

NEW TOWN TAVERN SUCCESSFUL HOST FOR BUS TOURS FROM LOS ANGELES



The New Town Tavern located at 600 W. Jackson was a beehive of activity Wednesday morning when a couple bus loads of Los Angeles tourists came "home" to enjoy the fruits of this historical casino. Practically all of the gaming activities were in full force. Even their large restaurant was filled to the brim.

The tour group was brought to "Vegas" by the black-owned Sportsman Lines of Los Angeles — a bus line that started only during the latter part of 1981.

Trip coordinator Addie Lee Bass was a beaming leader for the group. She was overwhelmed with the superior hospitality extended by the New Town Tavern management. The "Tavern" left no stone unturned. The royal red carpet treatment was in full blast.

Sportsman Lines president Lionel Jackson was generous in his praise for the facilities of the New Town Tavern. Jackson drove one of the buses for this tour. Too, he sang praise for the progress developed by the team of owners of the bus line.

Jackson, as well as some of the partner-group, formerly worked for the Trailways Lines out of Los Angeles. Along the way, Jackson had a dream — a dream to own his own bus company. Jackson took the bold step in early 1981 and purchased a 1958 GMC bus for \$14,000. His business rapidly expanded by September, 1981, and it was a time for Jackson to build his enterprise.

Three other bus drivers joined Jackson and they formed the Sportsman Corp. Jackson, at that point, had acquired two buses. The new partners added 5 more bringing the fleet to a total of seven.

At present, the Sportsman Lines, through the diligent efforts of their sales representative Addie Lee Bass, rapidly increased their trips to Las Vegas. They now average 6-8 trips per month with each bus holding an average of 40 passengers.

Addie Bass said the key to their success of constantly bringing these tours to "Lost Wages, Nevada" was that information had spread rapidly throughout the city via "word of mouth" espousing the greatness of Las Vegas and the fun always generated in the Westside community.

The bus fare for these tours is also attractive. It averages under \$10 per trip. Some of the tourists, when asked what made the trip so enjoyable, said "the price is right." Too, some of the local hotels will throw in occasional "comp" meals for the group.

Pictured on this page are some of the tourists who had made the trip to the New Town Tavern during an earlier trip. This particular group of pictures were taken at a birthday celebration given for one of the tourists, shown on the right of co-owner Elijah Green in the center photo.