

***THE BRONX CLUB OF  
VEGAS VALLEY  
NEWSLETTER  
FEBRUARY 2011***



***ALEXANDER'S AT FORDHAM ROAD AND THE GRAND  
CONCOURSE.***

***If you require any information concerning the Club, know of anyone interested in joining, or have ideas for upcoming events you would like to host, please contact me Leslie Schoenberg [ls1166@aol.com](mailto:ls1166@aol.com), 838-3560 or Club Co-Chair, Sue Braun, [suefromtustin@yahoo.com](mailto:suefromtustin@yahoo.com), cell 510-7788. In addition, I am also the Newsletter Editor. If you have, any articles about The Bronx that you would like to have put in the Newsletter, please forward them to me at the above email address.***

***On a personal note,***

***I would like to thank all the members who have spoken to Larry and me, or who have emailed me thanking me for everything I do to keep the Club going. I appreciate all the positive feedback regarding the Club being member friendly and about the changes, members feel in the warmth of emails, invitations, and the much improved atmosphere at meetings. I also appreciate the positive feedback and compliments on the Newsletter and all the research that goes into the articles.***

***I want you to remember that although the acknowledgements are truly appreciated, this is your Club and members need to step up and be more involved to make it even more successful than it is now. It needs to be a joint effort on everyone's part.***

***Thanks again,  
Leslie***

***Jewish Repertoire Theatre of Nevada***

***I have been able to work out special arrangements for Club members to receive a discount to attend presentations given by JRTN. For the upcoming play, "Rumors" by Neil Simon presented in conjunction with The Neil Simon Festival. We can order tickets for Tuesday, March 29, at 7:30pm, Wednesday, March 30, or Thursday March 31 at 8:00pm. In order to receive the discounted price of \$17.00, you must call the following number (702) 243-6950 and mention that you are with The Bronx Club of Vegas Valley. That is the number at the box office. Tickets ordered on line are not eligible for this special pricing. There is no limit to the number of tickets you can order. This presentation is at The Adelson Educational Campus, 9700 W. Hillpointe Road. A brief description of the play follows.***

***In Neil Simon's "Rumors", doors slam and hilarity abounds. As confusions and mis-communications mount, the play spins off into classic farcical comedy. At its start, four couples gather in the posh townhouse of a deputy New York City mayor and his wife to celebrate their tenth anniversary. When they arrive, they discover there are no servants, no food, the hostess is missing and the host has shot himself.***

*Complications arise when, given everyone's status in the community, they decide they need to do everything possible to conceal the evening's events from the local police and the media.*

*"Light, frothy and fun."  
-The New York Post-*

*"Has nothing on its mind except making the audience laugh."  
-The New York Times-*

*"Not only side splitting, but front and back splitting."  
-NBC TV-*

***Separate checks are given at every dinner event unless noted.***

***February 20, 2011- Our event will be held at Mimi's Café, 7315 Arroyo Crossing Parkway (Rainbow and the 215) in the back of the Wal-Mart Shopping Center at 5:00 pm. Your host is Leslie Schoenberg. Please respond no later then February 14, to Leslie at [ls1166@aol.com](mailto:ls1166@aol.com), 838-3560. Our guest speakers will be Sun City residents, Willie and Lydia Lebovic. They are concentration camp survivors who have appeared on PBS TV, whenever there is a program about the Holocaust. They have dedicated the last 12 years of their lives to making children aware of what happened during the Holocaust and making sure it is not forgotten. They relate their experiences with sincerity and as a way of informing people.***

***March 20, 2011- Our event will be held at N.Y. Pizza & Pasta, 2400 S Jones (at Sahara), 871-1159 at 6:00pm. Click here for a copy of their menu. [New York Pizza & Pasta - Vegas](#) | [Pizza Delivery Las Vegas](#) | [Online Menu](#). Your host is Leslie Schoenberg. Please respond no later then March 14, to me at 838-3560 or [ls1166@aol.com](mailto:ls1166@aol.com). We will have a singer, Michel Martel to entertain us. The charge will be \$2.00 a person to cover his expense. More information about his impressive musical past follows.***

### ***Michel Martel Bio***

***This energetic man has a remarkable history and is now making his living from singing engagements about town. Mr. Martel has experienced the entire gamut of life. He has worked as a laborer and a waiter. He studied physics and yoga, and at one point in his life, he was on a panel where he debated Isaac Asimov on the subject of creation.***

***He was born on the tiny island of Mauritius, just east of Madagascar. At age 14, he and his family moved to South Africa.***

***In 1963, Martel and 3 co-writers achieved stardom as authors of the '65/'66 Broadway hit "Wait a Minim" (minim in musical terms is a half note.) It was the biggest hit in the history of South Africa. After a 2 year run in London's Fortune Theatre, breaking all house records, "Wait a Minim" moved to Broadway and played the John Golden Theatre, receiving The Outer Circle Critics Award.***

***After Broadway, Martel did an eight year "Tour of America." "I found it hard to accept stardom," Martel said. "I left a successful career to seek enlightenment, to understand my purposes for being and to learn how best to contribute toward the betterment of humanity."***

***He traveled to Australia, Hong Kong and Malaysia doing cabaret and TV appearances. In 1984, Martel moved to Las Vegas ready to sing again. He presents his music as "For the Love of Music, a Celebration of the Diversity of Music." His voice has retained the qualities and versatility that have earned him high praise internationally. He is best known for the beautiful love ballads he opens his show with. Then he will take you on a musical journey featuring the best of Broadway, some of the most popular standards and a touch of International songs.***

***April 17, 2011 –David and Doris Bluth ([dorisbluth@yahoo.com](mailto:dorisbluth@yahoo.com)) Harvey and Idele Kaplan ([bassett4@cox.net](mailto:bassett4@cox.net)) will host this month's event. Last day to respond is April 11. The event will begin at 5:30 pm, in the Clubhouse of La Mancha, on Cielo Vista, which is off Buffalo between Vegas and Lake Mead. When you respond, you can get more specific directions from Doris or Idele. This month we will have a BBQ tentatively featuring pork ribs, chicken, yams, veggie cocktail (suitable for vegetarians or vegans), bread, garden/Caesar salad and peach cobbler. Your hosts will provide cake, coffee and soft drinks. The cost per person is \$14.00. We are fortunate to once again have Peggy Thompson entertain us. She was such a big hit at our event last August.***

***May 15, 2011. Please note the May event has certain requirements not common to most events. "Showtime 2011" will be held at 2:00 pm at The Starbright Theatre, 2215 Thomas Ryan Blvd, in Sun City. Tickets must be ordered by April 4<sup>th</sup> and cost \$11.00 each. To order tickets contact Judy Auerbach at 242-0727 or [jeadancer@cox.net](mailto:jeadancer@cox.net). Doors open at 1:30 pm. The show will be preceded by brunch at the Vista Grille, in The Palm Valley Clubhouse, at Del Webb Blvd and Echo Mesa Street in Sun City. Food is ordered at the counter and picked up when your number is called. If we have a very large turnout, we will have brunch at Tavern at the Falls, also in Sun City. Please ask Judy for directions when you call for your tickets. Please note the final day to respond and get your payment to Judy is April 4, 2011.***

**THE FOLLOWING MEMBERS ARE CELEBRATING FEBRUARY BIRTHDAYS.**

**Thomas Johnson      February 1**

**Bob Seskin              February 4**

**Greg Abbott            February 6**

**Sherry Hackerman    February 9**

**Irene Weiss             February 23**

**Janice McClanahan   February 25**

**A get-well card was sent to**

**Jane Niedelman**

**ANSWERS TO JANUARY TRIVIA QUESTIONS**

**Pictures:**

**Morrisiana Hospital,**

**The High Bridge, walkway into Manhattan across the Harlem River,**

**Morris High School, Boston Road and 166<sup>th</sup> Street.**

**Questions:**

- 1. Sealtest**
- 2. 7-up**
- 3. Nestle's**
- 4. Coca-Cola**
- 5. Budweiser**

**AND NOW - THE BRONX      Submitted by Bernadine Zaben**

***The subway and bus was only a thin dime to ride.***

***Schools were the showcase for the whole country.***

***There were no drugs. (Well almost none)***

***There was very little pornography.***

***There were no divorces and very few one-parent families.***

***There was respect and fear for teachers and older people in general.***

***There was almost no violence.***

***The theme of the music of the times, even when it became rock and roll, was love not anger, and it told a story.***

***People made a living and, rich or poor, people all knew how to have a good time no matter what their status.***

***A great day was going to Orchard Beach, City Island or, hanging out on Fordham Rd., Pelham Pkwy., Mosholu Pkwy., 149th Street and Third Avenue or at Hearn's and Alexander's. There was Shorehaven, the P.S. 21 pool and Freedomland, for awhile anyway.***

***There was no better hotdog than Gorman's on Fordham and Valentine Avenues or Silver's on 156th and Third.***

***The games, King/Queen, curb and stoop ball, stickball and punch ball, Spalding's and Pennsy Pinkies.***

***The fruit man, the tool sharpener, the junk man, the Knish man and the watermelon man all traveled with a horse and wagon.***

***The only place for good pizza was Arthur Ave. All Italian neighborhoods had good Pizzeria's and every neighborhood had the best egg creams, but if you were lucky, you went to Krum's on the Concourse.***

***There were many theaters where every Saturday afternoon you could see a cartoon and a feature film. Some of the best were Lowe's Paradise, Valentine, RKO Fordham, Globe, Ascot, Wakefield, Laconia, Melba, Loew's Post Road, Park Plaza and the Kraft.***

***City Island had the best seafood Restaurants and fishing. Some of the big eating and coffee shop hangouts were Tee Pee Diner, Baychester Diner, Chock Full O' Nuts and Bob Rics.***

***Everybody knew all the high schools in The Bronx.***

***Fordham Road stores had their own ornate glitz as far as style goes.***

***There were many delicatessens in the 50's very few remain today. Everyone had his or her favorite; mine was Epstein's on Jerome. The food was from heaven! Tuxedo and Zaro's were the great bakeries. I loved the chocolate butter cream with almonds on the side and the Black and Whites! There were no fast food restaurants in the 50's and a hamburger tasted like a hamburger. Sorry, forgot White Castle and Wetson's.***

***There were the dances at the Bronx House and Mosholu Center, Poe Park, and the Knights of Columbus on Furman and Tolentine. Big nightclubs in The Bronx were Dominico's, Jokers Wild, Tender Trap, the Parrot Inn, the Monterey and Pelham Heath Inn, which was the biggest. How could anyone forget all the pool halls, Penguin Lounge, Cue Lounge, Nat's on Burnside and so many more.***

***Knishes were great at B & G's on Allerton, Ronai's on University Avenue or at Shweller's on Jerome and Mosholu.***

***People in The Bronx took pride in owning a Chevy in the 50's; there was nothing better than General Motors then. The cars would run and run and run with no problems, sorry Ford and Mopar people.***

***You bought sour pickles right out of the barrel - for a nickel - and they were delicious. By the 60's, they cost a whole quarter. Anyone remember Moishe's or Olinsky's?***

***The Yankees of course were and are still considered the best in baseball.***

***You come from The Bronx but don't realize you have an accent."***

***You played many games as kids. Depending on whether you were a boy or a girl, you would play: ringaleaveo, Johnny on the Pony, Hide and Seek, red light green light, Simon Sez, kick the can, war, hit the penny, jump rope, double-dutch. My Name Is, box ball, box baseball, dodge ball, catch a fly, cans up, running bases, iron tag, skelly, tops, hand ball, slap ball, whiffle ball, relay races, softball, baseball, basketball, horse, around the world, foul shooting, knockout, arm wrestling, Indian wrestling, fire escape basketball. Then there were card games like canasta, casino, hearts, pinochle, war and the unhappy game of 52-card pickup.***

***You hung out on people's stoops, or at the different parks and parkways.***

***You learned how to dance at some girl's backyard, house, or a sweet shop.***

***You roller-skated at Fordham skating rink in skates with wooden wheels or you went to Mt. Vernon. You had roller skates at home with metal wheels for using on the sidewalks, and you needed a skate key to tighten them around your shoes. Those metal wheels on concrete were deafening!***

***The big sneaker was Converse. Also, popular were Keds and P-F Flyers.***

***The guys wore Chino pants. What about peg pants with saddle stitching and the girls wore long wide dresses. Do you remember gray wool skirts with pink felt poodles on them? The poodles had rhinestone eyes.***

***In the 50's rock and roll started big teen styles for the first time.***

***Everyone went to a Bar Mitzvah even if you were not Jewish***

***Everyone took his or her date to Orchard Beach for submarine race watching or to the end of City Island for hotdogs and fries.***

***There were three main groups in The Bronx in the 50's: Italians, Irish and Jews. Then there was a sprinkling of everyone else, including a larger number of Polish and Germans too.***

***It was the only borough that was not an island and everything was downtown, even Manhattan.***

***In The Bronx, a fire hydrant is known as a "Johnny pump."***

***Rides on a truck came to your neighborhood to give kids a ride for a dime. The best one was the "whip," which spun you around a track. You got a prize when you got off, sometimes a folding paper fan, sometimes a straw tube that you inserted two fingers into, that tightened as you tried to pull your fingers out again (Chinese handcuffs).***

***As a kid you hit people with water balloons from atop a building, you shot linoleum projectiles from a carpet gun, you shot dried peas from pea shooters, and you shot paperclips at people with a rubber band.***

***You shopped at EJ Korvettes, Robert Hall, Woolworth's, Alexander's, A&P, Abraham and Strauss, Barney's which was Barney's Boys Town back then, Hearn's, Rogers on Fordham and Third, now Sears, Howard's, and Berben's. You bought your shoes at National, Miles, AS Beck, Father and Son and Florsheim's.***



***Everybody lived near a candy store and a grocery store.***

***No malls here, only the local places, who needed malls with all we had.***

***Bagel stores start popping up everywhere in the 60's***

***Went to Jahn's Ice Cream Parlor with a big group and had the Kitchen Sink. If it was your birthday (you had to bring your birth certificate), you could get a sundae free. Cost of the Kitchen Sink \$6.50.***

***Everybody knew somebody who was a connected person.***

***We used the word "swell" that is passé today.***

***In the summer we all waited for the Good Humor, Bungalow Bar, Mister Softee or the Freezer Fresh man to come into our neighborhood to buy ice cream. In the early to mid 50's, the Good Humor man pushed a cart instead of driving a truck. Do you remember the bells? A pop was 15 cents, a large cup was 15 cents, a small cup was a dime, and a sundae - remember licking the chocolate off the back of the cardboard top - was a quarter.***

***Many of us would sneak cigarettes and hide them when we got home. When we talked about "the City", we meant Manhattan.***

***The Mets in the 60's became our substitute for the Dodgers and Giants if you were a National league fan.***

***In the 60's, we were ready to drive and hit the nightlife scene. With the car came the girls.***

***We are all in a select club because we have roots in The Bronx.***

## ***THE BRONX CLUB OF VEGAS VALLEY LADIES CLUB***

The Bronx Club of Vegas Valley Ladies Club, Chaired by Susan Blonder, had their January meeting at The Cheesecake Factory, in Boca Park on January 6. Fifteen members attended. Our Ladies Club is growing with every meeting. Please join us for the next meeting the invitation follows.

## ***THE BRONX CLUB OF VEGAS VALLEY LADIES CLUB***

### ***INVITATION TO OUR FEBRUARY MEETING***

***WHERE: BJ Restaurant, 10840 W. Charleston***

***WHEN: FEBRUARY 3, 2011***

***TIME: 12:00 PM***

***RSVP: Yes or no to Susan Blonder, 395-6878***

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**Barbara and Greg Abbott submitted the following pictures**



***This is the Josef's Hot Dog stand directly across the street from the Castle Hill Pool (Castle Hill Beach Club). It was open from mid-April until October. It was in operation from 1929 until 1944. It was located on Castle Hill and Norton Avenues.***

***The man in the picture is Josef (Bloomenfeld). He is Barbara's grandfather. Barbara's aunt (mother's sister) Stella worked there every summer and met her future husband there where he also worked. Barbara's grandmother, Adele, would render the chicken fat at home for Josef to use to make the french fries.***



***Murray's Hardware was located on Westchester Avenue at the corner with Stratford Ave., beneath the westbound platform of the Soundview Station on the Pelham Bay elevated line.***

***I want to thank Barbara and Greg for this as well as the many other articles they submitted. I also want to thank Greg for bring the microphone to our meetings.***

### ***The Bronx Club of Vegas Valley January Meeting***

***Our January meeting was held at Mimi's Café. Our guest speaker was Emmy Award Winning Reporter/Anchor of Channel 3 News, Jim Snyder. Jim spoke to us about his professional career and his recent trip to Cuba, which was a humanitarian mission sponsored by The Jewish Federation of Las Vegas, and he also told us about his professional career, and of his recent trip to New York and visit to the new Yankee Stadium. Afterward he answered questions from members***

***We had 46 members in attendance, which made this our highest attended meeting. The following pages have some of the pictures taken at the event.***





***Jim with your hosts for the evening, Leslie and Larry Schoenberg***



***Jim discussing his trip with us.***



***Judy Auerbach explaining the specifics of the May event.***



***Ladies Club Chair Susan Blonder telling members about the upcoming February meeting.***





***Members listening to Jim speak.***



***Hosts of our April meeting, the Kaplan's and the Bluth's (Doris Bluth is hidden.) The Gottlieb's are in the background.***