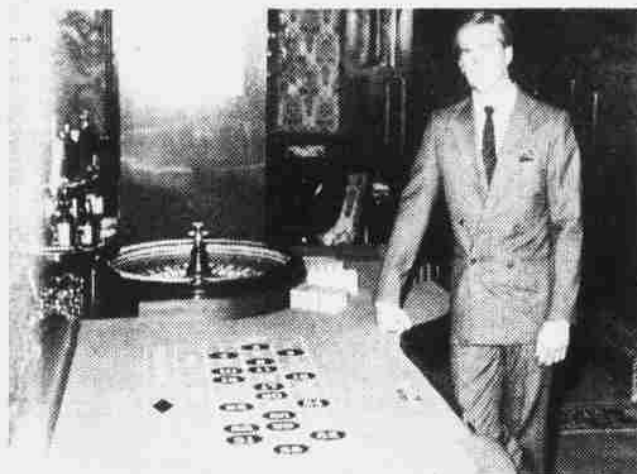


Las Vegas Hilton Adds A Taste Of "Monte Carlo" To Casino



SINGLE "O" ROULETTE — Kevin Kelley, baccarat manager for the Las Vegas Hilton, displays the casino's new European style single "O" roulette wheel. Single "O" roulette eliminates one number from the wheel, placing the odds in the player's favor. The Hilton's single "O" wheel is the only one of its kind in a Las Vegas Casino.

The Las Vegas Hilton has brought a taste of "Monte Carlo" to its casino with the recent addition of a European style single "O" roulette wheel in the baccarat pit.

The Hilton's single "O" roulette wheel is of the same variety found in the famed casinos of the

French Riviera and it's the only one of its kind found in a Las Vegas casino.

European style single "O" roulette increases the odds in favor of the player by eliminating one number on the wheel. If a player wins, the house pays a higher percentage.

According to Dennis Gomes, senior vice-president of casino operations, the addition of the new single "O" roulette wheel is a part of the Las Vegas Hilton's extension of its policy of catering to high line premium players.

"The roulette wheel was placed in the baccarat pit because most high line players prefer to play in a less crowded, more relaxed environment," he said. "Our baccarat pit is more like a salon than a casino pit type atmosphere."

Gomes added that the Las Vegas Hilton is showing its premium players that it will cater to them and that it appreciates their business.

The hotel's baccarat pit provides a plush atmosphere with a lavish decor including brass hand rails, stained glass ceilings, and crystal wall chandeliers. Also, a serving cart with a full compliment of liqueurs and brandies is provided for the player's convenience.

Kevin Kelley is the baccarat manager for the hotel, and he said that he feels the Hilton provides the best service in Las Vegas.

"I don't think there's another place in town that provides more personalized, individual attention to its players," he said.

Kelley takes great pride in the fact that the Las Vegas Hilton takes such good care of its players.

He also mentioned that along with the addition of a new single "O" roulette wheel, the casino has also added a five-spot "21" table in the baccarat pit to accommodate those guests who enjoy playing in a more subdued atmosphere. The "21" table is an added feature that will hopefully attract more high line players.

The Las Vegas Hilton is looking to appeal to a national and international market and both Gomes and Kelley feel that the new additions will do just that.

The Steve McQueen Estate Auction



It has been nearly four years since Steve McQueen's death (Nov. 7, 1980) and his estate has been prepared for a giant estate auction with the benefits going to the McQueen Children's Trust. The auction will take place Nov. 24th and 25th (1984) at the Imperial Palace Hotel and Casino in Las Vegas.

The entire estate will be sold with no reserves. More than 20 autos and 125 motorcycles, many of them rare, will be featured. The auction is seen as a golden opportunity by motorcycle collectors all over the world. Rarely does such a large and valuable inventory of antique and classic cycles come before the public.

In addition, there is automotive and airplane memorabilia, and an antique toy collection featuring iron, tin and mechanical toys. Antique furniture and personal effects from the McQueen ranch will be included.


A detailed catalogue containing photographs and description of items for bid is available from Kris Engelstad at the Imperial Palace for \$20 plus \$2 postage and handling. Admission to the auction is for bidders only, but the preview (Nov. 19-23) will be open to the public for a small fee. For information call Kris Engelstad toll free at (800) 634-6441.

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