

# FROM WHERE I SIT

By A. E. CAHLAN

The fish hatchery for Boulder dam looks like it was going over. The FERA is interested, the Nevada congressional delegation is interested and the bureau of fish hatcheries is interested. With all these organizations working, and with a spur from the Clark County Fish and Game association and others interested in the project, it appears that we'll have a fish hatchery in this area before long. The city officials are to be congratulated for co-operating in offering the city land as a site.

There are definite rumors around the city that the "power trust" is getting a bigger appetite these days and is casting very longing eyes toward Las Vegas, Boulder dam and Nevada's share of the dam power. Developments will be watched with interest by every Las Vegas resident who is desirous of escaping the fate that overtook a certain portion of ground in a sister state.

It looks like the warm weather is on us again. But we've had a very marvelous spring this year and probably we'll be able to stand a summer. But here's one fellow who hopes it's short.

Tourist travel to Boulder dam increases 56,000 over last year, from January to June. That means that an additional \$560,000—better than half a million—has been dropped in the cities of Las Vegas and Boulder City for the first half of the year. And that's only half the story. With the San Diego fair in progress in southern California, and a Boulder dam exhibit occupying a prominent place in the fair, we'll have a steady stream of tourists pouring into this area all summer.

It is likely, according to all the experts, that most of the tourist

travel to Las Vegas and Boulder dam this summer, will be from the eastern states, and with that happening, a new stream will be tapped. To date, according to figures, our largest draw has been from the southwest where Boulder dam is a household word. In the middle west and east, Boulder dam is merely an apparition in the desert. With tourists from those sections coming here, we'll get a great deal more word-of-mouth advertising in those areas, and late tourists, in the fall and winter, will make it a point to see the structure if they get anywhere near it.

And that's a field that we can use. The Southern California area is pretty well acquainted with the dam and the lake, but we'll get "repeaters" as the lake grows. But we've got to tap other sections and the San Diego fair is one way of doing it.

I'd just like to give Bob Denton, of the Union Pacific news bureau another little plug. He's done wonders in publicizing Las Vegas, Boulder dam and the Union Pacific railroad. The community owes him a great debt of gratitude. Of course, his interest is developing tourist trade over the railroad, but if his railroad hauls tourists into this area, Las Vegas and Boulder City will benefit. So, he's working for this area as well as his own railroad.

We're going to run out of free publicity in the near future, for Boulder dam is almost done. The thing for the citizens of this area to do is to cultivate all the publicity angles possible and capitalize on them to the fullest. Las Vegas and Boulder City are going to thrive on tourist travel, no doubt of that, we should see that they are well taken care of once they arrive.