Rebel

From 1L

in Las Vegas before the end of the year and two more next year.

The stations opening later this year will be at the intersections of Charleston and Rainbow boulevards, Tropicana Avenue and Jones Boulevard and Paradise and Flamingo roads. Locations of the stations opening next year will be revealed later.

The company also is expanding Rebel operations in the Reno area. Rebel currently has one station operating in that area and will have three or four more in the near future, Cason said.

But why would an expanding company sell stations to Stop N Go?

"It was a business decision," Cason said. "What I mean by that, is that they (the parent National Convenience Stores Co.) paid a price for those units that was greater that the value I saw in keeping them."

The purchase price for the stations was not revealed.

He said the infusion of new capital will help the company expand to what he believes will be strategic and profitable locations for the company.

The other new venture involves building a small hotel/casino which will have about 150 rooms, restaurant, lounge and dance floor facilities.

Cason said the location of the new resort, which will be marketed for locals and tourists, will be announced later.

He said construction will start in early 1986 with completion scheduled for mid-summer of that year.

Cason and his partners had to take a new direction three years ago.

When the Phillips 66 corporation pulled out of Las Vegas in 1983, the partners severed their ties with the corporation and purchased the Phillips terminal/storage facility on Nellis Boulevard.

This gave Rebel the capacity to store as many as 84,000 barrels of gasoline locally.

Cason and his partners now own four car washes in addition to the stations.

Cason came to Nevada from Oklahoma 35 years ago when a small oil company, Jones Oil, decided to open three stations in Las Vegas. Cason managed the Jones stations.

"They thought Las Vegas was going to become a ghost town and I didn't," Cason said of the reason that Jones pulled out of this area two years later and sold the stations to Cason and Bailey.

The Saveway (the stations then had the same name) corporation was formed in 1952. Pete Cason, who got out of military service after the Korean War, became a partner in 1954.

Jack Cason is president of the corporation, Pete Cason is vice president and Bailey is secretary-treasurer. All three are active in the day-to-day operations of the business.

In 1958, the partners reached an agreement to sell Phillips 66 products.

Fourteen years later, they formed the Rebel network and operated both the Phillips stations and the independent stations.

The Rebel stations were designed to appeal to those who wanted to pay cash and buy gasoline at a discount.

There have been various expansions and contractions of the network. The partners once operated 55 Phillips 66 and Rebel stations. After severing ties with Phillips, they operated 26 Rebel stations. The partners will be back up to 22 stations after opening five new ones in the near future.

Before the sale to Stop N Go, Cason said that Rebel was the No. 1 retailer of petroleum products (in terms of volume) in the state.

The stations thrived with the new self-serve gasoline trend, but Cason said that the move by the major petroleum companies into the self-serve, lower-cost gasoline market resulted in stiff competition.

"There used to be an unwritten allowance that would give us a two or three cent advantage (over the affiliated gas stations)," said Jack Cason's son, Pat, who joined the operation in 1980 and is supervisor of convenience stores and retail gasoline operations.

"That (the allowance) is history. This market is just so competitive."

"They (Rebel stations) were a lot more profitable then (before the self-serve boom) than they are today," Jack Cason said.

The younger Cason said competition in the self-serve gasoline market was an important reason for diversifying into the convenience store business.

He said the Rebel Plus outlets have higher profitable margins because of the combination of products available.

"People come in to fill up with gas and they'll pick up some milk and eggs," he said.

However, Jack Cason said the decision to diversify the company's overall operations was not because of the fierce competition in the self-serve gasoline business, but because of the family's optimism about Las Vegas.

"We just keep reinvesting in this market because we are confident that Las Vegas is going to be good (economically)," he said. "We just want to be part of it."

Jack Cason said he and his partners picked the name "Rebel" not because of its association with UNLV sports teams (Pat Cason was a star defensive back for UNLV in the late 1970s), but because of other connotations of the name.

"We thought that people might think of a Rebel as someone who would give you a lower price," he said.

"We liked the independent image of the name 'Rebel,'" his son added.

The company purchases its gasoline principally from the Champlin Petroleum Co. and is a distributor of Union 76 lubricants and chemicals. However, Pat Cason said the company shops around with other distributors to get the lowest price possible for petroleum products.

Rental

From 1L

slow right now," Zweig said, "But overall, it's been a good year."

Zweig said Las Vegas has become an extremely competitive market, with increasing numbers of firms opening operations here to vie for a share of the market. "I think things are getting slower because there's increasing competition, price wars and more people coming here from Southern California in their own cars."

Budget operates two main offices, one of which is at the airport, and three satellite offices. With a staff of some 55 employes, the company maintains a fleet of some 400 cars, more than half of which are Ford Lincoln Continentals. Zweig said Budget's fleet of Lincolns has been the company's ticket to successful sales. "We offer Lincolns for $39.95 a day, with unlimited mileage. It's a good deal for a luxury vehicle."

Budget recently joined a growing trend among the rental firms — to sell the older cars in its fleet to the general public. Budget Used Car Sales opened several months ago under the direction of sales manager Dick Patti.

Patti explained that Budget, like several other companies, is selling late-model automobiles from its rental fleet at, or below, wholesale prices to the general public. Previously, the company sold the cars to automotive dealerships at wholesale prices, he explained.

"Selling the cars to the public will help us turn over our fleet much faster to make room for the incoming rental line," Patti said. He estimated that consumers are saving several thousand dollars on their purchase of the vehicles.

Nick Wilden, general manager of AllState Car Rental, said his company has prospered here because it offers specialty vehicles.

AllState has the largest fleet of specialty vehicles in the Las Vegas area. The family-operated company maintains 150 vehicles, ranging from passenger vans, Ford Bronco 4x4s, pickup trucks, and Mustang and Eldorado convertibles.

Wilden said the company decided to offer specialty vehicles in 1977 when brother Dave Wilden purchased the local company. AllState has operated here more than 15 years.

"There was a demand for specialty vehicles," Wilden said, "and at that time, no one else had them so we thought it would be a good area to get into."

AllState has a staff of 55 and maintains offices at the airport and in four hotels.

Rent A Vette is a small, locally owned and operated car rental agency which has about 30 Corvettes, Jaguar and MG replicas, Mercedes and Fieros.

Owner Jim Haddad said the company opted for sports cars to establish an identity and capture consumers looking to rent an unusual vehicle.

"Let's face it, we're not going to beat Hertz or Avis, so why fight them. We're doing something different.

"We're not looking to get rich, we're surviving," Haddad said.

Del Webb building $39 million hotel

Business Wire

PHOENIX, Ariz. — Del E. Webb Construction Services Co. has begun work on the $39 million, 362-room Phoenix Crescent Hotel, a commercial traveler hotel at Interstate 17 and Dunlap Avenue.

The hotel is owned by Crescent Hotels, a subsidiary of American Continental Corp.

The eight-story hotel is scheduled to open in November 1986, according to Nickolaus O. Klotz, Crescent Hotels president, and Richard Heiny, vice president for negotiated projects for Webb Construction Services. The Webb company is the construction services subsidiary of Del E. Webb Corp.

The 281,000-square-foot, post-tension concrete facility will employ about 275, according to Klotz, Crescent Hotels president.

The Phoenix Crescent will anchor a business park which will be developed in incremental phases during the next five years. It will offer more than 700,000 square feet of office space.

The hotel will feature a popular-priced restaurant, state-of-the-art conference facilities and 20,000 square feet of meeting space which will include an 8,000-square-foot ballroom, 6,000-square-foot junior ballroom and numerous smaller conference and board rooms.

Phoenix Crescent architect is Killingsworth, Stricher, Lindgren and Wilson, Long Beach, Calif. Interior designer is Hirsh-Bedner and Associates, Santa Monica, Calif.

In addition to the Phoenix Crescent, the Crescent Hotels Group is developing The Phoenician Golf and Tennis Resort, a $150 million, 500-room destination resort at the foot of Camelback Mountain in Scottsdale, Ariz.

Crescent Hotels also is building The Mission Inn in Tuscon, Ariz., a 200-room facility scheduled for completion in the fall of 1986 and has begun a $12 million renovation of Hotel Pontchartrain adjacent to Cobo Hall in downtown Detroit.

American Continental Corp. is a Phoenix-based holding company with assets of $3.5 billion in financial services and insurance, and is the nation's leader in asset growth as listed in Forbes Magazine 500.

Del E. Webb Corp., a diversified company headquartered in Phoenix, is engaged in management and development of real estate-related and leisure operations.

Mutual Oil makes deal with Chinese company

Business Wire

RENO — Mutual Oil of America Inc. of Reno and Nanhai Oil Shenzhen Development Service Corp. have signed the final contract for the construction of the first four berths of a new deep-sea harbor on the west edge of Chiwan, near the Fanshi Channel on the Nantou Peninsula, in the Shenzhen special economic zone of the People's Republic of China.

"This is the largest contract issued in the Shenzhen special economic zone since the zone was established five years ago," said Lewis Eslick, president of Mutual Oil.

The initial agreement, which was signed May 7, has now been concluded as to the first of the four contracts. The contract was signed at Westlake Village in Shenzhen, in the province of Guangdong, in the People's Republic.

The estimated construction costs of the four berths and related harbor facilities is approximately $200 million. Mutual and Nanhai are in the final stages of negotiations with international financial institutions to form a banking consortium for the debt financing of the harbor project.

Mutual has entered into negotiations with domestic and foreign construction firms for general and subcontractor's positions for the work. Mutual and Nanhai will operate the port facility for 25 years on a fee arrangement, and will share equally in the net profits from the operation.

The balance of the May 7 agreement -- which includes the construction of an oil refinery, a 47-kilometer railway and an information center -- is expected to be in final contract form within the next few weeks, said a spokesman.

Retail

From 1L

Vegas Convention and Visitors Authority.

According to the agency, a total of 7.2 million people visited Las Vegas in the first half of the year, compared to 6.3 million during the same period last year.

Clark County casinos reported a 10.4 percent increase in casino winnings ($2.1 billion) in the last fiscal year. Statewide gaming winnings were up 7.9 percent to $3.2 billion, according to the state Gaming Control Board.

"The outlook for the Las Vegas area continues to be good," the Nevada Employment Security Department predicted in its recent Economic Update report. "Many are predicting a banner year for tourism and, overall, business is sharing this optimism. Numerous establishments are expanding and remodeling in anticipation of good business in the months to come."

Southern Nevada's outlook appears to be better than the outlook for its region — the 13 western states.

According to James Meigs, senior vice president and economist for First Interstate Bancorp, nonfarm employment in the West will increase 3.8 percent, compared to 3.5 percent nationally.

The Nevada Employment Security Department expects job growth in Las Vegas to increase 4.5 to 5 percent.

"The 13 western states continue to outperform the rest of the nation in employment and personal income anad growth," Meigs said. "However, a significant narrowing in the margin between the West's performance and the total U.S. has developed. The natural resource-based industries in the West, namely agriculture, oil and gas exploration, metal mining and lumber, have now been joined by some of the high-tech oriented manufacturing industries in showing signs of weaknesses."

Economic problems in the West would affect Las Vegas, the Nevada Employment Security Department notes. "Any downturn in California's economy is about to affect Nevada. The economy should continue to experience steady growth, but no major improvement in unemployment rates is in sight."

— Tom Dye

LTV Steel Co. reducing salaries

Associated Press

CLEVELAND — LTV Steel Co., which has lost $630 million so far this year, announced last week it will reduce salaries by 7 percent and make other cuts in compensation for 8,000 salaried employees.

"Our mission is to out perform our competition in the areas of cost, quality, service and salesmanship," said David H. Hoag, president and chief executive officer, in a statement released last week. "There is no alternative."

In addition to the salary cuts, the company is eliminating Sunday premium and shift differential pay, changing holiday premium pay and overtime pay for non-union employees to straight-time rates, and eliminating two paid holidays beginning next year.

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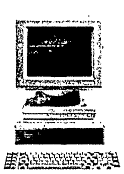

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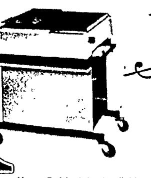

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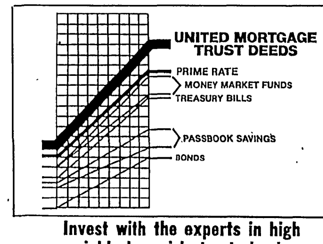

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