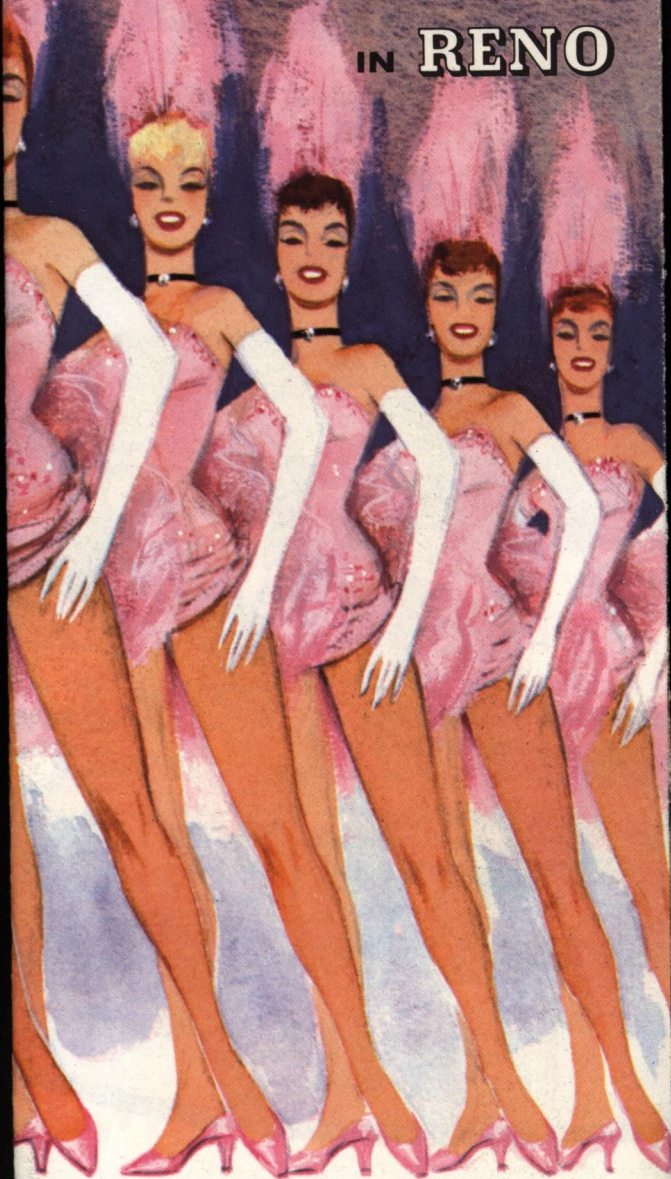


100 Years
of
Hospitality

HOTEL Riverside

RENO'S ONLY DOWNTOWN RESORT HOTEL

IN RENO



RENO'S ONLY DOWNTOWN
RESORT HOTEL

RENO'S DOWNTOWN

RESORT HOTEL WITH POOL

OUTDOOR FUN AT THE RIVERSIDE centers around the spacious pool area. Swimming in the heated and filtered pool, sun bathing on patio or sun decks, and pool side dining add to the resort atmosphere during your stay here.



GAMING

The colorful Riverside Casino offers a complete variety of gaming. The casino operates on a 24 hour basis and is located adjacent to the Olympic Room and Coffee Shop.

**YOUR ROOM AT THE RIVERSIDE HOTEL IS CLOSE
TO THE OUTDOORS**



**S
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Reno's location in a beautiful valley on the slopes of the towering Sierras makes it an ideal spot for numerous sports and outdoor activities. From your hotel room at the Riverside you are only minutes away from pheasant hunting on private game preserves or golf at two championship courses. You can ride horseback on numerous bridle paths that border the city or take the same trails ridden by the Pony Express a hundred years ago. Excellent fishing is available in the many mountain streams or the sparkling Truckee river that flows by the Riverside. During the winter months you can ski at more than a dozen top ski resorts, including Squaw Valley, site of the 1960 Winter Olympics.

AND Complete convention facilities too!

**CONVENTIONEERS ENJOY THEIR STAY IN RENO WHEN
THEY HEADQUARTER AT THE RIVERSIDE HOTEL.**

In addition to being located within easy walking distance of all the Reno nightlife, the Riverside is equipped to handle meetings, groups and conventions entirely within the hotel. Further information can be furnished on request.



**ENJOY THE RESULTS OF
100 YEARS OF HOSPITALITY.**

Since the first Riverside Hotel was built on the banks of the Truckee River one hundred years ago, the name of the Riverside has been synonymous with real Western hospitality.



**Today, the modern Riverside Hotel stands
on the bank of the picturesque Truckee River
which flows through the heart of Reno.**



GOURMET ROOM
—the colorful Gourmet Room is one of several banquet rooms available to local and tourist groups, for business sessions, meals and parties.



CORNER BAR • The Riverside's Corner Bar is world-famous as a rendezvous in Reno. A priceless collection of early Nevada photos and prints enhances the beauty of the room. Entertainment and delicious hors d'oeuvres are a daily feature.



LOBBY • The lobby of the Riverside is a focal point for Reno activity. When you list this as your Reno address you share in all the action of this busy resort hotel.



GARDEN ROOM • For large conventions, dinners, parties and group meetings the Garden Room is first choice in Reno. Located next to the swimming pool the Garden Room lends itself to special affairs like outdoor barbecues and luaus.



**ALWAYS THE
TOP NAMES IN
SHOW BUSINESS**



**DRIVE IN
We Park Your Car**

Once you arrive at the Riverside you are in the center of Reno activity. Your car is kept in a nearby heated garage and is available at a few minutes notice.

CENTENNIAL COFFEE SHOP

Twenty-four hour food and beverage service is offered in the Centennial Coffee Shop of the Riverside. For late snacks, breakfast or tempting dinner the Coffee Shop offers fast service and excellent fare.

BILL MILLER, Gen. Mgr.



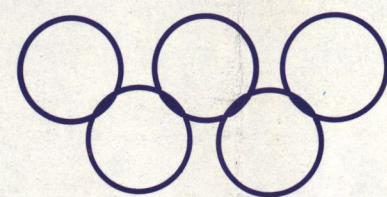
SEE THE TOP NAMES IN SHOW BUSINESS IN THE BEAUTIFUL OLYMPIC ROOM

Reno's largest cafe nightclub is the Olympic Room of the Riverside. Nightly floor shows feature the finest acts in show business. Excellent cuisine and music for dancing enhance the atmosphere and nighttime glamour of Reno, the "24 hour city."



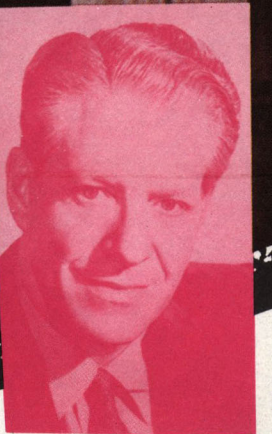
**FUN, EXCITEMENT AND ENTERTAINMENT
AT RENO'S FINEST ADDRESS.**

This bustling tourist mecca offers every variety of recreation, day or night. You forget your cares when you come to Reno and you'll find that the complete staff of the Riverside Hotel has only one thought in mind—your pleasure and comfort.



THE CASINO LOUNGE

Late hour live entertainment keeps the activity going into the wee hours in the Casino Lounge of the Riverside. In addition to the big shows in the Olympic Room there is continuous entertainment in the Casino Lounge by the best acts on the circuit.

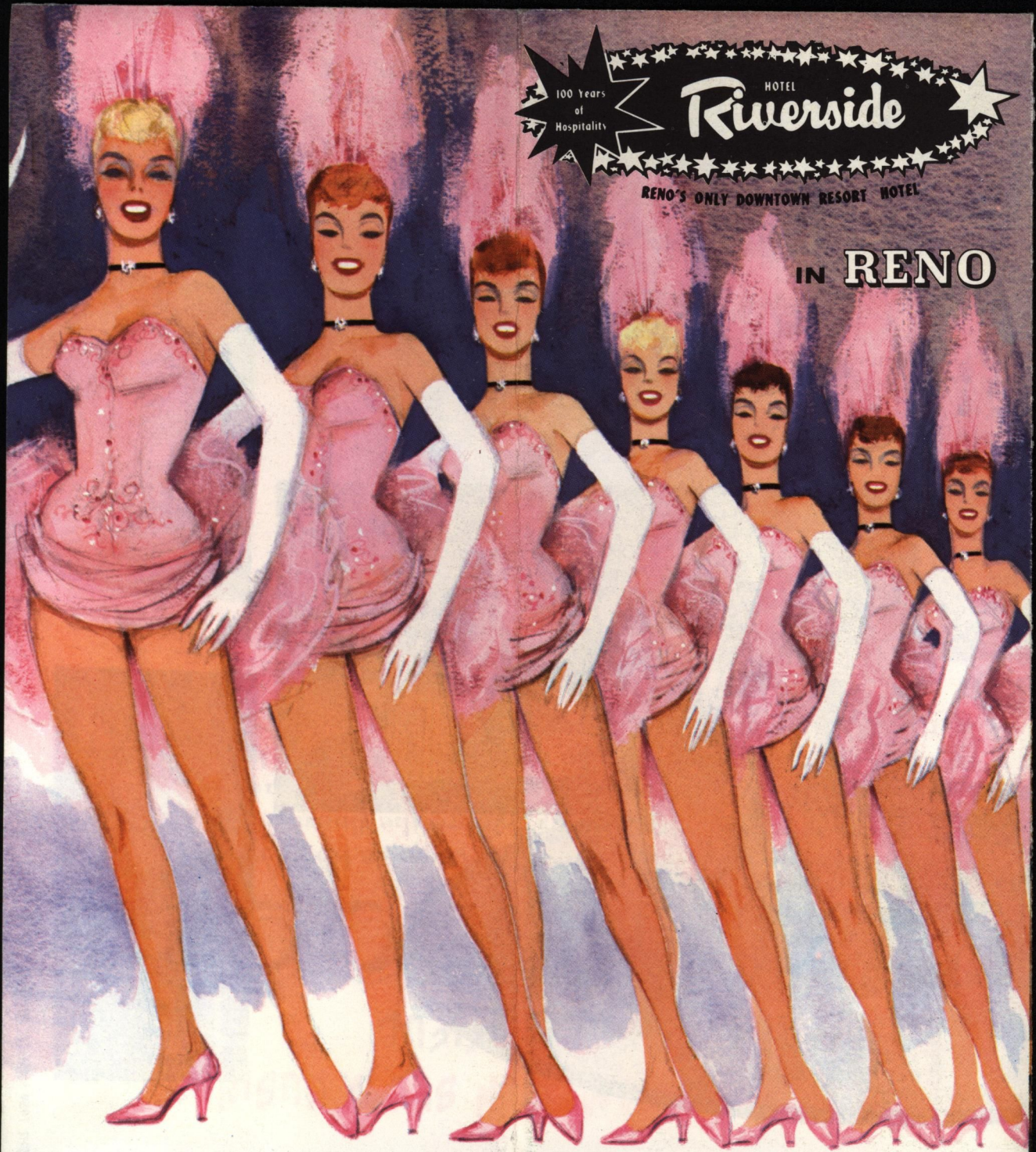


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RENO'S ONLY DOWNTOWN RESORT HOTEL

IN RENO



RENO'S ONLY DOWNTOWN
RESORT HOTEL

RENO'S ONLY DOWNTOWN
RESORT HOTEL