Then and now: Early PR for South Shore

On March 24, 1955, Sacramento City Councilman Clarence Azevedo addressed his City Council to extend an invitation to attend the Sportorama at the Memorial Auditorium to be held that May. Participating in Sportorama were several South Shore businesses which organized a booth at the event.

Here is a flyer about Sportorama provided courtesy of Dave Kurtzman.

This was 10 years before the city of South Lake Tahoe was incorporated.

The grand door prize for visitors to that booth was an expense-paid weekend at Lake Tahoe, as detailed in this typewritten promotion page from 1955.

The often-mentioned Playland Motel later became the Highland Inn, just recently gutted and now being remodeled, next to Carrows Restaurant near the state line.

Below is a Harvey's Wagon Wheel advertisement (provided by Lake Tahoe Historical Society), which I estimate to be from the same era. Harrah's was yet to open.



– Bill Kingman