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Bing: On the Road to Elko
Carolyn Schneider
Hardcover. 140 pages. 6x9. 2009
ISBN: 978-1-935043-08-9, \$19.95
www.BingCrosbyBooks.com

Bing: On the Road to Elko, Cattle Ranching Off-Camera

A highly successful singing career, a starring role in more than fifty films, and a well-known voice on over three thousand radio broadcasts - Bing Crosby was an icon. He was also a rancher. Away from the cameras and bright lights of Hollywood, Bing found a rural refuge in Northeastern Nevada. The city of Elko provided Bing with a community in which he could relax and enjoy a rugged lifestyle that differed immensely from the extravagance of Tinseltown. *Bing: On the Road to Elko* gives an inside glimpse of Bing Crosby's time spent in the small cowtown from his niece's perspective.

Carolyn Schneider, author of *Me and Uncle Bing*, provides intimate details from Bing's life in Elko. Sharing memories, stories, and photographs, Schneider makes the man behind the cameras come alive in *Bing: On the Road to Elko*. Her extensive research and the candid interviews she includes allow readers to see a Bing Crosby little known to the public. From his time as mayor to his relationship with the residents of the Owyhee Indian reservation, the details of Bing's life in Northeastern Nevada make *Bing: On the Road to Elko* a compelling biography and an exciting piece of local history.

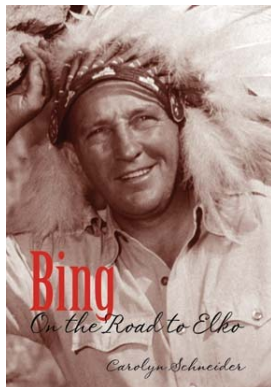
The significance of Elko in Bing's life is evident in the fifteen years he spent there. One specific story Carolyn Schneider shares about Bing has become a point of pride for the city's residents. The tale began when Bing entered a swanky hotel, approaching the desk in his ranching attire. He was turned away because of his appearance, only to be recognized as a famous Hollywood star as he was exiting the building. The people of Elko decided that something had to be done to remedy this snub. Levi Strauss agreed to make a tuxedo out of denim for the star so Bing would never be turned away from

anywhere again. It bears a label directing “hotelmen everywhere” to grant admittance to the ranching crooner.

Capturing the personal details and memorable moments of Bing Crosby’s life in Elko, Nevada, *Bing: On the Road to Elko* is an engrossing read for fans, locals, and anyone looking to learn more about the star’s shift from singing to cattle ranching.

Carolyn Schneider is the niece of Bing Crosby and has extensive knowledge of her family’s history. A resident of Las Vegas, Nevada, Schneider is the author of *Me and Uncle Bing* and has contributed to articles focusing on senior lifestyle for *Summerlin Weekly* and the *Las Vegas Sentinel*. Her books about her uncle have given her a chance to revisit her fond memories of the world-renowned singer and actor.

Bing: On the Road to Elko is published by Stephens Press, a division of Stephens Media LLC which is also the parent company of the *Las Vegas Review-Journal*. The book releases October 2009. To book an interview, event, or signing contact the publisher at (702) 387-5260.



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