

## BACK TO THE JACKRABBITS? NO!

By P. S. WEBB, President, Boulder City Chamber of Commerce

As is quite well known, the historical past of our small city is quite limited, not so much as to the history part of it, but as "pasts" go, a period of two years scarcely deserves mention.

It is, I believe, safe to say that few, if any, cities in the past can boast of greater accomplishment in the way of municipal and civic improvements in so short a time, nor of having witnessed at close range the handling of so many unique engineering problems in so short a time.

Our short past is so well known that we will not dwell upon it here, but attempt rather to steer our imaginations into the future.

Shall we give it back to the jack rabbits and the lizzards, or shall we make it the most visited resort city in the whole Southwest?

The answer to this question lies with this group, and their neighbors in Las Vegas and Kingman.

We are told that 92,857 sight seeing visitors looked us over in the year just past. All of these without any particulay invitation or encouragement from us. In most cases these visitors have come and gone with only the haziest ideas of what they have seen, and its meaning.

If our attractions, of their own weight, have brought us this many visitors in a year of most depressed condition, it seems reasonable to presume that as conditions improve (and they will improve) that this number will naturally increase.

Our job is to see that the number does increase and that our guests are properly shown what is to be seen.

The actual construction of the dam, is of interest to many people, but the accomplished result will be of interest to a much greater number.

In addition to the completed dam, power house, and other features, there will be the lake extending 115 miles back up the Colorado river, making comfortably accessible some sixty miles of the spectacular lower end of the Grand Canyon.

The small job which we have on our hands consists, in part, of:

1. Doing all that we can toward diverting Highway 66 traffic across the dam and through Kingman, Boulder City and Las Vegas.

2. Letting the world know what we have to offer in the way of nature's wonders as well as the man-made wonders now under process of construction.

3. Showing our guests what we have to offer after we have prevailed upon them to visit us.

4. Letting industrialists know that there will soon be available tremendous quantities of power at exceptionally low rates.

These are a few of the details which need attention.

No, we do not think that it will revert to the jack rabbits!