eat from their hands. The bears aren't vicious but they are near-sighted. So they bite at what they smell and if a hand happens to be in the way, why, that's just too bad.

for public service companies are steadily increasing generating capacity, in line with their policy of always being ahead of demand. Fall and winter power use will undoubtedly set more records.

Wages: Continue to rise slowly. Employment during the summer, when seasonal adjustment is made, was at a good level. There have been fewer labor troubles lately, and it would seem that the unions are slowing down on direct action tactics, in order not to alienate public sympathy. In spite of the progress of reemployment, government relief rolls are still almost as big as ever.

Stately lines of palm trees will be a decorative note at the 1938 World's Fair on San Francisco Bay.