Club adds new twist to legal gambling

LAKE TAHOE, Nev. (AP)—William F. Harrah has added a new dimension to legal gambling in the United States.

Other casino operators have followed his lead, but so far none has matched the remarkable efficiency with which Harrah has placed "Nevada fun," as the ads describe it, within constant reach of the wage-earner.

Harrah's has plenty of room for the careless rich, to be sure. But during the off hours—from dawn to dark, after the carriage trade has departed — the little guys virtually have the run of the place, and their little bets have helped build the casino into a $40,000,000-a-year-enterprise.

Harrah's success in fetching the customers is the envy of casino operators throughout Nevada.

Harrah offers bus service at extremely low cost to thousands of citizens in neighboring California where there is no legal gambling.

And he has created a gambling casino which appears for all the world like a discreet and decorous amusement centre with fun and games for the whole family.

And he has placed this glittering lure in a geographical setting, renowned for its wholesome air and glorious beauty.

Harrah hired research experts to sharpen his knowledge of the nature of the gambler. He determined that to expand his clientele to include the virtually untapped middle and lower income groups he would have to locate somewhere other than Reno or Las Vegas, towns too many people associate with imprudence and follery if not outright wickedness. Lake Tahoe was the logical spot. With its fishing camps and ski resorts, hardly a purer place existed.

If the vacationers care to risk a dollar or two between swims, Harrah's will dispatch a taxi to their motel door, taxi them home again when they've had their fill—all for free.

But the vacation trade is limited, if well heeled, and also seasonal. And the gambling business, after all, is a 24-hours-a-day operation, seven days a week, 12 months a year.

To fill the blank spaces, Harrah's operates a fleet of charter buses from 31 cities up to nearly 200 miles away. The fare is nominal, and Harrah's makes it even more so by giving a generous refund. Both the amount of the refund and the frequency of the service vary.

For example, when winter weather chases away the vacationers Harrah's summons five buses a day from San Francisco and gives a $6 refund on the round trip. During summer, the refund drops to $3 and there are only two buses a day.

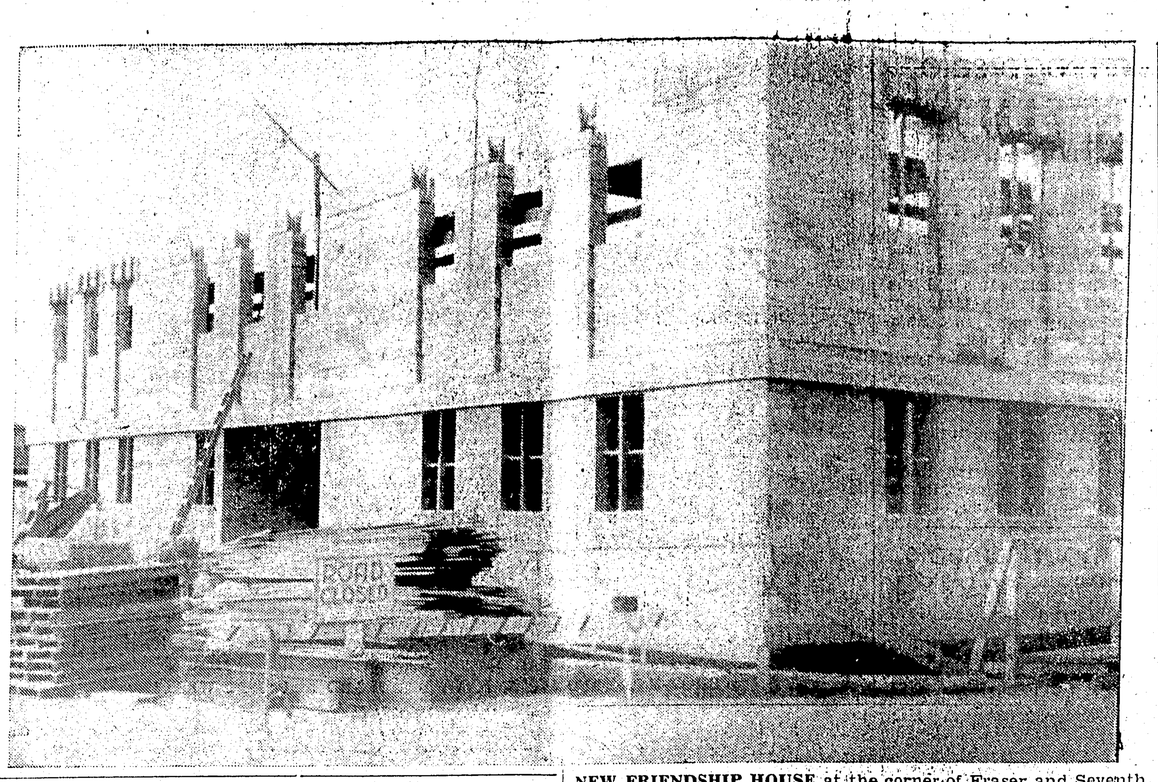
Timetables, too, are arranged to keep Harrah's buzzing at all times.

From San Francisco, five hours away, one bus leaves at 11 p.m. in order to arrive at the break of dawn. The other leaves at 5 a.m., the second heads home just about the time the dinner jackets and cocktail dresses begin to appear.

Every bus rider thereby is allotted no more than nine hous — and, as significantly, no less — to strike it rich.

It isn't Harrah's techniques, but the people they attract that make the more fascinating study. Especially the small players who come by bus.

IT'S A HABIT that's catching among top people — that old rocking chair swing. First it was President Kennedy. Now Israeli Prime Minister David Ben Gurion looks delighted as he rocks back and forth. It happened during a visit to a furniture company near Helsinki, Finland. Later, the company gave him the chair as a gift. — TNS Photo



NEW FRIENDSHIP HOUSE at the corner of Fraser and Seventh Streets will be completed and ready for occupation November 1. The two-storey building will have 12,000 square feet of floor space and has provision for a third storey if it is required. There will be a staff of five or six to operate the kitchen, rooms and recreation. The outside of the structure will be stucco and hammered concrete finish. — Staff photo by Phylis Bowman

C of C forecasts boost in economic education

VANCOUVER (CP)—The Canadian Chamber of Commerce split a year ago by the furore which blew around Operation Freedom, yesterday heard a forecast of increased economic education.

F. W. Bradshaw, Montreal paper corporation executive and chairman of the chamber's executive council, said in his annual report that "it is anticipated that a program of economic education will be supported and carried out by chamber members at all levels in the years ahead—on a more intensified basis than during the last several years."

Mr. Bradshaw prepared his report for the chamber's 33rd annual convention which opened here yesterday and continues through Wednesday. More than 500 delegates and their wives and husbands are attending.

The report was released to the press in advance of delivery.

Last fall, at the annual meeting in Halifax, the chamber expressed its usual emphatic support of private enterprise and proposed Operation Freedom as a special campaign to that end.

A pamphlet introducing the program said the objectives were:

"To rouse Canadians from apathy and indifference into action against the growing threats of socialism and communism; and to inform Canadians of the freedoms enjoyed under the democratic form of government and under the economic system of private competitive enterprise."

REACTION VIOLENT

Reaction to the linking of socialism and communism was violent and terms such as "John Birchism" and "McCarthyism" were applied by those opposed. The proposed program resulted in much disagreement among the chambers and boards of trade which make up the Canadian Chamber. Some criticized it, others accepted it and others only said that they would not implement it.

Today, Mr. Bradshaw said of Operation Freedom:

". . . It should be emphasized that the program was not a new or radical departure from the program which had been in operation successfully for the last 18 years.

Prisoner hangs self

PARIS (Reuters) — Police announced today that they arrested the organizer of last month's assassination attempt against President de Gaulle Friday, but he hanged himself in his cell during the night.

Police gave the name of the man as Henri Niax, 48, of Bordeaux, and said he had resigned from the army 18 months ago.

He was interrogated and taken to a cell, where he hanged himself with a rope he made from his shirt and fixed to a window bar, police said.

Niax had been an army signals major and served in Indochina and Algeria. He resigned as director of the colonial signals school 18 months ago and became an insurance agent, police said.

Police also announced they have identified the mysterious Murat who hired the cars used in the assassination attempt August 22 when commando groups machine-gunned President de Gaulle's car on the outskirts of Paris. He was Serge Bernier.

MEIN KAMPF BANNED

BRASILIA (AP) — The justice ministry in Brazil, acting on a request by a veteran's association, has outlawed the sale of Adolph Hitler's book Mein Kampf.

Further closures announced

Further fishing closures were announced by District Supervisor of Fisheries R. G. McIndoe.

Effective 6 p.m. Sunday all the waters of Selwyn Inlet, and including Sewell and Lagoon Inlets were closed to all salmon net fishing until further notice.

Effective 6 p.m. today all waters of the salmon purse seine Area 2B lying between the southern point of Copper Bay and Cape St. James, and all waters of salmon purse seine Area 1 will be closed to all salmon net fishing until further notice.

Fishing gear stolen from vehicle

J. Phillip Stewart - Burton of Massett left his car parked across from the Savoy Hotel Tuesday night and when he came back to it the following morning he found approximately $250 worth of camping and fishing equipment missing.

Stewart - Burton stopped over here before embarking for the interior where he planned to do a month's fishing.

He locked his car up but did not secure one of the side ventilator windows.

Some of the items taken were a stove and lantern, five expensive fishing reels, a sleeping bag, a box of hand-tied flies and clothing. The clothing included a new pair of new brown wool trousers, hip waders and blue jeans.

Any information held by citizens towards the arrest of the culprits and recovery of the items would be appreciated by the police.

Bodies waiting for burial

HONG KONG (AP) — More than 7,000 Chinese — all dead — are waiting to return to China.

Their bodies are stacked ceiling high in a "hostel for the dead" run by a charity hospital overlooking the South China Sea. Some have been waiting 13 years, since the Communist conquest of China.

Most of the dead had expressed a last wish to be buried in their homeland.

DINOSAUR TRACK

JERUSALEM (AP) — Officials say the footprints of a dinosaur made about 100,000,000 years ago have been found near a Judean Hill farm close to Jerusalem.

Actress recovering

CARSON CITY, Nev. (AP) — Actress Judy Garland was reported on her way to "a rapid and smooth recovery" today after being taken to a hospital Friday suffering from a kidney infection.

Dr. Richard Grundy said Miss Garland, 39, suffered an attack at the Lake Tahoe home where she had been staying with her two children.

The entertainer's personal physician, Dr. Kermit Osserman, flew in from New York and was at her bedside. He said Miss Garland may leave the hospital late today or Sunday.

Dr. Grundy said Miss Garland, who was in Nevada to fulfill residence requirements for a divorce from her third husband, Sid Luft, is suffering from acute pyelonephritis—an infection of the right kidney similar to kidney stones, accompanied by severe pain. She was resting quietly today and responding well to treatment.

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Register NOW at the Civic Centre or Phone 2244
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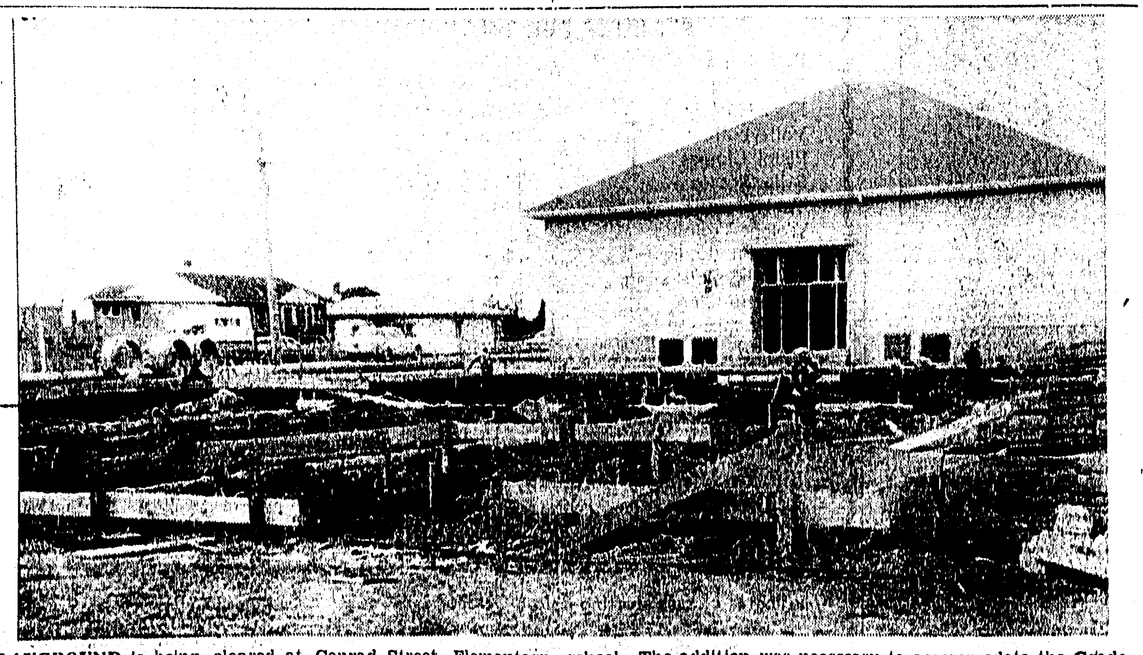
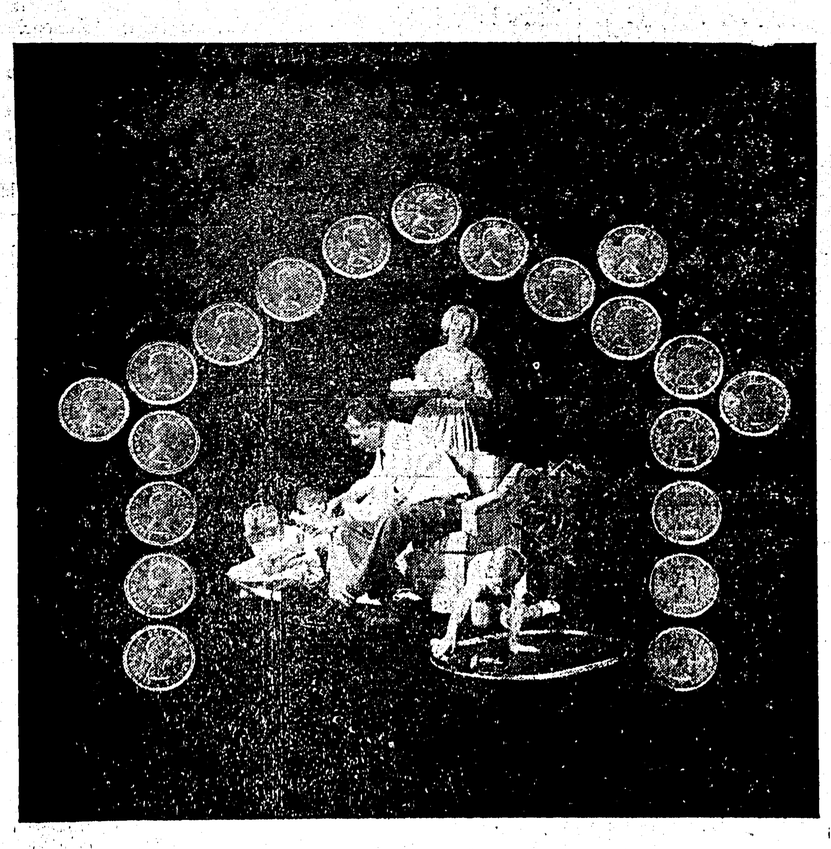
LOCAL 708
GENERAL MEETING
POSTPONED
until Wed., Sept. 26th



PLAYGROUND is being cleared at Conrad Street Elementary school at the corner of Eighth Avenue East and Conrad Street for the addition of four classrooms and an activity room. This will make a total of 12 classrooms and two activity rooms in the school. The addition was necessary to accommodate the Grade 7 classes which are now part of the elementary system of the schools. — Staff photo by Phyllis Bowman

This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.

For as little as Twenty cents a day



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Winter is getting closer but it's not too late to call your local Imperial Esso Agent or Distributor.

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