

Publicity Body For Vegas Is Urged on C. C.

4/18/33
Establishment of a publicity bureau as an adjunct to the Las Vegas Chamber of Commerce was urged at the regular meeting of the local civic organization today by Frank Miratti, Jr., owner of the Beacon Tavern at Barstow and one of the leading hotels in Santa Barbara.

Miratti, who is a director in the Santa Barbara chamber of commerce and for many years president of the Mission Trails association of that district, is an experienced publicity man as well as being prominent in southern California hotel circles.

"You may have the best project in the world, and you have in your Boulder dam, but if you do not tell the world about it, you'll never reap the full benefit," he declared.

"You've made a good start, but it's only a start," he continued. "Your hotels and restaurants are filled three days a week and empty the rest. There's no reason why you shouldn't have them full all the time, if your attractions are properly publicized to the world.

"A tourist bureau, under the direction of an experienced newspaper man, with nothing else to do but feed publicity stories to the papers, magazines and trade publications of the nation on the Boulder dam, visits of prominent people, other attractions to be found in the vicinity of Las Vegas—in fact play the publicity game as it has been played with Palm Springs and other southern California resorts, would bring you in ten times the number of tourists you are now getting.

"Pictures of movie stars looking over the dam. Pictures of the dam and its various aspects. All those things inspire interest on the part of travelers everywhere. You may think because you've gotten a few pictures in the Los Angeles papers that you're doing all you can—that's only a start. To put this thing over, every effort should be bent toward the establishment of the publicity bureau of which I speak," he said.

Miratti said his company would be glad to contribute \$50 per month to the support of such an enterprise and suggested that many other concerns would do likewise.

Commenting on the membership taken out by the chamber in the All-Year Club of Southern California, he characterized it as "the most forward looking step you could have taken."

"In Santa Barbara the county supervisors contribute \$10,000 a year for our membership in the All-Year club, and another \$10,000 for the chamber of commerce publicity work," he said.

Miratti also advocated the es-

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establishment of regular guides under the direction of the chamber of commerce, to take visitors over the dam project on a regular schedule, to give them authentic information and direct them to all accessible points of interest. This could be financed, he suggested, through the sale of coupons at a nominal figure, entitling holders to accompany the guided parties.