

Leader Speaks About Business

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"Business men have local influence. So, to restore a true picture of itself, business must establish its local personality. The ogre called business, which the public has been taught to fear, always is in another city or state—a vague sort of straw man—a scarecrow. The scarecrow does not exist locally because local business men are known as neighbors and friends.

"These local 'salesmen' can establish a similar view of national business by showing that the ogre in another state does not exist but really is the same friendly neighborhood merchant, local manufacturer and town banker that everyone knows.

"In addition to dissolving the phantom tyrant, a few simple planks may be defined upon which all business can stand. Critics of business have made good use of the dictum: 'Divide to rule.' Little business has been set up against big business; western business has been made suspicious of the East; retailers have been encouraged to mistrust manufacturers. United support of a plain platform can knock down the sinister straw man set up by demagogues.

"In order to do an intelligent job of selling it is necessary to understand why this libelous effigy of real business has gained such wide acceptance.

"Business is partly to blame. It criticised political methods of attaining desirable ends without making clear that it opposed only the methods. So it gave the impression of being against almost everything the average man wants most for himself and his family. Employees of business and customers of business by the millions, have been lured to turn to the legerdemain of legislation, which promises to give them what they want.

"What, then, can business adopt as a platform to establish and emphasize itself as 'a friend of the people'?

"Business can picture itself for what it is—simply the total of thousands of local businesses. Jim, who runs the drug store; Jones, who runs the movie; Bill, who runs the garage—even Mr. Smith who runs the local factory—every one of them is eager to please his customers, anxious to satisfy his employees, ready to work hard for his community.

"When this picture of business is fully revealed then our business men as 'salesmen' can proceed to the other planks of the platform, and show—

"That business offers every man the opportunity to go as far as his ability and his industry will carry him—

"That business is eager to lighten the load of labor—

"That business is always seeking ways to give better products or services for less money—

"That business will not and cannot deceive the public concerning blind-alley short-cuts to security.

"Two fallacies are widespread.

"The public believes that 'business' is an evil thing of flesh and blood in some other locality.

"The public is being taught to believe that the only agencies through which the business man

AGED PIONEER HONOR GUEST

At the last meeting of the Daughters of the Pioneers the special guest was Mrs. Marantha Heap of Panaca.

Mrs. Heap is 82 years old and crossed the plains 76 years ago with her parents, Mr. and Mrs. Fred Mullins. She is spending the winter in La Vegas with her daughters, Mrs. Joe Ronnow and Mrs. Grace Heaps.

MRS. EARL VISITS HER CHILDREN IN LAS VEGAS

Mrs. Viola Earl of Overton is in Las Vegas visiting her sons Marion and Ira and her daughter, Mrs. Hardy.

President Roosevelt in his address to Congress declared that we intend to keep our treaties with foreign nations to the letter. But nothing was said about Democratic platforms.

If you save your pennies your dollars will be taken care of by the tax collectors.

What we would like to know is where the nudist camps go in the winter time.

can express himself—Chambers of Commerce and trade associations—are imposters, are not representative of business thought, are not patriotic.

"All business can stand on a simple platform designed to correct public thinking on these two fallacies.

"What factual information do these salesmen of business need? How can it be presented to convince the average man? To lead him to sound thinking? To move him to a crusade for a better understanding of business?

"First, there must be a rallying point. Suppose the widely accepted fallacy of sinister business should be presented as a straw man; suppose the public is asked, with simple logic, with a touch of emotion, to compare this stuffed dummy with the business men the public knows?

"This straw man has come in mighty handy in recent years.

"Every nation-saver who wanted to stir up excitement has taken a crack at him. Millions of words—spoken or written have called him a string of dirty names. The label hung on him says 'Business.' But does he look like anybody you know? Take the corner grocer for instance. Or the man who sells you a new shirt, a suit of clothes or a pair of shoes. Or the man who sells you gas for your car—or a new radio.

"Do any of these real people check with that straw man who's been bawled out for almost everything under the sun?

"Of course not! The plain fact is there isn't any such scarecrow as 'Business.' But there are tens of thousands of separate businessmen—men with imagination to try out new ideas—men with the patience and nerve to keep plugging during tough times—men with the horse sense to figure ways of meeting payrolls paying rent or taxes, and still turn out all the things you enjoy at a price millions can pay.

"Add them all up and you have the working force in America. Look at the job they're doing and you'll see why thoughtful folks are saying: 'When better times arrive, business will bring them.'"

Chamber Greet New Officers

The annual dinner and installation of officers of Las Vegas Chamber of Commerce at the Marine room of the Apache hotel Monday evening was attended by approximately one hundred members of the Chamber and their guests.

Retiring President O. A. Kimball in his address gave an accounting of his stewardship and thanked the members and officers of the chamber for their loyalty and support. He presented a short historical sketch of the chamber and voiced the opinion that Las Vegas Chamber of Commerce is as active and aggressive as any in the state.

The speaker, however, called attention to the fact that a few, comparatively, of the businessmen of Las Vegas are carry practically the whole load of financing the activities of the chamber in its fight to improve the interests of the entire community. There are about 650 business licenses issued by the city every quarter indicating that there are that many live enterprises doing business in Las Vegas, but only about 300 of these are contributing members of the Chamber of Commerce, out of nine or ten thousand residents.

President Kimball installed officers of the chamber for the ensuing year as follows:

President, R. B. Griffith; First vice president, R. J. Kaltenborn, second vice president, James A. Fleming; treasurer, Viola Burns.

Directors: Laws & legislation, A.S. Henderson; Commerce, Otto Underhill; business & living conditions, R. R. Russell; manufacturing & industrial relations, A. C. Grant; real estate, A. H. Harrington; Aviation, James Cashman; entertainment &

A COOPERATIVE MULE

A friend tells the story of a traveler in the Ozarks who came up to a farm house where cars and wagons almost blocked the road for half a mile on either side. "Whats going on here" he inquired. "Bill's mother-in-law got kicked by a mule an' they're buryin' her today," he was advised. "Must have been a popular woman," the stranger remarked, surveying the line of vehicles. "Naw, 'taint that," his informant drawled. "Most of them's fellers come to bid fer the mule."—Lyons, Kan., News.

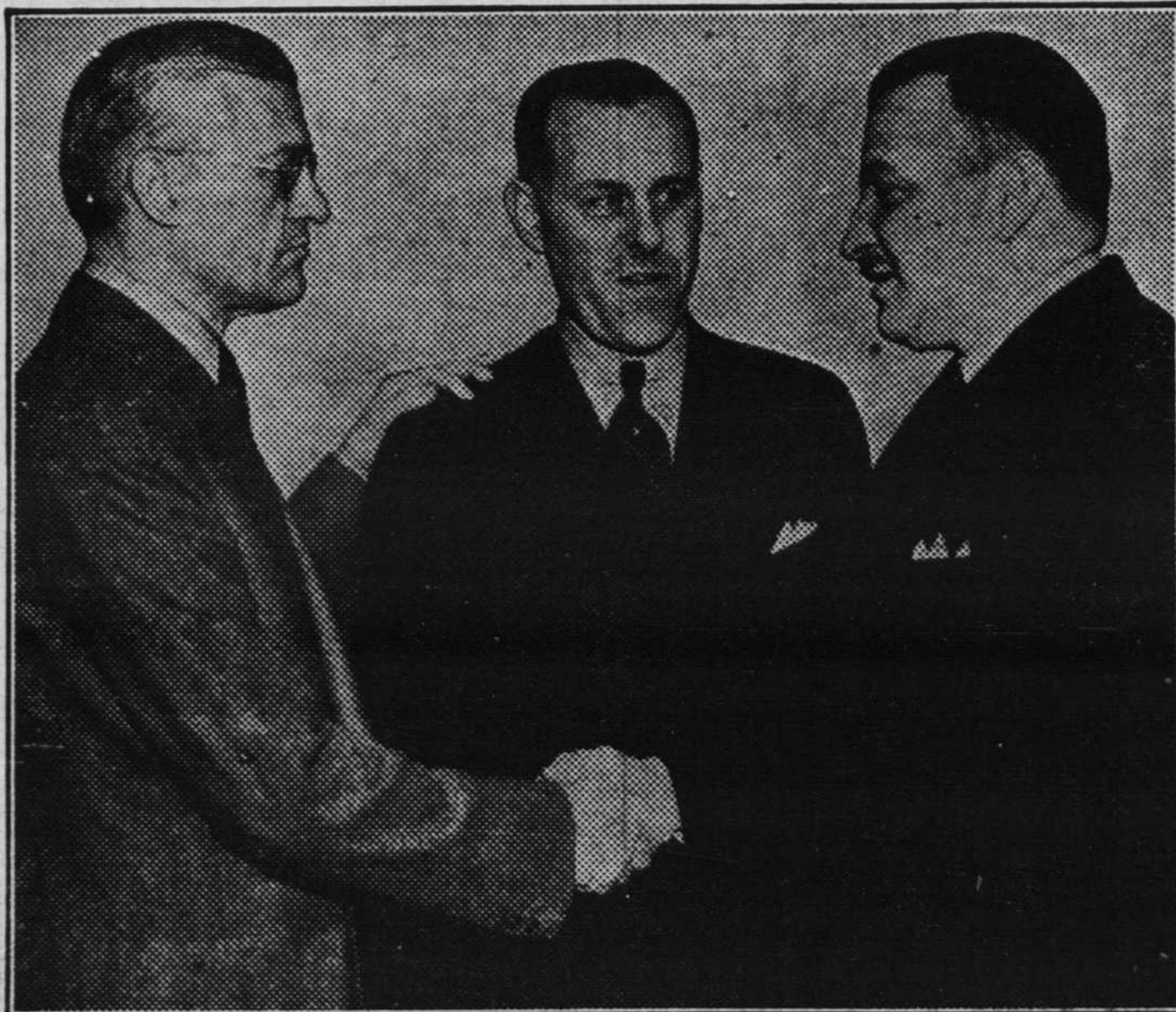
A \$1,250,000 Chinese Village is being planned for the 1939 Golden Gate International Exposition on San Francisco bay.

The war reports from Spain are about as conflicting as some of the policies of the New Deal.

housing, K. O. Knudsen; publicity, Murray Wollman; hotels, Joe Hufford; transportation, A. G. McPherson; mines and mining, James Down; Federal-State-Municipal affairs, Judge Marion B. Earl; agriculture & horticulture, F. L. O'Donnell; audit & finance, Dave Farnsworth; streets & highways, A. E. Cahlan; membership, E. W. Allen; banking, C. S. Wengert; reclamation & power, C. D. Baker; national parks & monuments, Harvey Luce; education, Miss Maude Frazier; public morals, R. O. Gibson; fish & game, O. W. Yates; archaeology & history, Dr. W. S. Park.

President Griffith in assuming the gavel, paid a well-deserved tribute to the retiring president and to Secretary Oliver Goerman and assistant Secretary Hazel Kirkpatrick, following which he introduced Leonard Read, director of the Western Division of the United States, whose address is printed in part in another column of this issue.

Baseball Heads View New Film



WILLIAM HARRIDGE (left), president of the American League, congratulates William S. McLean (right), director of advertising for the Fisher Body division of General Motors, and Lew Fonseca, director of promotion for the league and the author and director of the film, following a preview in Detroit of the new official league motion picture, "Batter Up". The sound film has been produced and will be distributed free of charge by the body-building division of the automotive concern.