Luxury Gambling Resort Planned In Desolate Nevada Valley -- 101 Miles From Lakeview

LAKEVIEW, Ore. (AP) — A luxury gambling resort is planned in a Nevada valley a hundred miles from the nearest fringe of population.

Desert spreads in all directions. Antelope race beside the highway, secure on a federal reservation. Rocky, sagebrush-covered hills ring the valley floor.

It is barren, seemingly inhospitable country, hot in summer and cold in winter. It is 101 miles from Lakeview, population 3,260, another hundred miles farther on is Klamath Falls, population 17,000. Still another 275 miles is Portland, and Seattle 190 miles more.

This is a remote valley even for the West.

"Just the place for a gambling resort," says Dick Seller, who looked at this valley in the desert and called it Holiday.

At the moment, Holiday, Nev., is only a 100-acre piece of private property in a vast segment of federal desert. There is no other privately owned land for 75 miles in either direction along the Winnemucca-to-the-Sea Highway.

Late next summer, if the timetable holds, Holiday, Nev., will have paved streets, all utilities, a permanent population of perhaps 200 and a well-heeled transient population big enough to keep two gambling casinos and four motels in business. That is the initial goal.

"We'll expand from there," says Seller, who sees, some day, a resort of such varied attractions that it will be a magnet from Salt Lake City to Vancouver, B.C.

All this supposes that the Nevada Gaming Control Board finds it in the public interest to license the new venture. Seller says he has been assured that—if the casino operators meet Nevada's requirements for honesty, stability and clean background—this should be no problem.

It is not new for a gambling resort to open in the middle of the Nevada deserts. Uusually cities have had casinos added to them until, as at Las Vegas, they overwhelmed the town. But there was Jackpot, a gambling operation that just popped up by itself on the Idaho border with only sand, sagebrush and jackrabbits for miles around. People soon showed up. They made up bus parties and came down from Idaho in bunches.

"All major population centers in the West, except the Pacific Northwest, can get to a Nevada gambling resort quickly," Seller says. "Holiday will bring gambling 200 miles closer to the Northwest then Reno."

And that, he says, should guarantee success.

Until recently the only paved highway on the 150 miles of Oregon-Nevada border ran north into far Eastern Oregon where population is as sparse, nearly, as in Nevada. Now the Winnemucca-to-the-Sea Highway is being paved and it heads toward the western valleys of Oregon and Washington to where the population is.

It runs across a corner of Holiday. This highway—and a flight strip—will be the way the people will get there.

Seller counters the suggestion that Holiday is a long, long way from any city of size, with this: "There may not be many people, but there are a lot of spenders."

Seller, a native of the Northwest, was a newspaper reporter in Seattle and New York for years, then an advertising man in Portland, before switching to the resort business with a hunters' lodge in the cattle country of Southern Oregon.

He got the idea of Holiday, he says, just by driving over the new road. "Development had to come once the road was built," he says, "so I looked for a place."

He found it in a valley in the Pueblo Mountains where water was only a few feet below the surface, where hot springs flowed, and which by some chance of early-day claim-filing was privately owned. He bought it, talking with some cattlemen who agreed he had an idea worth investing in, and Holiday became a corporation.

Can it fail? Well, says Seller—not a man to take a gamble without looking at the odds—war or a depression might stop it, but not much else.

Birthday Dinner

Neighbors of Woodcraft is making plans for its annual birthday dinner for members at 6:30 p.m., Nov. 6 at Harold's. Reservations must be made by Nov. 1 with Mrs. William Foote, TU 2-1964.

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DR. C. B. CASSEL

Dr. Cassel Rites Here

Dr. Chester B. Cassel, 69, a native of Portland, and well-known Klamath Falls chiropractor for many years, died Oct. 21 in the Veterans Hospital, Oakland. He came to Klamath Falls to practice first in 1927, remaining until 1942. He returned in 1950 but later moved to Sacramento to be with a son, Wallace.

Dr. Cassel devoted a great deal of his adult lifetime to the interest of Baptist churches, establishing a church in Montana when he was still in his teens.

In 1936 he organized weekly prayer meetings with a view to establishing a place of worship in the South Suburban area. At the same time Mrs. Effie Cassel, his mother, started a Sunday School class in her home across the street from the present Bible Baptist Church.

The church was organized with eight charter members and in 1939 Dr. Cassel was called to officiate as its pastor. He filled the pulpit for about three years. A hall at the church is named in his honor.

Dr. Cassel served during World War I in the Army in Germany and France.

Survivors include the widow, Julia; sons, David this city, Wallace, Sacramento; a brother, Willard, Roseburg.

Funeral services will be held Thursday, Oct. 26, at 1 p.m. in the Bible Baptist Church with the Rev. Freeman L. Schmitt officiating. Final rites and interment will be in River View Abbey, Portland.

Barley Sign Dates Told

Winter barley producers have the opportunity of participating in the 1962 feed grain program, according to Earl Wilson, chairman, Klamath County Agricultural Stabilization and Conservation Committee. Fall signup for barley producers will take place during October and November.

The 1962 barley program, with certain malting varieties excepted, will be similar to the 1961 feed grain program for corn and grain sorghums—designed to bring supplies in balance and cut government costs. Spring barley signups probably will be in March-April. Those diverting barley acreage to an approved conserving use will receive payments which will serve to stabilize their income level.

For winter barley, approximately half of the diversion payment will be available at signup time, and the balance after compliance is checked in 1962. The 1962 national average support level for barley will not be less than for 1961.

County ASCS offices are now mailing producers information concerning base acreages and yields (established on the basis of 1959-60 average acreage and production) and payment rates per acre.

Wilson said that the minimum diversion under the barley program will be 20 per cent of the farm base (1959-60 average acreage). Up to 20 acres may be diverted if this is more than 20 per cent of the base. The maximum diversion will be (a) 40 per cent of the farm base or (b) 20 acres plus 20 per cent of the base. In no case can the diversion be more than the base.

COLLISION KILLS SIX

COLOGNE, Germany (UPI) — Six persons were killed Sunday when two sports planes collided in the air and crashed.

Police said the planes collided at about 1,000 feet altitude over the Cologne suburb of Hoehenhaus near the Rhine River.

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