

Bet your bottom dollar chairs matter in casinos

By Thomas Moore, Las Vegas Sun

The bulk of Nevada's economy rests on one unglamorous, taken-for-granted object.

It supports most of the state's gaming win and resultant tax revenue, as well as a large portion the quarterly earnings for publicly traded gaming companies and as a result, sometimes their stock prices.

To a large degree the fortunes of gaming establishments from the smallest neighborhood tavern to the largest Strip resort literally sit on this item.

We're talking about chairs – the kind seen in front of almost every one of the 166,855 slot and video poker machines in Nevada.

"If you look at a typical slot chair, what you're trying to do is to get people to stay for extended periods of time to play," said Skip Davis, president of Reno-based Gary Platt Manufacturing, which builds slot and video poker chairs.

Read the whole story