

LAS VEGAS AGE

SOUTHERN NEVADA LEADING NEWSPAPER

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THE AGE, IN NEW FORM

The Age, with this issue, abandons the small tabloid page size which it assumed five years ago, and adopts the regular newspaper form, made possible by the installation in its plant of a modern, efficient Miehle newspaper press.

The five years interlude since we abandoned the morning daily field has been trying to our readers as well as to us and we appreciate the support we have received from the public and the forbearance with which our shortcomings have been received.

PLANS FOR THE FUTURE

The Age, from this time forward, will be in a position to serve the public with promptness and efficiency.

We shall institute a Shopping News service in connection with the newspaper and are planning to give our advertisers the advantages of circulation delivered to every home in Las Vegas, North Las Vegas and all other suburban areas tributary to this city.

In the matter of news, we shall confine ourselves chiefly to local matters of interest because it is impossible for any newspaper located as are we to compete with the great metropolitan dailies of Los Angeles and Salt Lake City in the matter of general world news. Moreover, modern radio efficiency is such that the salient points of the news is brought into our homes without charge many times each day.

FOR ADVANCEMENT OF LAS VEGAS

When, more than thirty-one years ago we bought the Las Vegas Age, we were moved solely by the hope that we might aid in the growth and development of this city. At that time Las Vegas was suffering from the after effects of the real estate boom which accompanied the sale of town lots at the opening auction, May, 1905, and the general slump of business and enterprise which accompanied the disastrous panic of 1907-8.

Although the starting of what threatens to be a general war may have a generally adverse effect on most private business and enterprise, Las Vegas stands in a particularly advantageous position.

The Age is ambitious to continue its many long years of effort to encourage the building here of a great and prosperous city. We believe that Las Vegas will ultimately take its position in importance side by side with such cities as Phoenix, San Bernardino, Ogden and Salt Lake City, created through the vision of men out of much less in the way of natural resources and advantages than Las Vegas has.

Therefore, The Age re-dedicates its activities to the happiness and prosperity of the people of Las Vegas and to the utilization of the many advantages her commanding position offers.

EFFECT OF WAR ON LAS VEGAS

The effect of the European war on Las Vegas may be to some extent problematical. Throughout the industries and business enterprises of the entire nation changes will take place, perhaps one being affected adversely and some other one stimulated to unusual and profitable activity.

Las Vegas, having no large industrial plants has nothing to lose through possible business changes but, because prices for various mining products will be largely increased with the war demand, Las Vegas and the entire state should profit.

Las Vegas, because of her preferred status with respect to use of Boulder Dam power, will almost certainly attract some industrial plants with substantial payrolls. The war will probably create a demand for certain of our mineral products and hasten the building of treatment plants.

Our already profitable and important business of entertaining tourists will probably be vastly increased through war activities. With the addition of hundreds of thousands of workers to the nations payrolls travel to the Las Vegas-Boulder Dam area will be greatly stimulated and the flow of ready money accelerated, just as happened at the time of the World War, when everybody had jobs and money to spend.

So it is likely that, whatever happens to the business and industrial interests of the world generally, the United States and Las Vegas in particular will reap larger prosperity than ever before, at least until the period of post-war readjustments take place.

Today Las Vegas seems a favored place for making investments in many lines of enterprise and it is likely that some of the things we anticipated and which were wrecked or delayed by the ten years of depression may take form with surprising haste.

LAST DANCE MONDAY

According to Bernard J. Burger, recreation superintendent, the last dance of the season sponsored by the Las Vegas Parent-Teachers Association will be held Monday evening at the Elks hall.

Children of the "teen" age and their parents will be admitted.

HOME FROM HONEYMOON

Mr. and Mrs. Albert Piretti have returned from their honeymoon trip to Los Angeles and Catalina Island.

MRS. PURDY AND DAUGHTER RETURN

Mrs. Bert Purdy and daughter, Margo, have returned from several weeks vacation in Ogden, Utah.

DR. LITTLE GOES TO YALE

Dr. Morse Little of Boulder City who has received a fellowship from the federal government and state of Nevada, will enter Yale University at New Haven, Conn., this fall and will study for several months, specializing in child and maternal welfare.

When his course is completed, Dr. Little will be stationed in Las Vegas, where it is planned the government will open a new public health center.

Dr. and Mrs. Little and son, Ray, will leave Saturday and will take their vacation before going to New Haven. They will visit Mrs. Little's mother at Lake Arrowhead over Labor Day and from there will go to Carson City, Yellowstone, Black Hills, Nebraska, Chicago and New York to visit relatives. Dr. Little expects to complete his studies at Yale and resume his practice by the first of February.

Dr. Dana Little of Los Angeles, twin brother of Dr. Morse Little, will take over the practice of Dr. Morse Little in Boulder City while he is gone.

SURVEY TO BE MADE

At the city commissioner's meeting Tuesday night it was announced that a survey of the damaged sidewalks in the city of Las Vegas would be made soon by the street department and repairs and placing needed stretches where the property owners neglected to do so.

Under the new charter amendments the city can, if the property owners refused to do so, repair or lay sidewalks and place the cost as a lien against the property which may be collected as taxes.

As soon as the survey is completed those property owners will be notified and if they do not comply within a reasonable time, the city will do the work and charge the property owners.

VISITS DAUGHTER

Mrs. Lloyd Douglas, wife of the famous author, Dr. Lloyd C. Douglas, is visiting at the home of her son-in-law and daughter, Mr. and Mrs. J. W. Wilson, 222 1/2 South Second street.

Mr. and Mrs. Art Wright, 714 South Fourth street have returned from a several weeks vacation trip in Utah.

MRS. GRANT AND MARBLE RETURN

Mrs. A. C. Grant and Mrs. H. P. Marble, 310 South Seventh street, who have been spending the summer in Long Beach, California, have returned home.

FOREMASTERS LEAVE FOR RENO

Mr. and Mrs. Joe Foremaster and Mrs. Rogers Haygood have gone to Reno to attend the wedding of Miss Virginia Nichols of Reno to Harold R. Foremaster of Las Vegas, Saturday evening.

HARLEY HARMON JR. RECOVERED

Word has been received that Harley Emmett Harmon, Jr. who has been receiving medical treatment in southern California this summer has completely recovered and has enrolled at the University of Nevada to continue his studies.

TED HOMAN LEAVES

Ted Homan, formerly with Western Air Express, left by plane for Glendale, California, where he is giving instruction in flying.

WARD BOY BREAKS WRIST

Charles Ward, son of Sheriff and Mrs. M. E. Ward, received a fracture of the left wrist when he fell off a fence.

DENNETTS LEAVE

Mr. and Mrs. H. A. Dennett, 128 North Seventh street have gone to Los Angeles and San Francisco for their vacation.

MRS. FERRON AND DAUGHTER LEAVE

Mrs. W. E. Ferron left for Los Angeles for a few days visit Monday and her daughter, Shirley, left for Reno to spend a few days before going to Los Angeles to resume her studies at U. C. L. A.

DEVINNEYS RETURN

County Assessor Frank Deviny accompanied by his wife and small daughter, Florence, have returned from a trip to Ripley, Tennessee where he spent an enjoyable visit with his 81 year old mother. It was Deviny's first trip home in eighteen years and he reports his mother in splendid health.

A NEW TELEPHONE DIRECTORY

If you contemplate the installation of a New Telephone or any change in your present listing, notify your Telephone Company at once.

Changes in telephone listings for the New Directory close September 15th.

Southern Nevada Telephone Co.

WATCH

for the date of first issue of the

SHOPPING NEWS

Complete Coverage
Las Vegas, Westside
and North Las Vegas
LAS VEGAS AGE
TELEPHONE SEVEN

You Are Invited to

MEET YOUR FRIENDS, PLAY YOUR GAMES, HAVE SOME FUN AT THE BOUDLER CLUB

Any game you wish: Wheel o' Fortune, Faro Bank, Roulette, Craps, Panguingue, Twenty-one, Stud Poker, and other games. Play Keno in our comfortable parlor, starting a 1:00 p.m. Cigars, Cigarettes and Tobacco; draught beer.

Open for twenty-four hours every day.

The BOULDER CLUB

Beautiful New Cocktail Bar and Boulder Cafe in Connection



Go to Church on Sunday! Las Vegas Churches Bid You Welcome

FOLKS ARE LIKE BRIDGES

Rev. FORD L. GILBERT, Minister, The First Methodist Church

On our recent trip we had occasion to see and visit many of the great bridges of the West. Our west is truly becoming a land of mighty bridges.

One of these interesting bridges is that which crosses the Royal Gorge in Colorado. This bridge over the Arkansas river has been constructed on the highest point of the gorge. As one walks or drives across this bridge one may see the river 1053 feet below. This is the highest bridge in the world. A majestic and thrilling view certainly awards the visitor as he looks into that mighty canyon.

The bridge has no definite purpose, however, other than that of offering sightseers a view of the gorge. One crosses the bridge turns around and recrosses for the road ends there.

One of our great modern tragedies is that many folk are like this bridge. That is to say, great masses of people are spanning their life periods and yet are putting forth no effort to fulfill a definite purpose. Folk who are living from day to day, challenged only by that tragic philosophy, "eat, drink and be merry for tomorrow we may die."

In the course of time our trip took us to the Golden Gate bridge at San Francisco. This beautiful structure provides a

main and important highway artery north and south. Certainly there is no question as to the purpose fulfilled by this magnificent bridge.

We live in one of the most important eras in the history of civilization. Folk everywhere are confused, are wondering what is the way out if there is a way out. Perhaps one of our greatest needs is for men and women everywhere to accept the challenge of a life of purpose. To fulfill in the span of life a definite purpose, God's purpose. There is no need for man anywhere to fake ignorance of God's Purpose. Regardless of our creed or denomination God's purpose for us is perfectly visible.

The responsibility in the acceptance of a definite purpose is placed upon no other shoulders than our own. We may choose to follow God's purpose and will or we may refuse to follow it. This is positively a matter of our own choosing and nothing else.

Some folk are like some bridges; there is and has been no definite purpose about them and they are going "nowhere." Other folk are like other bridges; they are fulfilling a definite purpose and are providing means whereby life may reach its most treasured goal.

This Page Sponsored by the Undersigned

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- Oasis Cafe, all women cooks
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- Ed. Von Tobel Lumber Co.
- Guy McAfee's Frontier Club
- Boulder Club
- Modern Food Shop
- Troy Steam Laundry and
- Vegas Cleaners, Inc.
- Connolly Electric Co.
- Apache Casino
- Las Vegas Sweet Shop
- Nevada Beverage Co.
- Las Vegas Baking Co.

TWO IN A ROOM FOR THE PRICE OF ONE

ANGELUS DE ANZA HOTEL

2015 SPRING ST. 125

TAKE TAXI AT OUR EXPENSE

FOURTH AND SPRING STS. IN THE CENTER OF LOS ANGELES