

NEVADA

MARCH/APRIL 2013

M A G A Z I N E

CENTENNIAL CELEBRATIONS

Lincoln Highway

Main Street Across Nevada

Pioneer Saloon

in Goodsprings

NEVADA SPORTS

GOLD PROSPECTING

THUNDER MOUNTAIN

U.S. \$4.95 • CANADA \$8.95



nevadamagazine.com

Today's State Route 722 over
Carroll Summit closely follows
the original Lincoln Highway.



WHERE ADVENTURE BEGINS



While on the go, be sure to visit TravelNevada.com from your mobile device to plan your day.

- Travel itineraries
- Latest travel packages
- Event & show listings
- Things to do throughout the state

Go to TravelNevada.com/nvmag and order your FREE Nevada Visitor's Guide and State Map. 800.NEVADA.8

nevada

Opener

- 9 Halsey Saddle Returns to Nevada

Up Front

- 10 *Nevada Magazine's* New Radio Show, UNLV's Marjorie Barrick Museum, SlotZilla Zipline Attraction Planned for Downtown Las Vegas, & More

Visions

- 16 Icy Flume, Little Finland, & Our Facebook Photography Group's Finest

City Limits

- 20 Q&A with Chris Baum: Reno's New Brand

Wide Open

- 24 Prospecting in Nevada
28 Thunder Mountain Indian Monument

Cravings

- 32 Las Vegas Distillery
36 Eat at "eat."

People

- 38 Dewitt & Terry Jones on Lake Tahoe

Nature

- 40 Sage Grouse

History

- 42 Goodsprings' Pioneer Saloon Turns 100
45 Looking Back: Sports Flashbacks

Events & Shows

- 46 Boyz II Men Among Las Vegas' New Shows
49 Riding For a Cause at Tour de Summerlin
50 Fishing Derbies & More at Pyramid Lake
52 Arts @ the Heart & Arts Day in Nevada

IN EVERY ISSUE

- 3 Nevada Wide Web
4 Editor's Note
5 Letters to the Editor/Contributors
6 Know Your Nevada, by Brian K. Krolicki
7 Nevada Map
54 Visit Our Tourism Partners
80 Your Nevada

FEATURES

THE LINCOLN HIGHWAY IN NEVADA

- 56 "This year marks the 100th anniversary of the Lincoln Highway," P. Grover Cleveland writes, "but I fear the grand old road is fading from our collective memories. I want to remedy that. I urge you to get off the pavement for a while and experience a little of what traveling was like 100 years ago. Our Nevada adventure starts at Fernley and ventures east."

NEVADA SPORTS

- 68 While we've yet to welcome a major professional sports team to the Silver State, you might be surprised at the action-packed lineup Nevada has to offer: baseball, basketball, football, golf, hockey, and world-class motorsports, to name a few.

contents

Cover Photo: Skip Reeves

Background Image: Matthew B. Brown

The setting sun illuminates the sky during the Reno Aces' inaugural home game on April 17, 2009.



SAFEHAVEN RESCUE ZOO

HUMANITY AND COMPASSION

Safe Haven Rescue Zoo is a wildlife sanctuary located just 5 miles from Unionville at the base of the Humboldt Range. We provide rehabilitative services and permanent placement for wildlife in need. Many of our residents were previously abandoned or illegally owned exotic animals.

VISITORS WELCOME!
Schedule a tour and meet our residents. No charge for admission, but donations are greatly appreciated.
775.538.7093
safehavenwildlife@gmail.com



May 18th
6th Annual Fundraiser
Winnemucca Convention Center
Special Guest and Event MC - Anna de Gunzburg, KIRO TV

SafeHavenWildlife.com
Safe Haven is an accredited 501(c)(3) non-profit wildlife rescue organization.



EUREKA, NEVADA!



Eureka Opera House: 775-237-6006

March 15th, 2013 Utah Shakespeare Festival Romeo & Juliet	April 5th, 2013 Alisa Fineman & Kimball Hurd Singers & Songwriters
---	--

Pendle Sport Shooting: 775-237-7027

EUREKA COUNTY ECONOMIC DEVELOPMENT PROGRAM
P.O. Box 753, Eureka, Nevada 89316 • 775-237-5484
www.eurekacounty.com • econdev@eurekanv.org

funded in part by: TravelNevada.com

NEVADA

M A G A Z I N E

MARCH/APRIL 2013
VOLUME 73, NUMBER 2

401 N. Carson St.
Carson City, NV 89701-4291
775-687-5416 • 775-687-6159 (fax)

Subscriptions and Customer Service: 877-904-7953

E-mail: editor@nevadamagazine.com

Website: nevadamagazine.com

Publisher: JANET M. GEARY

Editor: MATTHEW B. BROWN

Associate Editor: CHARLIE JOHNSTON

Art Director: TONY deRONNEBECK

Production Manager: SEAN NEBEKER

Production Artist: MELISSA LOOMIS

Business Manager: PATI STEFONOWICZ

Advertising

Advertising Sales Director: CARRIE ROUSSEL

775-687-0610

carrie@nevadamagazine.com

For media kit, click on "Advertise" at nevadamagazine.com

Editorial Intern: Cambria Roth

Volunteer: Elmer Wolf

Contributing Writers: P. Grover Cleveland, Nellie Day, Richard Massey, Greg McFarlane

Contributing Photographers: James Ball, Kami Beckwith, David Calvert, P. Grover Cleveland, Rachid Dahmoun, Tammy Espino, Kurt Goltart, Tracy Herbert, David Homen, Tom Howard, Dewitt Jones, Tom Jones, Neil Lockhart, Richard Massey, Debbie McCarthy, Greg McFarlane, Michele Popejoy, Paula Riley, Skip Reeves, Ernest Ross, Steve Spatafore, Nancy Terwilliger, Sandra Whitteker

Magazine Advisory Committee: Carolyn Graham, Joyce Hollister, Rick L'Esperance, Dave Moore, John Wilda

Nevada Magazine, a division of the Nevada Commission on Tourism, is self-funded and dependent on advertising and subscription revenue.

Disclaimer: Advertisements in this publication do not constitute an offer for sale in states where prohibited or restricted by law.

All Rights Reserved. Reproduction of editorial content without written permission is prohibited.

Subscriptions/Customer Service: Write to Nevada Magazine Subscriptions, P.O. Box 11344, Saint Paul, MN 55111-0344, call 877-904-7953, DID # 651-251-9686, or visit nevadamagazine.com. Please allow at least six weeks for subscription fulfillment or change of address.

Nevada Magazine (ISSN 0199-1248) is published bimonthly by the State of Nevada at 401 N. Carson St., Carson City, NV 89701-4291. Copyright © 2013 State of Nevada. Subscriptions are \$19.95 per year (\$29.95 international). Periodicals postage paid at Carson City, NV, and additional mailing offices. Postmaster: Send address changes to Nevada Magazine Subscriptions, P.O. Box 11344, Saint Paul, MN 55111-0344.



STATE OF NEVADA

Governor: Brian Sandoval

Commission on Tourism Chairman:

Lt. Governor Brian K. Krolicki

Director: Claudia Vecchio

Commissioners: Brian Ayala, Christopher Baum, Cindy L. Carano, Lorraine Hunt-Bono, Don Newman, Rossi Ralenkotter, Herb Santos Jr., Ryan Sheltra, Mike Vaswani, John Wagnon



Printed by RR Donnelley

On NEVADAMAGAZINE.COM



EVENTS & SHOWS

"Flip" through the electronic versions of our sister publications, *Las Vegas Events & Shows* and *Nevada Events & Shows*.

E-NEWSLETTER

Sign up for our FREE, info-packed bimonthly e-newsletter.

COMMENT

Share your thoughts and opinions on stories at nevadamagazine.com.

FOLLOW OUR BLOGS

Nevada Magazine
nevadamag.blogspot.com



Nevada Events & Shows
nevadaeventsandshows.blogspot.com

WEB EXTRAS

- ▶ The Silver State National Police Officers Museum's Police Memorial Week Parade (above) takes place May 4 in Virginia City. **By Doug Gist**
- ▶ Our associate editor competed in his first 50-mile ultramarathon in January and came home a winner. **By Charlie Johnston**
- ▶ The SCORE! Interactive Sports Exhibit at Luxor Las Vegas is an only-in-Vegas fan experience, including a shrine to notorious Hit King Pete Rose. **By Charlie Johnston**
- ▶ Read a recap of the Reno Bighorns D-League basketball team's preseason Media Day. **By Jeffrey D. Rogers**

FEATURED VIDEO

Visit our YouTube page, and click on "Browse videos," then "Likes," to watch a 2012 interview with Editor Matthew B. Brown on the "Nevada Trails" television show hosted by Michael S. Smith.



WORTH A CLICK

arts4nevada.org

Nevada's statewide arts communications network and arts calendar has a new and improved website. There, you will find a plethora of arts and cultural events, including classes, workshops, meetings, and conferences.

CONNECT WITH US



Facebook
facebook.com/nevadamagazine



Google+
gplus.to/nevadamagazine



Flickr
flickr.com/nevada_magazine



Twitter
twitter.com/nevada_magazine



YouTube
youtube.com/nevadamag



Pinterest
pinterest.com/nevadamagazine

Fear & Loathing in Goodsprings

Associate Editor Charlie Johnston and I joke that someday we'll publish the *True Chronicles of Nevada Magazine's Adventures*, but for now we keep some of them close to the vest. What we *can* tell you about our December trip to Goodsprings—specifically the town's 100-year-old Pioneer Saloon—is that it was good old-fashioned fun.

The purpose of our trip was to research and photograph for this issue's History story celebrating the saloon's centennial and the accompanying 2013 events (flip to page 42). Tom Sheckells—son of Noel Sheckells, owner of Pioneer Saloon—was extremely helpful as he told us about the different eras that have defined the saloon's history and the historic back bar that dates to the 1860s.

You can read all about that in the story, but what stuck out most about the adventure is how—for one night—we truly lived the Pioneer Saloon experience. We even joked prior to going that we might be akin to Pee-wee Herman in the memorable bar scene in which he erroneously tries to shush a bunch of rowdy bikers and yells: "I'm trying to use the phone!" In the movie, Pee-wee is quickly reminded he is interrupting the "private club of the Satan's Helpers" and narrowly escapes danger by endearing himself to the heathens with a tantalizing dance to the classic song "Tequila."

Granted, we weren't that out of place in Goodsprings, but this is a rural Nevada bar—and there's a certain gritty, wild culture that comes with the territory. Charlie wasn't dancing on the bar Pee-wee style, but he did score us some points with an entertaining country karaoke.

Over the course of an eventful Friday night, we hung out with the regulars and learned of Pioneer Saloon's "Asshole Association." Chris Gilbert, from Las Vegas, ponied up the \$20 (\$10 each) for Charlie and I to become certified "Complete Assholes," replete with a raucous initiation ceremony and frame-ready certificates.

Gilbert then told us about the \$25 commemorative bricks that are being sold by the saloon. He again graciously opened his wallet to make *Nevada Magazine* an official sponsor of the centennial monument that will be unveiled in October. So "slip on down to the oasis" in Goodsprings—but bring your party hat...and boots.

We'll Miss You, Tony

It is with fond memories that we announce the departure of longtime Art Director Tony deRonnebeck. Tony first showed up in the *Nevada Magazine* indicia for the August 2005 issue, and he leaves quite a legacy here at The Paul Laxalt Building in Carson City. Under his direction, we won the Nevada Press Association's General Excellence Award three times, including

last year, and Tony himself was named Best Page Designer by the NPA in 2012.

Tony, who served as art director for five years and now resides in Montana, remains a true Nevadan. He always had a great Nevada story to tell, and his leadership will be greatly missed. We wish him and his family the very best. ▀



Top, left to right: Charlie Johnston (associate editor), Chris Gilbert of Las Vegas, and Matthew B. Brown (editor) rejoice at the Pioneer Saloon in Goodsprings. Above: Gilbert's friends Tom Boelsma (red bill) and Paul Hatalla enjoy a cold one on December 14, 2012.

Matthew B. Brown, Editor
editor@nevadamagazine.com
[linkedin.com/in/matthewbbrown](https://www.linkedin.com/in/matthewbbrown)

LETTERS TO THE EDITOR

SLITHER YOUR WAY TO BAKER THIS JUNE

Your wonderful "Homegrown Events" feature in the January/February 2013 issue missed one of the quirkiest. In Baker, gateway to Great Basin National Park, the Snake Valley Festival celebrates community preservation and rural roots. This year it is June 14-16.

The centerpiece is the short Saturday morning parade. It's so short we go around twice. The weekend's "fun'raising" events start with a Friday ice cream social and end with the Sunday Snake Valley Slither run/walk, with live and silent auctions, booths, and kid-friendly activities on Saturday.

Come check us out this year!

Abby Johnson, Baker



Snake Valley Festival

HIS NEVADA

My grandpa loved the "Your Nevada" article [in the January/February 2013 issue]! He received a couple of phone calls from people telling him how much they enjoyed it. Clyde Biglieri, who submitted the 2012 Historical Calendar photo, also called him and was excited to read the story. Thank you!

Siri Frey, Carson City

PRINT SIZE MATTERS

While reading the January/February 2013 edition it occurred to me that the print size over the years has become very small. Please refer to a 1973 magazine. Some (many) of us old folks—I am 76 this year—have trouble reading the small print, though it is a fine picture magazine. I would also enjoy reading the articles.

W.W. Violet, Las Vegas

Although our print size is indeed smaller than it was 40 years ago, we feel like the type size is in line with other regional magazines, comparatively speaking. Please e-mail us or send us a letter if you agree with Mr. Violet and would like to see an increase in type size.

EDITOR

RADIO DIDN'T KILL THE MAGAZINE STARS

I wanted to pass along my compliments. I'm moving from Washington to Carson City soon, and I've really wanted to immerse myself in your state's culture. The archived radio shows are fantastic. I'm looking forward to tuning in every Friday morning.

Brian Sanford, Carson City

Thanks, Brian. Northern Nevadans can tune into 101.3 FM every Friday morning at 9:30 a.m. to hear *Nevada Magazine's* live radio show. Stream the show online at renegaderadio.org. Archived shows can be heard at nevadamagazine.com/nevadamatters. Read more on page 10.

EDITOR

CONTRIBUTORS

KAMI BECKWITH



A self-proclaimed adventurer, Kami Beckwith looks forward to sharing the hidden gems of the Silver State through her photography. She knows the true meaning behind "a picture is worth 1,000

words" given her career as a Crime Scene Analyst with the Henderson Police Department documenting crime scenes and telling a victim's story through images. Beckwith, who photographed the Las Vegas Distillery for this issue, spends her free time hiking and exploring the roads less traveled.

■ PG. 32

NELLIE DAY



Nellie Day is a Southern California-born journalist who specializes in travel, commercial real estate, beer, and lifestyle magazines. After spending many childhood vacations in Las Vegas and Lake Tahoe,

Nevada was an obvious choice for Day when she decided she needed a change of scenery. She now resides on the Las Vegas Strip with a surly bull terrier named Bindie. While she's written extensively about beer, this issue contains Day's first foray into the world of craft distilling. She's never tried moonshine, which she hopes to change shortly.

■ PG. 32

P. GROVER CLEVELAND



P. Grover Cleveland is a historian and photographer who travels the back roads of the West, often in his 1919 Model T Ford. He holds an M.F.A. in photography and has taught various university courses. He is currently

completing a book entitled *The Lincoln Highway in Basin and Range* that will be published later this year. His blog of the same title can be found at sierratraveler.com. Cleveland makes his living as a technical writer and landscape photographer. He lives in a tiny farming community in Northern California, but would rather be living in Austin.

■ PG. 56

WE VALUE YOUR INPUT

Write to editor@nevadamagazine.com or via mail at 401 N. Carson St., Carson City, NV 89701. You can also comment on stories and read more letters at nevadamagazine.com. Letters and comments are subject to editing.



KNOW YOUR NEVADA

The Run-A-Mucca motorcycle rally returns to Winnemucca May 24-26. The 12th annual event includes live concerts and a \$1,000 Poker Run.

Spring Brings Warmer Weather and Events Galore

Dear Friends,

Spring has arrived in Nevada—bringing with it all of the wonderful outdoor activities that Nevadans and visitors alike associate with life in the Silver State.

The winter season has been a good one at our world-class ski resorts, likely allowing snow seekers bonus time on the slopes. Enough fresh powder blanketed our majestic mountains to allow for winter fun for the whole family—skiing, snowboarding, and sledding. If we're lucky, we'll have enough of the white stuff to keep us "schussing" through spring. At Lake Tahoe, there's nothing quite like gliding down a ski slope in a T-shirt and jeans, with the sun on your back and the glistening crystal blue waters of the lake below. It's truly a sight to behold and an experience to savor.

For NASCAR fans, the Sprint Cup Series returns to Las Vegas Motor Speedway March 8-10 for its 15th year. As someone who has had the pleasure of attending the event (and kicking off the festivities with more than 100,000 faithful fans), I know that three days of fast cars—followed by nights on the Strip visiting the finest casinos, eating world-class cuisine, and attending performances by some of the biggest names in showbiz—is a thrilling, adrenaline-filled way to spend the weekend.

The Laughlin River Run motorcycle rally, the largest such event in the West, returns for its 31st year in April. The event, which boasts tens of thousands of participants, follows historic Route 66 and runs to the Colorado River and includes concerts, vendors, and charity events. For a motorcycle event in Northern Nevada, be sure to ride up to Winnemucca



Lt. Gov. Brian K. Krolicki

over Memorial Day Weekend to attend Run-A-Mucca. The 12th year of this event sees the auction of a 2013 Harley-Davidson 110th-Anniversary Limited Edition Road King, a \$1,000 Poker Run, live music, stunt bike jumpers, and the burning bike.

April also brings another perennial favorite in the form of the Reno Jazz Festival. The event highlights exceptional students along with professional, well-known artists. Features include an All-Star competition for high school students and clinics covering topics from instrumental and vocal performance to jazz arranging and improvisation. There are also competitions in categories such as big bands, combos, and vocal jazz ensembles.

For many families, spring vacation is the perfect time to load up the car and take a road trip across our great state. There are many fascinating routes (that can also include some educational side trips), such as a trip to Tonopah to stay in the historic, newly reopened Mizpah Hotel, made even more adventurous by traveling to nearby ghost towns such as Goldfield and Rhyolite. You can try to spot friendly visitors from other planets along the Extraterrestrial Highway (State Route 375). Or pay a visit to Great Basin National Park, the only national park solely in Nevada.

These are just a few of the many events and attractions in Nevada as we shed our winter coats and warm up to spring. For more information on events, shows, and exhibits throughout the year, be sure to visit nevadamagazine.com or travelnevada.com.



Brian K. Krolicki

Lieutenant Governor

Chairman—Nevada Commission on Tourism

ltgov.nv.gov



PLACES COVERED IN THIS ISSUE

- Austin (pg. 56)
- Carson City (pgs. 9, 52)
- Dayton (pg. 19)
- Fernley (pg. 56)
- Genoa (pg. 14)
- Goodsprings (pgs. 4, 42)
- Henderson (pg. 32)
- Imlay (pg. 28)
- Lake Tahoe (pg. 38)
- Las Vegas (pgs. 10, 11, 15, 24, 36, 46, 49, 68)
- Little Finland (pg. 18)
- Middlegate (pg. 56)
- Pyramid Lake Indian Reservation (pg. 50)
- Reno (pgs. 10, 16, 20, 24, 68, 80)
- Rye Patch State Recreation Area (pg. 24)
- Sparks (pgs. 19, 20)
- Virginia City (pg. 11)

16th Annual READERS' POLL



CAST YOUR VOTE AT
NEVADAMAGAZINE.COM
Voting ends April 19th

Results will be published in the July/August 2013 issue of *Nevada Magazine* and on nevadamagazine.com.
One lucky voter will win a complimentary Reno travel package. Only completed ballots will be eligible.



Win a Reno Travel Package!

*Includes two nights accommodations at Eldorado Hotel Casino Reno, dinner at Roxy, show tickets at Eldorado Showroom, plus a round of golf at Wildcreek Golf Course.

*For two people. Does not include travel fare or other miscellaneous expenses.



DON'T MISS OUT...VOTE TODAY!

NEVADA
MAGAZINE

nevada almanac



From left to right: Peter Barton, Division of Museums & History; Captain Rinehart M. Wilke, Naval Air Station Fallon; Judge Chuck Weller, Reno Navy League Historian; Governor Brian Sandoval; Robert Sims, E. L. Cord Foundation; and Kai Wallis, President, Reno Chapter of the Navy League. The men gathered in Carson City on December 20, 2012 for the unveiling of the Halsey Saddle at the Nevada State Museum.

MATTHEW B. BROWN

Halsey Saddle Returns to Nevada

A western saddle handcrafted by Reno residents in 1945 was sent as a special gift to Admiral William Halsey to mark the surrender of Japanese forces in World War II. The Halsey Saddle returned home late last year from the U.S. Naval Academy Museum in Annapolis, Maryland on a three-year loan.

Governor Brian Sandoval joined other dignitaries in welcoming back the saddle that gained international prestige during the war. It will be housed at the Nevada State Museum, Carson City—in honor of the state's sesquicentennial in 2014—and could tour Nevada.

After the attack on Pearl Harbor, Halsey told the media he wanted to ride the Japanese emperor's horse. Within five months, the Reno Chamber of Commerce had commissioned and built a saddle in a promotion to purchase war bonds. When Washoe County fulfilled its bond quota, local businesses fashioned the saddle, silver, and bridle. The Pyramid Lake Paiute Tribe sent specially made buckskin riding gloves.

Interestingly, M.H. "Hoot" Newman, who made more than 116 pieces of engraved silver ornaments for the saddle, is the uncle of our art director Tony deRonnebeck's father. nevadaculture.org, 775-687-4810



M.H. "Hoot" Newman is shown hard at work in 1945 at the Newman Silver Shop in Reno.

Up Front

RADIO

Live on the Air with *Nevada Magazine* and Nevada Matters

Nevada Magazine has partnered with Reno-based Nevada Matters Media to host a weekly radio show.

"In almost four decades I have never been involved in a talk show that can do as much for Nevadans as the *Nevada Magazine* talk show," says Nevada Matters Media reporter and host Eddie Floyd, "which has been the goal of Nevada Matters Media ever since its beginning on KSRN."

Publisher Janet Geary and editor Matthew B. Brown co-host the show, which tapes live from the Reno Town Mall on Fridays from 9:30 to 10 a.m. It can be heard at that time on Renegade Radio, which is 101.3 FM in Northern Nevada, or online at renegaderadio.org. The public is invited to attend the live show.

The *Nevada Magazine* show can also be heard Sundays at 6 p.m. on Fox News Radio—99.1 FM in Northern Nevada—or online at 991fmtalk.com, as well as various times Monday through Saturday on the aforementioned Renegade Radio.

For more information about Nevada Matters Media and a complete schedule of shows, visit nevadamatters.us or call 775-827-8900. Nevada Matters hosts more than 30 talk shows, many of which stream live on Renegade Radio.



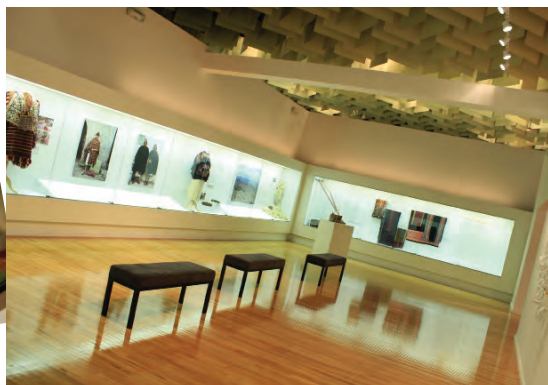
DEBBIE MCCARTHY

MUSEUM

Marjorie Barrick Museum Dazzles with Remodel

The newly renovated Marjorie Barrick Museum at the University of Nevada, Las Vegas recently announced its new association with the school's College of Fine Arts. With the partnership and remodeled exhibition halls, the museum promises "a fresh focus on the art of our time" with a wide range of exhibitions, lectures, and programming intended to engage the aesthetic and intellectual sensibilities of UNLV students, faculty, and visitors. The museum is currently the temporary home of the Las Vegas Art Museum

collection, which will be featured regularly in the main exhibition hall. Additionally, the museum maintains a superb collection of pre-Columbian and ethnographic art. Admission is free, but voluntary contributions (\$5 for adults, \$2 for children and seniors) are encouraged. barrickmuseum.unlv.edu, 702-895-3381



PHOTOS: MICHELE POPEJOY



ATTRACTION

SlotZilla Zips into Fremont Street Experience

The current zipline that soars above Fremont Street Experience in downtown Las Vegas is being replaced with the 11-story-tall, 1,700-foot-long SlotZilla. Scheduled to open in June, the ride will dwarf the current Flightline zipline and increase the speed reached by riders from 20 to 35 mph. Made to look like a giant slot machine, the two-level, \$11-million SlotZilla will replicate a jackpot—with a giant moving arm and “spinning” reels for accuracy, of course—before disgorging riders from sets of doors that conceal its two platforms. The slot machine is adorned with two Las Vegas showgirls standing nearly 40 feet tall and will include a 20-foot-wide, 10-foot-tall “Welcome to Fabulous Downtown Las Vegas” sign. At 112 feet, the top platform of SlotZilla will sit higher than the world-famous Fremont Street canopy. The bottom platform, at 70 feet, is about the same height as the current zipline and will cost the same to ride: \$20. Rides from the top platform will cost \$30. Visitors wishing to ride both can do so for \$40. vegasexperience.com, 877-834-2748



RENDERING



A SECTION OF THE
1913 LINCOLN HIGHWAY
THROUGH NEVADA WAS
SO ARDUOUS THAT IT WAS
NICKNAMED “FORD’S DEFEAT”
FOR THE MULTITUDE OF
EARLY MODEL T FORDS
IT OVERWHELMED.

READ MORE ABOUT THE 100-YEAR-OLD
LINCOLN HIGHWAY IN THE FEATURE
STARTING ON PAGE 56.

HISTORY

Stolen 1870s Tombstone Returned to Virginia City

When two Comstock boys died in a brutal snowstorm just before Christmas 1871, they were interred at the Gold Hill Cemetery and remembered with a large monument. The monument listed the names and ages of the Jones brothers, along with a poem. More than a century later, in 1974, the tombstone—like too many Comstock artifacts before and since—was stolen. The Comstock Cemetery Foundation created a replica, an implicit admission that the monument was likely lost forever. The tombstone turned up outside of Petaluma, California in 1978, but no one who knew of its origin learned of its whereabouts as it sat for decades at the Two Rock Presbyterian Church. In February 2012, after tirelessly searching the Internet, churchgoer Brad Davall stumbled onto the story of the Jones boys’ missing tombstone. The monument was returned to its rightful resting place in August. comstockcemetery.com, 775-847-0281

GRAND CANYON/HOOVER DAM

SAFETY FIRST!

Don't believe it's best if you pay less. Never gamble with safety and quality. Remember, it's not expensive — it's priceless.

OUR STAFF HAS OVER 65 YEARS EXPERIENCE AND SERVED OVER 5 MILLION SATISFIED CUSTOMERS

FREE SHOW TICKETS & FUN BOOKS Value \$179.00 With Coupon Redemption

Will Match Any Competitor's Price!

Ask About Our Free Laughlin & Primm Trips



• All tours include hotel to hotel transportation • Tour itineraries are subject to change • All fares are subject to cancellation policies
• Fuel surcharges may apply • All fares reflect a 5% cash discount • All tours are DOT and FAA certified • AIRPLANE TOURS: All seats are window seats • Will not be responsible for unexpected delays, loss of visibility or itinerary changes caused by traffic, weather, etc.

Call For Reservation Information 24 Hours, Open Every Day

(702) 471-7155

**Sightseeing
Tours
Unlimited**
of Nevada



DISCOUNT COUPONS

OUR NO. 1 TOUR*

GRAND CANYON DELUXE SOUTH RIM TOUR

- Spectacular air tour over Hoover Dam, Lake Mead and the heart of the Grand Canyon
- Fly over extinct volcanoes and view some of the world's most colorful and unique rock formations
- Enjoy a relaxing 2.5-hour motorcoach tour of the South Rim with photo stops at the most popular lookout points, viewing the widest and deepest parts of the Canyon
- Learn the fascinating history and geology of the national park and its inhabitants from our experienced tour guide.

All Seats Window Seats
All pilots over 2000 hours

Lunch Included!

\$224.99* Per Person
REGULAR PRICE \$369.99

OUR NO. 14 TOUR*

INDIAN COUNTRY DELUXE AIR & GROUND TOUR

- Spectacular air tour over Hoover Dam, Lake Mead and the heart of the Grand Canyon
- Land at the West Rim and meet your hosts, the Hualapai Indians, for a BBQ luncheon overlooking the Grand Canyon and Colorado River
- Guided ground tour with photo opportunities at the legendary Eable and Guano points

NEW TOUR! Visit the **Hualapai Indian Nation**

\$189.99* Per Person
REGULAR PRICE \$299.99

OUR NO. 3 TOUR*

GRAND CANYON SCENIC AIR TOUR

- Spectacular air tour over Hoover Dam, Lake Mead and the West Rim of the Grand Canyon
- Fly over the heart of the Grand Canyon, viewing some of the world's most spectacular and colorful rock formations
- See Indian villages and extinct volcanos

Flightseeing Spectacular

For the **Time Conscious Sightseer**

\$114.99* Per Person
REGULAR PRICE \$199.99

OUR NO. 10 TOUR*

GRAND CANYON HELICOPTER TOURS

High Tech - State of the Art Jet Helicopters
DELUXE AIR & GROUND TOURS

See The Canyon from Above & Below
Lunch Included

<p>Champagne Picnic & Indian Adventure</p> <p>\$299.99* Per Person REGULAR PRICE \$399.99</p>	<p>West Rim Ranch Adventure</p> <p>\$319.99* Per Person REGULAR PRICE \$399.99</p>
---	--

NIGHT FLIGHT OF THE VEGAS LIGHTS!
ONCE IN A LIFETIME VIEW OF THE STRIP

ONLY \$74.99*
PER PERSON • Regular price \$109.99

CALL FOR DETAILS SEVERAL DEPARTURES CALL FOR DETAILS

SPECTACULAR GRAND CANYON AIR ONLY

- Includes spectacular view of Hoover Dam & Lake Mead
- View the extinct volcano fortification hill
- Fly through the heart of the Grand Canyon

Helicopter Flightseeing Spectacular

\$239.99* Per Person
REGULAR PRICE \$349.99

ULTIMATE INDIAN COUNTRY ADVENTURE HELICOPTER-AIRPLANE-BOAT

- Spectacular bird's-eye view of Lake Mead, Hoover Dam and the Grand Canyon
- Land in the heart of the Hualapai Indian Nation and enjoy a BBQ luncheon and guided transfer to the legendary "Guano Point"
- Once in a lifetime helicopter adventure descending 4000 ft into the heart of the Canyon
- Enjoy awesome beauty and tranquility on your riverboat cruise of the mighty Colorado River

NEW TOUR! Our **Famous 3-in-1 Tour**

\$299.99* Per Person
REGULAR PRICE \$399.99

OUR NO. 11 TOUR*

GRAND CANYON ONE DAY BUS TOUR

With Optional Helicopter Flight

- Deluxe motorcoach tour to Grand Canyon South Rim National Park
- Photo stops at Hoover Dam
- Ride through the rugged Black Canyon and Western Arizona, viewing extinct volcanos.
- View the widest and deepest points of the Grand Canyon, spanning 21 miles across and over 1 mile deep
- Includes Continental breakfast and delicious luncheon
- Optional Helicopter Flight Available

EXCLUSIVE STOP AT NATIONAL GEOGRAPHIC VISITORS CENTER WITH OPTIONAL IMAX MOVIE

Original One Day Bus Tour to South Rim

\$85.99* Per Person
REGULAR PRICE \$150

OUR NO. 4 TOUR*

WEST RIM MOTOR COACH TOUR

- Enjoy a Continental Breakfast
- Drive through Joshua Tree Forest
- Photo stop at Hoover Dam
- Explore The Indian Village and Hualapai Market
- Visit the Two Spectacular Lookouts at Eagle and Guano Point
- Your Choice Of A Native American BBQ Luncheon Or An Authentic Cowboy Cookout along the Colorado river
- Return To Las Vegas In Plenty Of Time For Dinner And Evening Shows

See The Skywalk

\$129.99* Per Person
REGULAR PRICE \$199.99

THIS MONTH'S FEATURED TOUR SPECIAL!

OUR NO. 16 TOUR*

WEST RIM BY MOTORCOACH-HELICOPTER & BOAT

- Enjoy a Continental Breakfast
- Photo stop at Hoover Dam
- Travel by motorcoach through the Joshua Tree Forest to the West Rim of the Grand Canyon
- Meet your hosts, the Hualapai Indians
- Visit spectacular Guano Point
- Enjoy a Native American BBQ Luncheon
- Descend 4000 ft below the rim to the Canyon floor by Helicopter
- Remarkable pontoon boat ride along the Colorado river
- Return by Motorcoach in time for evening shows

Includes Stop At Hoover Dam

Visit the Hualapai Indian nation

\$239.99* Per Person
REGULAR PRICE \$359.99

LUNCH INCLUDED

OUR NO. 5 TOUR*

HOOVER DAM CITY DELUXE SPECIAL

- Tour Las Vegas, stopping at Ethel M's Chocolate Factory and Cacti Botanical Garden and receive free samples
- See historic Boulder City and Lake Mead
- Ample time to visit the mighty Hoover Dam

LUNCH INCLUDED

VIP Interior Tour Included

The Best Dam Tour in Town

\$43.99* Per Person
REGULAR PRICE \$52

OUR NO. 8 TOUR*

SUPER EXPRESS HOOVER DAM TOUR

- Tour Las Vegas
- See historic Boulder City and Lake Mead
- Ample time to visit the mighty Hoover Dam

VIP Interior Tour Included

The Fastest Dam Tour in Town

\$33.99* Per Person
REGULAR PRICE \$46

OUR NO. 9 TOUR*

HOOVER DAM LAKE MEAD CRUISE

- Tour Las Vegas, stopping at Ethel M's Chocolate Factory and Cacti Botanical Gardens
- Ample time to visit Hoover Dam
- Cruise Lake Mead on an authentic Mississippi paddleboat
- Includes a delicious luncheon

VIP Interior Tour Included

The Best Dam Cruise in Town

\$63.99* Per Person
REGULAR PRICE \$92

Call For Reservation Information 24 Hours, Open Every Day

(702) 471-7155



◆ Since 2010, **Caesars Entertainment** has provided financial assistance and test preparedness courses to help more than 250 employees become naturalized U.S. citizens. In December, more than 30 employees were refunded part or all of their \$680 (each) citizenship application fees as part of the company's Citizenship Rewards program. caesars.com



◆ Reno's **Bonanza Casino** recently unveiled its mobile app for Android, Apple, and tablet devices. The app contains information about the property's players club, restaurants, and upcoming events; access to TripAdvisor reviews, free online casino games, and reservations at Cactus Creek Prime Steakhouse; and links to Bonanza's social media sites. bonanzacasino.com, 775-323-2724

◆ Nevada's roughly 270 **Historical Markers** are scattered across the state, erected everywhere from remote ghost towns to urban street corners. Needless to say, tracking them all down for a tour would be exceedingly difficult and time consuming. Luckily, history-minded Nevadans and visitors can now access all the markers in one place. The *Free Guide to Nevada's Historical Markers* is available in a downloadable format at nevadan.wordpress.com, by e-mailing cbasso@charter.net, or by calling 775-356-0264.

SPA

1862 David Walley's Hot Springs Resort Unveils Renovated Day Spa

A sanctuary for healing aches and pains for more than 150 years, 1862 David Walley's Hot Springs Resort in Genoa recently completed a day spa remodel. Providing guests with an exciting new experience, the 1862 Day Spa is the first in the area to offer Vichy Shower treatments and the only to use mineral water from its own natural hot springs. Guests of the hot springs and day spa will have the opportunity to experience the tranquility of new men's and women's steam rooms and saunas.

This is the second major renovation to the property since Summer Winds Resort Services acquired it in 2010. The renovations began with the property's two restaurants, the award-winning 1862 Restaurant and Saloon and Harriet's Café. davidwalleys-resort.com, 775-782-8155



BOOKS

Son of a Gambling Man: My Journey from a Casino Family to the Governor's Mansion

By Governor Bob Miller, Foreword by President Bill Clinton, St. Martin's Press, macmillan.com, 646-307-5151, 272 pages

When Bob Miller arrived in Las Vegas as a boy, it was a small, dusty city, a far cry from the glamorous, exciting place it is today. Driving the family car was his father Ross Miller, a tough guy—but a good family man—who had operated on both sides of the law on some of the meaner streets of industrial Chicago. Bob eventually went on to law school, entering law enforcement and ultimately becoming a popular governor of Nevada, holding office longer than anybody in the state's history.

And the Miller family's legacy continues. Bob's own son (Ross, like his grandfather) is presently serving as Secretary of State in Nevada. A warm family memoir, the story of a city heir, with just a little bit of *The Godfather* and *Casino* thrown in for spice, *Son of a Gambling Man*, available for purchase March 12, is a unique and thoroughly memorable story.

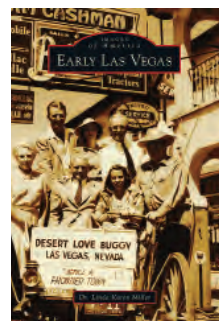


Early Las Vegas

By Dr. Linda Karen Miller, Arcadia Publishing, arcadiapublishing.com, 843-853-2070, 128 pages

After the departure of Mormon settlers in 1857, early Las Vegas continued to be a watering stop for overland travelers on the Mormon Road/Old Spanish Trail. The area consisted mainly of ranches and mines until railroad rivals eyed the Las Vegas Valley. *Early Las Vegas* and its collection of historic photographs give a unique look at the lives of the people who built the town. The book is scheduled to be available locally after April 1 at numerous Las Vegas-area museums. You can meet the author, Linda Miller, at an April 13 book signing at Old Las Vegas Mormon Fort State Historic Park.

In honor of Helen Stewart, often referred to as The First Lady of Las Vegas, the non-profit Friends of the Fort has partnered with Napa Valley's Goosecross Cellars to offer an Estate 2008 Desert Legend Cabernet Sauvignon for sale to help raise funds to support the Old Las Vegas Mormon Fort State Historic Park. The wine can be purchased from Goosecross online at torchlightcellars.com/friendsofthefort and at various Las Vegas-area wine shops. friendsofthefort.net



COMMISSION ON TOURISM

Governor Appoints Three New Commissioners

The Nevada Commission on Tourism, the 11-member board that oversees and advises the state's tourism agency of the same name, received three new members in late 2012. Herb Santos Jr. is the managing partner of the NBA D-League Reno Bighorns basketball team and the owner of the Law Firm of Herb Santos Jr. in Reno. In August 2011, Santos partnered with Stephen and Jeffrey Adams of Adams Sports LLC to purchase the Bighorns.

John Wagon is Senior Director of Brand Marketing for Vail Resorts, Inc. at Heavenly and Kirkwood Mountain Resorts. Wagon has served on the boards of directors of organizations such as the Lake Tahoe Visitors Authority, Ski Lake Tahoe, and the California Travel Industry Association and is former chairman of the Reno-Tahoe Airport Authority Board of Trustees.

Brian Ayala is president of Ayala's Concession Group, an airport retail concession business. According to a *Las Vegas Sun* story, Governor Brian Sandoval says Ayala's business "affords him a front-row seat to the wants and needs of tourists to Southern Nevada." travelnevada.com, 800-NEVADA-8



✦ The **Amargosa River** in Nevada and California is one of the world's longest underground river systems. Since 1984, the Nature Conservancy's Amargosa River Project has helped to protect the fragile waterway and unique wildlife that depend on it. Recent results include the completion of a boardwalk, kiosk, and interpretive signage at the Torrance Ranch Preserve, giving visitors the opportunity to learn about the river and efforts to protect it.

nature.org/nevada, 775-322-4990

✦ **Douglas County** recently became Nevada's first, and only the second in the nation, to be certified an official Connected community. Developed by Connected Nation, the program entails building a plan for developing a technology-ready community by reviewing the technology landscape, developing regional partnerships, establishing local teams, and conducting a thorough community assessment. The broadband coverage of the area was measured using Connect Nevada's broadband availability maps and survey research.

connectnv.org

✦ Reno's **Grand Sierra Resort** recently received The Hospitality Industry Network Judges Award for Creative Guestroom Renovation. The new décor at GSR offers a modern and relaxing ambience with vivid hues that brighten guest suites. The HOSPY Awards recognize individuals and properties for extraordinary achievement in architecture, design, and development in the hospitality industry. grandsierraresort.com, 800-501-2651



NIGHTLIFE

ANTHONY MAIR

Downtown Las Vegas Welcomes Commonwealth to Fremont Street

Designed to emulate an East Coast bar that has occupied the same street corner for the past 100 years, Commonwealth is a unique new player on downtown Las Vegas' cocktail bar roster. Opened in December, the 6,000-square-foot establishment is inspired by pre-Prohibition era design and libations, complete with its own backroom speakeasy. "Commonwealth speaks to the very definition of the word: for the good of the community," says cofounder Michael Parks. "We want to be part of the downtown story." The 2,000-square-foot rooftop patio is pointedly more Las Vegas-inspired than the rest of the establishment, featuring live music and entertainment.

commonwealthlv.com, 702-445-6400





Ice Ice Baby

Photo by Sandra Whitteker

Part of the enjoyment of our Nevada Photographers Facebook group comes via the comments. “No offense to anyone, but I think this is one of the best flume pics I’ve ever seen!” wrote Sally Hanrahan when Whitteker posted a photo from this shoot on January 28. We were also very impressed, as numerous Northern Nevada photographers took advantage of the picturesque Fleisch flume during an icy December and January.

This particular section of the historic flume—originally built in 1905, according to a 2002 *Las Vegas Review-Journal* story—is on the south side of Interstate 80 between Reno and Truckee, California. Accessing it, however, takes a little work. If you’re traveling from Reno, make a U-turn at the Farad exit and reverse direction on I-80. Whitteker says to stop at the third pull out—“the one with a road that’s gated,” she says. “We walked down the road and along the railroad tracks until we saw the ice, then crossed the field to it. Be careful!”



Little Finland

It's a Nevada place so mysterious it has no name; or it has several names, depending on how you look at it. For simplicity sake, we refer to it as Little Finland, as we did in our May/June 2012 issue (find the story on nevadamagazine.com). The remote region, akin to Valley of Fire State Park, is generally south of Mesquite and east of the Overton arm of Lake Mead. PHOTO BY MATTHEW B. BROWN

**ART DIRECTOR'S CHOICE**

Each issue, *Nevada Magazine's* Art Director will choose a photo from our Nevada Photographers Facebook group to be showcased on this page.

PHOTO BY ERNEST ROSS

Contact Ross at
artimagesonline.com.

Golden Reflections

According to Ross, local parks are a great place to take photos of wintering ducks in the Reno-Sparks area, as the birds get accustomed to activity such as humans and dogs walking by. "It also offers a more confined area of water in which they swim in, so getting a closer shot of them is easier," he says.

Ross snapped this image at Paradise Park Ponds in Sparks on November 24, 2012. "Photos like this require a little patience to let the ducks settle back down after you get near the water's edge," Ross adds. This Goldeneye is showing off its courting skills after another male (not pictured) had flown in.

Snowy River

The Carson River runs through the quaint northwestern Nevada town of Dayton, and Herbert does a stellar job of covering it in all seasons. Many of our Nevada photographers braved frigid December and January temperatures to capture outstanding images that they shared with us on Facebook. "It was so cold but so pretty out," Herbert says. "I love going to the river, and it was a special treat with all the snow."

PHOTO BY TRACY HERBERT

See more of Herbert's work at
fineartamerica.com/profiles/tracy-herbert.html.

**GROUP CHOICE**

Each issue, our Nevada Photographers Facebook group votes for their favorite photo out of three selected by the *Nevada Magazine* production staff.





RACHID DAHNOUN/AURORA PHOTOS

Reno's first arch was erected in 1926 to promote the Transcontinental Highways Exposition and originally included the words "Nevada's Transcontinental Highways Exposition" and the dates of the event (June 25-August 1, 1927). The slogan "The Biggest Little City in the World" was adopted in June 1929.

ALL SEASONS—1,000 REASONS

RSCVA CEO discusses Reno's new slogan and the state of tourism in Northern Nevada.

BY CHARLIE JOHNSTON

The Biggest Little City in the World, America's Adventure Place, A Little West of Center, Far From Expected...Reno has seen its fair share of nicknames and slogans—especially so in the last decade—and few of them have stuck.

As the years-long game of musical mottos shows, the region was facing a bit of an identity crisis when President and CEO Chris Baum took the helm of the Reno-Sparks Convention & Visitors Authority at the start of 2012. Since, Baum and his team have set out to create new marketing campaigns and a corresponding slogan that work for the Reno-Tahoe area. We had a chance to sit down with Baum in January to talk about the RSCVA's new direction, marketing campaigns, and slogan "All Seasons—1,000 Reasons."



Chris Baum, RSCVA

Q: Obviously you weren't sold on Reno's former slogan, "Far From Expected." Where do you think it went wrong?

A: I was told about how things apparently were done in the past; I guess they went out into the community and had public forums and asked everybody's opinion. Marketing is not a group activity. Marketing should be handled by a small group of experts. You will never get a good result if everybody gets to vote and put in their two cents.

Q: In December, the RSCVA unveiled the new campaign and slogan, "All Seasons—1,000 Reasons." Has it been better received than its predecessors?

A: I've had strangers come up to me and say, "I really like the new slogan." I've gone to church and had people say, "The new slogan is great." My wife told me the other day, "I saw [so and so] today at the PTA meeting, and they wanted me to tell you that they think the new slogan is terrific." Yes, we've gotten an awful lot of positive feedback.

What's amazing is the way we came up with it and the fact that we didn't spend \$50,000 on focus groups. We just painted it on the side of our 1951 Willy's four-wheel-drive [promotional] station wagon before a press conference and said nothing about the words on the side of that car.

That same day I started getting e-mails and calls from people saying they loved the new slogan. It was really the purest form of market research you can do: put something out in the world, don't mention it, and see if anyone notices.

Q: Ray Hagar posed the question "too generic or cool?" in regards to the new slogan in a *Reno Gazette-Journal* story earlier this year. Roger Brooks of Seattle's Destination Development International is quoted in that story as calling the slogan generic. What do you say to such skepticism?

A: If people didn't think the slogan was on target, I would have heard about it. If you have to go to Seattle to find a self-proclaimed consultant who says that he disagrees...I think he's just criticizing other people's work.

Q: In your view, what does "All Seasons—1,000 Reasons" say about the region? Are there, in fact, 1,000 reasons?

A: Even without gaming, we still have 1,000 reasons to come here. And it's a legitimate claim. Most resort destinations just have a couple of things to offer. We offer a very long, diverse list of things you can't do just anywhere. Dad can go to the National Automobile Museum; mom can go to the spa; sis can go hiking, backpacking, mountain biking, or kayaking; and her brother can go and hang out in clubs and play blackjack and poker. Everybody's got something to do here, and that's not true of a lot of resort destinations.

Q: In that *RGJ* story you say, "We don't hang our hat on a slogan." Tell us a little about the campaign itself and what you see it doing for Reno and the region.

A: In the context of marketing, the slogan is not the most important thing. The most important things are the messages we're putting across and the misconceptions about this region we're overcoming. We have a destination a lot of people know nothing about, but there are a lot of people in America that would enjoy what we have to offer, so long as we can get that message across. "All Seasons—1,000 Reasons" is about showing people that we're a true all-seasons resort. Our marketing team is literally putting together a list of 1,000 things that you can do here, in all seasons and from all ends of the spectrum. The point is that this is a place where, as our marketing campaign states, you can "find your passion," no matter what it is.

Q: Gaming hasn't been mentioned as far as the new campaign and slogan go. What is the state of gaming in Reno-Sparks? How does that affect the region as it concerns attracting visitors?



RACHID DAHNOUN



Hot August Nights, August 6-11, is one of Northern Nevada's most popular events and draws classic-car owners and enthusiasts from around the nation.

A: We have all of these hotels that were built for a gaming model, and when gaming was at its peak, you didn't have to worry about any other kind of business. People came because you couldn't gamble in many other places, but you could gamble here in Reno. Now you can gamble almost everywhere in America, so you have to take all the other assets here and put those front and center.

Gaming still brings a lot of money, but it will never be as big [for Reno] as it used to be. But where else do you have access to skiing on these terrific mountains, or our incredible entertainment, spas, special events, museums, and outdoor recreation? Where else can you drive a dune buggy at 100 mph in the desert or attend Hot August Nights, Street Vibrations, the Nugget Rib Cook-Off, the National Championship Air Races, and The Great Reno Balloon Race? We have such incredible variety here.

Q: You've made attracting meetings and conventions to the region a top priority at the RSCVA. Why?

A: We're not going to fill nine hotels with 800 to 2,000 rooms every night with just tourists. We have a market with a population of about 420,000 and more hotel rooms than cities 10 times that big. The entire state of Michigan has just one hotel with more than 1,000 rooms. About half of [the Reno area's] business in the future has got to come from meetings and conventions. They tend to come during the week; tourists tend to come on the weekends. Put them together, and we can start getting an occupancy level that fills up this incredible capacity we have.

We're focusing heavily on bringing conventions from companies in the West because there are direct flights to Reno from many western cities, and others are just a short drive. Washington D.C. is the headquarters for most American associations and our number-one market for conventions, so we're putting a lot of emphasis there as well.

Q: Anything new and exciting in store for the Reno area for 2013?

A: Barrett-Jackson just announced that Reno Tahoe is going to be the newest destination for one of their big custom car and collector auctions during Hot August Nights. This is a big, big thing; we're talking about 20-plus hours of live coverage on the Speed channel with Reno-Tahoe logos everywhere, and filmed excursions to local attractions such as the National Automobile Museum. It's an incredible development. It's right for this destination.

Q: Between hunting down and experiencing all of those "1,000 Reasons" in and around Reno, have you had a chance to travel Nevada much outside of the city? If so, where?

A: I've done a little bit of travel [in the state] and have spent a lot of time around Lake Tahoe, the greater-Reno/Sparks area, Virginia City, and Carson City. I've traveled to Vegas for years.

But there are a lot of parts of the state that I'm looking forward to getting to. I'd like to get out [to Elko] and see the National Cowboy Poetry Gathering. Frankly, I've been working too hard in my first year. Hopefully in my second year I can take an occasional breather and get out and visit more of the state. I can't wait! ▀

FOR MORE INFORMATION

Reno-Sparks Convention & Visitors Authority
4001 S. Virginia St., Reno, NV 89502
visitrenotahoe.com
775-827-7600



MATTHEW B. BROWN

National Championship Air Races, September 11-15.

Nevada Matters

((talk radio))



Meet the Nevada Matters Crew
Eddie Floyd, Sean Cary, Steve Ause,
Craig Moss and Debbie Torres McCarthy

Over 30 different talk shows taped at
Reno Town Mall, or in front of a live audience,
with audience participation and live call-ins.

Dial Us In!

Live shows are on
Renegade Radio, *live streaming*
101.3 FM renegaderadio.org

99.1 FM TALK, FOX News Radio, KKFT
102.5 FM & 1300AM Cowboy Country
1230 AM KJFK
1300 AM KJFK

775-827-8900

Be part of the conversation and
tune in to our following shows:

Bubba & The Boys Sports Show • Nevada Matters • Get Real-America • "Sit-Rep" National Talk Show
The Warrior • Family Matters • Money Matters • The Wounded Veteran • House Of Savoy • Discipline Redefined
Reno Tahoe Tonight • Ken's Bulls & Bears • Cheri Hill Show • Animal Matters • Health Matters • State Your Case
Conversations From The Capital • National Freedom Forum • Tipping Point • Nevada Magazine
Nevada Real Estate Review • America Matters • Comstock Cowboy Connections • Book Hound • The Village

Your only locally owned and operated Grocer
offering a full service Food & Drug Store
including Bakery, Deli, Pharmacy, Floral,
Meats & Seafood, Wine & Liquor plus a
variety of name brand and private
label grocery and non foods items.

With locations in
Reno • Sparks • Tonopah
Yerington • Fernley
Gardnerville

SCOLARI'S

FOOD & DRUG COMPANY

Where You're Special ... Everyday.

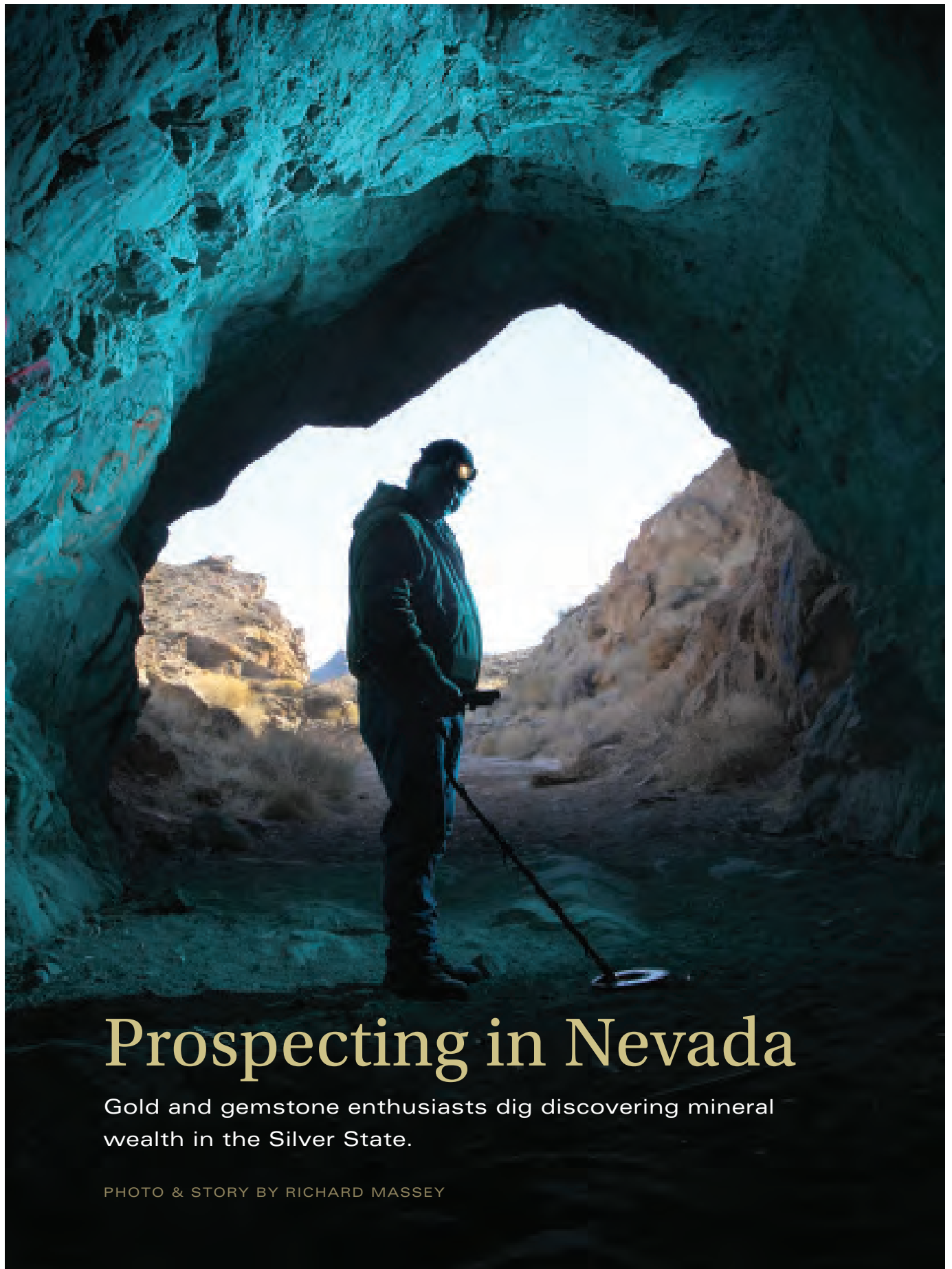
Visit our website at www.scolaristores.com



Be transported in more ways than one.
Book your trip to Reno at Amtrak.com
or call 1-800-USA-RAIL.



Fares, routes, schedules and services are subject to change without notice. Amtrak and Enjoy the journey are registered service marks of the National Railroad Passenger Corporation.



Prospecting in Nevada

Gold and gemstone enthusiasts dig discovering mineral wealth in the Silver State.

PHOTO & STORY BY RICHARD MASSEY



RICHARD MASSEY

The Singatse Range glows golden at sunset with the aid of an orange camera filter. Opposite page: Tom Howard prospects with a metal detector at the mouth of a 40-yard-long tunnel about 10 miles east of Yerington, off Alternate 95. Right: Legendary Nevada prospector Peg Leg John enjoys the summer sun during a GPAA outing at Rye Patch State Recreation Area.

With the rising value of gold and increasing popularity of reality TV shows such as “Gold Rush, Alaska” and “Bering Sea Gold,” it seems that everyone is getting gold fever. If you find yourself bitten by the bug, you couldn’t be in a better place than Nevada.

The Silver State is, by far, the No. 1 gold-producing state in the nation. By percentage, Nevada produces 76 percent, while second-place Alaska claims just 11 percent. In fact, in global terms, Nevada ranks higher than most countries. The world’s top producers (in descending order) are China, Australia, the United States, Russia, South Africa, and...Nevada.

And not all the state’s hot spots have been discovered. According to Mike Visher, deputy administrator for the Nevada Division of Minerals, “New discoveries are being made on a regular basis. We are fortunate to be in a state rich with minerals and precious and semi-precious gemstones. We work closely with public groups such as rock and gem clubs, schools, and other agencies to help them have safe and enjoyable outdoor experiences.”

PROSPECTING GROUPS

No one seems to be enjoying the outdoor/prospecting experience more than members of the Gold Prospectors Association of America, a national organization with two chapters in Nevada. The Northern

Nevada chapter meets at Sparks’ Spanish Springs Library the fourth Monday of each month at 6 p.m. The Las Vegas chapter meets the same day and time at Eagles Lodge on Washington Avenue.

DeAnna Costen, president of the Las Vegas GPAA chapter, shares a philosophy common to the group: “My greatest treasure isn’t the gold I find, but the enjoyable outings and the many new friends I make.”

People with special needs are welcome to all meetings and outings. Bobby Patterson is one such person. Although she is confined to a wheelchair, she attends all chapter activities and has become a real expert with a gold pan.

There are several rock and gem clubs throughout the state. One of the most active is the Reno Gem & Mineral Society.

PROSPECTING EXPERIENCE

Sharing prospecting legends around a campfire is part of the fun. While most stories are based in fact, it isn’t a requirement. The most famous is the Lost Dutchman’s Mine in the Superstition Mountains of Arizona, but my favorite is one about the snowbird prospector. This old fellow spent his summers traveling the dusty back roads of Nevada in an old wood-bed pickup. As winter approached he would head south to Arizona to prospect and attend the state’s annual rock and gem shows.



NANCY TERWILLIGER

FOR MORE INFORMATION

Nevada Commission on Mineral Resources

Division of Minerals
minerals.state.nv.us

Carson City: 775-684-7040
Las Vegas: 702-486-4343

Bureau of Land Management, Nevada

bim.gov/nv
775-861-6400

Gold Prospectors Association of America

Northern Nevada Chapter
gpaaofnorthernnevada.ning.com
775-475-0258
Las Vegas Chapter
lvgpaa.com
702-452-1049

UPCOMING EVENTS

Gem Faire

Mar. 15-17
Grand Sierra, Reno
gemfaire.com
503-252-8300
Admission: \$7 weekend pass

GPAA Gold Expo

Aug. 17-18
Reno Livestock Events Center
gpaaofnorthernnevada.ning.com
775-475-0258
Admission: \$5



TOM HOWARD

Writer and photographer Richard Massey gets into the prospecting act.



RICHARD MASSEY

DANGEROUS DIGS

Some prospectors are drawn to the tailings of old mines, which can be dangerous. The Nevada Division of Minerals has determined that of the more than 200,000 historic mine features scattered throughout Nevada, approximately 50,000 are considered hazardous. In 1987, the agency started the Abandoned Mine Lands program. By using fees from the mining industry, they are able to inventory and secure these areas. To heighten public awareness, the agency adopted the slogan, “Stay Out, Stay Alive.”

minerals.state.nv.us

“When looking for gold, remember that it’s found where it’s been found before...and it has been found in a lot of locations in Nevada.” —**Larry Robbins**, president, Northern Nevada Chapter of the Gold Prospectors Association of America

These shows attract buyers looking for jewelry-quality nuggets, and this prospector always sold just enough to get him through the next year. When he died, his nephew inherited the dilapidated truck. The young man was anxious to get rid of it and was meeting a potential buyer one afternoon. While clearing out the bed he noticed something bright red beneath the cracks in the floorboards. When he crawled under the truck, he was surprised to find a large Folgers coffee can mounted to the undercarriage. The can was full of gold nuggets!

PROSPECTING DEFINED

Prospecting simply means “to search for.” Mining is what takes place after you start moving dirt. There is a bit of an overlap, such as exploratory mining when you are trying to determine if a full-scale operation is feasible. Gold mining is either *hard rock* or *placer* (loose gold that has separated from rock through natural processes).

For the recreational prospector, the two most popular forms of prospecting are panning for placer gold or using a metal detector to find nuggets (also known as shooting for nuggets). As the coil of a metal detector is moved back and forth—“keep the coil to the soil,” the saying goes—it detects changes in the soil and small objects below the surface. When an object is detected, an audio signal is generated.

Nancy Terwilliger of the Northern Nevada GPAA chapter advises, “Don’t purchase a metal detector before you attend a few chapter meetings and gain some field experience.” The training is free, and members delight in helping newbies. A metal detector can cost \$30 from one of the box stores, or you can spend thousands on top-of-the-line models. Popular places to practice are public parks and playgrounds, where you might find coins and jewelry.

Metal detecting is a great outdoor family activity. Give a youngster a metal detector, and watch their eyes light up when they find their first bottle cap or rusty nail. The old saying, “One man’s junk is another man’s treasure” truly applies to metal detecting.

WHERE TO PROSPECT

You can prospect on public land that doesn’t have a claim posted. A claim will have four white corner posts that define its boundaries. Metal detectors can be used in state parks as long as you first check with a ranger and agree not to remove items of historical importance.

By reporting your finds you can actually help contribute to the history of the area. Prospecting in national parks and on private land is prohibited. Some landowners will allow you to use a metal detector on their property if you ask first and assure them you will replace the dirt if you dig holes.

One of best places in Nevada to search for nuggets is Rye Patch State Recreation Area northeast of Lovelock. Use the park as a base as you explore the surrounding hills. Some of the largest nuggets in the country have been found here. If you are lucky, you might run into Peg Leg John. Yes, there really is an old prospector nicknamed Peg Leg, and he is a local legend. In exchange for a cold one and a bit of grub, he might point you in the right direction.



RICHARD MASSEY

Tom Howard demonstrates “high banking,” which is described in detail below.

HOW TO PROSPECT

Panning for placer gold is about the easiest and least expensive way to start prospecting. Find some promising soil—the best is black sand from a riverbed—put it in a gold pan, add water, and you are in business. The idea is to rock/swirl the mixture in the pan to allow some of the lighter material to flow out, over the rim. The heavier black sand and gold particles sink to the bottom and lodge against the pan’s ridges.

Panning is also the final step in a more advanced procedure called “high banking.” This process incorporates a sluice box on adjustable legs. A screen-covered box (a hopper) at the top of the

sluice filters out rocks as you feed dirt over the screen. By using a tub of water, a battery-powered water pump, and a bit of hose, you can recycle the water from the tub to the high banker, where it flows over the dirt, down the sluice, and back into the tub. The water flow pushes gold-bearing material over a series of metal riffles. The heavy gold particles drop into a carpet-like material beneath the grid as the lighter materials are washed away.

Prospecting can be a fun way for all ages to get outdoors and explore the Silver State. Seniors are discovering that it can add years of enjoyment to their lives. Above all, prospecting is a great hobby that brings the history of our great state up close and personal. ▀



NEVADA NUGGET

The biggest gold nugget in existence, the second biggest ever discovered, and the biggest ever found with a metal detector resides right here in Nevada in the lobby of the Golden Nugget Hotel & Casino in downtown Las Vegas. Kevin Hillier found the nugget in Australia in 1980 while setting out for the first time with his new metal detector. He had only ventured a few yards from his front door when the detector sent out a loud, steady buzz. He dug down about six inches when he discovered the 61-pound beauty—later named “The Hand of Faith” and sold to the Golden Nugget for more than \$1 million.

goldennugget.com, 800-634-3454



NEIL LOCKHART

Thunder Mountain

Mysterious Imlay monument beckons Interstate 80 travelers.

BY GREG MCFARLANE

If you've ever traveled east from Reno, Fernley, or Lovelock to Winnemucca, you've driven by it. You might not have thought twice to look, and if you didn't, you could easily have missed it even though it abuts Interstate 80.

"It" is Thunder Mountain Indian Monument, nominally a monument but also an enigmatic roadside curiosity, a colossal sculpture (or series of sculptures), a living quarters, a rock garden, an otherworldly place of silence and mystery, and the life's work of one exceedingly unusual Nevadan.

THE MAN BEHIND THUNDER MOUNTAIN

Thunder Mountain was conceived and created by Frank Van Zant, who was an archetype for the kind of independent thinker who's drawn to our wide-open state. Van Zant was a World War II Army veteran, deputy sheriff, Methodist minister-in-training, indefatigable collector, and something of a visionary.

Van Zant lived in Northern California throughout the 1960s, where he worked for the United States Forest Service as an

archaeologist. One day, the agency took him up on the deal of a lifetime—in exchange for plat maps that he created, Van Zant got to keep any artifacts he found. The only condition was that he had to disclose where he'd located them.

Laden with years of the treasure that was other people's trash, and having recently lost his bid to be a county sheriff, Van Zant headed east in 1968. He stopped on the outskirts of Imlay, today a living ghost town of barely 100 people and back then only slightly more populated. In later years, Van Zant might credit the finding of his new home to serendipity or supernatural forces, but the real story is less fanciful: Imlay was where his truck broke down.

Inspired by his new surroundings, Van Zant adopted a new heritage and dismissed his Dutch name in favor of a Creek Indian one: Rolling Mountain Thunder. His motivation for building the monument was pure, if eclectic: Van Zant wanted to commemorate the original inhabitants of the area. Alternately, he said he wanted to recreate a curious structure he had seen in Death Valley, only on a much greater scale.

In addition to these explanations, Van Zant would regularly invoke the name of the Great Spirit and insist this was not

merely his destination, but his destiny. Once Thunder Mountain was established, Van Zant would claim that he couldn't leave even if he'd wanted to. Every time he had plans of driving too far away, his truck would break down and he'd be forced to return.

BUILDING THUNDER MOUNTAIN

Thunder Mountain is the culmination of a conception unswayed by such workaday concerns as blueprints and design plans. The building "sketches" existed nowhere but in Van Zant's mind. He'd often get up in the middle of the night, inspired by a vision (what most people would call a "dream"), and commence painting and hammering.

Bit by bit, Thunder Mountain came together, conditional on the resources available and the labor at hand. Drawing on the legend of the Plains Indians using every available part of a bison, leaving little waste, Van Zant created Thunder Mountain largely from others' trash. If it was transportable, nonporous, and within 50 miles of Imlay, Van Zant would find a way to incorporate it into one of the structures on the property.

Where a less resourceful person might see an irretrievably broken typewriter, Van Zant saw a design element for a banister. A single discarded bottle might not be interesting on its own, but several dozen arranged in a circle formed the bulk of a makeshift stained glass window.

"Makeshift" is a word you can use to describe several aspects of the creation of Thunder Mountain, including its workforce. While transforming the property from untrammelled desert scrub, Van Zant would take donations of volunteer toil in exchange for food and a place to stay. Some stayed for a day, some for a week, and two hippies made Thunder Mountain their home for six years. Unfortunately, what the help possessed in enthusiasm, it often lacked in expertise and craftsmanship. Van Zant would have to rebuild entire walls and sections that wouldn't have withstood gravity, let alone building codes.

LIFE (AND DEATH) AT THUNDER MOUNTAIN

For years, Thunder Mountain was more than a monument. Among other things, it was a domicile—Van Zant lived in the main building at the center of the property, along with at least a few members of his ever-expanding clan. Van Zant married multiple times and had eight children upon meeting his final wife. The central structure in which the family lived was, and remains, a labyrinth of false doors and walls fashioned from the hoods of cars.

One anecdote illustrates the story of Thunder Mountain and its founder better than any other. Van Zant had named one daughter after a type of igneous rock, raising her in a cramped upper-floor bedroom that in its current state looks like it had been borrowed from one of Lewis Carroll's most detailed nightmares.

As the narrative goes, during the winter Obsidian Van Zant turned 13, her father handed her a rifle. He told her to head up to nearby Sacred Canyon, use the survival skills he'd taught her, and see if she could make it through the winter.

Months later she returned in perfect condition, a testament to her resourcefulness, only to draw the attention of Pershing

County School District representatives who wondered who this girl was and why she had never seen a classroom. Forced to enroll, Obsidian, her mother, and the rest of the children eventually left Thunder Mountain and Van Zant.

Divorced, alone, and not in the greatest of health, 67-year-old Van Zant laid down in the center of his monument and took his own life in 1989. With no one to take care of it, Thunder Mountain was in danger of dying a more drawn-out death of its own. Until a savior came.



MATTHEW B. BROWN

Thunder Mountain Indian Monument's main building dominates the site and stands several stories high. A fence surrounds the structure's exterior.

THUNDER MOUNTAIN TODAY

Some parents will their children an attic full of knick-knacks amassed over the decades, leaving its cataloging up to the heirs. Dan Van Zant, Frank's oldest son, inherited five acres of statuary, found objects and unclassifiable arts and crafts projects. A retired supermarket executive, the younger Van Zant lives a considerably more conventional life than his father did, with wife and family a few miles outside of Redding, California.

Dan poured money and concrete into Thunder Mountain, steadfastly keeping it from falling into irreparability. He still checks up on the place once a month or so. At one point, Dan attempted to donate the property to the Nevada Division of State Parks. Without enough money to devote to the necessary repairs and preservation, the state politely declined. Instead, Thunder Mountain must rely on donations from passersby.

From November through March, the monument averages up to five vehicles a day. There's a donation box, which grosses \$100 to \$200 a month. The rest of the year, traffic and contributions pick up. A typical summer month can see 20 daily vehicles and \$450 in proceeds. That might not sound like enough to keep the place protected and maintained, yet Thunder Mountain manages. Besides, you never know where good fortune will come from. One benefactor of a few years ago toured the grounds, got in his car, and proceeded to mail a check for \$20,000.

Dan leaves day-to-day operations of Thunder Mountain in the hands of on-site curator Fred Lewis. A one-man historical resource unto himself, Lewis is a childhood friend of Dan's. The two got reacquainted by chance years later, and Lewis took his current position in 2011. Lewis and his intrepid puppy companion Oscar patrol the Thunder Mountain grounds from a decked-out trailer equipped with modern conveniences. Visit at the right time, and you'll find Lewis walking the premises, happy to take a moment to share the unbelievable story of Thunder Mountain.

Lewis keeps a workshop in the roundhouse, which serves as the property's central office and data center. It boasts an automated machine tool Lewis uses to create stellar individual woodwork pieces, available for admiration if not sale. There are also silkscreened souvenir T-shirts visitors can buy.

To quote the famous epitaph of Christopher Wren, inscribed upon his signature work, St. Paul's Cathedral: "If you seek his monument, look around you." The same applies to Frank Van Zant's lasting contribution to Nevada's vivid tapestry, which continues to fascinate and capture the imagination of those who happen upon it. ▀



KURT GOLGART

FOR MORE INFORMATION

Thunder Mountain Monument

Interstate 80, Exit 145 at Imlay
thundermountainmonument.com

Thunder Mountain is open 24/7, but you'll want to visit during daylight hours and be respectful of the fences that denote parts of the monument that are intended to be seen rather than touched.



GREG MCFARLANE

On-site curator Fred Lewis and his dog Oscar (above) watch over day-to-day operations at Thunder Mountain. Top: Though many of the sculptures at the monument don't have official names, each tells a story.

Winnemucca

There's More Than Meets the Eye...



Run-A-Mucca Motorcycle Rally May 24-26, 2013



Michelle Hammond Urain

www.winnemucca.com
or call 1-800-962-2638

Upcoming Events

Run-A-Mucca Motorcycle Rally
May 24 - 26, 2013

Winnemucca Mule Races and Show
May 31 - June 2, 2013

Winnemucca Basque Festival
June 8 - 9, 2013

Fifties Fever
August 2 - 4, 2013

Tri-County Fair & Stampede ~ Concert
August 29 - September 1, 2013



"Wendover Will"
Welcomes You To
WEST WENDOVER
NEVADA



Enjoy Top Name Concerts and Entertainment
at the Peppermill Concert Hall

WENDOVER WILL

WELCOMING VISITORS TO WEST WENDOVER FOR OVER 61 YEARS

Gaming • Dining • Golf • Top Name Entertainment
Recreation • Historic Sites • Bonneville Salt Flats & More!

Just 90 minutes west of Salt Lake City on I-80

866-299-2489 westwendovercity.com

For Horseback & ATV Tours Contact: INTERMOUNTAIN GUIDE SERVICE
intermountainguidenevada.com or call 877-882-4386



RESORTS AT WENDOVER

RAINBOW
HOTEL & CASINO

Peppermill
HOTEL & CASINO

MONTGOMERY
HOTEL & CASINO

wendoverfun.com 1-800-537-0207

WENDOVER
NUGGET
HOTEL & CASINO

wendovernugget.com
1-800-848-7300

RED GARTER
HOTEL & CASINO

775-664-2111

TOANA
VISTA
GOLF CLUB

775-664-4300



KAMI BECKWITH



Las Vegas Distillery's Nevada Vodka (left) is cooked and distilled from Nevada wheat grown by Winnemucca Farms in Northern Nevada. The Henderson company has made it a prerogative to use local ingredients and help out fellow regional businesses as much as possible. One of the distillery's mottos is "Cheers for good Nevada spirits!," a sentiment these happy customers (right) seem to appreciate.

License to Distill

Henderson distillery becomes the first business of its kind in Nevada—with a little help from its friends.

BY NELLIE DAY

Like many Nevadans, George Racz came to the Silver State in pursuit of the American Dream. The Hungarian-born immigrant saw opportunity in the Las Vegas Valley, though it wasn't gold or a huge jackpot he was after; it was a good cocktail. A fine drink wasn't hard to come by in Sin City, but one made with locally distilled spirits was.

In 2009, Racz uprooted his wife and son from their first American home in New York City to open Nevada's first legal artisan distillery since Prohibition. The idea came to him after visiting a craft distillery in upstate New York and hearing about a new legislation trend that allowed small operators to buy a distiller's license for a fraction of the commercial license's cost.

Racz found a space in Henderson, imported the finest German

distilling equipment, but he soon began to realize the price they'd pay for being the first to market the unique product. "We thought we'd be up and running in six months, but it took two years," he says.

Come to find out, Racz didn't have the legal background to properly navigate Nevada's three-tier system, which requires that liquor companies move their products to customers by way of a distributor and not directly. "Under the system, we couldn't sell our vodka," he explains. "We couldn't hand out samples to visitors like wineries or breweries could. We couldn't even sell T-shirts."

While Racz may have lacked the legal knowhow to initially make the distillery a success, he had other things going for him. His keen work ethic and love for Nevada helped him build a group of friends who would eventually become business partners.

Justin Wallin first met Racz when he was hired to build the distillery. Christian Escobedo was part of a Bartenders and Beverage Union tour that came through the distillery when it opened.

Neither man knew it at the time, but they were about to make Nevada history. "One day, Christian and I were at the distillery and George just seemed so down," Wallin says. "We asked him 'why are you so sad?' and he said he was two days away from bankruptcy. We asked what we could do to help, and he said, 'Open up a distribution company.'"

Just like that, Booze Brothers Beverage was born. "He said it on a Friday, I talked to my wife on a Saturday, and we were on board by that night," Wallin added.

Escobedo followed suit. The South Point Casino bartender founded Half Full Artisan Shop, and with that, the partners created the first three-tier system in Nevada to operate under one roof.

The trio celebrated their grand opening on November 17, 2012 with First Edition Day. Nearly 2,000 well wishers toured the distillery, bottled and bought the first batches of locally made spirits, and toasted the new partners with complimentary cocktails.

Racz's luck seems to have turned around. He and his associate distiller, Sid Kindler, can be found at the distillery nearly every day. The pair gives tours, explains the distilling process, and helps customers bottle, label, and wax seal their own spirits before handing them over to Booze Brothers. The distribution company then walks the bottles next door to Half Full's retail shop, where they can be legally purchased.

Even when Racz is not around, his influence is everywhere. It's in the photos and trinkets lining the shelves welcoming people to the distillery. It's in the gigantic twin pot stills that Racz refers to as the Las Vegas Copper Angels, Swan on the left and Rose on the right. The large pressure cooker also has a name. And a moustache. "We call him Big Mo; Mo being short for moustache because my son, George Jr., says, 'A cooker is a chef, and a chef has to have a moustache,'" Racz explains.

Stephanie Wells and Lori Kolde are recent customers who met Racz, Kindler, and Big Mo after hearing about the grand opening. Both chatted with Racz and took in the scenery before heading to Half Full to peruse the merchandise.

They emerged with whiskey, vodka, and moonshine, which they asked Racz to sign. He happily obliged. "I'd like to say I'm going to save this now that he's signed it," Kolde says. "But that just means I'm going to have to come back tomorrow because if I don't, I know I'm going to open it."

The distillery keeps customers like Kolde coming back with its variety of pours. In addition to whiskey, vodka, and moonshine, the distillery makes gin, rum, and its ever-popular Rumskey, a 50-50 blend of rum and whiskey that recently received the Silver Medal 2012 at the San Francisco World Spirits Competition. It is the first Nevada-made spirit to achieve such a feat. The libation is currently featured in the Henderlucky, a custom cocktail available at The Cosmopolitan's Vesper Bar.

In addition to whiskey, vodka, and moonshine, the distillery makes gin, rum, and its ever-popular Rumskey, a 50-50 blend of rum and whiskey that recently received the Silver Medal 2012 at the San Francisco World Spirits Competition.



KAMI BECKWITH

The Las Vegas Distillery is one big, happy family (names from left to right): Leo Boeglin, Tom Heyn, Katalin Racz, Justin Wallin, George Racz, Christian Escobedo, Black Moore, Shawn Beagley, Brian Moore, Sid Kindler II, and Cody Moore.



KAMI BECKWITH (INSET AND BELOW)

James Howington of Las Vegas Distillery helps a visitor fill her whiskey bottle at the “Bottle Your Own Booze” spirits station at the recent All the Spectacular Spirit Spree event. Inset: When Governor Brian Sandoval visited in 2011, he signed a barrel of aging bourbon. Below: Stephanie Wells and Lory Kolde give a spirited endorsement of their spirits.

Las Vegas Strip-visiting tourists can also taste the distillery's moonshine at Luxor's Centra Bar & Lounge and at Meatball Spot in Town Square. Those who can't make it to the distillery can pick up their bottle of choice at Albertson's, Lee's Discount Liquor, Total Wine & More, and Whole Foods.

Racz's spirits have become so popular they've been used in food. Sin City Cupcakes produces the NV Rumskey, made with cinnamon, honey, cheesecake, and Rumskey, and the NV White Lightning, made with lemon, blackberry, and moonshine. Racz is also in talks with 1888 BBQ Sauce, another Henderson-based company that wants to use his whiskey.

The spirits have not only made their way into local products, they're made with local products. In keeping with the distillery's “think local, drink local” mantra, Racz buys all his corn, rye, wheat, and oats from Winnemucca Farms in Northern Nevada. While he hopes to soon experiment with the farm's other crops, such as pota-

toes, he's proud to say his next venture is bourbon. Governor Brian Sandoval toured the facility in 2011, during which time he autographed a special barrel of the aging elixir. It will be released in 2014 during Nevada's sesquicentennial celebration.

Racz hopes to soon be part of another celebration as well. He and Kindler are teaming with Nevada Assemblyman Crescent Hardy on Bill Draft 607, which aims to clearly define and establish guidelines for craft distillers in Nevada. This legislation would undoubtedly make it easier for others to operate in the state—something many business owners would not want—but Racz doesn't shy away from competition. He welcomes other business owners as part of the community. “I absolutely believe in working together,” he says. “Let's help each other, let's survive and prosper together.”

If the Las Vegas Distillery serves as a sample of what's to come, the concept of craft distilling may have just found a new home in Nevada. ▀



FOR MORE INFORMATION

Las Vegas Distillery

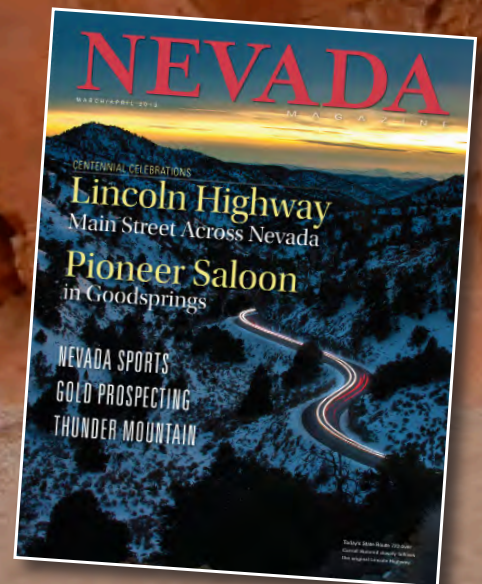
7330 Eastgate Rd., Ste. 100,
Henderson, NV 89011
lasvegasdillillery.com
702-629-7534

Hours & Tours

- Open Mon.-Fri. from 8 a.m. to 6 p.m., with tours at 11 a.m. and 3 p.m.
- Open Sat. from 10 a.m. to 4 p.m., with tours at 11 a.m. and 2 p.m.
- Distilling classes every second Sat. of the month from 9 a.m. to 5 p.m.

Explore NEVADA with us

In print and online, we highlight urban and rural travel, dining, people, history, events, shows, and more. Subscribe to *Nevada Magazine* at nevadamagazine.com, or call 877-904-7953.



NEVADA

M A G A Z I N E



facebook.com/NevadaMagazine



[@Nevada_Magazine](https://twitter.com/Nevada_Magazine)



Top left: Roast beef sandwich with potato salad. The interior of “eat.” (above) is utilitarian, but inviting. Bottom: DWBLTA sandwich.

eat.

Eat local, eat happy, eat fresh, eat fast, and eat smart in downtown Las Vegas.

STORY & PHOTOS BY CHARLIE JOHNSTON

You could be forgiven for not noticing “eat.” or its unassuming façade at the edge of downtown Las Vegas, but gritty as the neighborhood looks, eat. is about as refined as a breakfast and lunch joint gets, and you would certainly be remiss to pass it by on account of its surrounds.

The culmination of chef Natalie Young’s 20-plus years of culinary experience and expertise, eat. opened in September 2012 to the delight of a downtown hungry for something fresh and unique on the menu that is its dining scene. Young has built a reputation in the city at the helm of kitchens at MGM Grand, Hard Rock Hotel, and P.J. Clarke’s at the Forum Shops, but eat. is finally her chance to do exactly what she wants with food. “I’ve done really well in Vegas, but I’ve done so cooking for an exclusive, largely tourist clientele,” she says. “I want to bring that same level of quality—fine, fresh food that tastes as good as it looks—to a more low-key, local audience. To my community.”

The eatery’s unpretentious, open interior is specifically designed to make its customers feel welcome, and it houses an exposed kitchen with reclaimed and lightly used equipment. The décor is a pleasantly eclectic mix of natural wood, bold orange and green accents, and exposed brick combined with used and

recycled furnishings. The varied artwork gracing eat’s walls includes permanent fixtures by local artists and rotating displays of featured artists.

The brief, but lovingly prepared, list of offerings delivers on Young’s promise of “healthy, hearty breakfast and luncheon favorites...using the freshest, most sustainable, and—whenever possible—locally sourced organic ingredients.” On the healthier side, breakfast’s Mediterranean egg white frittata comes with spinach, tomatoes, kalamata olives, micro basil, and a whole-wheat English muffin. The heartier side of breakfast includes shrimp and grits with thick-cut bacon and farm-fresh fried eggs.

The same variety of healthy and hearty greets diners on a lunch menu of salads, sandwiches, and soups. The roast beef sandwich comes on a ciabatta bun and strikes a nice balance of savory beef and wild mushrooms, bold blue cheese, and tart and tangy pickled red onions and arugula lettuce.

The DWBLTA (the “DW” stands for Don Welch, one of the investors) features thick, smoky bacon with tomato, iceberg lettuce, avocado, and chipotle mayo on thick, buttery toasted sourdough. All sandwiches come with a choice of crispy house-made potato chips or creamy and filling potato salad. The website promises that dessert is coming to the menu soon and will include brownies and chocolate chip cookies. ▽

FOR MORE INFORMATION

eat.
707 Carson St.,
Las Vegas, NV 89101
eatdowntownlv.com
702-534-1515



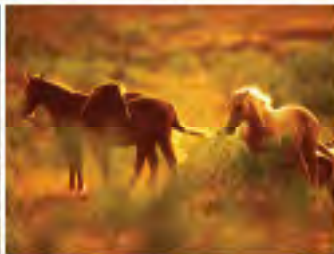
YOUR BASE CAMP to adventure



Start off your day with an early round of golf.



Then head over to explore Death Valley.



Then maybe take in some sight seeing.



Then finish off your day with wine tasting & dinner

Death Valley An Hour West • Las Vegas Strip An Hour East
Voted RVer's Favorite in Nevada • Some of Nevada's Finest Wineries
Championship Golf Course • Whatever Your Toys, We've Got the Trails
Experience Our Small Town Hospitality

VisitPahrump.com

nevada



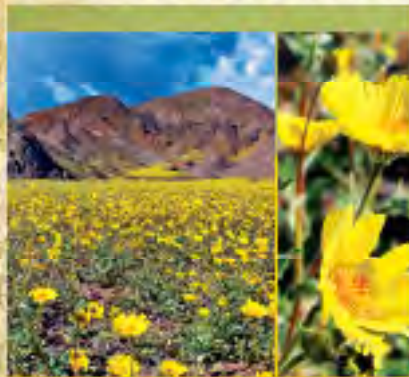
360° of ADVENTURE.

From Death Valley to Rhyolite Ghost Town,
and from the Amargosa Big Dunes to Beatty's
Hot Springs...Beatty is in the center of it all.
We're your gateway to adventure!



Ph: 1.866.736.3716
www.beattynevada.org

PLAN YOUR ADVENTURE HERE.



THE DEATH VALLEY BLOOM



MEMORIAL DAY CELEBRATION

[MARCH - MAY] Sometimes in spring...a burst of color softens the stark, dry landscape of Death Valley with a blanket of wild flowers set against the surreal salt flats and majestic mountains. It's a photographers dream, and a site you don't want to miss! [MAY 25-27] Our Memorial Day Celebration includes a pancake breakfast, BBQ cook-off, chili cook-off and a heart warming flag ceremony to honor our fallen. So come out to Beatty, where there's plenty of room accommodations, RV parks, campsites, places to dine and new friends to be made.

JUST 98 MILES NORTH OF LAS VEGAS ON HIGHWAY 95.
Made possible by a Nevada Commission on Tourism grant. www.travelnevada.com

JONES-ING FOR LAKE TAHOE

Successful brothers share a love of the outdoors and a talent for energizing corporations from a podium.

BY MATTHEW B. BROWN

Dewitt Jones and his younger brother Terry have, in many ways, conquered the world. In his younger years, Dewitt bypassed Harvard Business School to join an adventurous group that kayaked more than 1,000 miles up the coast of Japan. He later lived—more like camped—for a year in Yosemite National Park, researching for books and films he would produce about the life of John Muir.

You can imagine the people he met and the scenery he explored in his two decades as a photographer for *National Geographic*, from 1972 to '92. There were such daring assignments as a chopper dropping him off on an iceberg in Canada's Yukon Territory "so I could photograph the chopper in front of a massive glacier for scale," Dewitt says. "He picked me up before I floated away!"

Terry traveled the globe for a year after earning his degree at Ohio's Denison University, visiting more than a dozen European and Asian countries before beginning his working life. He went on to computer sales in Florida until his company, SABRE, was bought out by American Airlines, based in Dallas. There, he founded Travelocity.com, for which he was Chief Executive Officer until 2002.

The brothers grew up on the north side of Chicago in the 1950s and early '60s. They spent their childhood summers at a Canadian boys camp near Ontario's Quetico Provincial Park. After incredibly successful careers that led them on very different paths, they are now in very similar positions: go-to guys for corporations seeking someone to motivate their employees and get them collectively thinking outside the business box. When you're in demand as a public speaker, like the Jones brothers are, that means a lot of time spent on airplanes—and a lot of travel.

Suffice to say, the Joneses have seen



Globetrotting brothers Terry (left) and Dewitt Jones spend much of their free time enjoying Lake Tahoe's outdoor beauty from their respective homes around the alpine playground.

a lot of the world, and even after seeing all those magnificent cityscapes and vistas the planet over, they've both chosen the Nevada side of Lake Tahoe to live out their golden years.

"I've always loved the outdoors," Terry says. "I spent 25 years in Dallas very disconnected from the outdoors. That's really what brought me here, and I fell in love with it." Terry recently bought a 16-foot-long wherry rowboat for summer recreation, has taken up cross-country skiing in the winter, and likes to hike with his dog in the Tahoe Meadows year-round.

Dewitt was specifically drawn to the mountains. "I find the Sierra Nevada to be one of the most accessible mountain ranges in the world," he says. "Once you get up on the granite, you could just go for miles. It's magical to me." And, although he didn't think he'd care much for Stateline and South Lake Tahoe, he's grown to love the entertainment scene there. "I have seen more great standup comedy and music in the last 10 years than I had in the previous 50," he adds.

The Lake Tahoe era, if you will, in Dewitt's life began in 2000. A leisurely trip to visit friends in the Zephyr Cove area turned into a spontaneous real estate transaction. "We were just going to look at some houses up there and ended up buying one on the first day," he says.

Terry followed in 2003, first buying a house near South Lake



WORTH A READ

On Innovation
by Terry Jones
amazon.com
220 pages

WORTH A CLICK

dewittjones.com
tbjones.com



DEWITT JONES

Tahoe before eventually deciding on Incline Village. During his Lake Tahoe years, he helped found Kayak.com and served as chairman of the board for eight years. Kayak was recently sold to Priceline for \$1.8 billion.

The two seem to have settled down quite nicely on the eastern side of the most beautiful alpine lake in America, but they haven't showed signs of slowing down. When Terry spoke at the Nevada Governor's Conference on Tourism, held in December at John Ascuaga's Nugget in Sparks, it was on the heels of the release of his book, *On Innovation*. "The book talks about culture, team, and idea selection," Terry says. "It also talks about how to build a culture in a big organization or a little one." Jones' presentation is unique because it uses multiple slides and maintains an upbeat tempo throughout, meshing well with the innovation theme.

In his presentations, Dewitt combines stories from his *National Geographic* years with his extraordinary photographs to teach both creativity and vision. Using metaphors from photography, he asks the audience to consider: What are the blocks to our thinking, and how can we look at things from different angles?

Twice, both times in Las Vegas, the Joneses have integrated their congruent philosophies. "Occasionally we speak together," Terry says. "Dewitt will open on creativity, and I'll close about innovation. So it's how to get an idea and then how to put that idea work." The two have their third dual speaking engagement coming up in July in Pebble Beach, California.

Terry is putting the finishing touches on a vanity book (not for sale) called *On Travel* and is authoring a third, *On Digital Relationships*, which is scheduled to be available this summer. He recently retired as chairman of the popular theatrical summer event, the Lake Tahoe Shakespeare Festival, which is scheduled to showcase "A Midsummer Night's Dream" at Sand Harbor starting July 12.

Dewitt, who also resides in Molokai, Hawaii, has authored or co-authored nine books and has a number of training films to his credit. If they can fit it in—and there's no reason to believe they can't—the brothers would like to create a film together. "We like to collaborate," Terry says. ■

DEWITT JONES

BORN	Tampa
AGE	68
RESIDENCE	Zephyr Cove
EXPERT ON	Creativity
MUSE	Exploring the Sierra Nevada
PAST LIFE	<i>National Geographic</i> Photographer



TERRY JONES

BORN	Los Angeles
AGE	64
RESIDENCE	Incline Village
EXPERT ON	Innovation
MUSE	Rowing on Lake Tahoe
PAST LIFE	Travelocity Founder



Terry Jones on...

BUSINESS

"It's OK to fail; you pick yourself up and try again until you get it right. Leaders have to understand that what they say and do has a lot to do with what they get. If they're accepting of change, then their people will be. It's the 10 percent of the radical ideas in your company that are going to produce most of the revenue."

MARKETING NEVADA

"Taking the uniqueness and expressing it digitally; that's how you're going to get more people to come here. You have to have the content, but you have to distribute the content. You have to build a social following. People take recommendations from the web."

TRAVEL

"People use their smart phones for every part of tourism now. People are exploring more. They're going to places they've never been before because we share it on Facebook, they find out through TripAdvisor, and they have all these tools that they've never had before. It's changed the way we shop and buy travel."

Sage Grouse

◆ Sage grouse are the largest of the North American grouse species. Males can weigh up to eight pounds and have black throats with white collars, yellow-orange eyebrows, and spike-like tail feathers that fan out during the mating ritual (see photo). Immature birds and females have mottled brown throats and breasts. Both genders blend in well with Nevada's muted landscape.

◆ In Nevada, sage grouse are found from valley floors to high mountain meadows and ridges. The species builds nests in depressions on the ground and relies on sagebrush for both food and cover.

◆ Sage grouse feed exclusively on sagebrush during winter; in other seasons they feed on leaves, blossoms, and other plant parts. During late spring and early summer, sage grouse also eat insects such as ants, beetles, and butterfly larvae, which are particularly important for newly hatched grouse.

◆ Leks, or breeding grounds, are generally the best areas to get the most accurate counts of sage grouse. The number of birds that show up varies—some leks may draw only two male sage grouse, while others may draw as many as 250. Adult sage grouse often return to the same leks year after year, vying for the dominant position.

◆ During the breeding or strutting ritual, male sage grouse puff out their bright yellow throat sacs—which are bordered with white feathers—flare their sharply pointed tail feathers, and strut in an impressive display around the lekking ground in an attempt to attract females. Sage grouse continue their strutting on and off for an hour or two after sunrise.

The breeding season typically begins in mid-March and lasts through mid-May.

◆ The peak attendance of females at leks usually follows the peak attendance of males. This normally occurs during the first week or two of April.

◆ Sage grouse are a “landscape scale” species and require vast areas to carry out their life history needs. Individuals from some populations can move as much as 30 to 50 miles between seasonal habitats. ▽

This information is provided by the Nevada Department of Wildlife. ndow.org, 775-688-1500

CONSERVATION

Sage grouse were historically abundant across Nevada and the West. However, because of the diminishing expanse of sagebrush habitat due to development, agricultural expansion, fire, invasive weeds, and other factors, the species has been deemed warranted for listing under the Endangered Species Act. A Sagebrush Ecosystem Council was recently formed to implement a strategy for precluding the endangered listing. sagegrouse.nv.gov



Start your adventure here. Scan the QR Code to download our new mobile app!

Comstock Adventure Passes embrace the opportunity to visit museums, mine tours, historic buildings, the thrill of a stagecoach ride, or the famous Virginia & Truckee train ride, and so much more at discounted prices.

Choose from 4 Comstock Adventure Passes or build your own package and choose from 16 exciting attractions. You save either way.

- Comstock Heritage Adventure
- Silver & Gold Adventure
- Wild West Adventure
- Mucker Madness Adventure (two days of adventure)



COMSTOCK ADVENTURE PASS

Visit VirginiaCityNV.com

Virginia City Visitor Center
(800) 718-7587 • (775) 847-7500

86 South C Street, P.O. Box 920, Virginia City, NV 89440



Remember

ONLY YOU
CAN PREVENT WILDFIRES.
smokeybear.com





100-year-old Pioneer Saloon beckons passersby in the small Southern Nevada town of Goodsprings. Prominent businessman and former Clark County commissioner George Fayle built the saloon in 1913.

Pioneer Saloon

Goodsprings' famous watering hole celebrates its centennial in 2013.

BY MATTHEW B. BROWN

Turn back the clock a century, and Goodsprings was where residents of Las Vegas went for their entertainment and shopping needs, not the other way around. It's hard to imagine visiting Goodsprings—located about 40 miles southwest of Las Vegas—today, but that's the beauty of the majority of Nevada's small towns. There's still excitement to be found; you just have to know where to find it.

In Goodsprings, the action is at the Pioneer Saloon, the last saloon standing—and continuously operating—from the burg's glory days of the early 1900s. "At its peak in 1916 Goodsprings had 800 residents. Stores, restaurants, churches, a theater, and nine saloons lined Main Street. The Hotel Fayle, advertised as the 'finest in the West,' opened with great fanfare." So reads a passage from the July/August 1985 edition of *Nevada Magazine*, in an article titled "Almost A Ghost Town," by Carole K. Halmrast.

Nearly 30 years later, when associate editor Charlie Johnston and I visited the saloon on a chilly December night late last year, we didn't get the same cold feeling as Halmrast, who cautioned readers in 1985 that they might receive a "dubious welcome."

In stark contrast, Charlie and I were pleasantly surprised by

the warm greeting we received by locals and patrons. Perhaps it was Charlie's stirring rendition of Luke Bryan's "All My Friends Say" that won them over on Friday karaoke night?

But, I digress, this is a history story...



HISTORY OF THE PIONEER SALOON

Like so many Nevada towns, Goodsprings owes its existence to a fortuitous combination of railroads and mining. Cattle driver Joseph Good, for whom the town is named, settled in the area in 1868 with aspirations of milling ore.

But it wasn't until J.F. Kent, who founded the Yellow Pine Mining Company in 1901, that miners saw the real fruits of their labor. Four years later, Las Vegas was founded as a major railroad hub. By 1911, the lines reached Goodsprings, which set the mill town up for its most prosperous era.

The Hotel Fayle, symbolic of the boom, was erected five years later. The two-story, 20-room hotel was named for Clark County commissioner George Fayle, who also built the Pioneer Saloon and the general store next to it in 1913.



UNLV LIBRARIES, SPECIAL COLLECTIONS

The two-story, 20-room Hotel Fayle, completed in 1916, was one of the finest lodging establishments in the state in early 20th-century Nevada. It also had a certain grittiness to it, as it “not only served as a comfortable resting place for the many prospectors and miners in the West... it also served as a place where street girls would frequent with their clients,” reads the Pioneer Saloon’s website. The hotel burned down in 1966.

From 1915 to 1925, local mines produced \$25 million in ore, according to the aforementioned 1985 story. Lead was the cash-cow mineral, important to the supply of ammunition for both World Wars, as it turned out. There was even an ice cream parlor and car dealership in Goodsprings at one time or another.

“In the teens it was one of the largest cities in Nevada,” says Tom Sheckells, whose father Noel owns the Pioneer Saloon. As he’s explaining the history of the bar and town to us, Tom points to a few bullet holes in the establishment’s tin walls. Under them is a framed newspaper article, “Man Killed at Goodsprings.”

In 1915, the saloon was the setting of a deadly game of cards. According to the coroner’s report, which Tom showed us, an out-of-work miner named Paul Coski was shot and killed by Joe Armstrong, after Coski was “caught gambling crooked,” as stated in the report. “Those were the rules of the West: You don’t steal horses, and you don’t cheat at cards,” Tom says.

As far as lore goes, the saloon is more widely known for its association with the Carole Lombard plane crash of January 16, 1942. Lombard, a famous actress, was selling war bonds at the time. During a cross-country flight gone wrong, Lombard, her mother, and several military personnel died in a tragic crash on nearby Mount Potosi (pronounced “poe-ti-see” by locals).

The search party started at Pioneer Saloon, meaning Lombard’s husband, Clark Gable, spent some heart-wrenching days there. Gable sat at the corner of the bar and waited for the search party to come down with the terrible news. More than 70 years later, on the wall of an adjacent room to the bar, a piece of the plane, newspaper articles, and other memorabilia from the crash pay tribute to Lombard.

Sadly, Hotel Fayle burned down in 1966. It was about this time that Don Hedrick Sr. ran the Pioneer Saloon “starting in the wild

and woolly 1960s,” according to a 2009 story published in the *Las Vegas Review-Journal*. For the better part of three decades, Hedrick ruled the town—on one hand notorious for his rough-and-gruff demeanor, but on the other well respected among townspeople for keeping order. Hedrick was even rumored to be a prominent member of the Hells Angels. Hedrick’s son took over the Pioneer in the 1990s and cared for it to the best of his ability through the mid-2000s.

When it went up for sale, Tom still remembers the day his father expressed interest in the historic property. “He grabbed me, and we got in the truck and came out here,” Tom recalls. “I was like ‘What are you thinking?’ All the windows were broken out. He said, ‘No...trust me. This is a good place.’”

MODERN GOODSPRINGS

The sellers were comfortable with the idea of passing it onto another family. Noel Sheckells took over ownership of the Pioneer Saloon in December 2006, reopened the general store, and has even considered rebuilding a small hotel in Goodsprings (for the record, Sheckells says that at its peak the town claimed seven saloons—not nine—five cafés, four brothels, and two mercantile stores).

In 2007, the Pioneer Saloon was added to the State Register of Historic Places. It was an exciting milestone for the unincorporated town of 200, and the Sheckells family has made it a priority that its history be celebrated, not forgotten.

To truly understand just how historic the saloon is, you actually have to go all the way back to the 1860s. At about the time Nevada was admitted to the union (1864), there was



CHARLIE JOHNSTON

The Carole Lombard & Clark Gable Memorial Room at Goodsprings' Pioneer Saloon pays tribute the actress' 1942 death resulting from a plane crash on nearby Mount Potosi. Gable waited at the saloon for confirmation that his wife had died. The two bullet holes still in the barroom wall (below) are said to be from a deadly 1915 shooting that stemmed from a crooked game of cards.

a mahogany bar built in Brunswick, Maine. You probably recognize the Brunswick name if you're a fan of billiards.

This bar journeyed by sea from the East Coast, around Cape Horn (before the Panama Canal existed), to San Francisco. From there, it traveled via ox-wagon to Rhyolite, a Nevada mining town that went bust nearly as soon as it boomed in the early 1900s. "They put it back on the wagon and moved it down here, and it's been sitting here ever since," Tom says. "What's crazy is that might be the oldest bar in Nevada," he continues, as Friday night bar patrons take turns performing karaoke in the background. "It's close to it, anyway."

So, if you ever saunter up to the bar in Goodsprings, you're sitting in close proximity to the same back bar that served the Bullfrog Mining District in its heyday. On a related note, Tom told us about a *National Geographic* episode of "Diggers" that debuted February 28. For three days, the television crew filmed in Goodsprings. Why?

For all these years, customers had been traditionally throwing change over the top of the historic bar. A lot of the change would land on the top, but there is a couple-inch gap between the back bar and the wall. "The coins that went down there, no one had even touched," Tom says. "All kinds of coins that date to the late 1800s were discovered." He said this sort of international press helps draw tourists to Goodsprings and the surrounding area.

There's no doubt that the old saloon will continue to draw tourists for years to come. As cliché as it might sound, it really is the Old West. You throw open the doors, hear your boots knocking on the wooden floors, and you can't help but take in the history. "It's like walking into a movie scene," Tom says. "It really takes you back. You can't find anything like it." ▀



MATTHEW B. BROWN

PIONEER SALOON CENTENNIAL EVENTS

Centennial Portrait Day, Apr. 14
Centennial Comedy Variety Show, Apr. 20
Chili Cook-Off & Blues Festival, May 4
Time Capsule, Sept. 21-22
Centennial Sign Unveiling, Oct. 19

DONATE TO THE CAUSE

Pioneer Saloon supporters can buy a commemorative brick for \$25. You get your name engraved on the memorial wall, free entry to the remainder of the Pioneer Saloon centennial events (listed above), and a Free Keg Party for up to 40 people.

LOOKING BACK

Nevada, despite its modest population and lack of major professional sports teams, has been the arena for more than its fair share of world-class sporting events and accomplishments worthy of national attention.



LAS VEGAS NEWS BUREAU

The University of Nevada, Las Vegas' Thomas & Mack Center (above), which opened in 1983, played host to the April 5, 1984 Los Angeles Lakers vs. Utah Jazz NBA game in which Lakers center Kareem Abdul-Jabbar broke Wilt Chamberlain's career scoring record. The Lakers went on to win the game, 129-115.

- **September 3, 1906** — Joe Gans, the first American-born black sports champion, and Oscar Mathæus "Battling Nelson" Nielsen square off for 42 grueling rounds in a lightweight title boxing match in Goldfield. Gans wins the lightweight bout after Nelson is disqualified for a low punch.
- **July 4, 1910** — Jack Johnson, the first black boxer to hold the heavyweight title, punishes white opponent James Jeffries for 15 rounds in Reno. The fight is regarded as one of the most famous early heavyweight title matches. Search "Jack Johnson" at nevadamagazine.com to read more.
- **August 3, 1968** — Former University of Nevada, Reno fullback Marion Motley becomes the second black player ever inducted into the Pro Football Hall of Fame in his own hometown of Canton, Ohio. Motley amassed 38 touchdowns and nearly 5,000 rushing yards in his nine-year NFL career.
- **April 2, 1990** — The University of Nevada, Las Vegas men's basketball team defeats Duke, 103-73, earning the national title in what remains the most lopsided victory in NCAA Division I Championship history.
- **February 18, 2007** — Las Vegas becomes the first city without an NBA franchise to host the NBA All-Star Game. The game is also the first to be played on a college campus, at UNLV's Thomas & Mack Center.
- **April 10, 2009** — The Pacific Coast League's Reno Aces begin their inaugural season. The team goes on to win the Triple-A National Championship four seasons later on September 18, 2012.



January 19, 2013 — Former University of Nevada, Reno quarterback Colin Kaepernick leads the San Francisco 49ers to an NFC Championship to highlight a stellar second season in the NFL. "Kap" was on numerous national magazine covers, including this January edition of *Sports Illustrated*.

FROM OUR ARCHIVE



MARCH/APRIL 2009

This issue's feature story previews the Reno Aces' inaugural season and explores Reno's rich baseball history.

View all our cover images at flickr.com/photos/nevada_magazine.

THE BOYZ ARE BACK

BOYZ II MEN WILL HEADLINE AT THE MIRAGE STARTING MARCH 1.



Four-time Grammy-winning group Boyz II Men will headline at The Mirage in Las Vegas starting March 1. Shows are slated as far out as December 29.

Best known for its ballads and a capella melodies such as "I'll Make Love To You" and "One Sweet Day," the trio will perform on Fridays and weekends at the Terry Fator Theatre. The show will feature the group's biggest hits, turning the clock back to the 1991 smash "Motownphilly."

Boyz II Men remains one of the truly iconic R&B acts in music history. The group redefined popular R&B and continues to create timeless hits that appeal to fans across all generations. Having just celebrated its 20th anniversary, the band holds the distinction of being the best-selling R&B group of all time, with an astounding 60 million albums sold.

Boyz II Men marked two successful decades with the release of a new album, fittingly titled "Twenty." The album contains the group's first original material in nearly a decade as well as a dozen remastered classic hits.

The three performers bring a good amount of Las Vegas experience to the stage, having played an extended holiday show on the Strip two years ago.

WHERE

The Mirage

WHEN

March 1-3, 9-10, 15-17, 23-24, 29-30

April 20-21, 26-28

Showtime: 7:30 p.m.

TICKETS

mirage.com, 800-963-9634

Starting at \$39.99

ALSO AT THE MIRAGE

Ron White, Mar. 1-2, Apr. 26-27

Ray Romano & Kevin James, Mar. 8-9

Kathy Griffin, Mar. 15

Seth Meyers, Mar. 16

Jay Leno, Apr. 12-13

**FOR MORE SHOWS, VISIT
VEGASANYWHERE.MOBI**

las vegas shows



DON'T MISS

DEF LEPPARD'S VIVA HYSTERIA!

Hard Rock Hotel

Mar. 22-23, 27, 29-30

Apr. 3, 5-6, 10, 12-13

Tickets: ticketmaster.com, 800-745-3000

Produced exclusively by AEG Live, Def Leppard will perform its iconic album "HYSTERIA" in full as well as a selection of its greatest hits, highlighting classic material from throughout the band's career. VIVA Hysteria! will feature an elaborate set design created only for Def Leppard's Las Vegas residency at The Joint inside Hard Rock Hotel. Known for legendary big-scale arena shows, Def Leppard offers an up-close-and-personal experience like never before. With the farthest seat only 155 feet from the intimate venue's stage, VIVA Hysteria! is unlike any show the band has ever done.

Showtime: 8 p.m.

Also at Hard Rock

Bruce in the U.S.A., Mar. 1

Faster Pussycat, Mar. 3

10 Years, Mar. 6

Anuhea, Mar. 9

Crashdiet, Mar. 26

Badfish, a Tribute to Sublime, Apr. 5

Justin Furstenfeld of Blue October, Apr. 7

Romeo Santos, Apr. 14

The xx, April 16

Kenny Chesney, Apr. 19-20

THE PHAT PACK | The Plaza

Tues., Thurs., & Fri.

Tickets: plazahotelcasino.com,
702-946-8934

PIN UP | Stratosphere

Dark Tues. & Wed.

Tickets: stratospherehotel.com,
800-99-TOWER

Suncoast Variety Show | Suncoast

Thurs. afternoons

Tickets: suncoastcasino.com,
702-456-7777



Legends in Concert

Flamingo Las Vegas

Dark Sat.

Tickets: flamingolasvegas.com

Taylor Hicks | Paris Las Vegas

Mar. 4-5, 7-9, 11-12, 14-16, 18-19,
21-23, 25-26, 28-30

Apr. 15-16, 18-20, 22-23, 25-27, 29-30

Tickets: parislasvegas.com,
888-746-7784

OF INTEREST

Flogging Molly | The Cosmopolitan

Mar. 16

Tickets: cosmopolitanlasvegas.com,
800-745-3000

Shrek the Musical | The Smith Center

Mar. 19-24

Tickets: thesmithcenter.com, 808-326-6868

Guys and Dolls | LVH

March 29

Tickets: thelvh.com, 888-732-7117

Academy of Country Music Awards & ACM Fan Jam

MGM Grand & The Orleans

April 7

Tickets: acmawards.com

*Don Rickles | The Orleans

April 13-14

Tickets: orleanscasino.com, 702-365-7075

*54th consecutive year Rickles will headline in Las Vegas

Wondering what to do for your next vacation?

Great getaways don't have to be expensive, or even far away. In fact, sometimes the best vacations are just across the border, which means you'll have more time to play.

You'll love Cowboy Country, in Northern Nevada. A short drive from Utah, Oregon, California, and Idaho, they offer affordable, fun getaways all year long.

Rodeos, car shows, gaming, golfing, hiking, fishing and more... let your curiosity run wild and enjoy all that is Cowboy Country.

Plan your trip today. Thank yourself tomorrow.



Explore New Horizons



For exciting event information call toll free: 1-877-626-9169 ext. 660
Or Visit: www.cowboycountry.com
www.travelnevada.com

free Information

To receive FREE information from our advertisers please circle the appropriate numbers on the card attached to this page, and mail. You will receive free brochures loaded with information. For faster access, click on "Free Info" at nevadamagazine.com.

TOURISM AGENCIES

- 102 Beatty Chamber of Commerce
- 103 Boulder City Chamber of Commerce
- 106 Carson Valley Visitors Authority
- 108 Eureka Opera House
- 109 Fallon Convention & Tourism Authority
- 110 Elko Convention & Visitors Authority
- 112 Nevada Commission on Tourism
- 115 Virginia City Tourism Commission

- 117 Winnemucca Convention & Visitors Authority
- 119 Pony Express Territory
- 121 Town of Pahrump
- 122 Las Vegas Convention & Visitors Authority
- 128 Wells Chamber of Commerce
- 133 City of West Wendover
- 135 Nevada Silver Trails

ATTRACTIONS, GALLERIES, & MUSEUMS

- 633 Safe Haven Rescue Zoo
- 634 California Trail Interpretive Center, Elko

EVENTS/SHOWS

- 704 Nevada's Cowboy Country

RECREATION

- 904 Sightseeing Tours Unlimited
- 911 Looktours, LLC

RESTAURANTS

- 1004 Pahrump Valley Winery

RETAIL SHOPPING

- 1205 University of Nevada Press
- 1210 Scheels
- 1217 Scolari's Food & Drug Company

TRANSPORTATION

- 1606 Amtrak

RADIO

- 2401 Nevada Matters Inc./ Fox News Radio

RIDING FOR A CAUSE

LAS VEGAS CYCLISTS PEDAL IN HONOR OF CHILDREN WHO ARE BATTLING CANCER.

BY KELLY WEBB

Some ride for exercise, some for competition, and some for hope. In Las Vegas, you can ride for all three.

On April 20, the Riders for Candlelighters Kids will pedal for an extraordinary cause. 2013 marks the Riders for Candlelighters cycling team's fourth year. The team trains for nearly four months to prepare for the 40-, 75-, or 100-mile Tour de Summerlin, symbolizing a collective commitment to help end childhood cancer.

Candlelighters Childhood Cancer Foundation of Nevada (CCCFN) is a nonprofit organization that helps families affected by cancer. Its mission is to provide support, education, and advocacy for children who are diagnosed with cancer and their families. The team is comprised of novice, intermediate, and experienced cyclists.

Team members kicked off their progressive training programs at the end of January. In addition to volunteer mentors and a coach, members receive a training manual, nutrition and hydration information, access to bicycle repair clinics, a team pasta dinner, weekly training rides, event registration, and jerseys. In return, each rider commits to raise at least \$1,000.

Last year, a team of 60 cyclists raised \$81,000. This year, the goal is \$100,000. "We know we can do it," says coach and CCCFN board member Chris Parker. "We're not only dedicated as individuals, we're dedicated as a team."

The motivation behind this two-wheel journey goes beyond fundraising. It symbolizes the hope that anyone can overcome great challenges. "I asked a first-time rider how many miles she thought she could do," says mentor and board member Paul Chaffee. "She told me 50. I assured her she was capable of 60. She crossed the 75-mile finish line, along with more than 50 riders who previously believed it was an impossible feat."

April 20 marks the Tour de Summerlin's 12th anniversary.

FOR MORE INFORMATION

Candlelighters Childhood Cancer Foundation of Nevada
candlelightersnv.org
702-737-1919

Tour de Summerlin
Apr. 20
tourdesummerlin.com
702-252-8077





DON'T MISS

Las Vegas Heritage Day

Old Las Vegas Mormon

Fort State Historic Park

Mar. 23

Info: parks.nv.gov, 702-486-3511

"I don't know of any event that has celebrated the history of early Las Vegas to this extent," says Ruth Rauma of Friends of the Fort. Included in the festivities are a Period Costume Contest and Fast Draw Competition, which "may be one of the few Fast Draw Competitions to be held in Las Vegas," Rauma adds.

Guests will be treated to a timeline of Las Vegas history, and the following groups will participate:

- ❖ Mountain Men with displays and demonstrations.
- ❖ Old Spanish Trail Association with displays.
- ❖ Civil War reenactment groups.
- ❖ Pioneer groups.
- ❖ Water Stone Bunch portraying the Cowboy Era of Nevada's Old West.
- ❖ Railroad displays representing the Railroad Era in Las Vegas.

Admission is \$7; children 5 and younger are free.

ALSO AT OLD LAS VEGAS MORMON FORT STATE HISTORIC PARK

- ❖ Backyard Birding at the Old Fort, Mar. 2, 9 & Apr. 6
- ❖ Dutch Oven Cooking with Ray, Mar. 16 & Apr. 13
- ❖ Helen Stewart Tea & Meet the Author of *Early Las Vegas*, Apr. 13

PYRAMID LAKE PRESENTS...

NORTHERN NEVADA INDIAN RESERVATION ROLLS OUT ECLECTIC EVENTS.



Pyramid Lake alone is reason enough to visit—it's the highlight of the only National Scenic Byway entirely within tribal land. But many don't realize the great events and world-class fishing available at this pristine desert lake, located north of Reno-Sparks. Below is a list of 2013 activities at Pyramid Lake Indian Reservation.

- ❖ Ken Hembre Classic Fishing Derby, Sutcliffe. Mar. 17-18
- ❖ Spring Catch & Release Fishing Derby, Sutcliffe. Apr. 6-7 & 13-14
- ❖ International Migratory Bird Day, Nixon. May 11
- ❖ Free Fishing Day, Sutcliffe. May 11
- ❖ Pyramid Lake War Memorial Day Holiday, Nixon. May 17
- ❖ Pyramid Lake War Sunrise Ceremony & Eagle Spirit Run, Nixon. May 17
- ❖ Memorial Day Weekend, Sutcliffe. May 25-27
- ❖ Pyramid Lake Veterans & Warriors Organization Memorial Day Event, Nixon. May 27
- ❖ Last Day of Trout Fishing Season, Sutcliffe. June 30
- ❖ Fourth of July at Pyramid Lake, Sutcliffe. July 4
- ❖ Sacred Visions Powwow, Wadsworth. July 19-21
- ❖ Pyramid Lake Sprint Triathlon, Sutcliffe. July 27
- ❖ Pyramid Lake Art Show, Nixon. Aug. 24-25
- ❖ Labor Day Weekend at Pyramid Lake, Sutcliffe. Aug. 31-Sept. 2
- ❖ Centennial Celebration of Anaho Island National Wildlife Refuge, Nixon. Sept. 4
- ❖ Opening Day of Fishing Season, Sutcliffe. Oct. 1
- ❖ "Ride the Rez" Tahoe-Pyramid Bikeway, Wadsworth. Oct. 12
- ❖ Pyramid Lake Veterans & Warriors Organization Veterans Day Event, Nixon. Nov. 11
- ❖ Veterans Day Weekend at Pyramid Lake, Sutcliffe. Nov. 9-11

WHERE

Pyramid Lake Indian Reservation

INFO

pyramidlake.us, 775-574-1000

statewide



The Purina Pro Plan Incredible Dog Challenge takes place March 1-2 at the Rio in Las Vegas.

EVENTS

Purina Pro Plan Incredible Dog Challenge | Rio, Las Vegas
Mar. 1-2
Info: proplan.com, 704-644-6561

Las Vegas Restaurant Week
Various locations
Mar. 8-15
Info: helpoutdineoutlv.org

Snow Camping 101 | Lake Tahoe
Mar. 9-10
Info: tahoerimtrail.org, 775-298-0285

Full Moon Hikes
Spring Mountain Ranch State Park
Mar. 9-10, Apr. 10-11
Info: parks.nv.gov, 702-875-4141

St. Patrick's Day Parade & Festival
Henderson
Mar. 14-17
Info: hendersonlive.com, 702-267-2171

All In Poker Series | Atlantis, Reno
Mar. 15-25
Info: atlantiscasino.com/allin, 800-723-6500

Astronomy in the Park
Spring Mountain Ranch State Park
Mar. 16
Info: parks.nv.gov, 702-875-4141

Nature Valley U.S. Alpine Championships | Squaw Valley USA
Mar. 17-23
Info: squaw.com, 800-403-0206

Food University | Caesars Palace, Las Vegas
Mar. 27-29
Info: fooduniversitylasvegas.com, 866-840-8822



GINGER DERONNEBECK

Opening Easter Weekend
Animal Ark, Reno
Mar. 30-31
Info: animalark.org, 1-775-970-3111

Easter Egg Hunt
Spring Mountain Ranch State Park
Mar. 31
Info: parks.nv.gov, 702-875-4141

Heritage Parade & Festival | Henderson
Apr. 6-8
Info: hendersonlive.com, 702-267-2171

Henderson Senior Games
Various locations

Apr. 6-28
Info: cityofhenderson.com, 702-267-5717

Chinese Women in the 19th Century (lecture) | Art Source Gallery, Reno
Apr. 11
Info: 775-250-1417

Rural Roundup (tourism conference) | Pahrump
Apr. 17-19
Info: ruralroundup.com

UNLVino | Various Las Vegas locations
Apr. 18-21
Info: unlvino.com, 877-413-VINO

Ranch Day | Spring Mountain Ranch State Park
Apr. 20
Info: parks.nv.gov, 702-875-4141

The Vegas Games
Floyd Lamb Park, Las Vegas
Apr. 20-21
Info: lasvegascelticsociety.org

Great Vegas Festival of Beer
Sunset Park, Las Vegas
Apr. 27
Info: greatvegasbeer.com

RENO SHOWS

Magique | Eldorado, Reno
Thru Apr. 14
Tickets: eldoradoreno.com, 800-648-5966

Aaron Lewis | Silver Legacy, Reno
Mar. 1
Tickets: silverlegacy.com, 800-687-8733

YES | Silver Legacy, Reno
Mar. 9
Tickets: silverlegacy.com, 800-687-8733

ScrapArtsMusic
Nightingale Concert Hall, Reno
Apr. 4
Tickets: unr.edu/pas, 800-233-8928

Menopause the Musical | Eldorado, Reno
Apr. 19-July 14
Tickets: eldoradoreno.com, 800-648-5966

A.V.A. Ballet Theatre's "Peter Pan"
Pioneer Center, Reno
Apr. 27-28
Tickets: pioneercenter.com, 775-686-6600

arts & museums



DON'T MISS

59 Greatest Photographs of National Geographic | Imagine Exhibitions Gallery | The Venetian, Las Vegas
Ongoing
Info: venetian.com

The exhibition showcases some of *National Geographic's* most-remembered and celebrated photographs from its 125-year-old history, such as Steve McCurry's unforgettable "Afghan Girl" (left).

In addition to seeing the photographs as they appeared in the magazine, visitors will learn the stories behind the photos and more about the photographers themselves.

For some images, visitors will be able to see the "near frames" taken by the photographer: the sequence of images made in the field before and after the perfect shot.

EVENTS & EXHIBITS

Arboles de Cholula (Trees of Cholula)
OXs Gallery, Carson City
Thru Mar. 22
Info: nevadaculture.org, 775-687-6680

Oil Paintings & Writings From the Car Forest | Truckee Meadows Community College, Reno
Thru Mar. 23
Info: tmcc.edu, 775-673-7000

African-American Heritage Exhibit
Las Vegas City Hall Chamber Gallery
Thru Apr. 18
Info: artslasvegas.org, 702-229-1012

The Many Faces of George Washington
Nevada Historical Society, Reno
Thru Apr. 13
Info: nevadaculture.org, 775-687-6680

CSI: Crime Scene Insects
Springs Preserve, Las Vegas
Thru May 12
Info: springspreserve.org, 702-822-7700

Italian Americans at Bat: From Sand Lots to the Major Leagues
arte italia, Reno
Thru May 19
Info: arteitaliausa.com, 775-333-0310

12" OF SIN - International Juried Art Exhibition
Sin City Gallery, Las Vegas
Mar. 7-Apr. 20
Info: sincitygallery.com, 702-608-2461

Jewels of Titanic
Titanic: The Artifact Exhibition, Las Vegas
Mar. 22-May 31
Info: rmstitanic.net, 404-842-2600



Art at the Market
Bruce Trent Park, Las Vegas
Apr. 13-14
Info: lasvegasfarmersmarket.com, 702-562-2676

ARTS AT THE HEART

NEVADA ARTS COUNCIL PLAYS HOST IN ADVANCE OF ARTS DAY IN NEVADA.

Place matters. That is the message of this year's Arts @ the Heart, convening April 22-23 in Carson City. If you ponder such questions as, "What is it that makes a community livable and vibrant?" then this annual conference is for you.

Entering its fifth year, Arts @ the Heart is meant to connect, communicate, and champion a vision that invests in people and the places they live. Organizers consider the attributes of vibrant communities, the role of artists as civic animators, and local renewal and growth through community engagement.

Arts @ the Heart is scheduled in conjunction with Arts Day in Nevada on April 24, an activity of Nevada Arts Advocates that brings Nevadans from all corners of the state to Carson City during the Legislative session.

Speakers:

- ❖ Barbara Schaffer Bacon, Co-Director, Animating Democracy, Americans for the Arts, Washington, D.C.
- ❖ Beth Flowers, Executive Director, Beet Street, Fort Collins, Colorado.



WHERE

Carson City
Plaza Hotel Event Center
& The Brewery Arts Center

WHEN

Apr. 22-23
Apr. 24 (Arts Day)

TICKETS

nac.nevadaculture.org
775-687-6680
\$65 per person
(includes breakfast & lunch)



**“GIRLS’ NIGHT
OUT IS MORE
FUN WITH
THE BOYS.”**

—TERRI LANG

Laughlin is full of moments that are yours for the taking. From Jet Ski rentals and riverboat cruises to fantastic gaming and live entertainment, Laughlin may surprise you. And at a price anybody can afford, it’s the perfect getaway for all.



LaughlinTM
Nevada

IT’S LIKE YOU OWN THE PLACE

Make Laughlin yours.
Book now at VisitLaughlin.com.

Looking for more Nevada events & shows?

We invite you to visit our Nevada tourism partners.

Refer to the full-page map on page 7 for city and town locations.

LAKE TAHOE

Lake Tahoe Visitors Authority
tahoesouth.com, 530-544-5050

North Lake Tahoe Visitors Bureau
gotahoenorth.com, 888-434-1262

NORTHERN NEVADA

City of Reno
reno.gov, 775-334-INFO

**Reno-Sparks Convention
& Visitors Authority**
visitrenotahoe.com, 800-FOR-RENO

**Battle Mountain (Lander County
Convention & Tourism Authority)**
battlemountaintourism.com,
775-635-1112



Austin

CHARLIE JOHNSTON

**Black Rock Desert
(Friends of Black Rock High Rock)**
blackrockdesert.org, 775-557-2900

Carlin (City of)
explorecarlinnv.com, 775-754-6354

**Carson City Convention
& Visitors Bureau**
visitcarsoncity.com, 800-NEVADA-1

Carson Valley Visitors Authority
visitcarsonvalley.org, 800-727-7677

Elko Convention & Visitors Authority
exploreelko.com, 800-248-3556

**Eureka County Economic
Development Program**
eurekacounty.com, 775-237-5484

Fallon Convention & Tourism Authority
visitfallonnevada.com, 866-432-5566

Fernley (City of)
cityoffernley.org, 775-784-9800

Gardnerville (Town of)
gardnerville-nv.gov, 775-782-7134

Genoa (Town of)
genoanevada.org, 775-782-8696

**The Greater Austin
Chamber of Commerce**
austinnevada.com, 775-964-2200

Hawthorne Convention Center
visitmineralcounty.com,
775-945-5854

Jackpot (Cactus Petes)
jackpotnevada.com, 800-821-1103

Jarbridge
jarbridge.org



Fremont Street Experience

MATTHEW B. BROWN

Lovelock
loverslock.com, 775-273-7213



CHARLIE JOHNSTON

Minden (Town of)
townofminden.com, 775-782-5976

Pyramid Lake Indian Reservation
pyramidlake.us, 775-574-1000

Sparks (City of)
cityofsparks.us, 775-353-5555

Spring Creek (Association)
springcreeknv.net, 775-753-6295

Virginia City Tourism Commission
visitvirginiacitynv.com, 800-718-7587

Wells Chamber of Commerce
wellsnevada.com, 775-752-3540



Planning a trip to Las Vegas?

**VISIT
VEGASANYWHERE.MOBI**

West Wendover (City of)
westwendovercity.com, 866-299-2489

**White Pine County Tourism
and Recreation Board (Ely)**
elynevada.net, 800-496-9350

**Winnemucca Convention
& Visitors Authority**
winnemucca.nv.us, 800-962-2638

SOUTHERN NEVADA

City of Las Vegas
lasvegasnevada.gov, 702-229-6011

**Las Vegas Convention
& Visitors Authority**
visitlasvegas.com, 702-892-0711

Beatty Chamber of Commerce
beattynevada.org, 866-736-3716

Boulder City Chamber of Commerce
bouldercitychamber.com, 702-293-2034

Goldfield Chamber of Commerce
goldfieldnevada.org, 775-485-3560

More Nevada events and shows: travelnevada.com/events-shows

Henderson (City of)
hendersonlive.com, 702-267-2171

Laughlin
visitlaughlin.com, 800-452-8445

Lincoln County
lincolncountynevada.com, 877-870-3003

Mesquite (City of)
mesquitenv.gov, 702-346-5295

Moapa Valley Chamber of Commerce
moapavalleychamber.com, 702-398-7160

Pahrump
visitpahrump.com, 866-722-5800

Primm (Valley Resorts)
primmvalleyresorts.com, 888-386-7867

Rachel
rachel-nevada.com, 775-729-2515

Tonopah (Town of)
tonopahnevada.com, 775-482-6336

TERRITORIES

Cowboy Country
cowboycountry.com

Indian Territory
nevadaindianterritory.com, 775-687-8333

Las Vegas Territory
lvterritory.com, 702-348-4708

Nevada Silver Trails
nevadasilvertrails.com

Pony Express Territory
ponyexpressnevada.com, 888-359-9449

Reno-Tahoe Territory
renotahoe.com, 775-687-7410

ART/PERFORMING ARTS

Arts Las Vegas
artslasvegas.org, 702-229-6511

Brewery Arts Center, Carson City
breweryarts.org, 775-883-1976

Brüka Theatre, Reno
bruka.org, 775-323-3221

Eureka Opera House
eurekacounty.com, 775-237-6006

Oats Park Art Center, Fallon
churchillarts.org, 775-423-1440

Pioneer Center, Reno
pioneercenter.com, 775-686-6600



Piper's Opera House, Virginia City
piperslive.com, 775-847-0433

Western Folklife Center, Elko
westernfolklife.org, 775-738-7508

Yerington Theatre for the Arts
yeringtonarts.com, 775-463-1783

For more arts events in the state:



NATIONAL PARKS

Great Basin National Park
nps.gov/grba, 775-234-7517

Death Valley National Park
nps.gov/deva, 760-786-3200

STATE PARKS

Nevada State Parks
parks.nv.gov, 775-684-2770

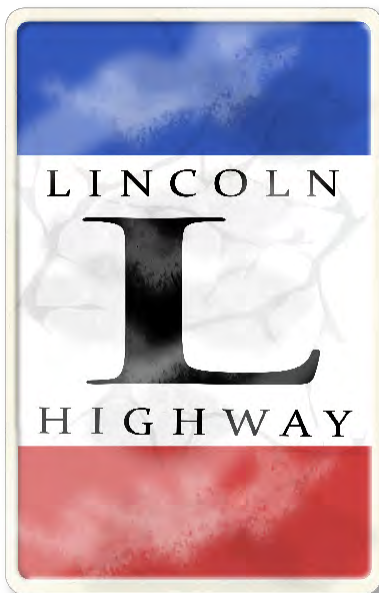


COURTESY SPECIAL COLLECTIONS UNIVERSITY OF MICHIGAN

The Lincoln Highway

A CENTURY LATER, YOU CAN STILL ROAD TRIP
ON THE "MAIN STREET ACROSS AMERICA."

in Nevada



BY P. GROVER CLEVELAND

I've traveled stretches of dirt road nearly untouched since the early days of the last century, and yet they're still perfectly drivable. I've camped where folks crossing the country in their overloaded Model T Fords once spent the night. I've seen ranches and stage stops that have been here for 150 years. Away from the pavement, at times I've felt like I've returned to the early 1900s and am seeing the country for the first time.

I've traveled the Lincoln Highway, and you can, too.

THE BIRTH OF THE LINCOLN HIGHWAY

At the time of its dedication in 1913, the Lincoln Highway—dedicated to the memory of Abraham Lincoln—was little more than a line on a map describing a route from New York City to San Francisco. It was to be “the first coast-to-coast rock highway,” and promoters hoped to have it finished in time for the Panama-Pacific International Exposition (world’s fair), held in San Francisco throughout much of 1915.

Travel between Western towns at that time was an adventure of mud, ruts, washouts, and even no roads at all. There were no road maps west of the Mississippi; however, automobile ownership in the U.S. was rising, and the Good Roads Movement was still going strong. America was on the move.

A TRACK ACROSS THE DESERT

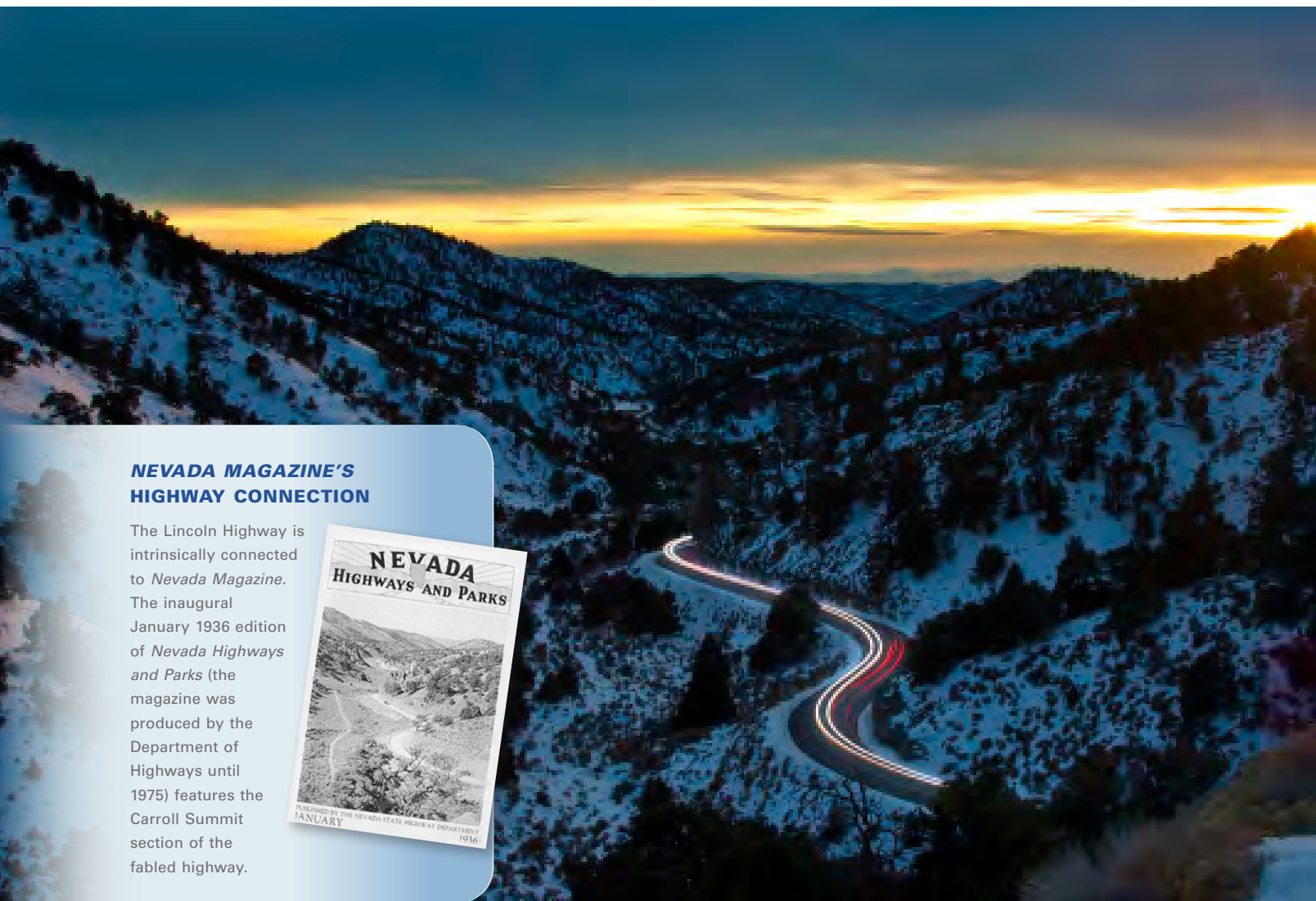
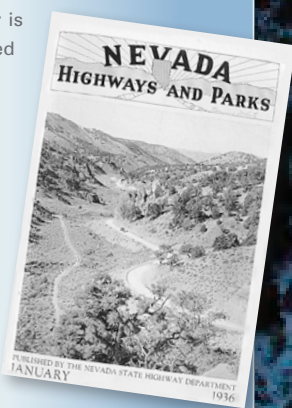
In part, the early Lincoln Highway followed the route of the 1860 Pony Express mail route and the Overland Stage. In Nevada, that meant a succession of passes and valleys across rugged Great Basin topography. There were mining towns and ranches where one could find radiator water and, sometimes, gasoline. Travelers often camped out in the sagebrush or found lodging and meals with a friendly rancher.

In 1919, during the height of his military career, future president Dwight Eisenhower described the Lincoln Highway in Nevada when he accompanied an Army caravan from the White House to the West Coast: “From Orr’s Ranch, Utah, to Carson City, Nevada, the road is one succession of dust, ruts, pits, and

The 1924 photo on the opposite page was captured on a newer stretch of the Lincoln Highway near the central Nevada town of Austin, seen in the background. Below: Carroll Summit, now accessible via State Route 722, was the subject of our inaugural 1936 issue. The modern night photo was taken from a similar vantage point.

NEVADA MAGAZINE’S HIGHWAY CONNECTION

The Lincoln Highway is intrinsically connected to *Nevada Magazine*. The inaugural January 1936 edition of *Nevada Highways and Parks* (the magazine was produced by the Department of Highways until 1975) features the Carroll Summit section of the fabled highway.



SKIP REEVES



COURTESY SPECIAL COLLECTIONS UNIVERSITY OF MICHIGAN

The Nevada stretch of the Lincoln Highway was rigorous to say the least. The Fallon Sink, east of Fallon, snared many a Model T in its sandy and muddy flat until the road was improved in the 1920s. The three men above work vigorously to free their vehicle. J.B. Wainwright (see text on car) distributed for Firestone tires in the early 1900s. Opposite page: Travelers on modern U.S. Highway 50 have it much easier, and nostalgic evidence of the original highway remains in the Fallon Sink area.

holes. This stretch was not improved in any way, and consisted only of a track across the desert. At many points on the road, water is 20 miles distant, and parts of the road are 90 miles from the nearest railroad." Eisenhower clearly was not impressed.

The poor condition of sections of the Lincoln Highway could be attributed to the fact that it was, for all intents and purposes, ahead of its time. The route was largely financed and promoted by businessmen such as Carl Fisher of Indianapolis, founder of Indianapolis Motor Speedway. He was supported by Henry Joy of the Packard Motor Car Company and others involved in the automobile manufacturing industry.

Private money was necessary because there was no funding for highways at the state or federal level. In Nevada, there wasn't even a State Highway Department until 1917.

LINCOLN HIGHWAY REMEMBERED

As difficult as travelers might have found the Lincoln Highway to navigate in its early days, it helped pave the way, literally, for the modern highway and interstate system motorists practically take for granted

100 years later. The beauty of Nevada is that, if we allot ourselves the time, we still have the unique opportunity to escape the modern world and return to a slower-paced era.

The iconic Lincoln Highway that carried thousands of people westward is still here a century later, under U.S. Highway 50 in many places, or just alongside it in the sagebrush. In my many travels exploring the original "Main Street Across America," I found there is much to be discovered just off "The Loneliest Road in America," rarely more than a few miles from pavement. There are ghost towns, old ranches, and vistas beyond compare.

DRIVING THE OLD LINCOLN HIGHWAY TODAY

The Lincoln Highway originally entered Nevada in the east near Ibapah, Utah, crossing the Goshute Indian Reservation, over Schellbourne Pass and down to Ely. Then it turned westward following present-day Highway 50, more or less, through Hamilton, Eureka, Austin, and Fallon.

The western end then split into two routes: one leg, the Pioneer Route, went through Carson City past



P. GROVER CLEVELAND

"Sand Springs - Lodging, meals, drinking water, radiator water, blacksmith shop, gas, telephone. West bound tourists should stop and inquire best road to take."

—The Complete Official Road Guide of the Lincoln Highway, 1915

LINCOLN HIGHWAY EVENTS

The Lincoln Highway Association is planning a road tour from San Francisco to Kearney, Nebraska this summer from June 22 to 30. The Nevada stops are listed below:

- **Monday, June 24: 210 miles**

Sacramento to Fallon (lunch stop at Donner Ski Ranch near Donner Pass)

- **Tuesday, June 25: 258 miles**

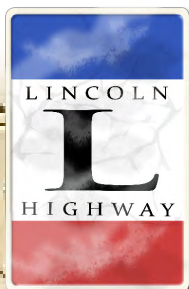
Fallon to the Hotel Nevada in Ely (lunch stop in Austin)

- **Wednesday, June 26: 259 miles**

Ely to Tooele, Utah (picnic stop at Bonneville Salt Flats Raceway)

Complete schedule here:

lincolnhighwayassoc.org/tour/2013



AREA
ENLARGED

SOURCE: L.L. POATES ENG. CO. (1919)
SPELLINGS ARE REFLECTIVE OF THAT ERA.



PHOTOS: COURTESY SPECIAL COLLECTIONS UNIVERSITY OF MICHIGAN & P. GROVER CLEVELAND (INSET)

Just as it is today on U.S. Highway 50, Sand Mountain was a landmark that caught the attention of drivers on the old Lincoln Highway. It's difficult to find original sections of the highway—which was paved in the 1940s—in this area, east of Fallon.

Inset: Writer and photographer P. Grover Cleveland spots a Lincoln Highway-embellished culvert near Sand Springs Pass, east of Sand Mountain.

Lake Tahoe and ended up in Placerville, California. The other headed through the Truckee River Canyon from Wadsworth, passed through Sparks and Reno, and left the state at Verdi up the old Henness Pass Road to Truckee, then onto Sacramento where it met the Pioneer Route (Route 40, or Interstate 80 as we know it today, wasn't built until many years later). The total length of the original Lincoln Highway was more than 3,000 miles from Times Square in New York City to Lincoln Park in San Francisco.

Over the years the Lincoln Highway was graded, widened, paved, re-routed, and, in Nevada, simply covered up by the construction of Highway 50. If all you want is a quick orientation, then driving 50 will do that...somewhat. But the real flavor of the old road will be lost. You need to get off the pavement, even for a few miles.

The back roads are generally fine in the summer, but muddy and not recommended in wet weather. Few of the roads I am going to describe require four-wheel drive. Travel with another vehicle if you can, or tell someone your itinerary and stick to the plan.

This year marks the 100th anniversary of the Lin-

coln Highway, but I fear the grand old road is fading from our collective memories. I want to remedy that. I urge you to get off the pavement for a while and experience a little of what traveling was like 100 years ago.

Our Nevada adventure starts at Fernley and ventures east.

FERNLEY

Farm District Road hasn't changed much since its early days, and this is a pleasant diversion that will give you a good introduction to the Lincoln Highway, albeit paved. Turn off Highway 50 in east Fernley at the roundabout, and follow State Route 828 south, then east, to rejoin 50. The scenery is particularly pleasing in the fall when the leaves are turning.

FALLON SINK

The area between Fallon and Sand Pass is a sandy and often muddy flat that was difficult to cross until the road was improved in the 1920s. Today it is an easy crossing. As you approach Sand Mountain from



Old Middlegate Station

P. GROVER CLEVELAND

"Tourists who have enjoyed the delights of European travel say that the natural scenery of the State of Nevada as it is viewed from the Lincoln Highway, is superior to that of practically any foreign country."

—G.S. Hoag, Lincoln Highway Consul, Ely

the west, look to your left and you can see how the Lincoln Highway, then a primitive trail, skirted the flat.

SAND SPRINGS PASS

Just east of Sand Mountain you can see the old highway to the north. You can drive on portions of it if you are careful. This section was paved sometime in the 1940s and is slowly deteriorating.

FRENCHMAN

An important stop for travelers was this cafe-hotel-restaurant-service station, which is now just a wide spot off the side of the road in Frenchman Valley.

MIDDLEGATE

The old road passes in front of Middlegate Station, a popular bar and restaurant (*Nevada Magazine* dares you to take the Monster Burger challenge). Middlegate was a Pony Express stage stop long before the Lincoln Highway arrived.

STATE ROUTE 722

For 11 years, the Lincoln Highway went through New Pass,

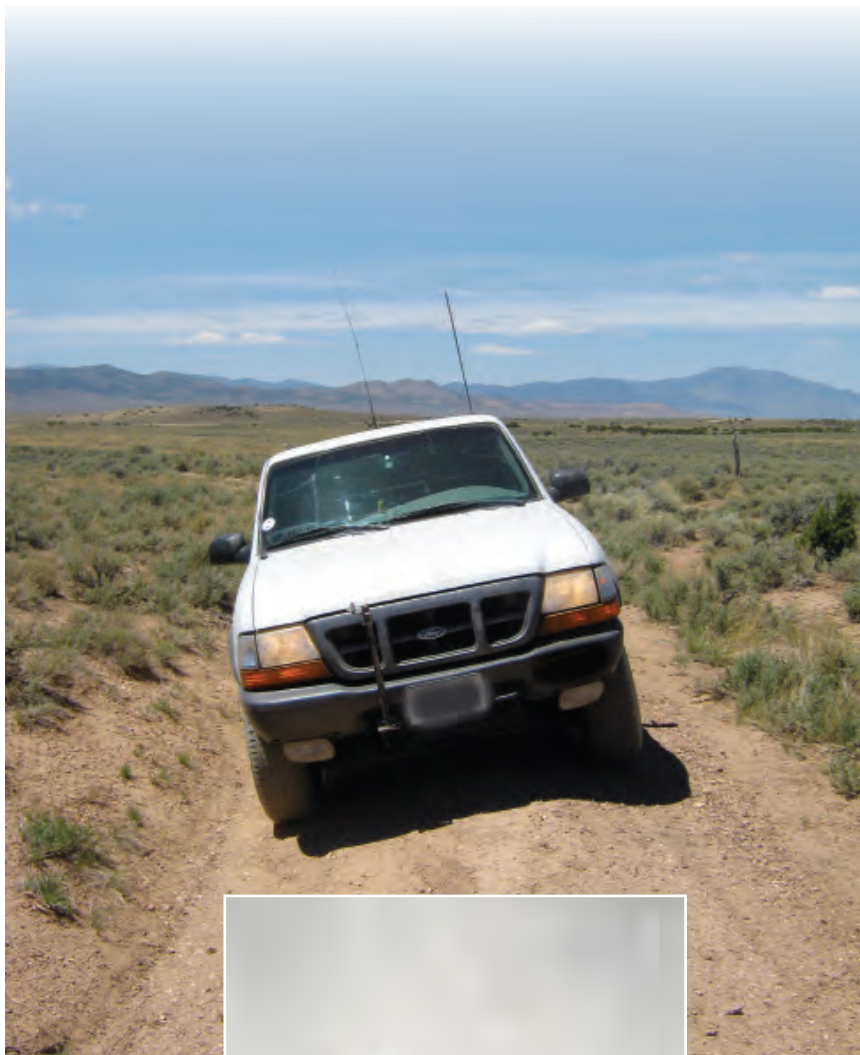
TIME TRAVEL

The Complete Official Road Guide to the Lincoln Highway (1915) advised travelers as to the necessities. Here are some examples from the guide:

- One Lincoln Highway radiator emblem
- One set of tools
- One pair of good-cutting pliers
- One hand axe
- One medium shovel
- One gallon of auto oil
- One Auto-Robe trunk
- Two sets of tire chains
- Two extra tire casings
- Two jacks
- Three spark plugs
- Eight feet of high-tension wire
- Upper and lower radiator hoses
- Spare light bulbs
- Towing rope

The list is pages long and includes sage advice such as "don't wear good shoes" and "don't forget the colored goggles."





P. GROVER CLEVELAND

"Ford's Defeat" surely doesn't apply to modern Ford trucks such as the one above, but 100 years ago this stretch of Lincoln Highway was so named because of a steep summit that wreaked havoc on Model Ts of the day. East of Ford's Defeat is the modern ghost town of Hamilton, which once boasted a large enough population to be a county seat—and have a bell "tower" (right).

COURTESY SPECIAL COLLECTIONS
UNIVERSITY OF MICHIGAN



which was a rough route. In 1924, this was abandoned in favor of a road known as Nevada Highway 2 that remained in use for 42 years until a new highway was constructed over New Pass and Cold Springs. I highly recommended this beautiful bypass, one of the best-preserved sections of the old road, between Middlegate and Austin.

To access S.R. 722, turn south off Highway 50 three miles past Middlegate. It passes by Eastgate over 7,452-foot Carroll Summit and down into Smith Creek Valley. Here you really begin to feel the openness of the Great Basin. Smith Creek Valley presents some amazing vistas on the way to Railroad Pass, 20 miles across the valley.

AUSTIN

The highway we use today, which twists and winds its way above the central Nevada town, was constructed during the road-building frenzy of the early 1920s. The original highway went up the canyon at the east end of town. It is a pleasant drive in dry conditions. Turn off Highway 50 at the east end of town onto the dirt road near the white water tank. At the summit, turn left to rejoin the modern highway.

FORD'S DEFEAT

Ford's Defeat is so named because of the steep grades near the summit that overwhelmed early Model T Fords. This is a route that takes some serious path finding and is not well known (as a result, it remains a pristine segment of the old highway).

Instead, I recommend a slightly later version of the Lincoln Highway over Hickison Summit that served to bypass Ford's Defeat. You will notice the road to your left as you approach the summit on Highway 50 from the west.

It is easier to access from the east. About a half-mile west of the road to Hickison Petroglyphs, turn north off the main highway. This is a dirt road that at first seems steep, but past the summit is well graded. This will lead you back to Highway 50 after about three miles.

HAMILTON

Hamilton, once the seat of White Pine County, was a typical boom-and-bust mining town. A few of the old buildings are barely standing, and the Hamilton cemetery is a poignant reminder of the tough lives miners and their families led out here.

Thirty miles west of Ely is a sign for the Ibapah Recreation

Collect more than memories when you travel the Loneliest Road this summer.

LINCOLN HIGHWAY, NEVADA - LATER CHANGED TO HIGHWAY 50



It's the 100-year anniversary of the Lincoln Highway, and beginning in June, Pony Express Territory will be giving away commemorative coffee mugs at each Pony Express Territory community. Collect all seven and have your Highway 50 Survival Guide stamped with Pony Express Nevada, for a FREE Survival Guide. These collectibles won't last long, so plan your trip now!





Tippetts Road in northeastern Nevada is just as desolate today (above) as it was a century ago. In many places Nevada is even more desolate today—for instance you will no longer find a Carroll Summit Station (opposite) in central Nevada. Like Tippetts, Schellbourne Pass today (opposite, below) looks a lot like it did in the Lincoln Highway's early years.

Area. Turn there, and continue straight for six miles. You will come to a Lincoln Highway landmark called White Pine Summit. The 1915 guidebook describes this point as, “2767 Miles from N.Y. 564 Miles to S.F. No accommodations. Beautiful view from the point.”

There are convenient markers placed by the Bureau of Land Management at the junction. Bear to the left. Although the road has been graded and widened in some places, you are on the original Lincoln Highway. The Hamilton ghost town site is at 8,000 feet, so be prepared for cold weather in the winter.

ELY AND ROBINSON CANYON

West of Ely the highway shared a road in Robinson Canyon with the Nevada Northern Railway—the scene of many unfortunate vehicle-train collisions. The road was greatly improved in the 1920s.

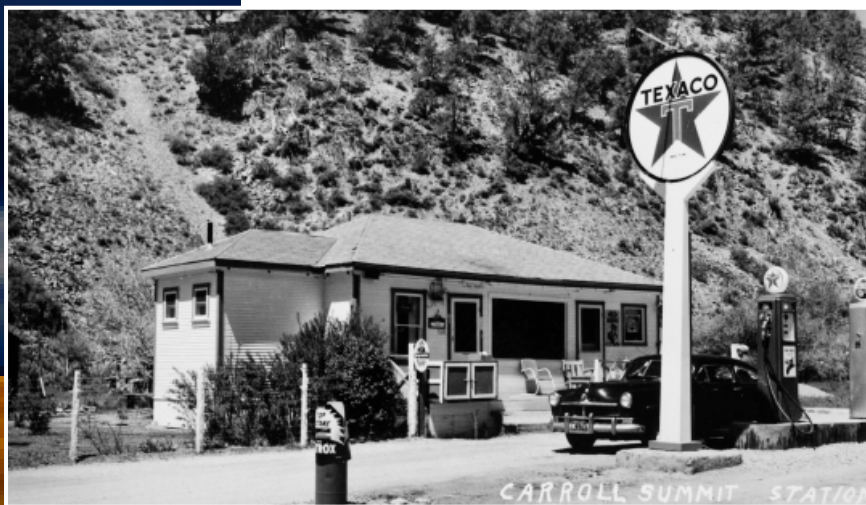
In Ely, Aultman Street was the Lincoln Highway. The famous Hotel Nevada was not built until 1929, after the Lincoln Highway arrived in town.

SHELLBOURNE PASS

By far the most extensive and beautiful journey you'll take, in my estimation, is over the Schell Range north of Ely. This was part of the route from Salt Lake City around the southern end of the Salt Lake Desert that entered Nevada just west of Ibapah. You can take this trip north out of Ely and end up at West Wendover; it will add about an hour to the journey.

This is an isolated trip in some of the most scenic basin and range topography you will find. East of Schellbourne Pass there are only two ranches, one of which is abandoned. The road is well graded for the most part, but there are no services and no cell-phone reception. Be prepared, but don't be afraid of trying this fabulous trip. Start with a full tank of gas and a good spare tire.

SEE AD ON PREVIOUS PAGE TO SEE HOW YOU CAN CELEBRATE THE CENTENNIAL.



CHURCHILL COUNTY MUSEUM AND ARCHIVES – FALLON, NV



P. GROVER CLEVELAND



P. GROVER CLEVELAND

TIPPETTS RANCH

Take Highway 93 north out of Ely through McGill and about 35 miles north, turn right at the rest stop onto White Pine County Road 893. You will pass Schellbourne Ranch, Anderson Ranch, Stone House, Tippetts Pass, Tippet, and Tippetts Ranch.

Tippetts Ranch has been in operation for more than 100 years. Even today you might run across a roundup, as I did last year. The ranch is located in the Antelope Valley, close to the Utah border.

Continue northeast through the Goshute Indian Reservation to Ibapah. From Ibapah continue north to rejoin Alternate 93, 25 miles south of Wendover.

In its infancy, Nevada's Lincoln Highway was often no more than a collection of ranch roads, dirt tracks, and wishful thinking. My adventures have opened my eyes to the difficulty of automobile travel in the West a century ago. I've acquired a deep appreciation for the troubles our forebears encountered in coming to the West.

I hope you will, too. ▀

The author wishes to thank the Churchill County Museum, Austin Museum, White Pine County Museum, and the Special Collections of the University of Michigan for their kind permission to use the historic photographs considered for this story.

COURTESY SPECIAL COLLECTIONS UNIVERSITY OF MICHIGAN

FOR MORE INFORMATION

Lincoln Highway Association
lincolnhighwayassoc.org

Lincoln Highway Trading Post
lhtp.com

WORTH A READ

- *The Lincoln Highway: Nevada* (2004), by Gregory Franzwa, 302 pages, lhtp.com/store
- *Lincoln Highway Companion: A Guide to America's First Coast-to-Coast Road* (2009), by Brian Butko, 192 pages, brianbutko.com
- *The Lincoln Highway: Main Street Across America* (1999), by Drake Hokanson, 256 pages, amazon.com
- *The Complete Official Road Guide of the Lincoln Highway* (1915), books.google.com
- *Hints to Transcontinental Tourists Traveling on the LH* (1914), by F.H. Trego, lhtp.com/store

WORTH A CLICK

- *The Lincoln Highway in Basin and Range*, blog by P. Grover Cleveland, sierratraveler.com
- *Lincoln Highway News*, blog by Brian Butko, brianbutko.wordpress.com
- *The Lincoln Highway*, blog by James Lin, lincolnhighway.jameslin.name



Lincoln Highway Marker



NEIL LOCKHART

This Lincoln Highway bridge railing is located at Exit 6 (Mogul) along eastbound Interstate 80 near Reno. The rare monuments (another reads "HIGHWAY"), dating to 1914, are one of only two sets in existence in the United States. Below: Fourth Street, which runs along the Truckee River between downtown Reno and Verdi, follows the route of the original Lincoln Highway.

RENO TO FERNLEY

Take the path most traveled.

For a more "urban" Lincoln Highway experience consider the trek from Fernley to Reno to the Nevada-California border (or vice versa), which is a combination of Interstate 80 and city streets and was once known as the northern Donner Route. Look for these landmarks:

Wadsworth — small town and gateway to Pyramid Lake was an original Lincoln Highway stop

Sparks — 15th Street & Prater Way (travel west on Prater and look for period motels and buildings)

Reno — California Building at 75 Cowan Dr. (built in 1927 for an exposition commemorating the completion of the Transcontinental Highway)

Reno — National Automobile Museum (enjoy Bill Harrah's classic car collection)

Reno — Fourth Street

Verdi — appreciate the historic bridges over the Truckee River

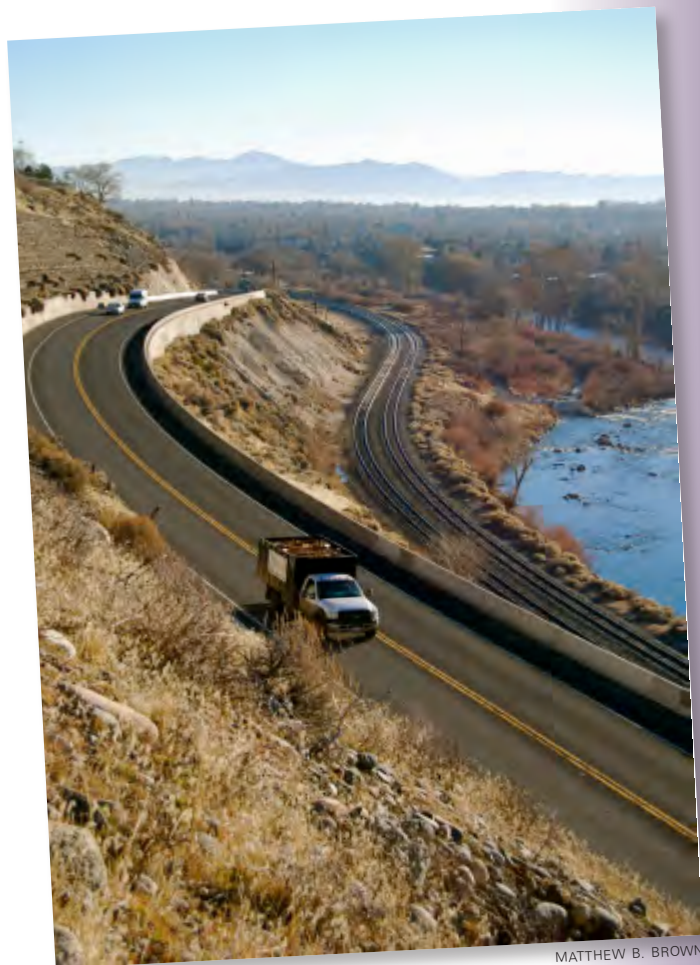
There's also the southern Pioneer Route, which follows U.S. Highway 50 southwest to Carson City, then to Zephyr Cove and around the scenic south shore of Lake Tahoe. ▀

FOR MORE INFORMATION

Lincoln Highway Association — Nevada Chapter

e-mail: nv.director@lincolnhighwayassoc.org

815-456-3030



MATTHEW B. BROWN

WING IT TO FALLON!

The call of the wild is at your doorstep in Fallon. Outdoor adventure awaits; discovering ancient rock art, thrill seeking on Sand Mountain and getting away from it all at Spring Wings. Fallon - just down the road.



775-423-4556

VisitFallonNevada.com

 VisitFallon



See the Elephant...

CALIFORNIA TRAIL INTERPRETIVE CENTER

Elko, Nevada

Where History Comes Alive!

LIFE SIZE DIORAMAS

OUTDOOR EXHIBITS

ORIGINAL ARTWORK

CALIFORNIA TRAIL SHOP



Located 8 miles west of Elko, Nevada, off I-80, Hunter exit 292

www.californiatrailcenter.org

775-738-1849

NEVADA SPORTS



PHOTOS: DAVID CALVERT

BY CHARLIE JOHNSTON

Before you forego your next mortgage payment on tickets and associated costs for a major league or national sporting event—parking alone at San Francisco’s AT&T Park will set you back at least \$30, assuming you can even find tickets following the Giants’ 2012 World Series Championship—perhaps you should consider taking in a game a little closer to home.

Whether you’re root-root-rooting for the home team at a Las Vegas 51s or Reno Aces Triple-A baseball game, hitting the hardwood with the Reno Bighorns basketball team, or annoying everyone in earshot with your vuvuzela at a Las Vegas Legends soccer match, Nevada’s array of professional and collegiate sporting events will keep you entertained without breaking the bank. Play ball!



Reno’s Aces Ballpark (top) is the newest stadium in the Pacific Coast League and seats 9,100. Inset: Outfielder A.J. Pollock was named MVP of the Aces’ 2012 Triple-A National Championship victory.

RENO ACES

Northern Nevada's Triple-A baseball franchise, the Reno Aces, first took the field at Aces Ballpark in April 2009. Formerly the Tucson Sidewinders, the team is part of the Pacific Coast League and the minor league affiliate of the Arizona Diamondbacks. In their four years in The Biggest Little City, the Aces have maintained a winning record, claimed division titles in 2011 and '12, and defeated the Pawtucket (Rhode Island) Red Sox, 10-3, to claim the Triple-A National Championship on September 18, 2012. The Aces are set to host the Triple-A Home Run Derby on July 15 and the nationally televised Triple-A All-Star Game on July 17.



PAULA RILEY



*RENO ACES HOME SCHEDULE

Apr. 12-15 vs. Sacramento

Apr. 16-19 vs. Colorado Springs

Apr. 25-28 vs. Fresno

Apr. 29-May 2 vs. Las Vegas

July 17 Triple-A All-Star Game in Reno

*Complete schedule available at nevadamagazine.com

FOR MORE INFORMATION

Reno Aces Baseball Club

Aces Ballpark

250 Evans Ave., Reno, NV 89501

renoaces.com

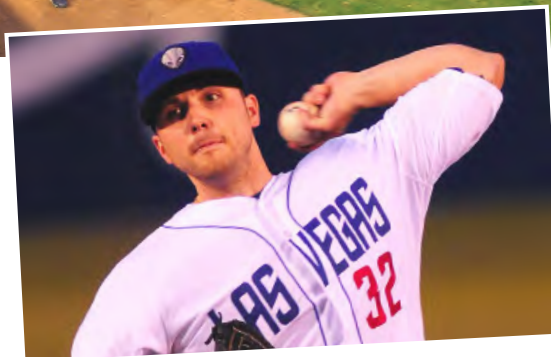
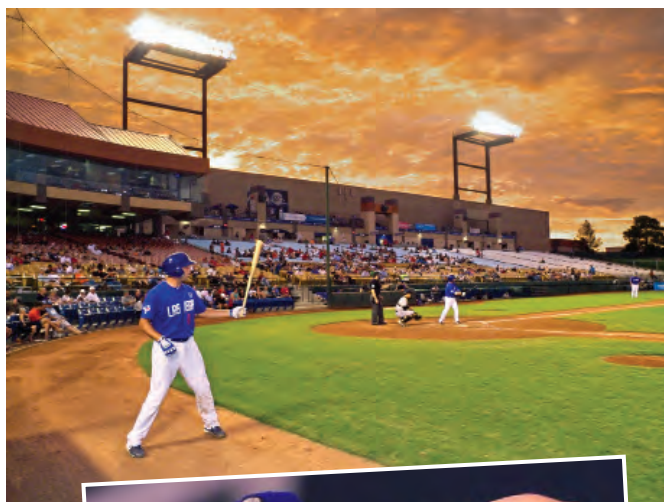
775-334-4700

LAS VEGAS 51s

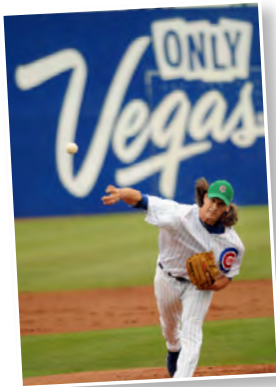
Renamed in 2000 in homage to central Nevada's mystery-shrouded, alien lore-laden Area 51, Las Vegas' Pacific Coast League Triple-A franchise started its 30-year residency in Sin City as the Stars in 1983. The team was the city's first professional sports team since the Las Vegas Wranglers baseball club left in 1958. The 51s were previously affiliated with the Toronto Blue Jays (2009-2012), Los Angeles Dodgers (2001-2008), and San Diego Padres (1983-2000), and are currently affiliated with the New York Mets. The team, which plays its home games at Cashman Field, has amassed eight division titles (1983, '84, '86, '87, '88, '92, '96, and 2002) and Pacific Coast League titles in 1986 and '88.



Cashman Field (above) is the 9,300-seat home of the Triple-A Las Vegas 51s. Right: Left-handed pitcher Aaron Laffey signed a contract with the New York Mets in December after going 3-5 with a 4.52 ERA for the 51s in 2012.



PHOTOS: TOM JONES (TOP), STEVE SPATAFORE (BOTTOM)



MAJOR LEAGUE BASEBALL IN LAS VEGAS

The Chicago Cubs and Texas Rangers are set to meet for a pair of exhibition games in Las Vegas before the start of the 2013 season. Tickets for the March 16-17 games can be purchased at **lv51.com** or by calling **702-798-7825**.

Jeff Samardzija (above) and the Chicago Cubs will play the Texas Rangers in Las Vegas in March. Former 51s catcher Travis d'Arnaud (right) was named No. 6 on the MLB's Top 100 Prospects list earlier this year.



*LAS VEGAS 51S HOME SCHEDULE

Apr. 12-15 vs. Colorado Springs

Apr. 16-19 vs. Sacramento

Apr. 25-28 vs. Tacoma

*Complete schedule available
at nevadamagazine.com

FOR MORE INFORMATION

Las Vegas 51s Baseball Team
Cashman Field
850 Las Vegas Blvd. N.,
Las Vegas, NV 89101
lv51.com
702-943-7200

ITALIAN AMERICANS AT BAT: FROM SAND LOTS TO THE MAJOR LEAGUES

Exhibit at Reno's *arte italia* honors some of baseball's greatest.

Through May 19, the exhibit galleries of Nevada's premier Italian cultural arts center, *arte italia* in Reno, will overflow with the stories of famed players such as Joe DiMaggio, Yogi Berra, Roy Campanella, Tony LaRussa, Mike Piazza, Dustin Pedroia, Terry Francona, Jason Giambi, and more.

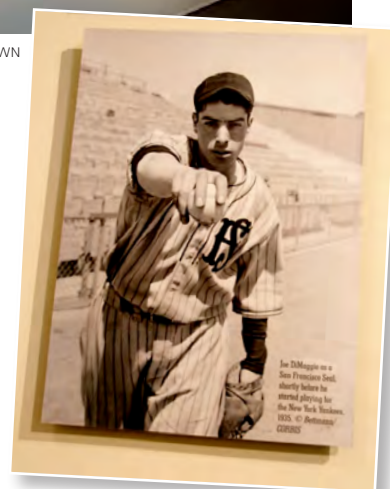
Italian Americans At Bat chronicles the history, contributions, and influence of more than 450 Italian Americans on baseball and explores the connection between the sport and the Italian immigration experience in America beginning in the early 1900s. Accompanying the collection of photos and press clippings of some of the greatest moments in baseball are vintage jerseys, memorabilia, and an educational interactive touch-screen with players' memoirs, statistics, and career highlights.



PHOTOS: MATTHEW B. BROWN

FOR MORE INFORMATION

arte italia Culinary and
Exhibition Center
442 Flint St.,
Reno, NV 89501
arteitaliaus.com
775-333-0313



An in-depth chronology of *Italian Americans At Bat* (above) at Reno's *arte italia* includes tales of legendary players such as Joe DiMaggio. The caption accompanying DiMaggio's photo (right) reads: "Joe DiMaggio as a San Francisco Seal, shortly before he started playing for the New York Yankees, 1935."

WELCOME TO
SCHEELS®

your next
NEVADA
 destination





PLAY, SHOP AND EXPLORE OVER **85** AMAZING SPECIALTY SHOPS WITH THE AREA'S LARGEST SELECTION OF
SPORTS, SPORTSWEAR & FOOTWEAR

1200 Scheels Drive • Sparks, NV • 775.331.2700 **SCHEELS.com** |     

BOULDER CITY

HOOVER DAM - LAKE MEAD
 Mike O'Callaghan-Pat Tillman Memorial Bridge

SHOPPING, MOUNTAIN BIKING, BOOTLEG CANYON
 SPRING JAMBOREE, ART IN THE PARK, DAMBOREE
 PUBLIC ART, LAKE MEAD CRUISES, RAFT TRIPS
 SKYDIVING, GRAND CANYON TOURS, FLIGHT LINES

(702) 293-2034
BOULDERCITYCHAMBER.COM

**Live Entertainment
 Nightly.**

Desert Night Sky, Nevada

HISTORY | GHOST TOWNS | BREATHTAKING NIGHT SKIES | WILDLIFE
 HIKING & ATV TRAILS | STATE PARKS | CAMPING | FISHING

NevadaSilverTrails.com

**NEVADA
 SILVER
 TRAILS**



Alamo	Beatty	Delamar	Hawthorne	Pahrump	Rhyolite	Silver Peak
Amargosa Valley	Caliente	Gabbs / Berlin	Luning / Mina	Panaca	Round Mountain	Tecopa
Ash Meadows	Carver / Hadley	Gold Point	Manhattan / Belmont	Pioche	Scotty's Castle	Tonopah
Ash Springs	Death Valley	Goldfield		Rachel	Shoshone	Yerington

RENO BIGHORNS

The NBA Development League Reno Bighorns debuted for the 2008-'09 season. Interestingly, the team is Reno's third basketball team with the moniker, the other two having played in the former Western Basketball Association (1978-'79) and Continental Basketball Association (1982-'83).

In the team's five years it has been affiliated with the NBA's Atlanta Hawks, Golden State Warriors, and Orlando Magic and is currently affiliated with the Memphis Grizzlies, Sacramento Kings, and Utah Jazz. The Bighorns claimed the D-League's Western Division title in 2010-'11.

Promotions such as "Building Bright Futures" with Saint Mary's Regional Medical Center and "Drive Away in a Dodge Truck" give fans extra incentive to visit the Reno Events Center and take in a Bighorns game.



DAVID CALVERT

Top: Kevin Murphy (21) of the Reno Bighorns shoots a layup in traffic against the Santa Cruz Warriors on November 30, 2012. Santa Cruz went on to win, 101-95. Win or lose, mascot Bruno and the Bighorns Dance Team (below) work to keep the crowd excited.



DAVID CALVERT



RENO BIGHORNS REMAINING 2012-13 HOME SCHEDULE

Mar. 7 vs. Idaho
Mar. 9 vs. Sioux Falls
Mar. 10 vs. Rio Grande Valley
Mar. 21 vs. Los Angeles
Mar. 23 vs. Idaho
Mar. 24 vs. Texas

Apr. 1 vs. Bakersfield
Apr. 2 vs. Santa Cruz
Apr. 5-6 vs. Canton

FOR MORE INFORMATION

Reno Bighorns
9393 Gateway Dr. Suite BH,
Reno, NV 89511
renobighorns.com
775-284-2622

LAS VEGAS WRANGLERS

The Las Vegas Wranglers hit the ice in 2003 following the East Coast Hockey League's takeover of the West Coast Hockey League, a merger that created the ECHL. Though the team had been affiliated with the NHL's Calgary Flames (2003-'09) and Phoenix Coyotes (2009-'11), it is currently independent of NHL teams. In the Wranglers' 10-year existence, the team has maintained the highest winning percentage in league history, won the league's Brabham Cup for finishing the regular season with the most points (2007), taken home ECHL Pacific Division championships twice (2007 and '08), and played in the league's championship Kelly Cup Finals twice (2008 and '12). In addition to league-wide admiration on the ice, the Wranglers are also a local darling, hosting entertaining promotions (such as "topless" hockey—see it to believe it) during games and having been named the *Las Vegas Review-Journal's* "Best Local Sports Team" three times (2005, '06, and '09).



Las Vegas Wranglers left wing Josh Luden (21) was called up to play for the American Hockey League's St. John's IceCaps in January.



LAS VEGAS WRANGLERS REMAINING 2012-13 HOME SCHEDULE

Mar. 1 vs. San Francisco
Mar. 2 vs. Colorado
Mar. 3 vs. San Francisco
Mar. 19 vs. Bakersfield
Mar. 23-24 vs. Utah
Mar. 26 vs. Ontario (California)
Mar. 29 vs. Bakersfield

FOR MORE INFORMATION

Las Vegas Wranglers
Orleans Arena
4500 W. Tropicana Ave.,
Las Vegas, NV 89103
lasvegaswranglers.com
702-471-7825



DAVID HOMEN

POND HOCKEY IN THE DESERT

Temperatures hovering in single digits proved cold enough for Washoe Valley's Little Washoe Lake to amass enough ice to support several pick-up games of hockey in January. The valley, about midway between Reno and Carson City, sits at a higher elevation than either city and typically sees much cooler days and nights. While the lake and its much larger neighbor, Washoe Lake, often freeze in winter, ice that is thick enough to support a person, let alone several of them playing hockey, is rare. Don't believe me? Visit YouTube, search "Pond Hockey at Little Washoe Lake," and see for yourself.



MATTHEW B. BROWN

Reno's status as the unofficial home of bowling extends beyond the walls of the National Bowling Stadium, such as in June 2012 when four lanes were constructed under the Reno Arch for the U.S. Women's Open. Above, Missy Parkin takes a practice round.

BOWLING

Reno is set to be the home of the United States Bowling Congress Open and Women's Championship this year. The Open Championship starts March 1, runs through June 30, and will be held at the National Bowling Stadium, while the Women's Championship starts April 12, concludes July 8, and will take place on 44 specially constructed lanes at the Reno-Sparks Convention Center.

In addition to the championships, several side events for bowlers of all skill levels are also being held at the bowling stadium.



FOR MORE INFORMATION

United States Bowling Congress
621 Six Flags Dr.,
Arlington, TX 76011
bowl.com
800-514-2695

National Bowling Stadium
300 N. Center St.,
Reno, NV 89501
visitrenotahoe.com
775-335-8800



JOE KELLEY NAMED "PERSON OF THE YEAR" BY BOWLERS JOURNAL INTERNATIONAL

Reno-Sparks Convention & Visitors Authority Vice President of Facilities Joe Kelley was recently named "Person of the Year" by *Bowlers Journal International*. The publication, which has been in circulation since 1913, cites "insiders" who praised Kelley's efforts in putting together a deal that will bring United States Bowling Congress tournaments to Reno's National Bowling Stadium through 2030. "While I'm honored to receive this recognition...it's really the entire community of policymakers in the area who earned this award for Northern Nevada," Kelley says.

COLLEGIATE SPORTS

Nevada's pair of universities have left some pretty big marks in sports, with such claims to fame as the University of Nevada, Las Vegas' men's basketball team's 1990 NCAA National Championship and University of Nevada, Reno's standout quarterback Colin Kaepernick, who led the San Francisco 49ers to an NFC Championship in January.



TOM JONES

UNIVERSITY OF NEVADA, LAS VEGAS REBELS

Founded in 1957 as an expansion of the University of Nevada, Reno, UNLV (called Nevada Southern until 1969) followed the monumental growth patterns of the city it occupied, surpassing its northern rival's attendance by the 1977-'78 academic year. Today, the university is attended by more than 27,000 students and supports eight men's and 10 women's sports at the NCAA/Division I intercollegiate level. Men's sports at UNLV include baseball, basketball, football, golf, soccer, swimming and diving, tennis, and cheer and women's sports include basketball, golf, cross country, soccer, softball, swimming and diving, tennis, track and field, volleyball, and cheer and dance.

FOR MORE INFORMATION

University of Nevada, Las Vegas
4505 S. Maryland Pkwy.,
Las Vegas, NV 89154
unlv.edu
702-895-3011



DAVID CALVERT

UNIVERSITY OF NEVADA, RENO WOLF PACK

Nevada's oldest institute of higher learning, the University of Nevada, Reno was founded as the State University of Nevada in Elko in 1874 and moved to Reno in 1885. Today, the university is attended by more than 18,000 students and supports six men's and 10 women's sports at the NCAA/Division I intercollegiate level. Men's sports include baseball, basketball, football, golf, rifle, and tennis and women's sports include basketball, cross country, golf, rifle, soccer, softball, swimming and diving, tennis, track and field, and volleyball.

FOR MORE INFORMATION

University of Nevada, Reno
1664 N. Virginia St.,
Reno, NV 89557
unr.edu
775-784-1110



NEVADA'S CIVIL WAR

Being the only two universities in the state, little love is lost between the Nevada Wolf Pack and UNLV Rebels. While the rivalry lives in virtually every corner of each campus—and in the hearts of alumni who relish any opportunity to laud the supremacy of their alma mater...GO WOLF PACK!—nowhere is it more pronounced than on the football field. Each fall the teams fight for bragging rights and the Fremont Cannon; the winner keeps the cannon and paints it in their school's colors. The rivalry game has been played since 1969, save a few seasons in the 1980s when the teams did not meet, and Nevada leads the series, 23-15.



DAVID CALVERT

GOLF

More than 100 golf courses make Nevada a golfer's dream come true, and the big-name tournaments that tee off on the Silver State's greens make it a golf fan's dream come true as well. The **Michael Jordan Celebrity Invitational** will return to Las Vegas for the third consecutive year, **April 4-7**, at the acclaimed Shadow Creek Golf Course and is known to attract the likes of Aaron Rogers, Wayne Gretzky, Ken Griffey Jr., Roger Clemens, Drew Brees, Cedric The Entertainer, and, of course, Jordan himself. The event's Celebrity-Amateur Competition, April 4-5, pairs celebrity golfers with four amateur participants each, and the celebrity tournament takes place April 6-7.

The **American Century Celebrity Golf Championship** at Edgewood Tahoe returns to the lake, **July 16-21**, for its 24th year. Like Jordan's invitational, the tournament features top-name athletes, actors, and entertainers.

The Professional Golfers Association of America's PGA TOUR makes just one stop in Northern Nevada. The **Reno-Tahoe Open** at Montréux takes place **July 29 through August 4** and brings some of the biggest names in golf to The Biggest Little City in the World.

The **Justin Timberlake Shriners Hospitals for Children Open** happens **October 14-20** at Las Vegas' TPC Summerlin. The PGA TOUR event benefits the Shriners facilities and includes the Charley Hoffman Foundation Las Vegas Pro Am, MGM Resorts International Championship Pro Am, and four rounds of professional competition.

FOR MORE INFORMATION

Michael Jordan Celebrity Invitational
mjciigolf.com

American Century Celebrity Golf Championship
tahoecelebritygolf.com

Reno-Tahoe Open
16475 Bordeaux Dr.,
Reno, NV 89511
renotahoeopen.com
775-322-3900

Justin Timberlake Shriners Hospitals for Children Open
4680 Village Center Cir.,
Las Vegas, NV 89134
jtshrinersopen.com
702-873-1010



WORTH A CLICK
golf.travelnevada.com

CARSON VALLEY

OUR VERSION OF LONG LIFT LINES



Gardnerville • Genoa • Minden • Topaz Lake
800-727-7677 www.VisitCarsonValley.org



facebook.com/carsonvalleynevada



WELLS CHAMBER OF COMMERCE

Camping, RV & Motel Accommodations, Golf, Angel Lake Scenic Byway, California Trail Scenic Byway

V-L Rodeo May 26-27 • Nevada State Fiddle Contest/Art in the Park June 15-16

4th of July Parade, Picnic, Rodeo, Fireworks • Wells Fun Run Car Show July 26-28 • Race to the Angel Sept 7

775-752-3540 • WellsNevada.com



TRAIL OF THE 49ERS INTERPRETIVE CENTER

An interpretive center dedicated to the northeastern Nevada section of the California Trail.

Open 9-5 Mon.-Sat. & 12-4 Sun.
May through October or By Appointment

436 6th Street • Wells, Nevada
(775) 752-3540 • trailofthe49ers.org

RACING

For three days in March, the eyes of the motorsports world are on Sin City. **NASCAR Weekend**—featuring the Sprint Cup Series and Nationwide Series—at Las Vegas Motor Speedway, **March 8-10**, draws hundreds of thousands of spectators who, in addition to the main events at the 142,000-seat speedway, have access to qualifying and practice races as well as the chance to meet teams and drivers at the Neon Garage. The speedway's dragstrip is also set to host the NHRA Mello Yello Drag Racing Series **SummitRacing.com Nationals April 5-7**.

And Nevada's racing action isn't restricted to the pavement. **The Mint 400** returns to Las Vegas and the surrounding desert **March 21-23**. The self-proclaimed toughest, most spectacular off-road race in North America started as a public relations event to promote Las Vegas' Mint Hotel's deer hunt in 1967 and has been one of the city's best-loved events since.



FOR MORE INFORMATION

NASCAR Weekend

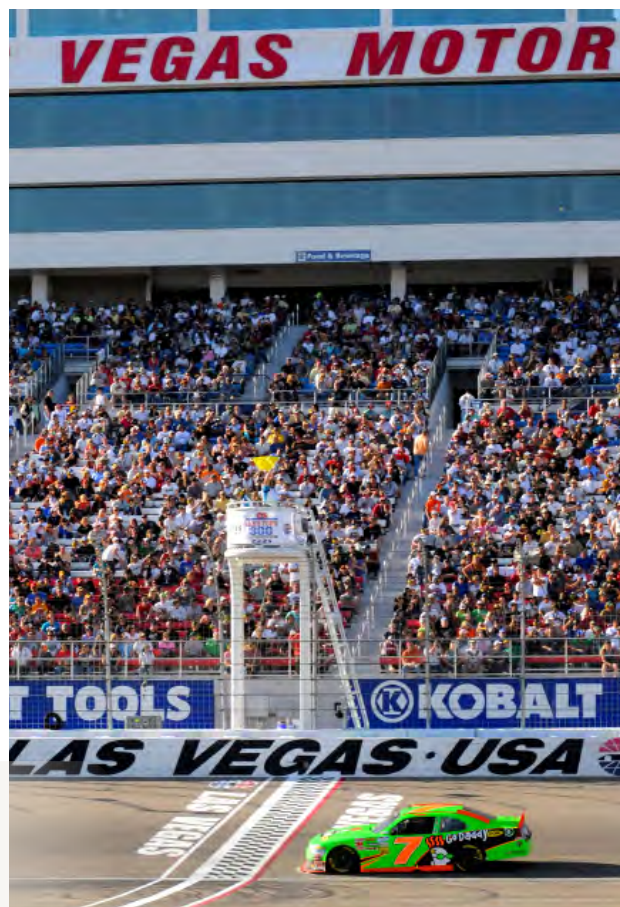
Las Vegas Motor Speedway
7000 Las Vegas Blvd. N.,
Las Vegas, NV 89115
lvms.com
800-644-4444

The Mint 400

The Best In the Desert
3475 C Boulder Hwy.,
Las Vegas, NV 89121
themint400.com
702-457-5775



Also, search
"motorsports mecca"
at nevadamagazine.com.



PHOTOS: LAS VEGAS NEWS BUREAU (ABOVE & LEFT), TAMMY ESPINO (BELOW)



LAS VEGAS LEGENDS

Founded in 2012, Nevada's newest pro sports team is the Professional Arena Soccer League's Las Vegas Legends. Capping of its inaugural season around the same time that the magazine you're holding went to press in early February, the Legends held an 11-3 record and had already clinched the PASL's Southwestern Division title with two games remaining in the regular season. ▀



FOR MORE INFORMATION

Las Vegas Legends
1400 N. Rampart Blvd., Las Vegas, NV 89128
lasvegaslegends.com
702-888-0319

Capture Your Nevada Moment



\$50 for a frame-ready customized cover of Nevada Magazine (includes standard S&H)

Buyer provides:

- High-resolution photo (at least 300 dpi)
- Bio information

Great Gift Idea!

To order: 775-687-0610 or
carrie@nevadamagazine.com

NEVADA
MAGAZINE



Nevada's Award Winning WINERY

- ◆ ONLY ONE HOUR WEST OF LAS VEGAS
- ◆ WINERY TOURS & WINE TASTING DAILY
- ◆ NEVADA'S OLDEST WINERY, EST. 1990
- ◆ NEVADA'S FIRST COMMERCIAL RED WINE
- ◆ NEVADA'S FIRST GOLD MEDAL WINNING WINE
- ◆ 265 NATIONAL WINE AWARDS SINCE 2004
- ◆ SYMPHONY'S RESTAURANT FOR UPSCALE CASUAL DINING, LUNCH & DINNER
- ◆ LIMO SERVICE BY PRESIDENTIAL 702-731-5577

PAHRUMP VALLEY WINERY of NEVADA

OPEN 10:30 AM PAHRUMPWINERY.COM
800-368-9463 775-751-7800
3810 WINERY RD, PAHRUMP NV 89048

HWY 160 WEST OUT OF LAS VEGAS ABOUT 55 MINUTES TO PAHRUMP. RIGHT AT 1ST LIGHT (WINERY RD.) TO THE WINERY

The Adventure Starts Here!

Elko, Nevada — a land of adventure full of life and leisure beckoning visitors to slow down and enjoy a taste of the simple life.

Discover Elko, Nevada!

Elko Area Attractions:

- Western Folklife Center-Home to the National Cowboy Poetry Gathering
- Northeastern Nevada Museum-Featuring a collection of Will James works
- Sherman Station Visitors Center-Historic relocated Elko area ranch home
- California Trails Interpretive Center-Discover how the west was settled



Elko Convention & Visitors Authority

700 Moren Way • Elko, NV 89801 • (800) 248-3556

www.ExploreElko.com



Black & White Ball

"I'd often looked at this scene in the summer, but it was never quite right," says Ball, the features editor at *Reno Gazette-Journal*. The elements came together perfectly for Ball, though, on December 30, 2012 at Bartley Ranch Regional Park in Reno. "When a series of storms moved in over Christmas, I headed to Bartley in hopes of grabbing a shot like this. It was bitterly cold, but well worth it."

Ball, who used a Fuji X100 here, specializes in black-and-white photography and tends toward long exposures. "I still shoot a lot of black-and-white film and process it at home," he says. Ball also maintains a blog about his "adventures with plastic, vintage, and toy cameras" at ishootplastic.blogspot.com.

PHOTO BY JAMES BALL | 500PX.COM/JAMESABALL

For more information about Reno's Bartley Ranch Regional Park, visit washocounty.us or call 775-828-6612.

look!

tours

Las Vegas &
Grand Canyon experts

See Grand Canyon - Hoover Dam Lake Mead - Valley of Fire

Fun & informative tours, all from Las Vegas!

Call now 1-866-286-3559

What's Included:

- Most tours include complimentary Las Vegas hotel pickup and drop off
- All tours DOT & FAA certified
- Time for photos and stops
- Most tours have several departures daily
- **Call now for more details or see our website.**

YES

- ✓ Varied & Unique Tours
- ✓ Safe & Reliable
- ✓ FREE Meals - Most Tours
- ✓ Convenient Times
- ✓ Most Fun - Very Popular

NO

- ✗ NO Worries
- ✗ NO Gimmicks
- ✗ NO Extra Food Costs
- ✗ NO Standby Seats
- ✗ NO Time Share Presentations

Best of
Nevada

2012

NEVADA

"Top Tour Company"
2012 Best of Nevada
Readers' Poll

LOOKTOURS.COM

Alllasvegastours.com
Allgrandcanyontours.com
Allnewyorktours.com
Allsanfranciscotours.com
Allhawaiitours.com
Allanaheimtours.com
Allseattletours.com
Alllosangelestours.com
Allsandiegotours.com
Allbostontours.com
Allwashingtondctours.com
Allbigislandtours.com
Allmauitours.com
Allkauaihawaiitours.com
Allorlandotours.com

Save up to
\$64.00

From USD
\$299.99*

The All American Grand Canyon Helicopter Flight & Canyon Landing

- Fly in a state-of-the-art helicopter over Lake Mead and the Hoover Dam
- Soar over the West Rim of the Grand Canyon
- Enjoy a champagne picnic lunch in the basin of the Grand Canyon
- Multi-lingual digital narration available
- Free limo upgrade & roundtrip transportation to/from your Strip hotel

Call Toll Free (866) 286-3559

www.looktours.com

Void with any other offer. No cash Value. Exp 5/31/13 Code: LAS-H0026

*\$45 per person processing fee due on the day of tour

Save up to
\$49.00

From USD
\$419.99*

Grand Canyon Sunset Deluxe Helicopter Tour With Landing & Free Limo Upgrade

- Experience an exciting flight from Las Vegas to the Grand Canyon
- Witness spectacular aerial views of Hoover Dam & Lake Mead
- Land in the basin of the Grand Canyon for a champagne picnic
- Relax as you enjoy the Colorado River
- Witness early evening views of the Grand Canyon

Call Toll Free (866) 286-3559

www.looktours.com

Void with any other offer. No cash Value. Exp 5/31/13 Code: LAS-H0008

*\$10 per person fuel surcharge on the day of tour

Save up to
\$21.35

From USD
\$149.99*

Wild West Sunset Dinner Ride (Horseback Riding)

- Saddle up with our friendly wrangler-guides
- Journey through the gorgeous Moapa Valley
- Enjoy breathtaking views of the surrounding mountains
- Dine on a authentic cowboy diner
- Complimentary hotel pick-up and return for most Strip hotels

Call Toll Free (866) 286-3559

www.looktours.com

Void with any other offer. No cash Value. Exp 5/31/13 Code: LAS-HR008

Save up to
\$98.00

From USD
\$71.99*

Grand Canyon South Rim National Park and Hoover Dam Luxury Motor Coach

- Ride in comfort aboard our luxury motor coach
- Bonus stop at Hoover Dam
- Spend approximately 3 hours at the Grand Canyon
- Complimentary continental breakfast and box lunch
- Complimentary hotel pickup and return for most Strip hotels

Call Toll Free (866) 286-3559

www.looktours.com

Void with any other offer. No cash Value. Exp 5/31/13 Code: LAS-B0001

*\$10 per person fuel surcharge on the day of tour

Save up to
\$17.00

From USD
\$439.99*

Skip the Line: Grand Canyon Skywalk Express Helicopter Tour

- Enjoy a 45 minute flight to the Grand Canyon in a 6 passenger A-Star
- Skip the Line to the Grand Canyon Skywalk with your guaranteed Skywalk pass
- Soar high above the Hoover Dam and Lake Mead with incredible views
- Fly back to Las Vegas, enjoying views of the Las Vegas Strip
- Complimentary luxury limousine Strip hotel pickup and return

Call Toll Free (866) 286-3559

www.looktours.com

Void with any other offer. No cash Value. Exp 5/31/13 Code: LAS-H0031

*\$40 per person fuel surcharge on the day of tour

Save up to
\$95.00

From USD
\$109.99*

Grand Canyon West Deluxe Bus with Hoover Dam Stop and Optional Skywalk

- Walk over the canyon's edge on a glass bridge!
- Receive a Grand Canyon Skywalk Pass
- Hoover Dam photo stop
- Entrance to the Hualapai Tribal
- Complimentary hotel pick-up and return to most Strip hotels

Call Toll Free (866) 286-3559

www.looktours.com

Void with any other offer. No cash Value. Exp 5/31/13 Code: LAS-B0034

*\$10 per person fuel surcharge on the day of tour

From USD
\$46.99*

Hoover Dam Bus Tour with Optional Lake Mead Cruise

- Expert narration from our professional driver-guides
- Spectacular views of Lake Mead
- Spend approximately 2 hours exploring the Hoover Dam
- Capture amazing views of the Colorado River & beautiful Black Canyon
- Complimentary hotel pick-up and return for most Strip hotels

Call Toll Free (866) 286-3559

www.looktours.com

Void with any other offer. No cash Value. Exp 5/31/13 Code: LAS-B0050

*\$5 per person fuel surcharge on the day of tour

From USD
\$99.99*

Lake Mead Dinner Cruise

- Admire the wonderful scenery and wildlife that surrounds Lake Mead
- Fantastic views of Hoover Dam and the Hoover Dam bypass bridge
- 3-course dinner
- Complimentary welcome glass of sparkling wine
- Complimentary hotel pickup and return to most Strip hotels

Call Toll Free (866) 286-3559

www.looktours.com

Void with any other offer. No cash Value. Exp 5/31/13 Code: LAS-W0024

*\$10 per person surcharge fee day of tour

LookTours.com offers group bookings

Luxury motor coaches to the South and West Rims, Hoover Dam, Lake Mead Cruises, Strip Night Flight and more! Call our Group toll free at 1-866-422-8881 for more information!




VegasAnywhere.mobi

ONE APP...ONE TAP

Download us...Anytime! Anywhere!



This App is powered by 
txtwire