

LAS VEGAS AGE

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GOLF COURSE

Las Vegas will before long, it now appears, have the benefit of a finely improved grass golf course. Which is not of such great importance to local golfers because they are now more or less used to the sand course at the old Country Club grounds.

But to the city as a whole, it is extremely important that we have a golf course as good as those on which our hundreds of thousands of tourists are accustomed to play. Golf players generally are enthusiasts and want attractive courses. They just can't get used to the idea of playing in the sand and dirt.

Given a well grassed course in the midst of these desert surrounding, tourists will be captured by the novelty of the thing and, instead of running out to see Boulder Dam and then on home the same day, thousands of them will linger on for one more day or perhaps a week to enjoy their favorite sport.

A modern well improved golf course in Las Vegas will not be simply a luxury but one of the most substantial business assets the community has.

MUNICIPAL AIRPORT

Las Vegas has long had an ambition to have a well improved and well equipped airport as close to the center of the city as is feasible. The people generally have not accepted the idea of a privately controlled landing field ten miles away.

However when the city after considerable effort, had purchased a suitable site and secured the pledge of government financing of improvements to the amount of about \$150,000, Western Air Express promptly got busy and wrecked the plans.

Thereafter when Transcontinental and Western Air Express was fighting for entry into the Las Vegas-Boulder Dam area Las Vegas Chamber of Commerce and city and county officials with the backing of the general public sent representatives to Washington to aid them with the understanding that TWA would join Las Vegas in the effort to secure the long-sought municipal airport.

TWA received its permit largely through assistance of Las Vegas and then promptly began a campaign to abandon Las Vegas and transfer its operations to Boulder City.

That this has been practically accomplished is indicated by the propaganda sent out by TWA, which says:

"When Boulder City becomes a regular stop on both TWA's Los Angeles and San Francisco transcontinental routes Mar. 1 the big Douglas liners will sit down on one of the west's largest airports.

"Now under construction are three runways, each 6,000 feet long. Federal funds are used on the project which the Department of the Interior expects to be a potent factor in the development of this colorful Lake Mead country as a splendid new recreational area for the nation."

The half-hearted encouragement given Las Vegas by

OBSERVATIONS

By CHARLES P. SQUIRES

Prosperous Los Angeles—

Compared with San Francisco, Los Angeles seems just now to be very prosperous. The stores and streets are crowded and people generally are hopeful of the future.

There are many conventions, large and small, being held there and the Biltmore hotel is flooded with a constant tide of excursionists and conventioners, there being from one to a half dozen conventions in that great hostelry every week.

The amusement features which Baron Long has added to the hotel since he took it over are responsible for putting the Biltmore far in the lead in popularity of any other hotel. His first notable enterprise there in which he took the beautiful old "Sala de Oro" three floors below the street level apart and put it together again in the shape of the now world famous "Biltmore Bowl" was the first. That, with the clever and cosy "Salon de Apertifs" adjoining it are nightly crowded with a multitude who come to drink dine and dance. The Bowl is said to have accommodation for dining approximately one thousand people at a time Jimmie Greer and his orchestra, always with a stunning floor show keep the place well patronized. And when one sees the crowd there it is not hard to understand why the Biltmore has nearly 100 bartenders on its regular payroll.

The Rendezvous, "a nightclub in the daytime," is another popular place for afternoon patrons and

sometimes, instead of closing at six o'clock as formerly, keeps going until after midnight.

"The Lounge" adjoining the Biltmore lobby seems crowded from midforenoon until two a.m. and is a popular "drop in" place.

There must be money in the selling of food in the Biltmore. The old Biltmore coffee shop, which was really a very fine place, has been abandoned and an entirely new coffee shop, one of the most elaborate and beautiful in the country, fitted up north of the Lounge. It caters to the popular price trade and seems to be doing a big business. Constant change and improvement seems to be the policy of the Biltmore, which, as a hotel is abreast with the finest in America.

The Five-Cent Shine—

I observe that the boys with their shoe shine kits hanging by straps over their shoulders, are swarming the streets in front of the principal Los Angeles hotels. The old cries of "Shine, Sir? Only five cents", "Shine 'em up, Mister?" and such which were so familiar years ago are again current. "Shine, five cents," seems to appeal to the masses and the boys are making good money. I notice that patrons invariably give the boys a tip of five or ten cents. People are loath to pay ten or fifteen cents for a shine, but seem quite willing to pay a nickle and tip the boy besides.

Here in Las Vegas I remember several who made comfortable fortunes out of five cent shines. Since the price was boosted to fifteen cents people generally stopped patronizing shine stands and do their own shining or go without.

proposing an airport half way between Boulder City and Las Vegas which would be little or no advantage over the present WAE field, can hardly be received with enthusiasm by our people. And it is very probable even that poor consolation will fail to materialize. Unless and until the people of Las Vegas get ready to put up a fight in their old, familiar way, their ambition for an airport will be fruitless.

RECESSION RECEDING!



While not claiming any special ability as a prophet, C. P. Simpson (right) general salesmanager Pontiac Motor Division of General Motors, declares that there are many evidences pointing to a general improvement in business conditions. In his opinion the recession is rapidly receding. He expects a pleasing increase in automobile sales during the spring months. Simpson is pictured above with Thomas Ray, Pontiac Pacific Coast Regional Manager and the two Pontiac sales chiefs have just completed a tour of the Pacific Coast conducting dealer meetings in Los Angeles, San Francisco and Portland.