

Soap Opera Awash In New Ideas Washateria Provides Its Customers With 'Touch Of Home'

(Continued from last page)

dry cleaning.

HAPPY WITH EARLY RESPONSE

Stevens, who has a sign out front but hasn't begun doing other advertising, is happy with the early response. There were so many customers there one morning "I didn't have a place to park," he said.

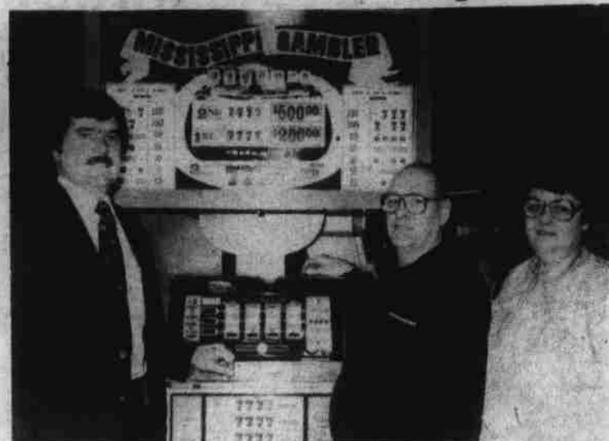
If some customers don't admit that washing and drying clothes is fun, under any circumstances, those who have used the Soap Opera do say the washateria makes it much easier and more pleasant. Tammy Young, 25, who washed her clothes there one night recently, praised it for being "nice and clean."
CITES SECURITY

Young, who often brings her daughter, said the important thing to her is security -- and she's pleased with the security the Soap Opera provides. She nodded toward the security man standing nearby, and smiled. "You don't have to worry about someone coming off the street and harassing you," she said.

She had another compliment, too. "The washers get your clothes clean and the dryers get good and hot."

On top of that, the security man helped her carry her freshly washed and dried clothes to her car.

New Year Jackpot For Canadian Couple



Brian Bulmer, Slot Manager of the Imperial Palace Casino (Las Vegas), gave a check for \$31,000 to Phillip and Nora Houle of Edmonton, Alberta, Canada, when Phillip lined up 4 7's on a progressive quarter machine January 2nd.

Phillip Houle of Edmonton, Alberta, Canada gave his wife Nora a trip to Las Vegas as a Christmas present. But thanks to a lucky pull at the Imperial Palace, he was able to give her a lot more for New Year's!

On New Year's Day he hit four 7's on a "Mississippi Gambler" progressive quarter machine to take \$31,000.

"My wife's horoscope today said 'Your honey is going to buy you something,' and it was right. I'm going to buy her a fur coat and a ring -- any kind she wants."

Mr. & Mrs. Houle, who are in the small engine business in Edmonton, come to Reno or Las Vegas two or three times a year.

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Holiday Casino To Launch \$17 Million Expansion Project

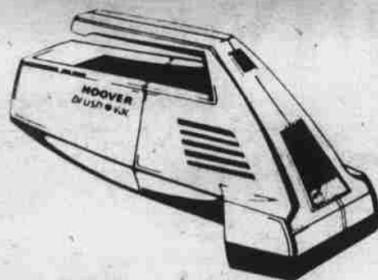
In early February, the Holiday Casino/Holiday Inn will break ground on a \$17 million expansion and remodeling project designed to increase the casino's size to 57,000 square feet.

Scheduled for completion in the spring of 1987, the 61,000-square-foot, two-story expansion will add 22,000 square feet of new gaming space to the existing 35,000-square-foot casino area. A 150-seat race and sports

book, 20 table games and 400 new slot machines will be included in the casino expansion. Other additions include a 65-seat snack bar, administrative offices and employee areas.

"We believe our success has been based on our ability to respond to the demands of the market," explained Senior Vice President and General Manager Joe Francis. "We're looking forward to

HOOVER.

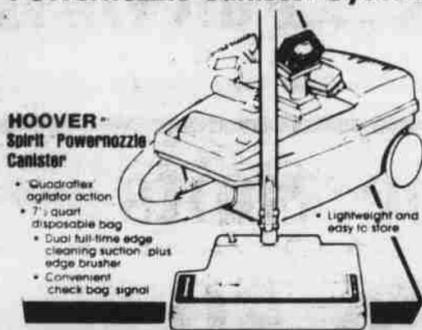


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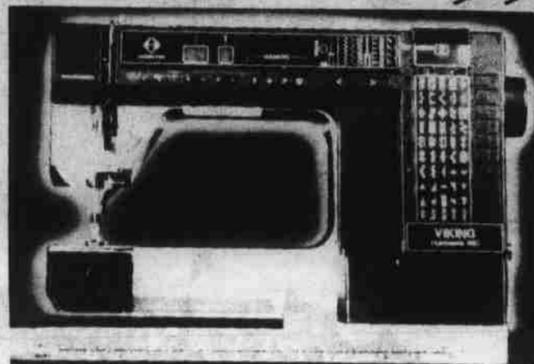
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