

OF THE STARS

AMERICAN ROULETTE OFFERS BETTER ODDS ON EVERY BET

The newest table game in over 350 years now at the magnificent LANDMARK Hotel & Casino boasts a jammed table with players ready to take advantage of 1 less "square," but the same 35 to 1 payoff as old roulette, plus a fantastic new Rocket Bet.

Al Casarotto, genial, progressive - thinking Casino Manager says, "the game is simplicity itself. We've noticed most people cannot pass by the striking Red, White and Blue layout without stopping to try their luck." Any dealer will explain the game, played basically as is old roulette - with one major benefit to players - they choose from 37 squares rather than the 38 numbers in old roulette, but receive the same payoffs!

The big bonus wager, the Rocket Bet,



LUCILLE FARRLOW, INVENTOR OF AMERICAN ROULETTE, EXPLAINS FINE POINTS OF GAME TO LANDMARK CASINO MANAGER AL CASAROTTO.

completely new to casino gaming is the player's big plus in AMERICAN ROULETTE. Here, for just one chip you can rocket to a fortune. All you risk is your original playing chip. You

wager the Eagle, Map and Flag to win in that order on 3 consecutive spins. The payoff is 33 for 1 on an Eagle win, 100 for 1 on a Map win, and 1,000 for 1 on a Flag win! Players get paid

at each win along the Rocket. Only the playing chip moves up to mark the bet.

Who came up with the idea of offering the casinos a diversion based on something other than "numbers?" Lucille Farrow, an advertising executive created and designed AMERICAN ROULETTE. She is at the LANDMARK explaining the game to both new players and veterans alike. When asked where she found the courage to invade an all-male dominated, all-male oriented industry, she smiled and said, "The people in this industry are extremely knowledgeable. Show them a viable game for the house that provides a good shake and lots of fun for the players, and you'll find a world of support and encouragement."

After playing old roulette for some fourteen years, Ms. Farrow just became bored with "numbers." She researched the existing games and was amazed by the results. First off, each and every game is based on numbers. Secondly, not one game originated in this

country! Since roulette was the game she knew best, it was the logical start for what evolved into AMERICAN ROULETTE. With the 26 letters of the alphabet and 11 familiar symbols covering the field, all bets are individual, personal and sometimes naughty - but never dull and always

fun. Unlike old roulette where there are six even money bets, there are only two even money bets in AMERICAN ROULETTE. It's as American as the bicentennial year in which it makes its first Strip appearance in Las Vegas.

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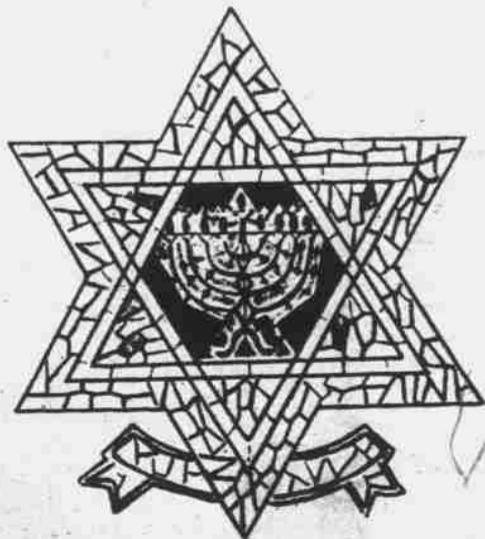
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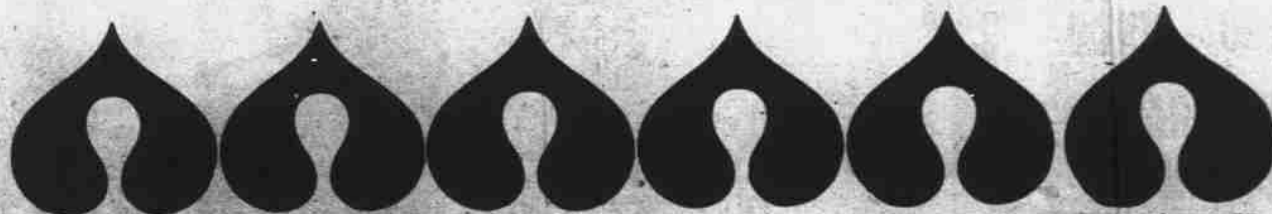
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