

More Interest Than Ever
In Boulder Dam Says
Auto Club Secretary

RECREATION CENTER

Urges Citizens of Area To
Cash In On Natural Re-
sources Here

10/10/33
That Las Vegas will enjoy by far its greatest tourist season during the next few months, with visitors pouring in at a rate "beyond the fondest dreams of your business men," was the prediction made today at the regular meeting of the Las Vegas chamber of commerce by Carl E. McStay, veteran field secretary of the Automobile Club of Southern California.

McStay who more than any other individual in the southwest, has his finger on the pulse of the motor-ing public, declared there is more interest in Boulder Dam at the present time than ever before, and that tens of thousands of residents of southern California were planning to make the trip to Las Vegas and the dam during the next few months.

"YOUR BEST tourist season so far will fade into insignificance alongside the travel that will head your way this winter," McStay said.

Declaring that the Las Vegas area offered the "finest desert recreational center in the world" McStay declared that if this feature were properly developed, Las Vegas would reap benefits far beyond those accruing thru construction of the Boulder dam, which would have the additional virtue of being permanent.

"Your desert scenery is unsurpassed," he pointed out. "Your Boulder Dam is the greatest of its kind in the world. The vast area around the lake to be created offers untold opportunities for a hundred desert resorts surpassing anything of the kind in the country. And the best part of it all is the travelling public you have to interest is right here at your very door. LCDO-0358-0186(46)

"NO NEED to worry about the tourists from New York, Chicago and Philadelphia when you have the metropolitan area of southern California as a most fertile field. Development of that alone would give you a vast industry beyond your most optimistic conception," he declared.

"What's kept the nose of southern California above water during the past four years," he demand-

(Continued on Page Four)

Great Season

(Continued from page One)

ed. "Not our agriculture, our citrus fruits or our industries—it's been the tourist money that's continued to pour in almost unabated despite the depression, for although people may not be able to pay their rent, they can always buy gasoline to go somewhere. Development of your tourist possibilities will build permanent community here considerably beyond your present limits, if you only take advantage of what you have and develop it."

McStay pointed out that the Automobile Club of Southern California was prepared to help this development and aid in every possible way. The matter of opening an office here, hinges entirely on the possibility for securing enough memberships in the club to take care of the expense. The insurance feature is not a factor, he said, because under the laws of this state, the club could not sell insurance in Clark county.

THE OFFICE, if opened, would be handled thru the chamber of commerce, he said, and a representative of the club will remain in Las Vegas for several days working with chamber officials in preliminary organization matters.