

## Tourists Source Of Vast Income

Don Thomas, managing director of the "All-Year Club," Los Angeles, in an address before the Los Angeles Realty Board recently, discussed the problem of rising taxes and suggested means whereby the load may be spread.

Mr. Thomas made the statement that tourists left in Southern California last year the astonishing sum of \$216,713,000, exceeded only by the amount produced by Southern California's vast oil industry.

Since the same conditions, in a lesser degree, apply to Las Vegas and the Boulder Dam area, we print below a condensation of Mr. Thomas' address:

"Tonight I want to discuss with you a topic which recently occupied the attention of the Southern California business leaders represented on the All-Year club board of directors — the rising costs of government and what can be done to spread the tax load. You, as real estate men, are particularly interested, not only because of the taxes you pay, but because high taxes make your sales more difficult.

During the present period of recession, it is natural to ask, "How shall Los Angeles county deal with this condition?" There are two ways to cope with mounting governmental costs.

The first, cut down the budget but this is difficult because the preponderance of your tax bill consists of mandatory charges.

The second alternative has been given all too little consideration and it is; increase community income so taxes are easier for everybody to pay.

Los Angeles county citizens have four sources of primary (new) income — the oil industry, motion picture industry, citrus industry and the tourist industry. The first three of these can be increased only by private enterprise. The fourth, the tourist industry, is the only one capable of increase by our citizens acting collectively through the county government.

Tourists ranked second only to oil last year, as the largest individual sources of primary income in Southern California, the ranking being as follows:

Oil .....	\$265,385,925.
Tourists .....	216,713,000.
Motion Picture .....	165,064,504.
Citrus .....	98,487,231.

The \$216,713,000 spent in Southern California by tourists last year was NEW money imported to increase the wealth of our citizens and, since you, as realtors, are vitally interested in the source of our tax revenues, it is pertinent to ask, "how important is tourist money as a source of taxes?"

Out-of-state tourists paid the state of California last year in gasoline tax \$3,254,189 and \$3,145,000 in sales and, a total of \$6,399,189 in sales and gasoline taxes alone. Of this, \$710,114 was reapportioned to Los Angeles county for highway and school maintenance.

But this is only part of the tax revenues which tourists produce. Careful surveys establish that a \$500,000,000 capital investment in Los Angeles county is dependent upon tourists. This half billion dollar capital structure pays nine million dollars annually toward general city and county taxes here. One visualizes the size of this sum when you



## Colorful Backgrounds for Blonds

By RUTH McINERNEY

**B**LOND woods — like other blondes — require the right setting to highlight their glamour. Such backgrounds may draw their colors from luscious fruits or from gems. They may depend, too, on the use of soft pastels to carry out the fragile effect. The upholstery for these woods should be distinctive and alluring. For instance, blond woods upholstered in rust, larkspur blue, Dubonnet or sea green are a few of the combinations used by decorators and homemakers.

Certain "brunette" or dark woods are often used in combination with blonds. It is also permissible to group two or more kinds of blond wood in a single room — as in a living room that has walls and ceiling painted pale yellow. Here sepia brown draperies and delft blue chair covers harmonize with corner cabinets and coffee table of platinum blond wood, while twin sofas, tables and desk are of the darker "honey" blond. Glassware, candles and the lamp shades are also delft blue.

Sage green walls with a white ceiling and woodwork give blond

woods an added effectiveness — especially when yellow accessories are added. And for gray hawwood or other silvery blond furniture, paint the walls and woodwork a light gunmetal gray, with paler gray ceiling and use coral color draperies and accessories to match the coral upholstery of the sofa and chairs.

At first people were prone to think of blond furniture as being suitable only for houses that are very modern in decoration, but now they are learning how effectively it can be used in every type of home and in every room. Sunny-toned furniture, for instance, is good in a dainty room for a girl — against a background of soft pink walls. Blond furniture, too, can also be used to good effect in a room decidedly masculine in character. One such room has walls of cocoa brown and a light orange-toned ceiling.

If you wish to refinish some of your present furniture and make it blond, your paint dealer can advise you about methods of bleaching. One way of achieving a light "blond" effect is to apply a coat or two of white paint and then, when it is thoroughly dry, go over it with orange shellac.

## Traffic Deaths Less This Year

CARSON CITY, Nev. — No fatal accidents have been recorded on Nevada highways during the first twenty days of this month according to state-wide reports received today by Robert A. Allen, State Highway Engineer. If satisfactory record can be maintained for the rest of the year, fatalities should be reduced as much as 30 percent again, despite the fact that 1937

appreciate that it is enough to defray the total cost of direct relief in Los Angeles county, Rancho Los Amigos and Olive View sanitarium, including outside medical relief, the county's share of relief of the blind and state aid for children."

was an outstanding year in accident reduction.

Development of safety consciousness by the motorist and the state-wide educational program, carried on by the Safety Division of the State Highway Department, have contributed to this favorable condition of no fatalities.

Only sixteen deaths are charged to automobile traffic for the first five months of this year. The month of January and February were each marked with three; two occurred in March; and four in both April and May. This is five short of the number of persons killed during a like period in 1937.

If the decrease in accidents continues, Nevada should be well out in front again in 1938 in the National Traffic Safety Contest, conducted by the National Safety Council, even though competing against a very enviable safety record made last year.

## Notable Report By Ruby White

Ruby White made a most interesting report at Tuesday morning's meeting of Las Vegas Chamber of Commerce on the Western Regional Conference of Business and Professional Women's Clubs held last week at North Rim of Grand Canyon.

The setting was ideal for the meeting of 300 women delegates from all parts of western America. In the midst of the grandeur of the mountains and the immensity of the Grand Canyon, every petty thing is lost to mind, the speaker said.

The speaker described Miss Earlene White, president of the National Federation of Business and Professional Women's Clubs, as an able and a charming woman, whose address, "Where Do We Go From Here," made a deep impression on the hundreds of delegates and other visitors at the conference sessions. Miss White goes to Budapest as a delegate to the International convention to be held there in August.

The speaker complimented the Utah state organization, hostess state for the conference, on the delightful hospitality provided and the perfection of all arrangements. She mentioned especially Mrs. Woodbury of St. George, mother of Dr. C. W. Woodbury of Las Vegas, for her fine work as a member of the Utah hospitality committee. Hortense McQuarre Odum, a former St. George girl, who recently gave \$17,000 to St. George for museum purposes and is now president of Bonwit Teller, New York, was guest speaker.

At meals during the convention each state delegation put on a program of entertainment and the Nevada delegation with their cowboy-wild west costumes were given great applause.

The speaker, who with Mrs. R. R. Russell and State President Hallie O'Connor, stopped overnight at Bryce Canyon on their way home, paid a high compliment to Mr. and Mrs. H. J. Hodgens who, during the winters have been in charge of the Union Pacific dining room in Las Vegas, and each summer are transferred to the Bryce Canyon camp, for the spirit of friendly hospitality they have created at their resort. All employees are student body members of various western schools and universities and their talents are put to use in the entertainment of guests in community singing and other social activities.

Nevada delegates attending the Grand Canyon Congress, in addition to the speaker, Ruby White, included Mrs. R. R. Russell, State President Hallie O'Connor, Mrs. Beam, Dorothy Brimacombe, and Mrs. J. T. Williams.

A group of delegates from other states accompanied the Vegas delegation home and were taken to Boulder Dam and Lake Mead under the leadership of Mrs. R. R. Russell of the Apache Hotel. The visitors expressed their amazement at the wonders of the dam and the beauty of the lake and expressed the opinion that Las Vegas should "tell more people about their scenic beauties."

### OFFERS VARIETY

Nearly 100 airplanes of all makes and models flown from 1903 until the present will be seen on the screen in Paramount's Technicolor aviation epic, "Men With Wings," starring Fred MacMurray, Ray Milland and Louise Campbell.