

Where the deposits are

Account category	Total	Banks	Savings institutions
Demand deposit	\$260.7	—	—
NOW Super NOW	160.3	—	—
Money market	475.2	307.3	167.9
Passbook	292.0	121.9	170.2
Small CD [under \$100,000]	894.7	390.8	503.9
Large CD [\$100,000+]	424.2	267.8	156.4

## Inside:

Jay Goldinger	4
On the move	2
Vern Willis	3



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Page 1L

# Rental car agencies thrive in Vegas

By Monica Caruso  
Review-Journal

No one is keeping comprehensive records, but representatives of the local rent-a-car companies agree that Las Vegas is one of the nation's top markets because it is a major tourism/convention Mecca.

More than 50 rental car agencies operate in the Las Vegas area. They range from national, company-controlled agencies and franchisees to small, "mom and pop" operations.

Some offer a wide range of automobile sizes, styles and manufacturers, while others specialize in unusual or hard-to-find vehicles to capture a share of the market. Some promote their services to consumers who are without their own vehicle because of theft, mechanical breakdowns and accidents.

Vacationers and business travelers can rent economy, mid-size and luxury models at rates varying from about \$10 to \$50 a day. Some companies offer discounted promotional rates, weekend rates and weekly rates.

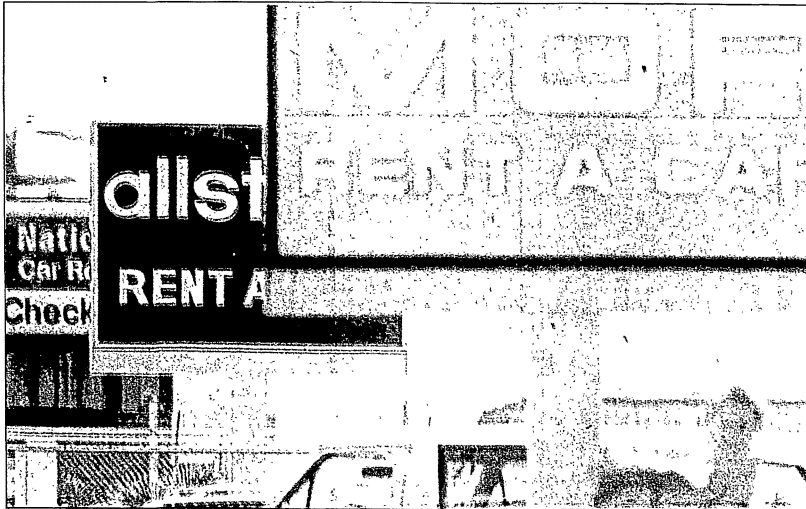
The specialists rent sports cars, classics, vans, trucks, station wagons and convertibles.

Only six lease counter space in the terminal at McCarran International Airport, the most lucrative location for rental companies. They are Hertz, Avis, National, AllState, Sav-Mor and Dollar.

The majority are squeezed into offices along Paradise Road on the perimeter of the airport. The remaining companies have offices on major thoroughfares, such as Las Vegas Boulevard South and Convention Center Drive.

The large companies each employ approximately 50 workers to handle counter sales, drive shuttle vehicles between the airport terminal and rent-a-car offices, clean and maintain the vehicles.

The large companies have fleets of



CROWDED - Numerous rent-a-car companies crowd into an area on Rent Car Road at McCarran International Airport.

approximately 1,000 vehicles. At peak demand times, (when conventioners flood the town) the fleets swell to about 1,600 cars. The companies bring in extra cars from neighboring cities where sales are slower.

Rental company executives said there are several slow periods in Las Vegas — the month of June when consumers are taking family vaca-

tions to destinations other than Las Vegas, and briefly during the winter from approximately Thanksgiving through January.

Hertz, the nation's leading rent-a-car company, operates three offices in Las Vegas, one of which is inside McCarran International Airport.

"Las Vegas is one of the better, leisure markets," said Chuck Saunders, district manager of the

Avis franchise in Las Vegas. "Sales are very strong here," Saunders, who joined Avis here in 1969, said he has seen tremendous growth locally for the rent-a-car industry. "The industry has grown right along with the town."

Saunders said that Avis has strong sales here, especially during major conventions. Conventions and trade shows make up a large portion of

Avis' sales and the company has a staff specifically serving the conventions. The company employs about 55 workers.

Avis has offices in the airport, the MGM Grand and Las Vegas Hilton hotels. It maintains a fleet of approximately 1,000 vehicles.

"We bring in cars from neighboring cities during the peak times," he said.

Saunders said that the company has been able to compete effectively in this very competitive market because consumers recognize the Avis name. "Avis has become a household word. People remember our slogan, 'We're No.2. We try harder. I think we've gained a good name and reputation.'"

"It's quite a good market for us," said Rick Stanfill, city manager of the company-operated National Car Rental in Las Vegas. Stanfill said the topic of strong sales in Las Vegas always comes up at company meetings throughout the United States. Stanfill said National has rated No.2 in sales at McCarran International Airport for the past 18 months.

In addition to the airport, National has offices downtown and in seven hotels. National has operated locally more than 20 years and employs 64 workers, Stanfill said.

Las Vegas is one of Alamo Rent A Car's top cities and business keeps getting better, according to Alamo President Michael Egan.

"We've got about 1,000 cars on the road, and we're heading for 2,000," Egan said about the local operation.

The company opened a small facility close to McCarran in 1980 as part of an expansion program in the western United States. Later, the company relocated to larger quarters on Paradise Road and Harmon Avenue.

"We suffered through the recession a few years ago like everybody else did. We started small and we are working towards getting larger."

Alamo has a staff of 50, most of them from Las Vegas. "We have found that the staff in Las Vegas is the singularly most successful staff we have," Egan said, adding that Alamo has transferred staffers from Las Vegas to newer Alamo locations.

Barry Zweig has operated the local Budget Rent-A-Car System franchise since nearly 20 years. "It's a little chiseled nearly 20 years," he said.

Please see RENTAL/5L

## Rebel to expand, diversify

By Tom Dye  
Review-Journal Business Editor

Jack Cason worries that the public may have gotten the wrong idea from a business move made by the owners of the Rebel gas station chain.

Cason and the other two owners sold 13 Rebel stations last year.

However, Cason said this does not mean that Rebel is getting out of the retail gasoline business. Instead, the partners plan to expand the station network and also plan to diversify into the hotel/casino business.

Cason, his brother Pete, and Carl Bailey own Sawey Service Stations Inc., the parent company for Rebel Gasoline Distributors.

Sawey sold 13 Rebel stations to the Stop N Go Corp. more than a year ago.

Stop N Go recently spent \$5.5 million to transform the Rebel stations into "neighborhood stores" offering groceries and sundries plus gasoline.

The main thrust of Sawey's expansion will be into the area of combination gas station/convenience stores.

The company currently operates three of these combination Rebel Plus facilities.

Cason said the game plan is to open three more Rebel Plus outlets.

Please see REBEL/6L



Scott Henry/Review-Journal

REBEL STATION - Pat Cason, left, is retail supervisor for Rebel operations and Ginny Barnes is manager of the new Rebel station near Sam's Town. Rebel will open five new gasoline stations in the near future.

## Retail sales buck national trend

Statewide and local retail sales continue to reflect a relatively strong economy in Nevada and are in contrast to slower growth in retail sales nationally.

The latest figures released by the Nevada Department of Taxation show an 8 percent increase in taxable sales in Clark County and a 12.3 percent increase statewide.

Several of the nation's major retailers, such as J.C. Penney Co. and K mart, reported either decreases or small increases in retail sales.

"The profit performance is so poor because (overall retail) sales were well below the trend and well below expectations during the entire (second) quarter," said Jeffrey Edelman, a retail analyst for Dean Witter Reynolds Inc. "Not only did they (major retailers) have to unload heavy inventory at low margins, but the volume was not sufficient enough to offset higher costs."

J.C. Penney reported that its retail sales fell 1.4 percent to \$3.058 billion for the second quarter. The company said its profit was off 40.4 percent from the same period in 1984.

K mart, the nation's second largest retailer, had an 8 percent increase in sales, but a 48 percent decrease in profits during the quarter.

Dayton Hudson, which operates Mervyn's department stores and other retail operations, had a 2.55 increase in profits and a 10 percent increase in sales.

All three corporations have outlets in Las Vegas.

The final figures for the quarter are not in, but the Department of

### July retail sales\*

In billions of dollars	1984	1985
Sears, Roebuck	\$1.72	1.72
K mart	1.50	1.46
J.C. Penney	.808	.808
Federated	.632	.583
Dayton-Hudson	.560	.462
F.W. Woolworth	.390	.380
Montgomery Ward	.318	.335

\*For four weeks ended Aug. 3; except Woolworth, July 30, and K mart, July 31.

Tribune photo by John Dzilek; Chicago Tribune Graphic; Source: Company sales reports

7.3 percent gain in bar and restaurant trade, which is checked by the agency to gauge tourist activity.

On a statewide basis, general merchandise sales were down nearly 9 percent. But taxation officials said there was growth in every other area.

Building material sales were up 2.8 percent; auto sales were up nearly 6 percent; trailer, boat and plane sales were up 42.7 percent; and mobile home sales were up 4.2 percent.

Retail sales were strong in the first quarter of the year, increasing statewide from \$1.7 billion in 1984 to \$1.86 billion in 1985 and in Clark County from \$948.1 million to \$1.05 billion.

Larry Brown of the Nevada Department of Taxation said that Nevada's strong tourism economy has kept retail sales at high levels.

"Sales have been strong for two years," he said of Nevada. "When people have a few hundred extra dollars to spend, they won't buy a new car or a new house, but they might spend it on a vacation to Las Vegas. They'll rather enjoy themselves on a small dollar scale rather than make a large retail purchase."

Brown said the recent trend of Nevada's economy showing more strength than the national economy is similar to the trend prior to the recession.

Retail sales are not the only positive economic figures for Nevada and Clark County.

Visitor volume in Las Vegas increased 14.3 percent in the first six months of 1985, according to the Las

Please see RETAIL/6L

## Business as usual

By Tom Dye  
Review-Journal Business Editor

### LV center purchased

Southern California investors have purchased a section of Rainbow Expressway Center in Las Vegas for about \$4.3 million.

Wespac Investors Trust III, a real estate investment trust based in Newport Beach, Calif., bought the section of the center from Loudemilk Investments of Las Vegas.

The trust purchased 42,848 net leasable square feet. The retail area purchased includes the Thrifty Drug store.

Wespac Financial Corp. has three real estate investment trusts. The trusts have more than 15,000 shareholders and have raised more than \$105 million in capital which has been used to purchase income-producing commercial, residential and industrial properties.

According to the corporation, the retail portion of the center purchased is 100 percent leased.

Other sections of the center not included in the purchase house an Albertson's supermarket, branches

of First Interstate and Valley Bank, a professional office plaza and a veterinary clinic.

### Silver mine production

Coeur d'Alene Mines Corp. has announced plans to start production in late 1986 on its Rochester silver mine in central Nevada.

The mining project is one of several under way in Nevada. The mild combacks in gold and silver prices have stimulated precious metals mining activity in Nevada and elsewhere.

The company plans to spend \$21 million from a recently completed \$28 million debenture offering to fund the project.

Coeur d'Alene, which reported a second-quarter loss of \$213,000, also is developing a gold mine at Thunder Mountain, Idaho.

### Mid Pacific reports loss

Mid Pacific Air, an airline which began serving Las Vegas recently, reported a net loss of \$1.2 million for the second quarter of 1985.

The company had a net loss of \$2.3 million for

the first six months of the year. This compares with the small profit, \$116,520, that the airline made in the first half of 1984.

John Higgins, president and chief executive officer of Mid Pacific, blamed the United Airlines strike for hurting Mid Pacific's passenger loads and revenues.

United Airlines carries more than half of the passengers flying to Hawaii. Mid Pacific, based in Honolulu, operates an extensive inter-island air service in addition to its mainland service.

### LV company accepted

Bates Rent-A-Motorhome Corp. of Las Vegas has been accepted into membership in the American Society of Travel Agents Inc.

The society is the world's largest travel trade association with more than 20,000 members in 127 countries.

According to Sandra Bates, president of the company, membership in the association means that a company meets certain criteria and is "recognized by travel professionals and travelers throughout the

world as a sign of a professional, reliable travel agent."

Bates, which has a staff of 10, makes arrangements for motor home rentals in 33 major U.S. cities and 18 foreign countries. The company, 1771 E. Flamingo Road, Suite 116B, has been in operation seven years.

### Fairshow seeks support

The North Las Vegas Fairshow is seeking more businesses to exhibit at the show and more sponsors for its balloon races.

The show is scheduled for Oct. 25-27 at the Clark County Community College campus. About 50,000 people are expected to attend the show.

The Nevada Hot Air Championship Balloon races will take place during the show. The balloons will be carrying business sponsor banners aloft.

"Advertising banners on these balloons provide your business with wide exposure to area residents," said Betty McClellan, manager of the show.

She said the show still has plenty of exhibit space available.