

### "Girlie-Girlie" Show Is Big Hit of Initial Helldorado

Las Vegas Evening Review-Journal, April 23, 1935—Spectacular, marvelous, beautiful, thrilling, stupendous. This is the only way to describe the gorgeous array of girls in the "girlie-girlie" show which will be the main attraction of the Helldorado celebration beginning Thursday.

### Cowboy Lingo Is Strange to Dudes

Cowboy, cowpuncher, vaquero, cowhand, caballero, and many other names are used to describe the most picturesque character in the entire history of the west. His job of riding herd on a bunch of bang-tails has lost none of the glamour of early days. His lot is to carry on with the tradition of the west. Cowboys have a language all their own. It is colorful and descriptive, but almost foreign to the ordinary American, who will stare wide-eyed, wondering the meaning of some of the terms. From the glossary of the cowboy lingo, some of the expressions are defined as follows:

- Appaloosie: A spotted, glass-eyed horse.
- Bronco peeler: One who breaks, gentles or busts horses.
- Blab: A thin board attached to a calf's nose to wean it.
- Bulldogging: Throwing an animal by grasping its head and neck. Originally it meant throwing an animal by biting its lip.
- Brand: A design burned on an animal for identification.
- Chinks: A type of leather pants protectors, a cross between chaps and a blacksmith's apron.
- Chuck wagon: Food and equipment wagon used on the range.
- Cinch: A strap or belt which holds a saddle in place.
- Doggy or doggie: A range calf which is an orphan.
- Fuz-tail: A wild horse.
- Gentling: Breaking a horse.
- Hackamore or bosal: A type of bridle used in breaking a horse.
- Iron: To brand.
- Jerk-line: A single or continuous line or rein attached only to the lead animal in a jerk-line string.
- Loco: Crazy.
- Maverick: An unbranded animal more than a year old.
- Mustang: A type of small range horse.
- Outriding: Inspecting parts of range distant from headquarters.
- Pinto: A spotted horse.
- Riata: A rawhide rope, lasso, rope, lariat.
- Saddle string: Riding horses.

**CHILDREN TO PARADE**  
Children of the city of Las Vegas already are getting their wagons, bicycles and pets ready for the children's parade to be held on the night of May 19 in connection with the tenth annual Helldorado celebration. They are planning their costumes too for the event of the year, when attention is focused on the little pioneers and admission to the Helldorado Village is free.

**RODEO QUEEN CONTEST**  
Contestants planning to compete for the honor of 1945 rodeo queen must register at the Helldorado headquarters in the Elks club, it was announced today. The riders will perform before the rodeo crowd and cowboy judges on the afternoon of May 21.

**EXPENSIVE DRESS**  
The well dressed young man in an Easter parade in New York City could compare expenses with a dressed-up cowboy and find some amazement. By the time a cowboy paid for his boots, his 10-gallon hat which is his pride and joy, and form-fitting frontier pants, tailored shirt, gay neckerchief, and silver-mounted belt, he has put out a good share of his range-riding salary.

tion of the Helldorado celebration beginning Thursday. This is far and away the greatest array of local talent ever brought together in Las Vegas. The blackface comedians are a scream. The songs and music are peppy, but the girls! THE GIRLS! Back up, oldtimers, don't crowd, there will be several shows each night so everyone will have an opportunity of seeing this gorgeous spectacle. Take a tip from a tired reporter, don't miss it.

All the costumes are direct from Paramount studios, and they alone are worth the price of admission. The personnel of the "girlie-girlie" show follows: Chorus girls—Ruthie Doolittle, Mary McCroskey, Lena Cole, Lela Ingram, Nancy Deverell, Frances Mercier, Nadine Trelease; and Mike Marinovich, chorus man; Maxine Wright and John Zerby in Carioca and Continental; blackface comedians, Bud Sanderson and Bill Cole; Art Stanley, contortionist; Laura Paulson, soloist; show girls, Mary Tomsik, Virginia Jensen, Maizie Watters, Laura Paulson and Mary Ann Vaughn.

**RODEO ANNOUNCER** — Abe Lefton, ace rodeo announcer, will be back in Las Vegas this year presiding at the microphone in the judges' stand at the rodeo grounds. Lefton has announced two previous shows in Las Vegas but has not been here the past two years. Last year he handled the Madison Square Garden rodeo and many other famous events. He knows the cowboys personally and is versatile with the cowboy lingo, which adds color to the rodeo events.

### Much Publicity Given to Fete

Prior to the war, the Helldorado celebration in Las Vegas had received nation-wide publicity by every means possible. Radio stations, newspapers in cities from coast to coast, leading magazines, and movie companies devoted an unusual amount of time and space to giving their audiences and readers the details of the show. Unusual features of the celebration, contrasting with other festivals throughout the nation, were emphasized. Prominent people of radio, screen, politics, and public figures of all ranks put the Helldorado celebration as a "must" on their lists of entertainments or public appearances. When the war is won, the Elks lodge, sponsor of the annual fete, plans to renew the nation-wide publicity for the event, in order to induce visitors from all parts of the United States to attend the celebration.

"Watch the horse" is often a command given by a rodeo announcer during calf-roping events. The success of the cowboy depends upon the way the horse works.

### Horseman's Association Gives Helldorado Big Aid at Start

On June 5, 1935, a group of local sportsmen gathered in Las Vegas and formed the Las Vegas Horsemen's Association, which originated the annual rodeo in Las Vegas. Their first show was in the spring of 1936 in connection with the second annual Helldorado. Although the organization since has disappeared, many of the members of that early organization still are working on the rodeo plans each year, with the Elks lodge sponsoring not only the Helldorado but the rodeo as well. When the Association was first formed, there were only a few members, but in less than a year the membership totaled 240. Their first show had a variety of events, including calf roping, bronc riding, bulldogging, team tying, wild cow milking, a Pony Express race, a running race, trick riding and roping, and a rodeo clown. Nig Graham acted as chairman

of the rodeo committee and was responsible for obtaining the stock for the show. Before the first show was held, the Horsemen, with the assistance of the city of Las Vegas and Clark county, started the development of the city park rodeo grounds, where the events have been staged annually ever since. In the beginning the show was a small one, but each year it has grown. More cowboys of national fame have been attracted here, and many of them return year after year to win prize money and to pile up points toward the national championship. First officers of the Horsemen's Association were Joe Ronnow, president; E. W. Cragin, vice-president; E. L. Ward, secretary; Marguerite Connell, treasurer; and A. G. Blad, John F. Miller, Nig Graham, Mickey Wallace, J. P. King, Oliver Gorman, and Harold Case, directors.

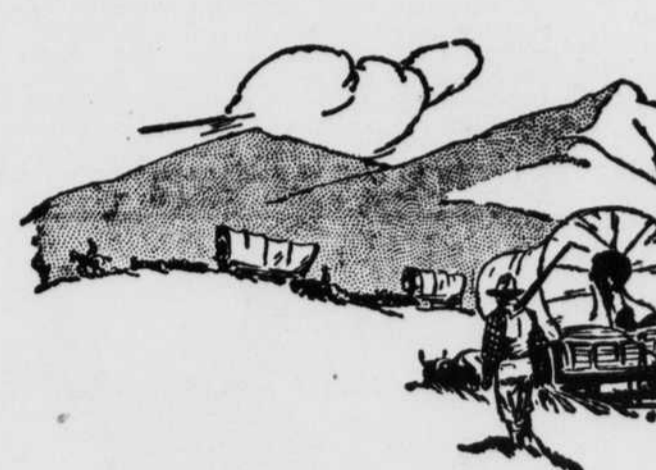


MIKE AND THE GIRLS—This is the photo of the principals of the first "Girlie-Girlie" show at the 1935 Helldorado fete. In the center is shown Mike Marinovich, who was the male singing star, and grouped around him are Nancy Deverell, Frances Mercier, Mary McCroskey, Ruthie Doolittle, Lena Cole, Lela Ingram and Mary Tomsik.




HELLDORADO—The first performance of this Brahma bull in a rodeo was in Las Vegas in 1939. This spectacular photograph, taken just outside the chutes at the city park arena, was printed in newspapers throughout the nation. Fame came not only to the Brahma but to the Las Vegas show as well through this popular picture.

**MAKE-SHIFT FENCE**  
When the first rodeo was held in Las Vegas city park in 1936, there was no fence to keep out non-paying spectators. The Las Vegas Horsemen's Association, sponsors of the first events, placed gunny sacks around the race track rail to hide the view. This was not very successful, and by the next year, a fence was placed around the arena.



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