

(Continued from Page 1)
goes over the air.

In a remarkably short time, the listeners came to realize, this strange woman's voice that had usurped their air space, came from an understanding heart and a bright mind. No matter how far apart the philosophies of the callers, Evelyn has the capacity to keep an orderly flow of all views. She manages to refrain from rendering her own belief, no matter how repugnant it is from the view of the caller, stating over and over again, "that is your opinion and you are entitled to make it

public."

It was an uphill battle, not just during Evelyn's tenure, but from the start months back, when Cy changed the format to "Soul" music, and bravely beamed it to and for the Black residents of Southern Nevada. This revolutionary move, the first to our knowledge in all of Nevada, was not accepted at the start by either the whites or the Negroes. The whites resented the full time intrusion into "their" air, and the Blacks were apprehensive and suspicious. Then came Evelyn.

Whenever we are up at eight a.m., we tune her in. Most callers start their con-



CY

versation with words to the effect: "You are delightful, lovable," and then voice their particular beef, ranging from dope, to religion, to civil rights, to census, to pollution to whatnot. Invariably the party tells Evelyn and the listeners: "Keep it up, I want to listen to you". And that's how we feel.

Evelyn was 14 when she first fell in love with Cy, who never paid any attention at the time. Both fathers were trustees of Hebrew Tabernacle in New York City. They were married in 1933 and two years later Cy entered the radio field. There was one child at the time, who subsequently attended 42 different schools in eleven states.

Following her Cy as a broadcaster up and down our nation did not deter Evelyn from having nine children in all, the first five being boys. Her eyes light up when she tells of the pleasure they brought her through the years, although she has had her share of pathos. One child, born blind, received a full share of mother love during the formative years, and Evelyn fought off every suggestion of placing the child in an institution.

The other children, mostly married and widely scattered are each doing well in their respective fields. Starting from the oldest,

Mike's a business man in New York, Joe has an ad agency and Richard is in radio (both in Indianapolis), Teddy runs a Big Boy in Williamsburg, Va., Davey runs a Reno radio station, Patsy attends college, Jesse is a media director in L.A. advertising, Valerie (the blind child) is majoring in music at an L.A. school and Laurie attends Valley High in Las Vegas.

Evelyn broke into full-time broadcasting when a young lady announcer's mother thought it undignified for her daughter to talk about a diaper sponsor. It was in Petersburg, Va. Evelyn filled in and last four years. She had acquired some experience years before when she collaborated with husband Cy, on oldtime radio in Brooklyn, N.Y., for a Jewish March of Time program.

Evelyn explains Cy's deep tonal sound as an affliction that came about after he announced five Army basketball games in one day. He had flown from camp to

camp in an open cockpit plane. Prior to that day, Evelyn states, Cy's voice was beautiful, real velvet. It can be corrected, she maintains, with a simple operation, much like a tonsillectomy. Cy has balked at for 15 years. He just hasn't got the time.

Evelyn attended New York City public schools, where she was born, then Wadleigh High and Ohio State and N.Y.U. She was a cub reporter for the Herald Tribune and did tutorial work. She wrote a women's column for the Nassau County Record. All this and a household of kids didn't leave much room for hobbies, but she is an avid reader.

There you have Evelyn Newman. Her life tells you of the compassion she displays for each and every listener. Try it any weekday morning at eight a.m. You'll like it.

ISRAELITE ADS PAY

KTOO
RADIO
"OPEN
LINE"

IS WHAT RADIO IS ALL ABOUT. EXPRESS YOUR OPINIONS TO EVELYN NEWMAN. MON-FR. 8:05 - 10:00 AM. THE "SOUL" OF L.V. RADIO

KTOO
1280KC
5,000 Watts

MEL AIRE BRIDAL SHOP

MORE THAN 300 GOWNS IN STOCK
624-626 FREMONT - 382-1764



STEINER CLEANERS & LAUNDRY
TRADITIONALLY SUPERB CUSTOM
CLEANING & LAUNDRY

1131 TROPICANA EAST
AT MARYLAND PARKWAY

736-7474



Burial Insurance for Ages 1 to 90

Persons ages 1 to 90 are now eligible to register for a plan that provides funds for funeral expenses. In addition to paying the funeral bill it enables a person to give written instructions for the funeral. The plan costs only a few cents a day and pays the funeral bill, regardless of how little has been paid. The Pierce National Life insured plan provides cash for funeral expenses at any funeral director in the world. For complete information without obligation write Purple Shield.

KAERCHER Insurance Agency
107 So. 3rd St.
384-2813

Serve your family the finest

Manischewitz
FOR PASSOVER



Everything from soup to nosh!

Produced under strict Rabbinical supervision. Certificate on request.
Distributed In This Area
By A-1 FOOD DISTRBS. COMMERCE, CALIF.



America's Only Coast to Coast Network of Exclusive Auto Muffler Shops

MARV SIMON

1971 E. CHARLESTON BOULEVARD • LAS VEGAS, NEVADA • 384-8182
1623 NORTH MAIN STREET • NORTH LAS VEGAS, NEVADA • 642-0235
327 SOUTH DECATUR • LAS VEGAS, NEVADA • 878-0044

WE URGE ALL READERS TO

PATRONIZE
THE FRIENDLY



SERVICE STATION

QUADRUPLE BLUE CHIP STAMPS

- ★ Engine Tune-Up
- ★ Brake Service
- ★ Balancing
- ★ Lubrication
- ★ Front End Alignment
- Automatic Transmission Repair

ATLAS TIRES, BATTERIES, ACCESSORIES

RANCHO ENCO
AT SAHARA & RANCHO

2475 S. RANCHO RD. 878-9824

PROP. KEITH E. HALL

IT'S A
HIT! MUSIC
The Station that always plays

3 IN A ROW

Without Commercial Interruption

MORE MUSIC LESS TALK

RADIO
KAY-LUCK

1140
AM

98.5
FM

JUST A SUGGESTION

HOW ABOUT A GIFT SUBSCRIPTION TO A FARAWAY FRIEND, RELATIVE, FORMER NEIGHBOR, BUSINESS ASSOCIATE?

LAS VEGAS ISRAELITE - P.O. BOX 14096
LAS VEGAS, NEVADA 89114

Dear Jack:
Send the Israelite in my name to:

NAME _____
ADDRESS _____ APT _____
CITY _____ STATE _____ ZIP _____
NAME _____
ADDRESS _____ APT _____
CITY _____ STATE _____ ZIP _____

PAYMENT ENCLOSED OR BILL ME AT:

Name _____
Address _____ Apt _____
City _____ State _____ Zip _____

ONE YEAR \$7.00