

The Job Ahead

It has been pointed out in these columns many times of late that upon completion of Boulder dam, the whole picture so far as chamber of commerce promotional activities would change. To date we have received thousands of columns—yes millions—of publicity as the great project advanced toward completion. That publicity has been free, because there was news interest attached. As a matter of fact money could not have purchased, nor friendship begged, the front page stories that have been carried in every paper of the land.

Within a few weeks, however, all that will be finished. There will be little news interested connected with Boulder dam. It will be just another dam, so far as the newspapers, magazines and radio are concerned, and whether or not it is to remain as a tourist magnet, will depend entirely on the cooperative effort put forth by the people of this community during the next few months.

Representatives of the All-Year club of southern California put their finger on this spot yesterday at the regular meeting of the chamber of commerce. They are skilled in the business of attracting tourists to their state. That is the sole object of their organization, and they know every angle. When they speak along these lines, they speak as experts and deserve respectful attention and consideration.

We can sit here waiting for someone to shake the magic tree and dump the Boulder dam dollars in our lap, complaining daily because someone fails to put in an appearance, and grow old and grey in the waiting, or we can get organized for a real drive to put this area on the tourist map of every hamlet in the country as the hub of a scenic wonderland unsurpassed anywhere.

Nobody is going to do it for us—for nobody else is interested in southern Nevada's future. Every day we are overlooking outstanding opportunities for building the type of publicity we must have in future months if we are to keep our present tourist business, to say nothing whatsoever about expansion. If we continue to overlook these opportunities—if we continue to sit on our haunches instead of being up on our toes, we'll be sitting thusly when our tourist business has faded back to the starting point, and then we'll complain because somebody didn't do something about it.

We have the resources to put over the necessary program—if we haven't the brains and experience within our community we can hire them. Certainly we won't be sitting anywhere at the present gait.