

CONFIDENTIAL: PLEASE RETURN TO HARRY DRACKERT, box 2349, Reno, Nev.

PYRAMID LAKE RANCH

TOP SECRET

PYRAMID LAKE RANCH

SITUATION:

Pyramid Lake is the largest and loveliest desert lake in the world.

It is almost completely virgin.

The lake is 35 miles, less than 45 minutes, over a perfect paved highway from the largest urban population center in Nevada ---the Reno-Sparks area.

While popular over many years with artists and fishermen the lake is only now beginning to attract tourists and there are no facilities there for them.

EXPLOITATION:

The reason why Pyramid lake has remained unexploited in a tourist area until now is twofold:

- 1) The lake is almost wholly owned by the Paiute Indians whose council acting in concert with the Indian Bureau of the Ministry of the Interior has steadfastly refused to sell or lease for commercial purposes (other than mining) any part of the territory, and has banned the sale of liquor within the Reservation.

- 2) The only property on the lake capable of

extensive touristic development which is not within the reservation and not subject to the Paiute council is Pyramid Lake Ranch, which is owned and at present operated by an absentee owner indifferent to its appearance and possibilities.

Until a year ago the road to Pyramid Lake was narrow and somewhat dangerous, which also prevented or delayed proper exploitation of Pyramid Lake Ranch.

PYRAMID LAKE RANCH

The ranch lies right on the lake in a charming grove of cottonwood, elm and other trees and forms a pleasing variation to the desert scenery.

The ranch was originally built as a stage station by a man named Sutcliffe, after whom the settlement of Sutcliffe is named. It was developed as a "dude" ranch in a day when such ranches were rough-and-ready, becoming known for its open-handed hospitality, and during the period when

tourists and divorcees were not so exacting the ranch had a certain measure of success.

When the undersigned took over the ranch in 1947 it was with the understanding that the owner, a wealthy American woman living in Mexico City, would cooperate in keeping the ranch facilities in repair and assist in a modest rebuilding program.

The owner did not live up to her promises, however, and in spite of all I could do the ranch, by 1956, needed such extensive rebuilding if it were to remain profitable that I relinquished the lease.

The owner's son then took over. He is not a resort operator and for various reasons I need not now go into the ranch is in far worse physical shape than it was when I left it, with practically no customers for the rooms and restaurant and only a few tourists and fishermen for the bar.

This bar has the only obtainable liquor license on the entire lake.

PRESENT OPPORTUNITY

The opportunity thus presenting itself is probably the best of its kind in the country today.

Nevada is the fastest-growing state and Reno the fastest-growing city in the nation. Many big aircraft and other factories are moving into the northern Nevada "safe" zone. Experts estimate that in 10 years the Reno area will have a population of 140,000, in 20 years a quarter of a million. More homes are now being built in the area than in any city of twice its size in the nation. In addition the lake is close to the great cities of San Francisco and Oakland and Sacramento.

During my management Pyramid Lake Ranch received national attention in The New Yorker and elsewhere.

The ranch and its extensive grounds can now be obtained by purchase (hitherto the owner has refused to sell) and at a price very low compared with the exceptional situation and advantages and with contemporary prices asked for such operations.

The main expense would come from the complete

rebuilding and restoration program which would be necessary to establish the ranch as America's premier desert resort.

BAR AND GAMBLING

The bar at Pyramid Lake ranch has the only obtainable liquor licence between Reno and Gerlach (110 miles) and one of four such licences between Reno and the Oregon border (240 miles).

As mentioned, it is the ONLY possible liquor bar on the entire expanse of Pyramid Lake, which is 43 miles long by thirteen miles at its widest.

Most of the Pyramid Lake region is and must remain virgin wilderness, enhancing its unique attraction for visitors.

Nevada gambling licences are issued to persons qualified, and the undersigned does so qualify.

Once it is rebuilt and re-equipped the place could be easily made the most popular

residential and week-end resort in the northern Nevada area. An example of what is possible can be found by the numerous prosperous resorts on Lake Tahoe.

Lake Tahoe, however, is 10 miles further from Reno than Pyramid Lake; there is vast competition there for customers, and the season is only from July to September.

Pyramid Lake would be an all-year proposition.

The lake rarely sees snow or severe weather and being 1,800 feet lower than Reno has a much milder climate---about 10 degrees warmer in winter and 10 degrees cooler in summer (due to the breezes on the water).

Bathing at Pyramid Lake is about perfect but a proper beach is lacking. Similarly for motor-boating and sailing.

PRESENT OPPORTUNITY HIGHLY FLEETING

Because of certain privileged opportunities which I enjoy I can arrange the purchase of Pyramid Lake Ranch with immediate possession, but this situation

cannot last; other operators have their eye on the area and immediate options should be obtained pending an accurate appraisal.

COST:

It is my understanding that Pyramid Lake Ranch can be acquired as of this moment, and at present only by or through the undersigned, for \$

An option could be obtained for \$

Cost of repairs and rebuilding would depend of course on many factors: size of operation contemplated, architectural and contractual estimates, wages of required personnel, etc., and also the size and extent of the gambling casino, bar and restaurant, but is the opinion of this writer that the whole operation could be mounted for about one-tenth the cost of similar undertakings in Las Vegas.

It is an opportunity to be seized at once, or lost.

HARRY DRACKERT