

We Still Believe In Santa Claus

The matter of properly advertising the Kingman-Las Vegas highway cutoff by the way of the Boulder Dam, was again presented to the Chamber of Commerce yesterday and received rather a lukewarm reception, especially since the expenditure of some \$200 was involved. The same apathetic attitude was likewise apparent in the discussion of plans for cooperating with the owners of Furnace Creek Inn in Death Valley in the interchange of tourists between these two neighboring points.

In both instances an important matter of policy is involved. The greatest single asset southern Nevada now possesses, outside of the payroll arising from the Boulder Dam construction, is tourist trade, which, contrary to the general belief, is holding up surprisingly well. For some reason or other the chamber of commerce has never seemed as keenly alive to the possibilities of this "industry" as it should. Other matters, most of them of a more or less trivial nature, are many times given the right of way. Had it not been for the insistence of Chairman Jim Cashman of the transportation committee yesterday, the matter of a proper sign across the Old Trails Highway at Kingman would have been passed on by as so many proposals to stimulate tourist travel thru this area have in the past.

If the Chamber of Commerce were to devote all its time, energy, and money for the next two or three years to the development of tourist travel into this area, it would be performing the greatest possible service to the community. If everything else were to be forgotten or ignored during that period, the results of the concentrated efforts would so far outdistance the other possible accomplishments, that they would never be missed.

Why this most important matter is allowed to drift aimlessly, except for an occasional push taken when somebody insists; why a definite, concrete program is not worked out, with every effort bent toward its realization, is something each individual member of the chamber will have to answer for himself. Perhaps it is because we are still waiting expectantly for Santa Claus to dump another pot of gold into our laps as he did the Boulder dam, without any very great effort on our part. Perhaps he will, and then again, it may just be possible that we'll have to put forth some sort of constructive effort ourselves.