

Vegas, Boulder City, Dam Are Number 1 Attractions For WAE

Las Vegas, Boulder City and the Boulder dam area are number one on the list of attractions featured in advertising of Western Air Express and United Air Lines, Tom Wolfe, vice president and general traffic manager for W. A. E. told the Las Vegas Rotary Club at the regular meeting today.

Thruout the entire world, in far-away Australia, London and elsewhere where United Air Lines maintains offices abroad, a visit to Boulder dam is pictured to all potential visitors to the United States, while in all domestic offices of Western Air Express and United Air Lines, a similar condition prevails.

"That may sound like an attempt on our part to make you feel good—you may think we tell that same story in every city we visit, but such is not the case," Wolfe declared.

"Every merchant has a few leaders in his stock of goods—individual items he features above all others because they are attractive to customers," the speaker pointed out. "The Bouller dam area is one of our most favored leaders and is included in all advertising, movies, and publicity used by our two companies."

The W. A. E. official urged Las Vegas to maintain the spirit of the old west, to adopt costumes if necessary to lend color to the local scene.

"As I understand it, your tourist business is your greatest asset at the moment," he commented.

"When folks come to Las Vegas they come to see a show and it's up to you not to disappoint them. Perhaps you should have a hitching post in the middle of Fremont street with a couple of burros tied to it. There ought to be a few Indians around in characteristic dress. Give them a show—they love it and will come back for more."

Wolfe described the planes now being built for future use which he said would be larger than a Pullman car with accommodations equal to those in the very best hotels.

Commenting on the safety record of the air lines, Wolfe cited many interesting figures, calling attention to the fact that during 1937 a total of 1,125,000 passengers was carried by commercial air-lines in this country with but 46 deaths. He cited insurance company figures to show that air travel is the safest of all modes of travel and explained that the insurance companies sell the same kind of travel protection for air lines at the same rate as for rail, bus or other type of transportation.

He concluded by assuring the Rotarians that Western Air Express is definitely a part of Las Vegas and wants to join in every moment for the development and progress of the community.

Wolfe was accompanied on his trip here by Homer Merchant, general traffic agent for United Air Lines in Los Angeles, and Art LaVaux, publicity director for the two companies.