

## State to Profit By Exposition

RENO, Jan. 7.—State officials and leading Nevada travel executives and resort owners will watch with interest the results of a conference which was held in Denver yesterday, where the Inter-mountain states are mapping their part in a \$3,000,000 campaign to bring tourists West in 1939—year of the Golden Gate International Exposition at San Francisco.

Nevada and the 10 other western states have combined to "sell" their tourist attractions in one big parcel and they will spend approximately \$1,500,000 in addition to their regular tourist advertising expenditure to stimulate western travel in 1939. Transportation groups moving land travel westward will spend \$1,000,000 as their part, and the entire promotional force of the World's Fair has thrown in its resources to carry out the extensive program.

Nevada travel, tourist and resort organizations will be represented in future travel campaign meetings, several of which are to be held throughout the Western states between now and the 1939 travel season.

Attracted by the \$50,000,000 Exposition and "Pageant of the Pacific" on Treasure Island in the middle of San Francisco bay, 4,000,000 tourists will come West in 1939, travel authorities have estimated, and the largest block of these visitors will travel through Nevada by auto, air and rail to visit the state's famed resorts, National parks and scenic wonderlands. Nevada, therefore, stands to benefit handsomely by tourist expenditures in 1939. The state will receive a fat share of approximately \$1,000,000,000 that travel men have estimated tourists will spend in the West during next year.

Hosts at the Denver meeting which closed last night, were Governor Teller Ammons of Colorado; Ted Huggins, chairman of the Promotion Committee of the Exposition, and Clyde M. Vandenburg, the Exposition's director of promotion.

The Nevada legislature at its last session appropriated \$25,000 for Exposition participation. The state will be attractively represented in the Hall of Western States in which more than \$2,000,000 will be invested to promote the western travel industry, which ranks next to agriculture as the West's greatest income producer.

The Pan club was entertained by Mrs. J. T. Watters Wednesday afternoon in the Apache Cocktail room.

Miss Phyllis Henrichsen has returned to Salt Lake City where she is attending college.

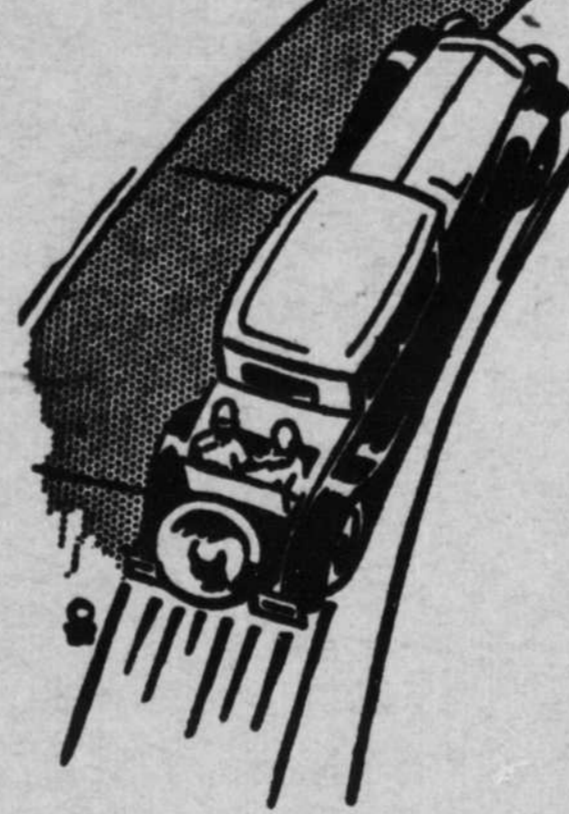
Bud Bodell of Los Angeles was a Las Vegas visitor the past week.

Miss Edith Roberts who is attending college in Salt Lake City spent Christmas with her mother, Mrs. Gene Parks.

Mr. and Mrs. H. N. Gambill have returned from a visit with relatives in Texas.

Mr. and Mrs. R. H. Begley and son Bert, former residents of Las Vegas, but now residing in San Diego, spent the week-end with Mr. and Mrs. S. J. Lawson.

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