

5th Generation Family Owned & Operated Since 1949.



Bruce Edward West

Dec. 1, 1952 - Jan. 25, 2020

Bruce was born in Wichita Falls, Texas and passed away as a life long resident of Las Vegas, Nevada, at 67 years of age.

He was predeceased by his parents, Billy Keith West and Velva Ruth Arlene Deal West.

His last days were spent with his sister, Twila; brother-in-law, Charles; close friends, and family from North Carolina.

With several health challenges in the last eleven years of his life, Bruce remained independent while handling those obstacles bravely, stoically, and even humorously. Bruce retired from the telephone company and was a regular at the "Centel/Sprint Retirees Social Club Luncheon". In 1974 he was featured in an article of the

employee newsletter regarding compliments. "A CALL... from former actress and

Pepsi Cola Board Chairman, Joan Crawford for the 'very good service given by

operator Bruce West' on her call to Memphis. Bruce said, "Miss Crawford

was very polite and helpful."

He was a loving son, a protective brother, a charmer, a rascal, and was "stubborn as all get out", the latter of which just might be a West Family trait. Like his father, Bruce was very generous. Some would even say that he was

generous to a fault. The phrase, "He'd give you the shirt off of his back", doesn't do him justice, because he would help someone, even if he didn't have enough for himself.

He especially enjoyed giving gifts. When he learned that his elderly grandmother had her ears pierced for the first time, he gave her a pair of dangling, plastic, toilet bowl earrings, which she proudly wore to church!

A reflection of his mother, Bruce wanted everyone to have a good time. She often spoke of how grateful and proud she was of him when once during a "photographic expedition", because she had been weakened from terminal cancer, he hauled her heavy camera equipment across a Hawaiian lava field, despite his sprained ankle.

Little-known facts about Bruce:

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- Briefly "walked the runway" as a child model sporting a jacket made by his mom
- Coached by his dad in little league baseball
- Played baseball, soccer, and football at Rancho High School
- Was a trombonist in the high school marching band

- Belonged to multiple softball and bowling leagues
- Enjoyed playing golf
- Loved watching movies, especially westerns
- And loved making people laugh!

Bruce left us with this parting phrase in everyday conversation and in leaving this life...

"Take care, catch ya later."

Tribute Wall

No tributes added yet.