

# Plan Photo Display To Attract Tourists

Plans for placing photographic displays of Las Vegas, Hoover dam and Boulder City at strategic points along the various highways leading into this area, with travel directions appended thereto, will be presented to the chamber of commerce at the next regular meeting according to A. C. Grant, chairman of the national parks committee.

Grant was a member of the delegation from the local chamber to attend the organization of the intermountain development association in Salt Lake City on Monday of this week, and is quite enthusiastic over the possibilities for stimulating tourist travel in this area as a result.

The local delegation took with them a large panel filled with pictures of construction work on the Boulder canyon project, Boulder City, Las Vegas, and connecting highways, and this panel was on display at the Newhouse throughout the convention.

It attracted so much attention that it was left to become a permanent display in the lobby of this prominent Salt Lake hotel. As a result of the success of this portion of the publicity program, plans are going forward to install similar displays in the leading hotels along the transcontinental highway from Salt Lake City to Denver, and along the Old Trails Highway a considerable distance east of Kingman. The extent of this method of advertising will depend entirely on the amount of funds available, officers of the chamber indicated.

Dr. Elwood Mead, commissioner of reclamation, and R. F. Walter chief engineer of the Denver office, were in Salt Lake at the time of the organization meeting, and both complimented the Las Vegas delegation highly on the publicity work done at the meeting in connection with the Boulder canyon project.