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Reno!

*"It won't
be long now"*

NINETY DAYS AND
FREEDOM

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RENO!

"It won't be long now"

By TOM GILBERT

"Tick-Tock—Tick-Tock—Tick-Tock."



IN the wall above the Speaker's chair in the state house at Carson City, the Capital of the State of Nevada, March 17, 1927, the old tick-tocker of Western fame, struck the hour of ten!—history in the making! The Speaker announced in a deep, clear voice, "Hear Ye, Hear Ye, the Assembly of the Sovereign State of Nevada is now in session."

The Rev. John L. Harvey, Chaplain, opened the session with a prayer. His oration of splendor reached to the Heavens. He prayed for the liberation of the "oppressed" and before the dawn of another day his prayer was answered.

The seventeen senators and thirty-seven representatives of the "Battle Born" State of Nevada hung up their spurs in the ante-room, placed their gold pans on the shelves, rolled up their sleeves and went into action!—and believe me, when fifty-four representatives of the people of Nevada meet, something's met!

T'was the last day of the Assembly. The law of Nevada declares you must close the session at twelve, midnight. As the day wore on, "Assembly Bill No. one ninety-five," previously introduced was offered and briefly stated that the old six-months Divorce Law of Nevada needed another "cause"—an added paragraph whereby the matter of insanity would be included in the Bill. So far, so good. But the boys from the ranches and the boys from the mines were used to retiring early and the long session which had the ear marks of traveling far into the night, was kind of wearing on their nerves. They wanted to close the session at sundown, call it the end of a perfect day, and return to their cattle and their silver and gold.

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MASONIC TEMPLE

As old Sol was creeping into his nest beyond the Sierra Nevada mountains snowy caps, four Western Warriors of this Day of '27 assembled for a conference. The time is seven p. m. The place a Western history maker, the old Arlington Hotel, where in the days of yore, at this very same table sat U. S. Grant, John W. Mackay, the founder of the Postal Telegraph; the immortal Theodore Roosevelt; Bret Harte, the story maker; Mark Twain, who tickled the funny bone of the world, and last, but not least, Col. Chas. A. Lindbergh, America's greatest diplomat.

The four who took their seats around the immortal table of Western history were, the mayor of World-Famous Reno; the former attorney general of Nevada; a western banker and livestock-man and the former U. S. attorney, of Nevada. But, they were not alone.

The Shades of Leaders of the Past returned to the historic round table and supped with them. Nevada's Men of '27 were inspired! They sanctioned the added "cause" of insanity in Assembly Bill No. 195; and they also voted by acclamation the change in the old Divorce Law whereby the word "three" was substituted for the word "six."

T'was nearing midnight! The drowsy Law Makers began a series of deliberations. A vote was taken on the amendment to Assembly Bill No. 195. It carried by a large majority; and within a few hours the result of the vote rolled and rocked the ships in the hectic "Ports" of the "Marital World." The Bill had been piloted through a stormy sea by a body of Western Skippers *who do and dare!*

The following morning at the hour of 8 a. m. Governor Fred B. Balzar signed the Bill. It became a Law! And has since been held to be valid and constitutional by the Supreme Court of Nevada.

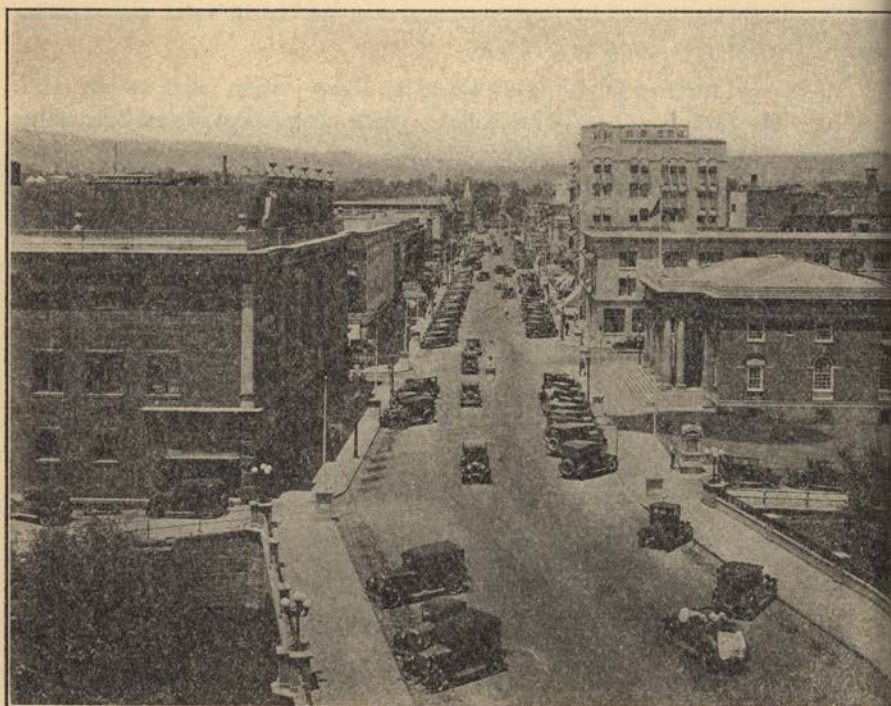
We'll now transfer the scene of action to Reno—thirty miles away. It is six a. m. The earth is reeling and rocking! Walls are bending in and out; dishes and desks and chairs have suddenly contracted a very severe case of Marital Saint Vitus Dance! Three thousand Divorcees thought and spoke as one: "Great Heavens, it must be an earthquake! There followed a grand rush for the open spaces of Nevada!

In the meantime a courier—a sort of person who rode in the Days of '76—t'was the Paul Revere of '27— was pounding the floor boards of his "Universal" across the foothills of the waving and rocking Sierra Nevada's, wending his way to Reno! He parked his four-wheel steed at the curb across the street from the Washoe County Court House, where the quickly gathered crowd of Divorcees became self-appointed "town-cryers," took charge of the grape vine telegraph, and very soon the Mistake Maker's of Reno were the happy recipients of the welcome news—Ninety Days and Freedom!

An over-joyous Divorcee from the State of New York laboriously climbed the ladder that led to the belfry of the City Hall. He seized the long, dangling rope and there pealed forth the "clang-clang-clang-clang" of the "Renonian Bell of Freedom"; and across the four square miles of the Marital Metropolis the resonant tones of "Freedom's Chimes" brought the Renonians out of their nightly slumber and into the early morning awakening—Ninety Days and Freedom!



WASHOE COUNTY COURT HOUSE "THE CASTLE OF LADY LUCK"



VIRGINIA STREET: "A MILE OF A MILLION MOODS"

The next center of attraction is the office of the Reno lawyer. The Marital Barristers of Reno were besieged by Divorcees who were clamoring for immediate action in their cases; that is, those who had been residents of Reno, and Washoe County, for a period of more than three months. This quick change in the Nevada Divorce Law was a surprise to the lawyers of Reno; they were not prepared for the rush of their clients, but they handled the situation admirably. The filing of their clients' cases began at once, and within a few hours the two District Judges were "swamped" with Divorce Cases. Never before in the history of Washoe County had there been such a crowded docket. However, within a short time the District Courts were functioning normally.

Not changing the subject, but let's go to a picture show.

The Overture

What a lovely number. The orchestra is playing, "Aggravatin' Mamma, You Can't Alimony Me." Yes, indeed, your assumption is correct. The musicians are members of the male sex.

The Castle of Lady Luck

We are now viewing a picture of the World's Greatest Divorce Mill—the Washoe County Court House. Divorcees describe the famed marble and plaster Mansion as, "The Castle of Lady Luck"; others reverently refer to the noted place as, "The Separator" or "The House of 'Divide'." Here, the many intricacies Life's Domestic Problems are woven and re-woven; here you see interesting characters fleeing to and fro, they come and go in this theatre of Life's Drama of Human Emotion—you now see the melting pot of Illusion a la Matrimony, the Washoe County Court House of Reno, Nevada.

Bridge of Meditation

Our next scene is the picturesque Bridge of Meditation. The people in the picture are Divorcees, strolling along the Bridge, content with their own thoughts—every fellow for himself—soliloquizing in the early dawn. The Shadows you see are the Shades of Divorcees who have previously paused above this arc, the Arc of Sighs, where they had a sort of Boston Tea Party with their memory-reflections, they dumped them over-board into the river you now see, the River Truckee, and passed on.

The Orange Blossom Circle of Gold

Madam Rumor told me that once upon a time a charming little Divorcette from the Crescent City—New Orleans—in her journey from the Castle of Lady Luck to her train had paused above the Arc of Sighs, and removing the wedding ring from her finger accompanied by a declaration of "never again" she started the little orange blossom circle of gold on its journey to its last resting place—the bosom of the River Truckee.

While the operator is adjusting the picture reel, I'll tell you about something I found.

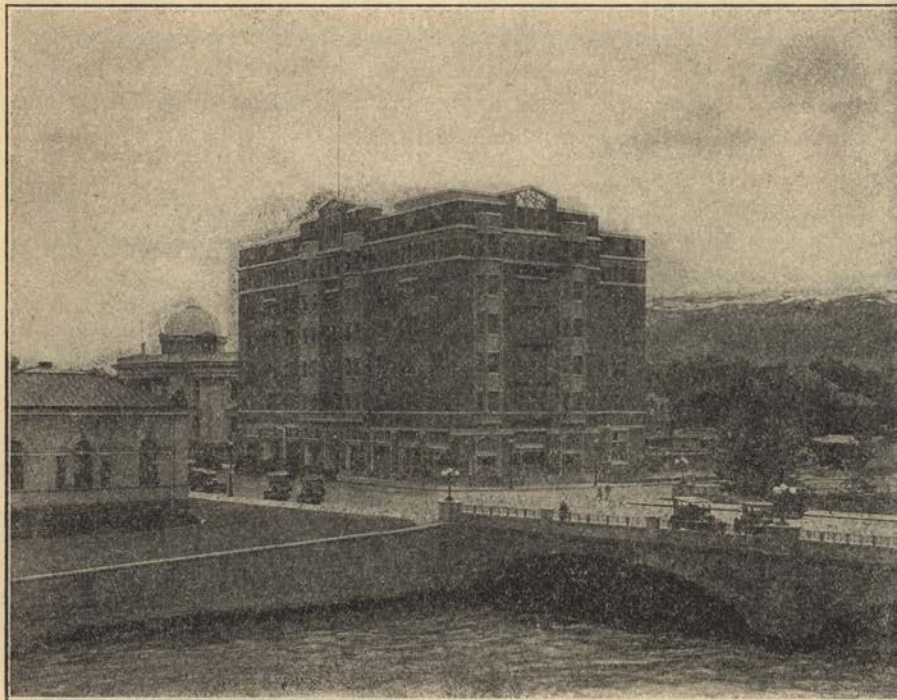
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“BRIDGE OF MEDITATION” AND “ARC OF SIGHS,”
OVER THE RIVER TRUCKEE

The Empty Jewel Case

Yesterday, I found an empty jewel case at the approach to the Bridge of Meditation. I shall keep it always. Somehow, it tells a story that is old—but, like old wine, old books and old friends, its a keepsake of unique memory. Perhaps the story goes like this: A Feminine Mistake Maker was returning from The Castle of Lady Luck one half a block away. She holds to her heart a precious something—the Decree of Divorce, which has just been granted by the Court. Ah, she meets her lover!—the man of her understanding. He presents her with the new love-token, the wedding ring—an emblem of the New Peace. Her lover removes the golden jewel from its hiding place and the ring goes on her finger. Arm in arm they pass over the Bridge of Meditation, and now they're up in the air—traveling in the plane of understanding.

This Is a Fish Story

I am told, a Renonian one day while fishing in the River Truckee, caught a little flapper trout. She was wearing a wedding ring on each fin! And now the silvery, sparkling waters of the River Truckee have turned to Wedding Gold!

The Puzzle

We now have a scene of the world's most unusual park. You will please note the park benches are filled with ladies only! Yet, as you see, there are no signs reading, "no gentlemen allowed." A Renonian solved my puzzle. He said, "Why, that's Alimony Park."

Shrine of Optimism

The camera man has reversed his machine and we are now viewing directly across the street from Alimony Park, a "close-up" of the world-famous "Castle of Lady Luck." You will please notice what seems to be the peculiar formation of the marble pillars of the court house. Upon close inspection I found them to be decorated with, presumably, impressions of a million kisses—the tell-tale indentations of the lip-stick rouge viewed from a distance accounted for my curiosity as to the odd formation of the marble. However, once in the month Mistake Makers kneel at the Shrine of Optimism; they wish, they kiss, they have courted the Friendship of Lady Luck!

Venus de Milo!

Our next picture is the interior view of the dining room of the Riverside Hotel. Lovely, isn't it? One would think it is a "set" in a movie studio but it isn't; it's the real thing. The person standing near the entrance is the head waiter. I heard a diner address him as, "Ad." I presume his name is Adventure. Now if you'll please notice in the far corner a lady and gentleman seated at a cozy little table directly under the large palm. The man is the writer, and the exquisite Venus de Milo is a guest of the hotel. The dining room was crowded so the waiter seated me opposite the beautiful living picture. She is from Tulsa—the Oil Capital of the

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nation. Our conversation began with the soup and ended dramatically over a demi-tasse and a silver tray of mints. I know you're almost dying to hear what she had to say. Well—here goes:

"Upon my arrival at this hotel I met a girl from my home town. She told me she was divorcing the *meanest* man on earth! I replied, as soon as I could get rid of my no-account husband I was going to marry the *dearest* of men! We became pals. One day, at luncheon, she revealed to me the name of the man she was divorcing. Ye Gods and Little Fishes! *He* is the man I am going to *marry!*" Please note the picture. The big blue eyes of my "Venus" are dancing—two flashing fires of feminine defiance! Those eyes are saying, "we don't speak any more."

Tell It to the Waitress

This is the lobby scene of the Riverside Hotel. See the "close up" of the two girls. One of them is walking away; she is registering disapproval. She is saying to the other girl, "Aw, go tell it to the waitress." The term, "tell it to the Marines," is displaced in Reno by, "tell it to the waitress." They are only discussing their divorce problems; but, it's not unusual to overhear Divorcees in the lobbies of the Reno hotels dissecting from every angle the whys and wherefores of their especial divorce cases.

Absence Makes the Heart Wander

This scene is nothing more than two persons being seated on the divan in the lobby—myself and a spicy little Divorcette, from Philadelphia. She is telling me a story. It goes like this:

"Yes, sir, absence makes the heart wander. You see her 'Sweet Papa No. 2' bought her a ticket to Reno. He is also paying her current expenses for a stay of three months. In the meantime she becomes acquainted with a young Divorcee, who, like the story books, was the gallant Lochinvar of Romance—interesting and very handsome. Their mutual friend 'misery loves company' soon made them firm friends. Letters going back to 'Sweet Papa No. 2' were getting cooler and cooler—finally, they grew iceburgy! And, as soon as her Adonis Divorcee and she receive their decree of divorce over at 'The Castle of Lady Luck,' they will hurry down the stairs to the County Court Clerk and get a marriage license."

Hardly had the Philadelphia Divorcette finished her story than in walked a young man. Like a well re-hearsed act he slowly settled in a chair for two. Please notice how quickly she leaves my presence and hurries to the vacant seat beside the young man. What a picture! The girl had been telling me her own Life Story! Aren't they a lovely pair of cooing doves. Indeed, "the world loves a lover," yet, as I gaze upon this dramatic scene of love, I am thinking of the boy she left behind her. But—such is Life.

The Intermission

Ladies and Gentlemen, we'll now have an intermission of ten minutes, while the orchestra will entertain you with the latest number, entitled, "If You Don't Think I'm Leavin', Count the Days I'm Gone."

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A Mistake Maker's Mistake

Before we show the next "real" pictures of "Life in Reno" I wish to explain the scene is that of the writer being seated at his desk in his room at the Riverside Hotel. A rap at the door. He arises from his typewriter and answers the summons, admitting one of the boys, a nearby roomer. He is a New York Broker. He takes his seat beside the writer and begins telling his story—the reason he's in Reno. It goes like this:

"I am from New York; I'm a Broker. My wife and I have been separated for some time. I arrived in Reno a bit sooner than I expected." You will please note as he proceeds with his story he draws up his chair a little bit closer. The visitor's face was wreathed in a sort of dry grin. He continues, "You see, it's like this: I sent a letter to the Reno postmaster enclosing a self-addressed letter to my wife in New York, with instructions that the letter be mailed from Reno—the letter would then bear the Reno postmark. Say! do you know the postmaster almost ruined me! He mailed the letter alright, but in the left-hand corner of the envelope he wrote the following words, 'Received under cover from New York (date given), and re-mailed to destination as per instructions,' signed, 'Postmaster.'"

"The phone rang. My valet answered the phone. He recognized the voice, so, speaking evenly and surely, he returned, 'No, Ma'am, he's out of the city.' Within the next few minutes, while my valet was holding the phone and getting redder and redder behind the ears, I was dressing and packing my bags for a hurried departure for Reno! Confidentially, he said, 'I know my hardware; I know when the goin's good—boy, I married a red-headed Irish girl!'"

Wingfield Parks

We now have another park scene. These places of recreation are known as the Wingfield Parks. Mr. George Wingfield is the donor of these many parks of scenic beauty. You now see the River Truckee that is weaving and winding through the parks—lovely scenery, isn't it? The people you see in groups and alone are Divorcees. They frequent this scene of beauty from dawn to dusk; it's soothing, restful atmosphere is a boon to the Mistake Maker, who seeks a cool, sheltered spot of nature, where they while away the Time, and think away a Past Memory.

The Camera Man

I'm so sorry we aren't able to show you more of the Wingfield Parks. I'll explain. The camera man was "shooting" this scene near the river, when all of a sudden he lit out for the cool, sparkling waters of the River Truckee. In he jumped! When we rescued him from the mountain waters we took him to the shelter of the nearby shrubbery where we removed his garments and found that he'd almost drowned a poor, innocent little Renonian grasshopper!

The Boy from Chicago

Our next picture is the boy from Chicago who has just received his decree of divorce. You see him racing down the stairs to the waiting arms of his "Darling

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No. 2." Here she is—standing at the door of the County Court Clerk. See the love-light in her eyes? These people in the Clerk's office are not "movie extras." It's the usual daily scene at the County Court Clerk's office in Reno. You will please note the happy couple with their friends are waiting to take their turn at the high desk. See the busy assistants. Ahead of the boy from Chicago is a Renonian who is purchasing a dog license for his bull pup. Everybody's happy. See them shaking hands with the Renonian. Please note the Western smile! See the two papers lying upon the counter—licenses! The happy couple with their friends are leaving the Clerk's office and are on their way to the home of the Minister. (Interior of the Parson's Parlor.) The Preacher is wearing the Wedding Smile!—a marriage in the making! You now see the boy from Chicago fumbling in his pockets for the necessary paper. He is handing it to the Minister. The Preacher's face has suddenly turned to stone! He is saying, "Why—er—that's a Dog License!"

United Brothers of Single Blessedness

Ladies and Gentlemen, while the operator is changing reels I'll tell you a story that was told me by Madam Rumor. You understand, all I know is what I see in Reno, and all I hear I cannot vouch for, but this is what I heard.

The Madam was telling me about the secret society of Divorcees' which she termed, "The United Brothers of Single Blessedness." She said the initiation of the candidate was a thing never to be forgotten—by the candidate—as the aspirant to the "Cause" drinks copious draughts of what is known as "Wild Moose Milk"—the New Brother having witnesseth a complete transformation, as he at once becomes a He-Angel!

Madam Rumor declared the lapel button of the "Brothers" is an exact replica of a happy gentleman sitting on his pocketbook—the raised figure of the image being of copper, the background a brilliant red.

Seeing that the Male Mistake Makers of Reno enjoyed the fraternal and secret surroundings of their own society my curiosity led me to believe that the Divorcettes of Reno could be possibly enjoying the same blessings. So, Madam Rumor told me about the ladies' secret society. As you know, ladies are much given to a thorough exposition of their own sex, so the Madam generously disclosed the ins and outs of what she termed, "The Grass Widow Sisters of Never More."

Grass Widow Sisters of Never More

She said when the "Sisters" were in convention assembled they used fruit jar covers for ash trays. It is to be presumed the "Grass Widow Sisters of Never More," will never again can any more fruit, as the fruits of Past Mistakes will soon be canned—in the Reno Divorce Court.

Madam Rumor declares the ladies of the secret society wear a very appropriate emblem—a beautiful gold brooch. Enclosed in the outer circle of gold is the letter "A"—signifying Alimony! The inscription on the golden circle is in Latin and when translated reads, "Marry in Haste—Repent in Reno." Cozily nestling under the sheltering eaves of the letter "A" is the figure Mercury, with those winged footies—meaning plenty of speed!

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A Mile of a Million Moods

Ladies and Gentlemen, this picture is a scene of the main thoroughfare of Reno; in other words, it's a Mile of a Million Moods! Looks like a bird's-eye view of some Eastern city, doesn't it? I may add in passing that if your imagination is good you may say to yourself, a mammoth eagle as strong as the giant Atlas, has swooped upon the heart of New York City, then arising in the firmament and traveling 3,000 miles, he deposits his little city half and half across the River Truckee—this mountain river that begins its journey from Lake Tahoe, travels wanton through Mother Nature's Domain of Scenic Grandeur, and retires for the evening at the Lake of the Pyramids, in the heart of Nevada's Desert. You now have a picture of Reno nestling in the foothills of the majestic Sierra Nevadas—"The Biggest Little City in the World." "

This scene would lead you to believe that every one is preparing to leave the city. On the contrary. The cars that you see heavily loaded with luggage are tourist machines. And, by the way, one afternoon I counted 36 licenses from 36 different states in the Union, within a radius of one block. Reno is indeed a Mecca for the tourist. The camera man has halted his car in which he is "shooting" the scene. Please notice the tourist parking his car at the curb—Virginia street. Another car, presumably the same outfit, is parking alongside. The parties are leaving their cars and are re-uniting at the curb. Note the expression of the ladies of the party. I fancy they are striving to pick out the Divorcees, of Reno. See how they closely scan the passers-by. The man approaching the party is a Renonian—always ready to disclose any information to the stranger in his midst; that's the Western Spirit; it's in their blood! Watch the Renonian's Western smile! He is approaching and extends his hand to the male members of the party. They, in return, are introducing their lady folks. I am sure the party has asked the Renonian to point out the Divorcees. The license tags of the two tourist cars are reading from Illinois and Indiana. The tourists are in somewhat of a complex situation; they are extremely desirous of knowing "who's who" in Reno, yet they want to be nice tourists and not ask too many questions. The party has completely surrounded the Renonian. We now see two girls strolling along the street. No doubt they are from the same state or the same town—Divorcettes, of course. A man has stopped to look in the show window. He doesn't seem to be going anywhere—just strolling around the city, killing Time. His carriage and the accent of his voice would lead one to believe he is from Boston. A man joins him. Likely he is from some New England state. Passing the camera we now have a mother and her daughter. They may be from some place in the Middle West. Perhaps the daughter is seeking divorce, and her mother has accompanied her—not an unusual scene in Reno. We now have a young mother and a rollicky, frolicky little boy. Notice the little fellow playing with the newsboy's pup. You will notice the two youngsters have become inseparable friends. No doubt the mother is in Reno for a divorce. The mother has spied the camera man and she is trying to get her little boy out of the scene. Maybe she is telling "Young America" that she'll take him to the candy store if he'll run along and be a good little boy and mind mother. See the little fellow reluctantly leave his new-found friends. He'd rather have the happy com-

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panionship of the newsboy and his black nosed, big footed, wiggly-tailed, dirty little four-footed pal, than all the candy stores in the world! Please note the expression of the tourist children in the picture—they are all eyes! See the tiny tot holding tightly to her mother's arm and pointing to the passing lady. She is saying to her mother, "O, Mamma, there goes a Divor-ty!"

Renonian News Boys

This section of the picture appears to be what is known in the movie world as a "mob scene," but, it is not. The camera man was fortunate in being near this scene so he is giving you a good picture of a bunch of people running from Virginia street to the alley. Down the alley two young sympathizers from the street took sides. The police arrive; they took both sides!—including our camera man!

Renonian Shine Emporium

Please notice the colored boys gathered in front of the Shine Emporium. The boy seated is playing the banjo. The boy leaning against the door is doing business with a French harp, and the boy behind him is manipulating the minstrel bones. Colored shine boys can produce music that will draw a crowd almost instantly! While the camera man was "shooting" this scene I made some inquiries. I learned that one of their number had this day received his decree of divorce and the whole bunch are singing "Bye Bye, Black Bird."

Commercial Row

The camera man's car is now turning into a street which is known as Commercial Row. Like the famous streets of the world, Commercial Row is numbered among them. This is the street of the last stand of the Spirit of the Days of '49. You will please note the flag flying above the old, ancient building that is crowded with history of the Early West. It is reading "The Beginning of the West—And the End."

See the Old-Timers moving along the street; they stop and watch the camera man and his assistants. We wonder what they are thinking of at this moment. What a lapse of Time; what a contrast; the Old and the New. We take our hats off to these old pioneers, honor them we should, for they have prepared our easy journey in the New World. As the years roll by these old fellows you see today, who are stooped and bent by the ravages of Time, are slowly passing away; the familiar and lovable old faces are missing, one by one, as they take their last journey, across the River Styx. Yet the memory of the old pioneer that represents the Spirit of the Days of '49, will live forever in the heart of the West, the Nation and the whole world.

Finale

Ladies and Gentlemen, you have spent a day in Reno, seeing the Life pictures of the Western Metropolis of Love and Good Cheer. The scenes enacted in Reno are not rehearsed comedy and drama but, every-day occurrences in the City of a Million Thrills!

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I Thank You

I want to thank you for the close attention you have given the pictures this evening, and I may add, day in and day out, week in and week out, month in and month out, year in and year out, they come and go—'tis the Ebb and Flow—Port Reno! So thanking you one and all, and with a kind goodnight the orchestra will play the closing number, entitled, "I Can't Be Bothered—I'm Doing Fine—I'll Soon Have Another Papa on the Alimony Line."

Good Bye, Mr. Mayor

I am leaving my City of a Million Thrills! But remember, Mr. Mayor, there is an indelible imprint upon my memory of the hospitality of Reno and her people. Her economic Western Leadership in Modern Progress; her guardian Spirit of the Days of '49, and her World Interest Court of *Common Sense and Justice*, is a painting no artist can conceive, yet the picture is written within my memory just the same.

Reno!—"It Won't Be Long Now"

I am rolling away upon this winding thread of steel that's wending its way to the East. But, across the magnificent foothills of the giant Sierra Nevada's I picture a glow that is hovering over my Renonian Principality of Love and Romance; the World's Mecca of Dramatized Human Interest; the Aurora Borealis of the West—and, somehow, I see in its reverberating glow the words that read, to me, Reno!—"It Won't Be Long Now."

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Rates: Any part of Reno
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Facts about Reno

Reno, Nevada, covers a distance of four square miles.

Speaking of altitude, Reno is 4,500 feet toward Heaven—"It Won't Be Long Now."

Renonians need no radios! After dinner they repair to their roof gardens and listen to the harpy serenade of the Angels! How's that for altitude?

Is Reno healthy? Listen to this: A Renonian was responding to a toast given by his pal (age 100 years). He said, "Yere's to yer Brother, yere's hopin' yer live to be a thousand years old, an' I live long enough to bury yer—har, har, har!" And they both drank hearty!

Speaking of the high buildings of Reno I must tell you about the sentimental little Divorcette, from Baltimore. She was residing at the Riverside Apartment Hotel. On a certain mellow, moonish Nevada evening she took the elevator to the roof garden—she wished to be alone. Reno's midnight silvery sun wrapped a cozy blanket around her. She sang, "Maryland, My Maryland," and when the closing notes of the refrain died away she hugged and kissed the Man in the Moon! You never can tell what a "Baltimore Mamma" will do!

There are about twenty thousand happy souls living in Reno.

You can live well on \$75.00 per month, and the average family can live quite comfortably on \$150.00 per month.

Often the question is asked, "How about the schooling facilities for my children in Reno?" Bring the children. There are five grammar schools and two High schools that pave the way to the University of Nevada, which is situated in Reno. The State University of Nevada is all that an institution of its kind should be—and then some!

There are plenty of churches in Reno. All religious faiths are represented here.

Reno has forty-two hotels and forty-five apartment houses, at rates that will suit your pocketbook.

Reno has clubs galore. Your club is here; you won't be lonely in Reno.

All of the fraternal organizations are represented in Reno.

Reno theatres show first run pictures—plenty of entertainment.

The city has two cracker-jack daily newspapers—The Nevada State Journal and the Reno Evening Gazette. These papers are not "hick-town daily rags" but

J. T. RUTHERFORD

Attorney at Law

Phone Reno 614

16 E. Second Street

Reno, Nev.

GEORGE A. WHITELEY

Attorney and Counsellor at Law

312 Reno National Bank Building, Reno, Nevada

TALMAGE L. SMITH

Attorney at Law

139 North Virginia Street
Cheney Building

Phone 121
Reno, Nevada

HARLAN L. HEWARD

Attorney at Law

Court House

Reno, Nevada

splendid dailies that are filled, from cover to cover, with Associated Press news.

Speaking of hospitals, the other day I paused a moment to read a sign on a vacant hospital. The sign on the front door read, "Mr. and Mrs. Bat, their friends and relations reside here." Undoubtedly, some newcomer must have erected the building. No Renonian would have done so because no one ever is sick in Reno, and nobody ever dies!

There are plenty of Libraries in Reno—eight in number—all free, and at Carson City thirty miles away over paved highway is one of the best law libraries on the Pacific Coast.

Your air mail letters leave the Municipal Air Port on their way to the East, and the West—Sacramento and San Francisco. Wonderful service.

Looking back over my twenty years of travel, observation and experience in these good old United States of America, I am unable to bring to memory any city that can compare with Reno. Her city government is perfect! Reno is as clean as a *hound's tooth!* And the safest place in the world to live. I have stood on the steps of the Postoffice at the early hour of 3 a. m. and observed men and women going into the Postoffice—mailing letters. There is *no record* of ill treatment of women in Reno.

A criminal, in his journey from the East to the West, goes around Reno. I am told that the police department has a rather odd way of dealing with the criminal element. They say: The law-breaker is given a room at the "Iron Clad Hotel." The turnkey rounds up a high-stepping, long-eared, long-legged jack rabbit, he then ties the key on his neck and presents Mr. Rabbit with the freedom of 100,000 square miles of the State of Nevada. When Mr. Rabbit returns they let him out. I heard that a "slick-fingered gentleman," who had not taken the precaution to learn about Reno, was still waiting for the return of B'rer Rabbit!

In other words, Reno is where the East and West meet, and greet, and kiss, and make up! Reno!—the ever boiling, seething, melting pot of grim Reality and alluring Illusion; where the multitude of Mistake Makers stage the mammoth battle of the world—The Battle of Human Hearts; where some win and some lose in their innermost struggle to become victors of the greatest asset to man—*PEACE OF MIND!*

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RENO

It's Commerce And Industry

The majority of people fail to recognize the importance of the City of Reno as a distributing, manufacturing, and commercial center. It is the largest city between Salt Lake City, Utah and Sacramento, California, and is the center of a large producing and consuming territory in Nevada and east of the Sierras in the State of California. In a general way this territory extends some 270 miles north to Lakeview, Oregon, 334 miles south to Keeler, California, 77 miles west to Blue Canyon, California, and 313 miles east to Elko, Nevada. The population of this territory is estimated at something like 100,000 people.

The territory described in the preceding paragraph embraces the rich mining districts of the State of Nevada producing silver, gold, copper, lead, gypsum, diatomaceous earth and many other minerals both metallic and non-metallic; many prosperous agricultural and livestock districts located in both Nevada and California; and a large timber area in the State of California lying east of the Sierras.

The banking situation in this city indicates clearly the importance of Reno as a commercial and industrial center. With an estimated population of 17,500 people the resources of its five banks are in excess of twenty-one millions of dollars, and the clearings of these banks amounted to thirty-six millions of dollars for the year 1926. The reports of individual debits made by Reno banks weekly to the Federal Reserve Bank of San Francisco approximating one hundred and eleven millions of dollars annually, and comparing with the amounts reported by such cities as Newport News, Virginia, which had a population of 35,596 in 1920, Pensacola, Florida, with a population of 31,035, La Crosse, Wisconsin, with a population of 30,421, Superior, Wisconsin, with a population of 39,971, and Tucson, Arizona, with a population of 20,292. In other words, Reno transacts a business equivalent to many cities twice its size.

During recent years the city has been growing in importance as a manufacturing center not only producing goods consumed in its general trade territory but also manufacturing articles which find a ready market in the East and upon the Pacific Coast. At the present time Reno has some fifty-five manufacturing concerns producing about five million dollars worth of finished products. It is esti-

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127 N. Virginia Street

Reno, Nevada

ated that ten percent of the population is dependent for a living upon work provided by industrials of this character.

Among articles manufactured in Reno, the following represent the more important: Brick, butter, cheese, bakery goods, building materials, beverages, bicycles, cigars, confectionery, concrete products, automobile tops, flour, foundry products, gas, automobile glass, ice cream, jewelry, lumber products, leather goods, mattresses, medical specialties, macaroni, etc., marble and granite, packing house products (meat), soap, sheet metal goods, tent houses, and tooth paste.

Reno offers advantages for manufacture along certain lines which cannot be equalled by any point on the Pacific Coast. This is particularly true with respect to the manufacture of lumber. The city is strategically located insofar as this industry is concerned. Reno lies on the eastern line of a heavily timbered area with many large and small lumber mills to draw upon, while rail lines offer quick transportation service from these mills to the city.

Under existing freight rates, this lumber may be brought to Reno, manufactured into doors, sash, millwork, crates or boxes, and then be reshipped to points in Colorado and all states east thereof at through rates prevailing from the point of origin to the East plus a nominal charge for the privilege of milling in transit.

There is no other point in this territory so advantageously located. Reno can draw on any lumber producing point on the Southern Pacific and connecting lines in California and parts of Oregon, while other communities are limited in this respect. The city is located close to a great producing district and is the center of the lumber labor market in this territory.

Reno has long been known as an important wholesaling and distributing point. There are some eighty concerns engaged in the wholesale business distributing goods in the territory which has already been described. Articles handled include packing house products, hardware, including heavy hardware, produce, groceries, cereals, lumber, and lumber products, cigars, confectionery, bags and bagging, gasoline and oils, soap, and soap powders, beverages, dry goods, cooperage, electric goods, machinery, printed matter and paper, stoves, and plumbing supplies, telephone equipment, coal and coke, agricultural implements, automobiles and supplies, wood, paint, wall paper, furniture, glassware, explosives, and drugs.

Based on authentic information, it is estimated that the gross value of goods distributed by Reno wholesalers amounts to fifteen million dollars annually which makes the total value of articles manufactured and distributed something in excess of twenty millions annually.

Reno's remarkable growth in recent years can be directly attributed to numerous lines of endeavor, and by no means the least important is her industrial and commercial development.

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The Climate of Reno

By H. F. ALPS

Meteorologist in Charge of the Nevada Section of the U. S. Weather Bureau.

The climate of Reno is well adapted to the health and comfort of mankind. The sun shines on 359 days in the year. While sunshine is appreciated most because of the warmth it produces, its health-giving properties are of the greatest value. Reno enjoys a dry, sunshiny, moderately warm mountain climate.

The four seasons of the year are well marked. As in other sections of the country, the weather is most changeable in spring, but it is on the whole quite pleasant and free from blustery storms. Moderately cool, delightful summers are the rule. The nights are always cool enough for restful and refreshing sleep. On account of the dryness of the air, heat prostrations are unknown in Reno. The autumn season is cool, dry, bracing, and remarkably free from storms of any kind. There are no sudden changes in temperature, and the transition from fall to winter is very gradual. The days are warm, the nights are cool, there is an abundance of sunshine, and the wind movement is light. The winters are short and moderately mild, with an unusually large number of comfortable day temperatures. The snow-fall is light to moderate, and seldom remains on the ground for a very long period. It usually comes in quiet, gentle storms, and melts rapidly; consequently the winters are open. Cold waves seldom occur, and their duration is short.

The mean annual temperature at Reno is fifty degrees. The mean temperature for July, the warmest month in the year, is seventy degrees, and this is about two degrees cooler than the mean temperature for the same month in Denver. The coldest month is January, with a mean temperature of thirty-two degrees, which is about three degrees warmer than the mean temperature for the same month at Denver.

The annual precipitation averages 8.43 inches. This is about 60 per cent of the annual precipitation at Colorado Springs. About half of the moisture falls in the winter, and only one inch falls during the summer. Hail falls on an average of about two times per year and these storms are not classified as destructive.

Reno has a wonderful climate. The air is exceedingly pure, being at all times free from smoke, dust, and other pollutions. Its sunshine is unsurpassed. Its winters are open and there are few days when outside activities are not enjoyed. Fogs are of rare occurrence. There are no severe thunderstorms and hailstorms. Westerly winds bring pure, fresh air from the great snow-capped Sierra Nevada mountains. Truly, the climate of Reno is well adapted to the health and comfort of mankind.

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Travel by Auto to Reno

Reno is strategically situated so far as the tourist traffic of the country is concerned. It can be said to be situated on the cross roads of the country.

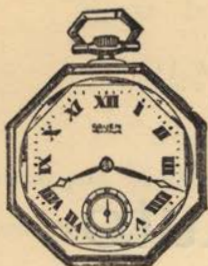
It is on Federal Highway No. 50—the “Main Street of America,” and on the Lincoln Highway as well, and can be advantageously reached during the winter months by the southern all-year route, from Los Angeles.

Visitors destined for Reno should make inquiries of their local automobile clubs for accurate routings, as it may be that some deviations will have to be made from the regularly established routes of travel.

During the summer months a variety of routes are available for the motorist who desires to visit Reno. On the route from the east it will be possible to visit all the scenic attractions of the country en route. Yellowstone, the Rocky Mountain country, and the scenic wonders of Utah can be visited without increasing the distance greatly.

In the winter time the eastern motorist will use one of the available routes to the south, reaching St. Louis or New Orleans, and then taking the route to Los Angeles. It is not necessary for one to go into Los Angeles, and the distance can be lessened appreciably by turning at Phoenix for Needles and Las Vegas, Nevada, distant from Reno about 500 miles over a road, a large portion of which is highway, so that Reno can be reached in less than two days' traveling time.

Should the visitor desire to go on to Los Angeles, he will find an all-year route from that city to Reno, through the Owens River Valley and over Montgomery Pass. Reno is only 585 miles from Los Angeles, via this route, and can be handily reached in two days' time. In the summer time the route from Los Angeles is via Mono Lake, the Dead Sea of America, made famous by the immortal Mark Twain, who was an early day resident of Reno and the surrounding territory.



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Commercial Reno

"A bit of 'Western'"

You've often read about the Western spirit—how, in the early days each man took unto himself the law and the honor system had its inception at that time and statutes on books were just a convenience, well—that spirit still prevails and was never truer exemplified than in a story told to the writer on his first visit to Reno. As the story goes, a stranger, in town about one week, and one who has tasted of Lady Nicotine, wandered into the Nevada Smoke House, made his few purchases as the occasion warranted and hardly knew the proprietor, as all clerks in all stores in Reno manifest the same interest in their prospective purchasers as would the "boss," hence, it so happened that this stranger's purchases had been made through the boss. Well, as time went on, about one week, this individual found himself without funds on a Sunday, being a stranger and not knowing very many people, he was in somewhat of a predicament. He thought and thought and finally, in desperation, inquired of this "boss" of this certain smoke house—if he would cash said stranger's check. And here is where the true western spirit of the days of '49 was exemplified, without a hesitancy, not even inquiring the size of the stranger's check—this boss cheerfully offered to accommodate the stranger only to find that the check was an "out-of-town" one but even that made no difference. Of course, the check was good and this true western cigar firm is now enjoying the stranger's trade and many of his friends', too, but where, oh, where, in any other city, could this same situation be duplicated? Nowhere, and I might just as well let you in on the story and tell you who this individual is. Well

—I know him as "Jack" Williams, if you don't know him; better get acquainted; but, of course, I'm not saying that he'll duplicate the performance—but you never can tell.

"GO EAST AND SHOW OFF"

Here's another gem in the art of window display—Burke and Short—of Virginia street. Man, oh, Man! You've been to the style centers of New York, London and Paris when you pause at these windows. Horace Greeley said, "Young man, go west and grow up," but I'm after thinking the slogan should be, in Reno, "Go East and show off."

And another thing about the stores of Reno if you don't know just exactly the article you want you won't be given the "stony stare" if you don't buy. No, sir, those dad-blame clerks will come right back at you with that famous Western Smile, and ask you to come back any time—you're always welcome—and they mean it, too!

THE SIGN OF THE LION

The Monarch Cafe—the "Ritz of Reno"—is a cafe that is smothered in distinction. Its cuisine is extraordinary. Their famous chefs keep a step ahead; in other words, at the "Sign of the Lion" is the charming restaurant with a wide variety of edibles of the country, and served by skilled employees with the Western Smile. What more could you wish, and what more could you find throughout the Land of America.

Pedersen Brothers—John and Chris—opened this famous institution in the year 1912; and today, to show you the phenomenal growth of a Renonian Cafe, the "Monarch" last year paid out to

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and

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Farmers and Merchants National
Bank Building, Reno, Nevada

PAINTER & WITHERS

Attorneys at Law

Phones 207-208 Rooms 28-32
Washoe County Bank Bld'g.
Reno, Nevada

its employees in salaries the sum of forty thousand dollars. You may figure out yourself the vast business this restaurant enjoys. The boys were telling me one day that the house fed at one time 3,500 people within a period of twenty-four hours. This one item is a very good estimate of the number of tourists who pass through Reno.

I am told the Pedersen boys have in their employ two of the highest salaried Chefs west of the Mississippi river. And yet, the prices of this splendid food and service are known as "popular prices."

John was telling me that he and

Chris paid extra high salaries to their employees in order to get the most proficient people in the business.

I have before me a menu I took from my table one evening at dinner. I frankly say that New York cannot offer any better service; and the table d' hote and a la carte things are perfect creations—the result of highly trained employees with the good will and pride of the men who own and manage "The Sign of the Lion"—the Renonian Cafe De Luxe. It is located on Virginia street—The Mile of a Million Moods—near Second street.

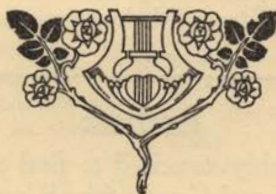
The Only One Of Its Kind

Edley W. Holesworth is the "skipper" at the Mistake-Makers rendezvous—The Colonial Club.

This is indeed one of the most unique institutions in the world. The Colonial Club enjoys a membership of about two hundred—Divorcees. The Club is a get-together place for the boys and girls—the boy from New York meets the girl from New Orleans; the girl from Paris meets the boy from Australia and so it

goes. Truly, the Colonial Club is a most helpful thing for the Divorcee; especially the New Arrival in Reno. The Club assists the New Divorcee in the matter of finding suitable lodging, takes care of their mail and in fact transacts all their business matters.

Dances and get-together meetings are regularly indulged in, and for the ladies, bridge parties are a weekly event. One never need be lonely in Reno.





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SIMSON'S

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A Renonian's Vision and Confidence

1

I'm proud to tell you this story of a couple of Westerners, Mr. Reid and Mr. Gray, who foresaw the future of the West, and Reno. They dreamed a dream, and the dream came true.

More than thirty-five years ago a young fellow said good bye to his folks and his friends, in the state of Illinois and faced the West. Horace Greeley told him what to do and he did it!—went west! That young man was none other than who is now Nevada's Pioneer Visioner and one of the owners of the state's largest department store, Mr. H. E. Reid.

Mr. Reid told me that the journey to the West consumed nine days—the engines were of the old-time big stack variety, and it was the era of link and pins. The merchant smiled when he told me of the big lunch basket he carried on the journey, that was filled with nice, fine, fat spring “domineckers”—fried just right! And those big country, two-story biscuits; and “ham what am,” and pipe that is, and big hoss' apples, too. “Don't that make you hongree?”

But as I was saying, Mr. Reid landed in California. He met up with another man of his same vision and confidence, Mr. Gray. They made a survey of the

West and when they topped the giant Sierra Nevada's they beheld the Land of a Western Canaan—the oasis of future happiness and success—the valley of the River Truckee. Those two young men read the story of the future—Reno!

I am told one of the partners, Mr. J. H. Gray, was the first white child born the other side of the Sierra Nevada's—Truckee, Calif.

It is not my custom to speak of any sort of business unless that business concern has a history, such as Nevada's largest Department Store, the Gray, Reid, Wright Co., of Reno. The store would be a credit to a city of one hundred thousand people or more; and, in fact, Reno is interspersed with so many cracker-jack up-to-date shops, I now know the reason for the slogan of the Renonians—“The Biggest Little City in the World.”

Placards on the wall of the Majestic Coffee Shop, across the street from the City Hall, are reading:

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DIVORCE LAW OF NEVADA
and
CORPORATION LAW
(*In Brief*)

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STATE OF NEVADA

DIVORCE LAW

ACTS OF 1927

CHAPTER 96.

SECTION 22. "Divorce from the bonds of matrimony may be obtained, by complaint, under oath, to the district court of the county in which the cause therefor shall have accrued, or in which the defendant shall reside or be found, or in which the plaintiff shall reside, if the latter be either the county in which the parties last cohabited, or in which the plaintiff shall have resided three months before suit be brought, for the following causes:

"First—Impotency at the time of marriage continuing to the time of divorce.

"Second—Adultery since the marriage, remaining unforgiven.

"Third—Wilful desertion, at any time, of either party by the other, for the period of one year.

"Fourth—Conviction of a felony or infamous crime.

"Fifth—Habitual gross drunkenness contracted since marriage of either party, which shall incapacitate such party from contributing his or her share to the support of the family.

"Sixth—Extreme cruelty in either party.

"Seventh—Neglect of the husband, for the period of one year, to provide the common necessities of life, when such neglect is not the result of poverty on the part of the husband which he could not avoid by ordinary industry.

"Eighth—Insanity existing for two years prior to the commencement of the action. Upon this cause of action the court, before granting a divorce, shall require corroborative evidence of the insanity of the defendant at the time, and a decree granted on this ground shall not relieve the successful party from contributing to the support and maintenance of the defendant, and the plaintiff in such action shall give bond therefor in an amount to be fixed by the court; *provided* that unless the cause of action shall have accrued within the county while plaintiff and defendant were actually domiciled therein, no court has jurisdiction to grant a divorce unless either the plaintiff or defendant shall have been a resident of the state for a period of not less than three months preceding the commencement of the action. The judgment or decree granted under the provisions of this act shall be a final decree."

You cannot file a suit for divorce until you have established bona fide residence in the State of Nevada, and the County of Washoe, for the period of not less than three months.

The first thing you should do when you step from the train to the Reno platform is to establish a place of abode—bona-fide residence in the State of Nevada, and the County of Washoe, for the period of not less than three months.

Following the close of the period of residence of three months you may now file suit for divorce. Your Reno lawyer will prepare a formal statement that is called in Nevada practice, a complaint. This complaint contains the following allegations:

First—That you have resided in the county and state and have been physically present therein more than three months prior to the commencement of the suit (or other statement of the fact in this regard which is sufficient to comply with the statutes).

Second—A statement of when and where the parties were married. This is necessary because divorces are granted only to married people in the legal sense.

Third—A brief statement of the cause of action or ground upon which relief is sought. Any one or more of the eight grounds may be set forth according to the facts of the case. If the case is based upon cruelty, then some of the details must be stated giving time and place where the party, of whom the complaint is made, said certain things or did certain things that are complained of. And, other causes or grounds of complaint may be set forth. Quite often desertion, failure to support the wife and cruelty are united, for where a husband treats his wife badly in one respect, usually the other things follow.

Fourth—If there are children their names and ages are set forth. Where the wife asks for custody of the children, she usually asks for a stated amount for their support.

Fifth—If there is property to be divided a statement is made about that, giving the nature and value of the property and what division should be made. The wife may also ask for alimony. Then follows the prayer of complaint, which is the statement of what the plaintiff desires of the court.

The complaint is then signed by the attorney and an affidavit that the complaint is true is signed and sworn to by the plaintiff in person.

The complaint is then filed in the office of the Clerk of the Court, who issues what is called a SUMMONS. This is a formal statement or writ to the defendant, signed by the

clerk and bearing the seal of his office, requiring the defendant to answer the complaint of the plaintiff within a certain number of days after it is served. A copy of this summons and a copy of the complaint are placed usually in the hands of the sheriff, if in the State of Nevada, or if OUTSIDE, in the hands of any male citizen twenty-one years of age, and the copy of the summons and a copy of the complaint must be served on the defendant. Where the summons is served in the State of Nevada, the defendant has ten, twenty or forty days to answer, according to circumstances, and where it is served OUTSIDE of the state, FORTY DAYS, exclusive of the day of service, to answer. If the defendant can't be served personally then the summons is published, and eighty-two days must go by before the decree may be had.

If the case is contested the defendant must employ a Nevada lawyer to represent him or her, and the lawyer then takes such steps, in his discretion, as he may deem proper to expedite the proceedings, or to contest it. However, if the defendant decides, he or she may sign a Power of Attorney, which his or her lawyer presents to the court, in which event it is a simple proceeding that takes only a few minutes.

Most of the cases are not contested and the plaintiff goes to the court with his or her landlord or some person who can testify to the plaintiff's actual residence in Reno and Washoe County, State of Nevada, for a period of not less than three months. The plaintiff is also sworn and tells his or her story as set forth in the complaint. In the State of Nevada either party is a competent witness, and unless there is a contest, or unless there is some inherent improbability in the plaintiff's case the testimony of the plaintiff is sufficient. After the evidence is given, if the Judge is satisfied that either party is entitled to a divorce, he makes an order granting the divorce to the party he thinks entitled thereto, and the lawyer prepares his *Findings of Fact and Decree*. This is a formal document reciting the proceedings, stating that the facts alleged in the complaint are true with more or less detail, and then a decree that the bonds of matrimony be dissolved and the parties restored to the status of unmarried persons, with further provision affecting children, if there be any, either as to their custody or support or both, and also as to alimony if any. This is signed by the Judge and filed with the Clerk of the Court who later records it in a book kept for that purpose and then the record is complete.

Where the plaintiff is a woman she may, in the same complaint, ask to have her name, before her marriage, restored to her, and this is usually done as a matter of course, when there are no children.

Nevada's Corporation Law

In 1903 the Nevada Legislature enacted a general corporation law, patterned closely after and even liberalizing the New Jersey and Delaware laws. The immediate result was that Nevada became a mecca for corporation promoters and an immense revenue came to the State Treasury from corporations, thousands of which simply maintained a domiciliary office with the Resident Agent in Nevada, but otherwise did no business and owned no property in this State.

In 1925 the members of the Nevada Legislature, aided by committees of the Nevada State Bar Association, prepared a draft of a new corporation law, still further liberalizing incorporating, corporate organizations and management and substantially reducing the statutory fees. This bill was enacted into law. Corporation lawyers generally agree that the new Nevada Corporation Law is one of the simplest, most elastic and workable corporation laws to be found in any state of the Union. The high spots are:

Scale of filing fees as low or lower than in any other state.

The corporate charter may be perpetual.

In case of incorporating with all or part non-par stock, the fees of the Secretary of State are based on assumed value of One Dollar per share, instead of Ten Dollars, or even One Hundred Dollars per share, as is the case generally in other states.

There is no state inheritance tax and no taxation of stock of non-residents.

There is no stockholders' liability and legislature cannot create same as it is forbidden by the Nevada Constitution.

There are no technical or complicated requirements in managing corporate affairs. All stockholders' meetings, including organization meeting, may be held either within or without the State.

No annual reports are required and no state tax is imposed.

No blue sky law requirement of any kind.

If By-Laws so provide, action of a majority of directors, if assented to in writing by all other directors, is as valid as

if passed by the Board at a regular meeting.

Directors need not be stockholders.

Corporation may sell or lease its entire property by authority of a majority of its stock.

Corporation may commence business with a minimum of Five Hundred Dollars paid in or subscribed and may be formed to conduct any business, excepting banking, surety and related business; corporations for such purpose to be formed under special laws.

Charter may be amended upon very simple and liberal terms, and may create as many different kinds and classes of stock, preferences, voting powers, etc., as are provided for in the charter.

Cumulative voting is optional.

Corporation may issue stock for labor, services, real and personal property, leases of real property, and such stock so issued bona-fide shall be deemed fully paid.

Since the adoption of this new law, there has been a great increase in the number of companies incorporated in Nevada and many leading financiers and lawyers who formerly incorporated their enterprises elsewhere are now seeking Nevada as the State which, in their opinions, gives the greatest advantages to incorporators. It is believed that an investigation of the Nevada laws will convince many others that they should incorporate here.



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Without obligation, I am desirous of knowing more about Reno, Nevada,
especially such information pertaining to.....

.....
which you agree to furnish without cost or further obligation. Also furnish me
with information pertaining to the State of Nevada, re:

.....

Very truly yours,

.....

Street Address.....

City.....

State.....