

# Bathing Beauty Test Grows in Glamour

The Helldorado bathing beauty parade, which has developed from a "spur-of-the-moment" affair into one of the glamorous features of the annual western celebration, was born in 1936, the second year of the fete.

The event was supposed to be, when it was first uncovered, a drawing card for the M. E. Ward Mesquite store, which stood at the corner of First and Fremont street, in the building which now houses the Slot Machine and the Cinnabar.

### Set For Store

Ward announced the bathing beauty contest to be staged in front of the store on a platform which was to be erected for the purpose. It was scheduled for the Saturday night of the Helldorado celebration and was to be strictly a Mesquite Grocery affair.

Seeing the possibilities of the event, the Elks committee, aided by several local enthusiasts, called on Ward and the public-spirited groceryman consented to transfer the site of the judging to the Helldorado Village, on the corner of Sixth and Fremont, and thus was the beautiful spectacle born.

Attracted by the \$50 prize which was offered to the winners by Ward, more than 60 entrants were judged at the contest and when the smoke of battle had cleared away Nadine Trelease, a local high school girl, was declared the first beauty queen of the Helldorado. Miss Bette Jean Glass was second, Mrs. Fred Jensen, Jr., third and Chloe Conklin, fourth.

### Large Entry List

The list of entries for the parade came from practically every business house in the city and included the following girls: Pauline Lorenzi, Kay McKenzie, Edith Olson, Bessie McKenzie, Dorothy Franklin, Nadine Trelease, Elaine Lawrence, Florence Nichols, Dorothy Jean Parke, Margaret Fitzgerald, Patsy Treager, Echo Jensen, Dora Barrett, Nonie Arnett, Dorothy Smith, Mrs. Fred Jensen, Jr., Beth Newman, Ruth Wolff, Lorraine Renowden, Etelka Hulsey, Frances Mercer, Marceline Snider, Nola Benson, Mary Pinjuy, Carolyn Smith, Nancy Devereux, Sybil Ronnow, Mary Bassette, Inez Smiley, Frankie Letchworth, Eleanor Schofield, Helen Griffith, Nina Worthen, Dorothy Snider, Katie Potter, Beryl Merling, Glenna, Donna, Georgia Ann, and Beth McFarland, Peggy Kane, Lucille Stewart Orby, Emily Smith, Chloe Conklin, Adele Verala, Gladys Glass and Loretta Johansen.

The girls rode down Fremont street on the hoods of decorated automobiles and during those first few years there was no prize for the best decorated car.

When the 1937 parade came around, there was more planning for the event and it was this parade which led the Elks to offer prizes for the best floats in the parade. There were no prizes for this type in the 1937 procession, but after the close it was decided by the committee to increase interest in the floats as well as the bathing beauties.

### Real Spectacle

Since that time the beauty parade has grown into a real spectacle of beauty and, when peace returns, is expected to vie with the old timers' parade for top honors of the fete.

In the 1937 judging, Miss Evelyn Jones, another Las Vegas high school girl, who was working as cashier at the Palace theater at the time, was adjudged the winner of the contest. Alice Richardson placed second and Elaine Ballard was third. Miss Jones represented the Las Vegas volunteer fire department, and rode one of the fire trucks in the parade.

The 1938 parade brought out a bevy of beautiful contestants for the judging, and in the contest which marked the end of an era in which the Helldorado was staged on any vacant lot available in the community, Miss Jeri Schofield who, coincidentally also occupied the position of

ticket seller at the Palace theater, was judged the winner. Bette Jean Glass, who finished second in the original version, was second and Bernice Monhollen, placed third.

### Village Opened

The following year the Helldorado Village opened for the first time and the beauty parade, on Sunday night, was one of the special events at the new village.

Miss Nonie Arnett, daughter of the then mayor, Leonard, and Mrs. Arnett, was crowned the winner with Bette Jean Glass second and Dorothy Richardson, third.

Betty McIntosh was the winner of the 1940 beauty contest, with Mickey Elaine Lawrence, second and Margaret George, third.

In 1941 the prize for the beauty queen moved out of Las Vegas when Miss Bonnie Buck, of Boulder City, copped the honors from the host of contestants. She was followed by Beth Swart, Good-springs girl, and Jeanne Parks. Miss Parks, as a tiny tot, entered the first Helldorado beauty parade, five years previously.

The beauty crown in 1942 was awarded to Mary Lou Bunch. Joyce Chase was second and Marianne Merritt was third.

Last year it was Beverly Higgins, another Boulder City entrant who collected first prize. Second place went to Babs McClelland and third went to Jackie Brower.

This year's ninth annual beauty queen will be selected at the Helldorado Village on the night of May 21, and from all indications there will be a whole bevy of beauties parading before the eyes of the judges.

## Old Time Dances To Feature Fete

Old-time dances will be a feature of the 1944 Helldorado celebration, according to the Elks Helldorado committee in charge.

The big dance hall and bar in the Helldorado Village will be open for the occasion, and for each night of the show from May 18 through May 21, music will be played in the dance hall by Tom Mildren and his "Helldorado Hill-Billies."

A group of dancers from Henderson, who are specialists in the square dance and other old-time steps, will be featured. They will demonstrate how the early pioneers used to dance and will lead beginners in the intricate steps.



**BATHING QUEENS OF 1938**—The three young women shown above are the winners of the annual bathing beauty contest of 1938. In the center is the former Miss Jeri Schofield, who was adjudged the queen of the contest. In the foreground is Betty Jean Glass, who was second, and in the rear is the former Bernice Munhollen, who placed third.

## First Helldorado Whiskers Scared Timid Easterners

Las Vegas Evening Review-Journal, April 16, 1935 — Tourists from the east on their first trip west are inclined to be alarmed at the dangers of the desert country. That these dangers ceased to exist years ago is not generally known.

However, the country looks dangerous, sometimes and in some places. One of these is in Las Vegas where the barbers and beauty parlors have been banished for a time and King Gillette has been dethroned. Fancy and garden variety brush is flourishing on all sides—sideburns, goatees, mustaches, whiskers are the greatest crop in Las Vegas.

A timid tourist stepped into Helldorado headquarters late last night to ask what kind of people were those folks with all the whiskers and if his valuables would be safe with that tough looking egg behind the desk in one of the leading hotels.

Then he was told the whiskers

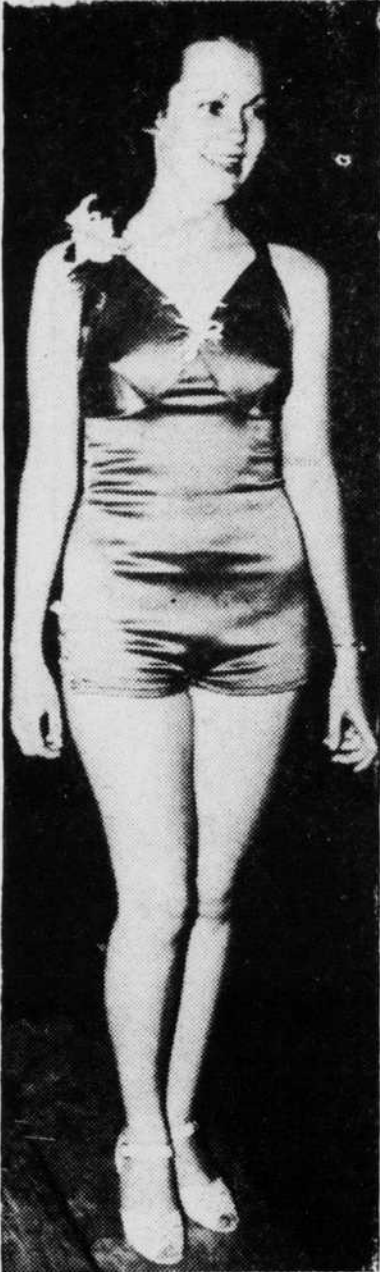


**WESTERN FIREFIGHTERS**—Shown here is the Las Vegas Volunteer Fire Department during the 1935 celebration. From left to right in the front row are Archie Mellott, Leon Rockwell, Fire Chief Harold Case, Earl Rockwell, Byron Snider, Lynn Botts, James H. Down, Jr., Eddie Sowinski, Dick Leavitt and Bill Trelease. In the rear are "Tiny" Putnam, Tom Pickett and Bill Hall.

Everybody in Las Vegas is good natured, tolerably so, but you may not see the grins beneath the hair. They are suffering the agonies of facial itch to show you a good time here May 25, 26, 27 and 28 at Helldorado.



**FIRST BEAUTY QUEEN**—Miss Nadine Trelease, Las Vegas girl, who was adjudged the winner of the first bathing beauty parade held in Las Vegas in 1936 in conjunction with the annual Helldorado fete. Miss Trelease won out over an entry list of more than 60.



**SECOND QUEEN**—Miss Evelyn Jones, who, as the fire department's entry in the contest, walked off with the bathing beauty contest of the Helldorado in 1937. At the time Miss Jones was attending the Las Vegas high school.

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