

Fun Map

*of the
Reno-Tahoe Area*

YOUR MAP TO FUN IN THE TAHOE • RENO AREA



UNIVERSITY OF NEVADA

RENO
ELEVATION 4484 FT.

4
DONNER PASS
7135 FT.

DONNER MUSEUM

5
squaw valley
SITE OF 1960 WINTER OLYMPICS

ALPINE MEADOWS

LAKE TAHOE
ELEVATION 6228 FT.

1

VIRGINIA CITY
GHOST TOWN

CARSON CITY
STATE CAPITAL

STATELINE

OLD MORMON FORT AT GENOA

INDIAN RESERVATIONS

ECHO SUMMIT
7383 FT.

HEAVENLY VALLEY
9910 FT.

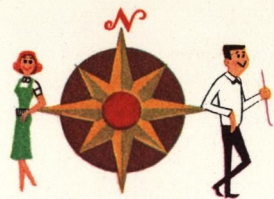
MILEAGE TO

Harrah's
TAHOE

Harrah's
RENO

SACRAMENTO	109	140
SAN FRANCISCO	199	230
FRESNO	287	306
BAKERSFIELD	392	415
SANTA BARBARA	535	525
LOS ANGELES	461	475
SAN DIEGO	563	577
PORTLAND	618	562
SEATTLE	789	733
RENO	56	0

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How to "Prospect" for pleasure

There's an old legend in the west that many prospectors would take a map, cover their eyes, and point. Wherever the finger happened to land, they went in search of their first—or next—bonanza.

As you can see from the Fun Map, you can play this game to advantage in the marvelous Reno-Lake Tahoe area. Almost any place you go, you'll tap a rich vein of unprecedented delight in one of the world's most diverse—and diverting—pleasure-lands.



If your finger should land on (1) Lake Tahoe, you've had the good fortune to choose a water-sports paradise . . . a fisherman's dream . . . a sight-seer's fantasy, with a veritable jackpot of places to go and things to do. The brilliant lake shimmers blue-green among the towering peaks of the Sierra. Its shore-line abounds in sumptuous resort motels and vacation cabins plus a wide variety of facilities for fishing, swimming, water-skiing, and boating. And don't overlook Lake Tahoe's extra-special bonus—*Harrah's Tahoe*—where the world's greatest entertainers appear nightly.



If chance, or choice, takes you to Reno (2), you will find "The Biggest Little City in the World," a wise selection in every way. Located in a high, fertile valley about an hour's drive from Lake Tahoe, Reno enjoys a spontaneous resort atmosphere throughout the year. Clusters of elegant hotels and round-the-clock casinos fill downtown Reno. Not far away, the Truckee River flows quietly through the heart of the city. Don't be surprised if you see a fisherman there trying his luck. Don't be surprised, either, if you spot a woman wistfully tossing a gold ring into the stream; it's an old custom for divorcees to shed their wedding bands there when they leave the Washoe County Court House.



As you travel north on Virginia Street in Reno, about a half-mile from Harrah's, you'll see the University of Nevada (3). If you have a preconceived notion of what a quiet, beautiful western campus ought to look like, this school will fill the bill. Academically, it's widely respected for schools of science, engineering, and journalism.



If it's majestic splendor you want, drive Highway 40 to historic Donner Lake (4). While almost all the countryside around you has figured dramatically in the "winning of the West," Donner Lake was the site of one of the frontier's major tragedies. It was here, in the deep winter of 1846, that only 30 of the 81-member George Donner Party survived a frozen ordeal of starvation. The placid beauty of Donner Lake today belies its bitter past. The nearby Donner Museum and Monument hold many relics of those fateful years.



A turn onto Highway 89 just beyond Truckee will bring you to a spectacular view of Squaw Valley (5), scene of the 1960 Winter Olympics. In addition, many of the other mountains and valleys along Highways 40 and 50 are dotted with picturesque skiing resorts and championship ski runs. Among them is Heavenly Valley, whose chair lifts rise above Lake Tahoe to a height of 10,000 feet.



As you motor through the cool pine forests, it's often difficult to realize you're just a short drive from the desert and the unique "ghost towns" that were once the last outposts of civilization (6). Although their turbulent past is faded now, you may wonder if even the most highly imaginative prospector ever dreamed of the present-day wonder of Reno and Lake Tahoe, where thousands daily stake a claim on fun, comfort, and luxury, in the friendly, exciting atmosphere of *Harrah's Tahoe* and *Harrah's Reno*.

Talk about FUN!

Here are two fun spots you won't want to miss



(1) Of the many attractions in the Reno-Lake Tahoe area, the most popular is *Harrah's Tahoe*, home of the famous *South Shore Room*. Located just across the Nevada line on the south side of the Lake, Harrah's hosts the World's Greatest Entertainers every night of the year. Dinah Shore . . . Jack Benny . . . Harry Belafonte . . . Red Skelton . . . Sammy Davis, Jr. . . Ella Fitzgerald . . . these are just a few of the celebrated stars performing regularly in Harrah's lavish 700-seat theater-restaurant.

Just outside the South Shore Room, other top entertainers such as Al Hirt, the Kirby Stone Four and the Mary Kay Trio, present great shows continuously in Harrah's companion showplace, the *Stateline Lounge*. For your added convenience, *Harrah's Tahoe* offers an attractive restaurant, snack bar, and a Children's Theater for youngsters. One visit will prove that *Harrah's Tahoe* far-fung reputation for excellent entertainment—plus genuine friendliness—is well deserved!



(2) The bright lights of Reno beckon just 56 miles northeast of Harrah's Tahoe, on Highway 40. Half a block from the famous Reno Arch, you'll see *Harrah's Reno*. In the elegant Show Lounge, such favorites as The Lancers . . . Ray Anthony . . . Jerry Colonna . . . The Kim Sisters . . . and many others appear in a parade of great entertainment. Nearby you'll enjoy Harrah's pleasant restaurant. The mood is festive . . . the folks are friendly . . . any time of the day or night! Whatever your pleasure, there's no place in the world like Reno—and in Reno, *Harrah's* is the place to go!