

# HAROLD'S CLUB



For Fun

RENO, NEVADA

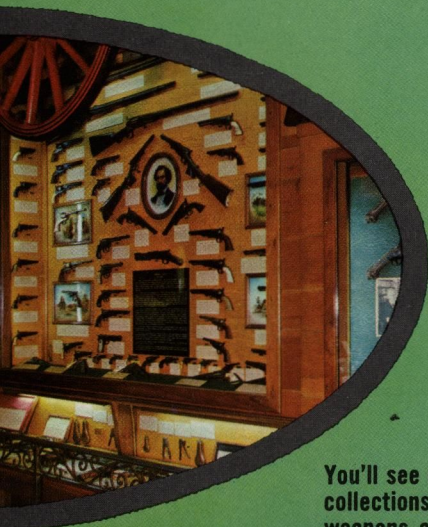




Visit Harolds Club and see the world's only all glass — illustrated — illuminated sidewalk.



Here on the Second floor is the famous Harolds Club Museum of western Americana.



You'll see one of the world's finest collections of early and historic weapons and firearms.



Carriages, colorful illustrations and curios of the old West fill the huge room where you may also enjoy playing the most generous slot machines in the world.

## the story of HAROLDS CLUB

From a meager beginning in 1935, the Smith family has guided the growth of Harolds Club into one of the largest organizations of its type in the world.

The Smith's were the first in Nevada to introduce girl dealers, abolish shills, train their own dealers, use extensive advertising and adopt a policy of placing gambling on the level of recreation and fun.

Gradually Harolds Club grew. A restaurant, night club, elevators and escalators were added to accommodate as many as 20,000 people daily. The Smith Family and the more than 1,000 Harolds Club employees are justly proud of our reputation as the "Friendly Club".



CRAPS . . . America's most popular gambling game is available on all gaming floors at Harolds Club. Whether you are a high roller or a spectator this is the game where the excitement runs high.



ENTERTAINMENT . . . in the famous 7th floor Fun Room headlines the finest talent in show business.



KENO . . . offers the highest odds at Harolds Club. Simply mark your ticket and watch the lucky numbers light up.



CHUCK-A-LUCK . . . a fast paced game of chance where the 3 caged dice can pay-off 30 to 1.

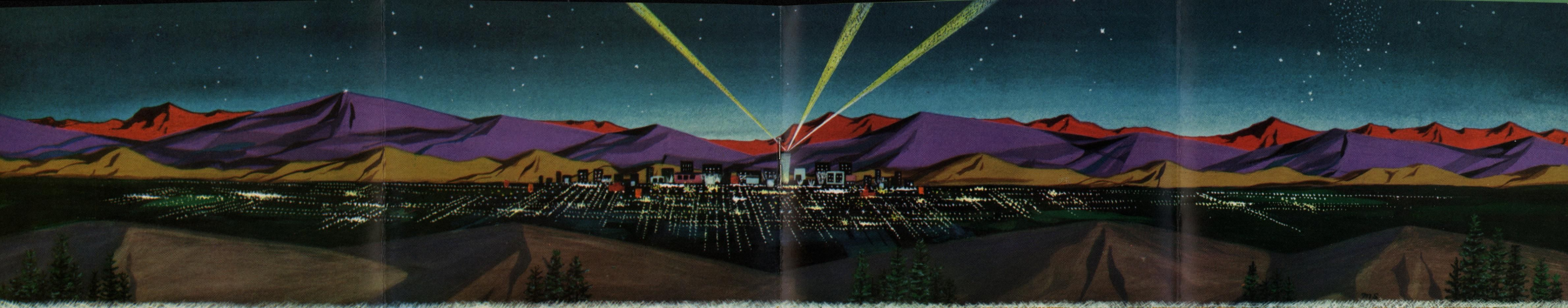


## BACCARAT Room 25

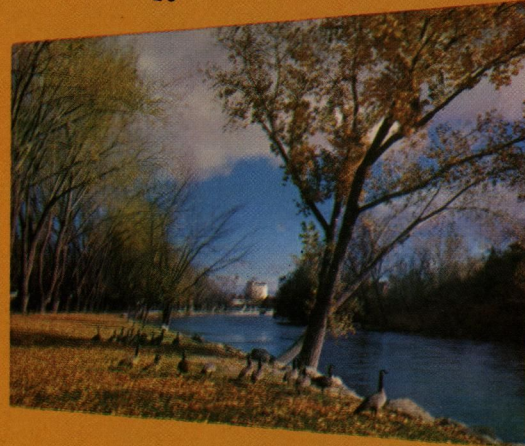
The latest addition to Harolds Club is Room "25". Designed and constructed to commemorate the 25th Anniversary of Harolds Club, Room "25" is decorated in the continental mode of the VIII Olympic Winter Games held in nearby Squaw Valley.

Room "25" features a fascinating new game to Reno, Baccarat, as well as Roulette, Panguine, and "21". When visiting Harolds Club be sure to stop by Room "25" on the 2nd floor . . . it's excitingly different!



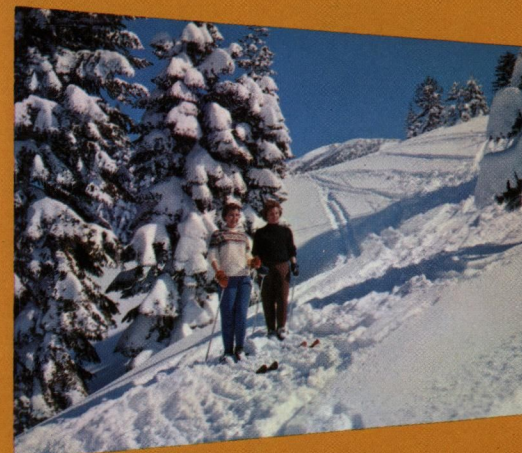
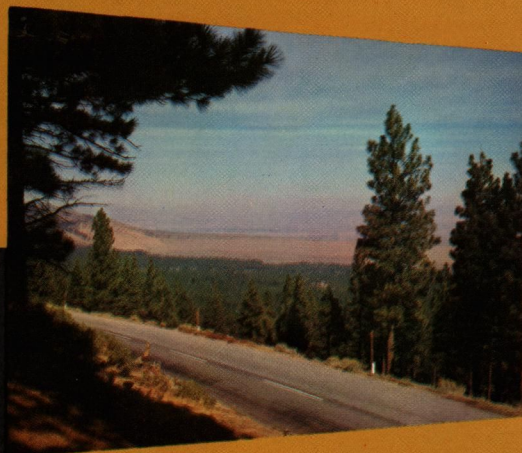


# You'll like Reno, there's more to see... more to do



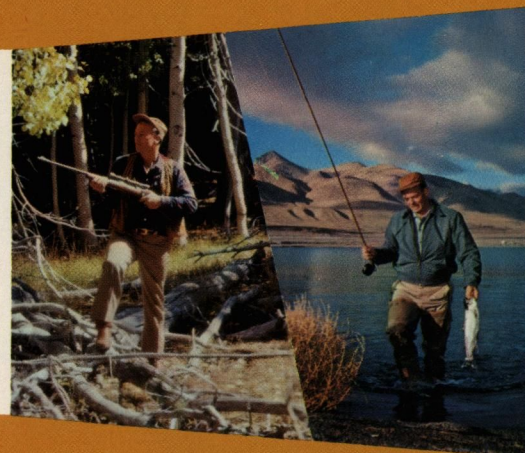
Harolds Club forms the Reno "sky-line" for this picturesque setting of the beautiful Truckee River as it winds through the center of town.

Modern mountain highways lead in and out of Truckee Meadows, Reno's lush valley.



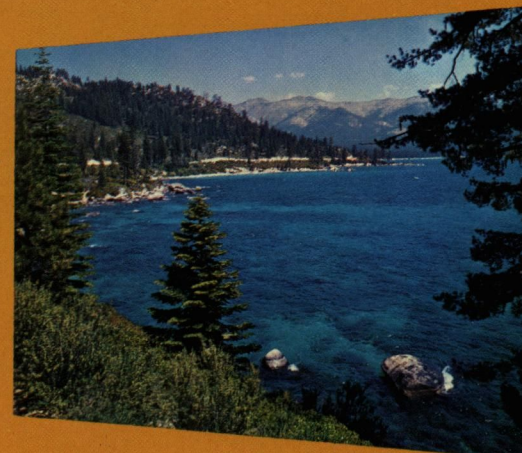
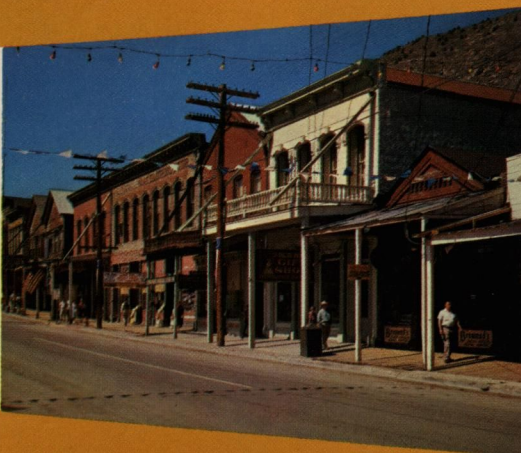
More than a dozen major ski areas surround Reno offering a variety of snow, slopes and ski resorts, all within a short driving distance from downtown Reno

- Unsurpassed hunting and fishing is available in the immediate Reno area.
- Trout to 25 lbs., pheasant, quail, chukar, duck, geese, antelope and deer.



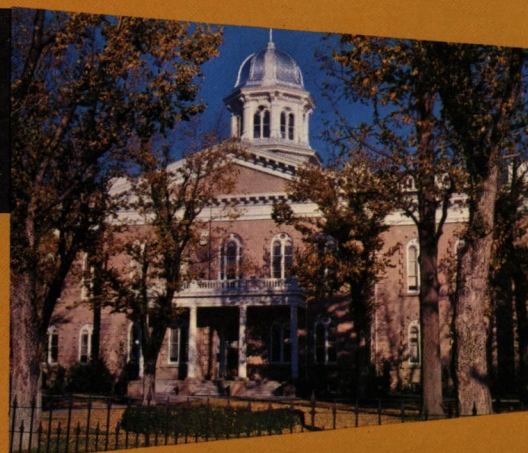
Pyramid Lake, vast nearby desert sea, is a boating, water skiing, fishing and scenic paradise. Home of the ancient cui-cui-fish.

- Re-live the exciting pioneer days of the Comstock at Virginia City, the "liveliest" ghost town in the west. Only 21 miles from downtown Reno.



Nevada's capital, Carson City, is a popular tourist attraction. Museums, historic buildings and Indian lore are just part of its appeal. 30 miles from Reno.

Tahoe — gem-like lake high in the Sierra mountains offers scenic splendor, public beaches and perfect picnic spots among the pines. All Winter and Summer sports activities available.







The 2nd floor Silver Dollar Bar is a popular rendezvous 24 hours per day. 2143 gleaming silver dollars top the winding bar.



Intimate hours are yours to enjoy in the 7th floor lounge. See the beautiful panoramic view of Reno and surrounding mountains from large picture windows.

Early American history surrounds the large 2nd floor Roaring Camp bar. Here you can relax with your favorite beverage in the center of the world's finest gun collection.



Four other bars are conveniently located throughout Harolds Club. Two on the main floor, one in the new Room "25", and one adjoining the 3rd floor restaurant.



Delicious food is served 'round the clock in one of Reno's most popular dining spots on the third floor of Harolds Club.



A cup of coffee, or a sizzling steak, or any of the many selections from our complete menu, is yours to enjoy, at moderate prices in our coffee shop or dining room. Children, with adults, are always welcome.

Lithographed by Silver State Press, Inc., Reno

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AMERICAN FUN FOR MORE YEARS  
25



# HAROLD'S CLUB



*Amazingly  
Different*

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