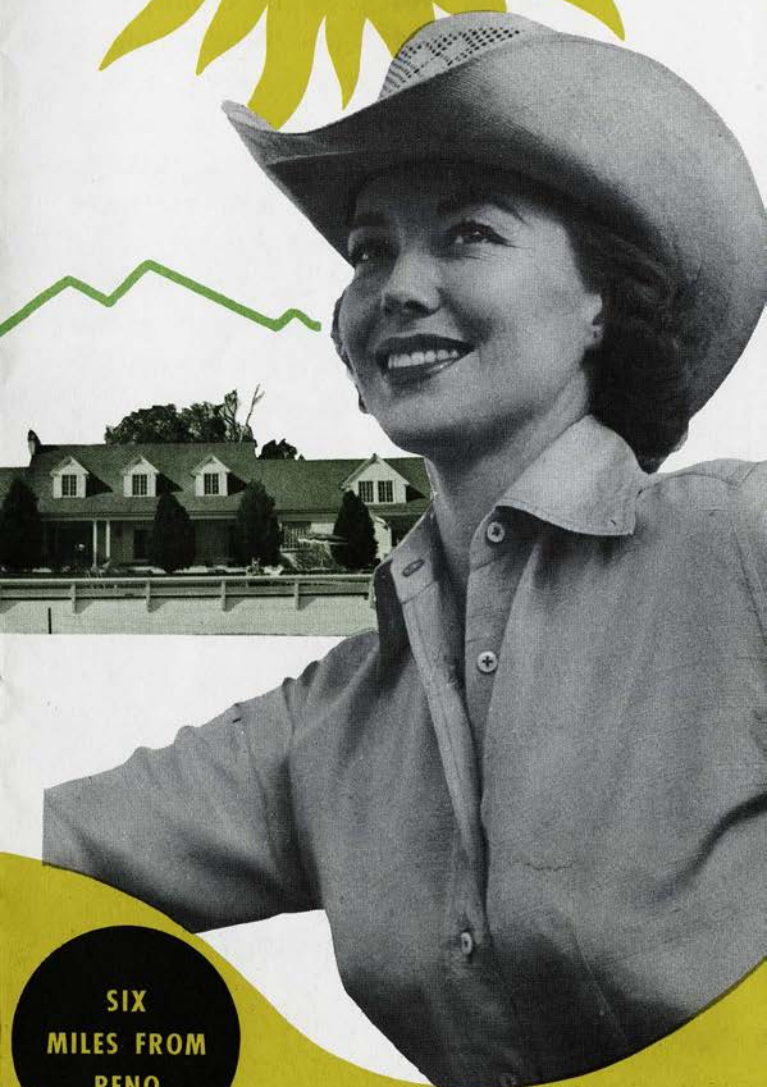


**Reno's**

**SIERRA  
GABLES**

DUDE RANCH



SIX  
MILES FROM  
RENO

1001 HIGHLAND PARK ROAD



Beautifully furnished apartments offer you all the city conveniences and comforts (including maid service and TV).



The clever apartment snack bars quickly convert for cocktail parties or informal serving . . .





And in the middle of everything is the pool, heated, filtered, bathed in desert sunshine.



Youngsters and beginners enjoy our riding ring and friendly, expert riding lessons.



Our Bar-B-Que parties are famous for fun throughout the valley!



Every apartment has its new GE kitchenette—snack bar, oven, refrigerator, all complete!

# SIERRA GABLES

## DUDE RANCH

So many things to do... swimming, riding, night clubbing... shopping, bar-b-que picnics, moonlight hay rides, nearby skiing, tennis, golf, water skiing... in season fishing, hunting, pack trips, camping... lazing in the desert sun.. trap and skeet shooting... ghost town exploring... Indian reservation trading posts... saddle trips into the deep forests... a chance to learn to ride, to rope, or to pan gold... all in sparkling Nevada sunshine.

Don't delay, plan *your* vacation at Sierra Gables Ranch now. Make your reservations or ask your Travel Agent.

Picturesque saddle trails wander off in almost every direction.



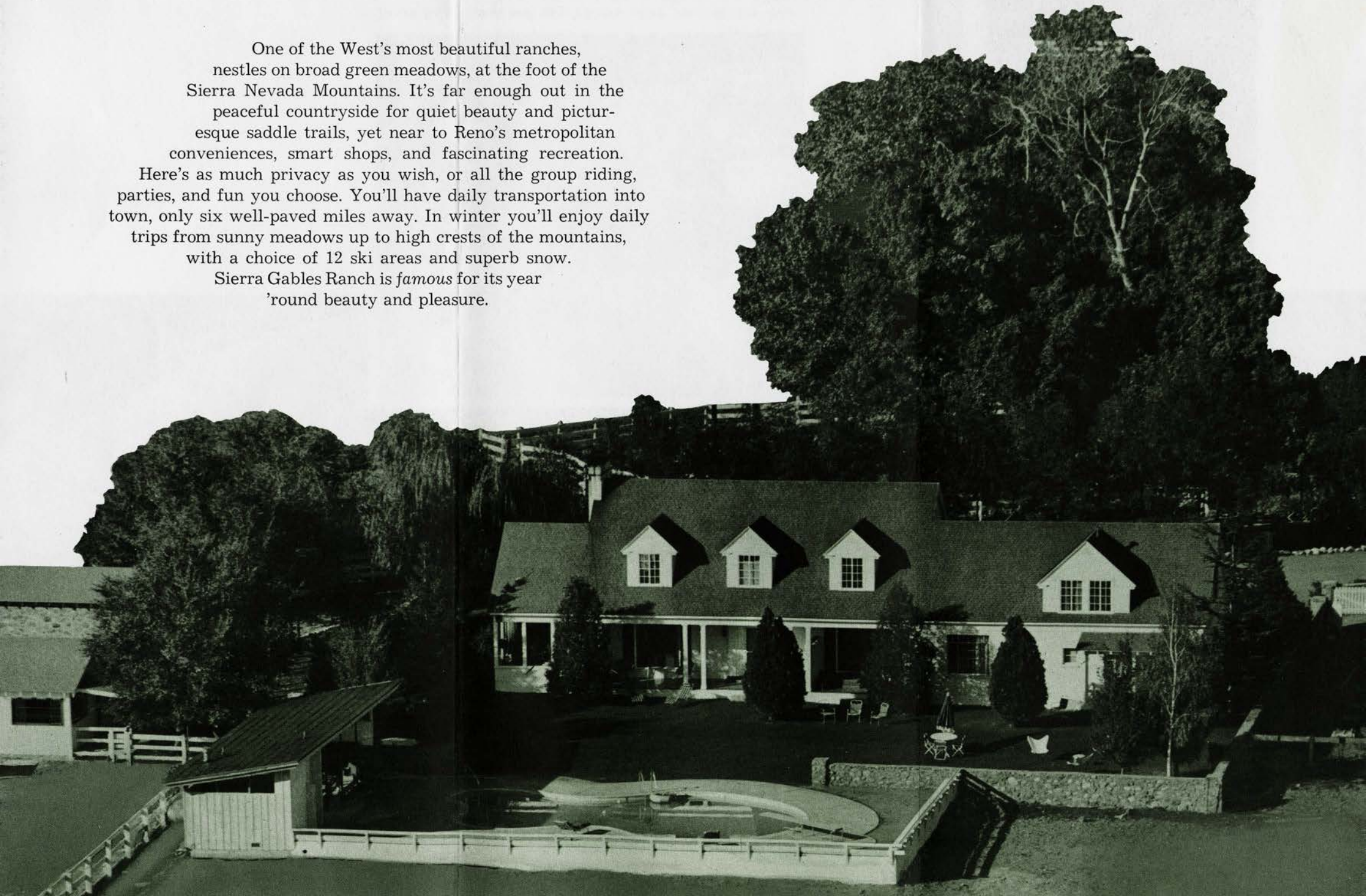
It's difficult to realize these apartments are actually on a "ranch."

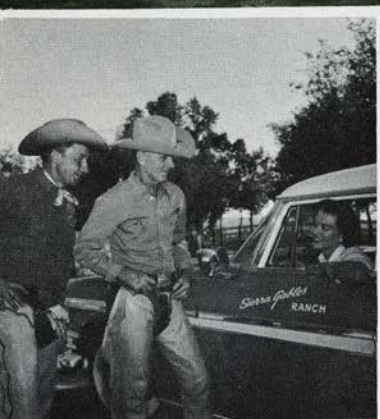
## ***Here's the Ranch Vacation you've Dreamed about...***

One of the West's most beautiful ranches, nestles on broad green meadows, at the foot of the Sierra Nevada Mountains. It's far enough out in the peaceful countryside for quiet beauty and picturesque saddle trails, yet near to Reno's metropolitan conveniences, smart shops, and fascinating recreation.

Here's as much privacy as you wish, or all the group riding, parties, and fun you choose. You'll have daily transportation into town, only six well-paved miles away. In winter you'll enjoy daily trips from sunny meadows up to high crests of the mountains, with a choice of 12 ski areas and superb snow.

Sierra Gables Ranch is *famous* for its year 'round beauty and pleasure.





## **MAKE RESERVATIONS TODAY**

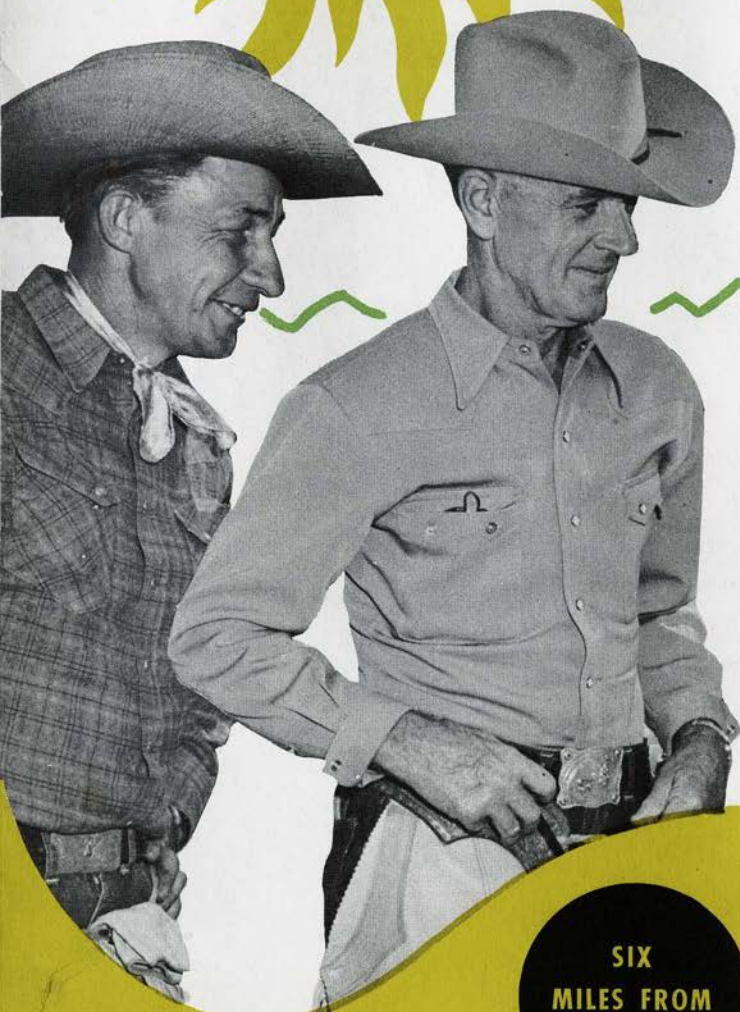
Plan your western vacation now. Make your reservations, or ask your Travel Agent to make them for you, by phone, wire, or mail. Our apartments come in many sizes, with a wide price range. And they include many extras...horses...trips, transportation daily to town or skiing, for example. The ranch is owned and operated by Mr. and Mrs. C. W. Moore, 1001 Highland Park Road, Reno, Nevada. Telephone Reno 3-7391.



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