MAY 14th, 1949

Jack Cortez

Fabulous LASVEGAS

"HowdyPodner"



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★

SHOW REVIEWS AND "THAT'S FOR SURE!"



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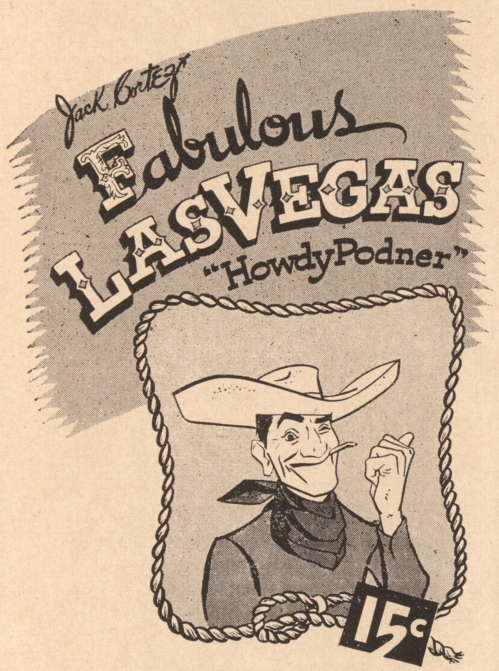

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(Continued on page 22)

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Finest Chicken and Steak Dinners In Southern Nevada

Jack Cortez

Fabulous LAS VEGAS

"HowdyPodner"

15¢

VOLUME 1 MAY 14, 1949 NUMBER 4

HOWDY, PODNER . . . *by Jack Cortez*

DEDICATED TO "LA PRINCESS"

THIS is a very old story . . . It always happens and nothing is done to rectify it! (why?) A few nights ago, while making my rounds, I decided to begin! The Dining Room was pretty well filled with fun-seeking patrons . . . The ork started to play . . . the m.c. was introducing the first act when a woman started to talk to her companion . . . She continued doing so, in a loud monotone voice, throughout the entire one-hour show!

I doubt if this woman stopped for one minute; I wonder if she saw the stage presentation . . . but she disturbed everyone in the room, including the entertainers!

Why doesn't someone from the management ask such a person to quiet down? . . . It can be done in a very nice way and I'm certain the party involved could never be insulted by such a request!

Every dining room has a maitre d' or hostess. Are their duties only to seat you? . . . I'm sure if the owners of the hotels knew of this condition they would most certainly do everything in their power to make their guests comfortable!

The best part of this story is . . . I was very curious and watched this woman while the show was on . . . She looked upon that stage . . . maybe three or four times, but just for one second and immediately continued on with her cackling! . . . Finally the show ended, and these two women sat approximately another three-quarters of an hour and barely spoke to each other! (How strange!)

When such cases occur, one often wonders: Did they come into that room just to ruin other people's pleasures? It certainly looks that way!

"An entertainer has 12 to 15 minutes to portray their talents or to make a fool of themselves," quote Joe E. Lewis. "You, my friend, have an entire lifetime and you're doing a good job!" unquote!

Such occurrences happen at least once every night in some hotel . . . so what say, Hotel Owners, eliminate this pest and everyone concerned will be very grateful! **And that's for sure!**

* * *

Today is May 14th and three days of our HELLDORADO are over! I know that most of you enjoyed our 15th anniversary of this famous event that takes place every year at this time!

I feel that it will not be long when our "Fabulous" Las Vegas will be known throughout the entire world as THE SPOT to visit and have "Fun in the Sun" . . . This town of ours is to most of us, THE SHANGRI-LA OF THE UNITED STATES.

THE REMAINING PROGRAM FOR HELLDORADO:

Saturday, May 14

9:00 a.m.—Quarter Horse Show, Stadium.

2:00 p.m.—Square Dancing on Fremont street for Fox Movietone News, three and four sets dancing at one time.

6:00 p.m.—Village opens

7:30 p.m.—Band Concert

8:00 p.m.—Rodeo and Grand Entry at Stadium

Sunday, May 15—Last Day!

9:00 a.m.—Final judging of Quarter Horse Show.

3:30 p.m.—Beauty Parade, followed as soon as possible by Beauty Contest at Helldorado Village and the awarding of trophies.

5:00 p.m.—Helldorado Village opens

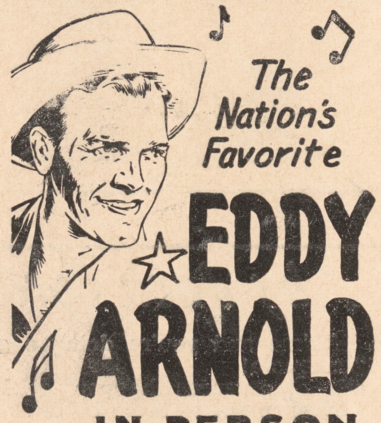
7:30 p.m.—Band Concert at Cashman Stadium

8:00 p.m.—Rodeo Grand Entry showing of Quarter Horse winners. Presentation of 1949 and 1950 Helldorado Beauty Queen.

11:00 p.m.—The "Fuz Wuz" (Beard) Contest in Helldorado Village (prizes).

Well, folks, this covers our HELLDORADO to a "T" and we hope you enjoy our presentation as much as we, in presenting it to you! That's all for this week . . . See you all next week.

J. C.



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Come in . . . or call us on the phone 4860 . . . Results of all sports events cheerfully given over phone.

Ramblin' . . .

. . . by C. H. YOUBY

THE LAS VEGAS POLICE are taking a terrific ribbing because of the new six-pointed silver badges; i. e., they're always being bothered by someone wanting to know if it says "Hunt's Tomato Sauce" on the back of them. The story I like best is about the gentleman who had a few too many "drops of the crater" and refused to submit to arrest because, as he put it, "I bought one of those Helldorado buttons and you Kangaroo Kops can't touch me!"

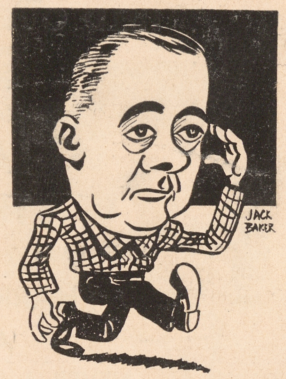
Lake names: "Dick" Mansfield, director of Las Vegas Little Theater, and "Dick" Mansfield, Major, Executive Officer, 3595th Pilot Training Group, Las Vegas Air Force Base. (Any relation?)

Remember the story of the three blind men who touched an elephant and were asked to describe it? One felt the elephant's leg and declared he was like a tree. Another who touched the trunk declared the first was wrong—it was like a snake. And the third said both were wrong—it was more like a riding whip because he had taken hold of the elephant's tail.

Well, judging people is considerably like the three blind men. In Ye Editor's column last week he stated that Bill Henry had "swallowed his ego and was working as lifeguard at the Hotel Last Frontier pool." I should like to take Ye Editor to task. There isn't an egotistical thought in Bill Henry.

Here is the story behind the story: Bill came to Las Vegas to play the lead for the Bird Cage Theater for one season only. He came as a sort of between-picture lark. He fell in love with our city, our ways and our informality, and the season has stretched into months, and Bill has decided to make Las Vegas his permanent home. Now, everyone knows there isn't a steady job for a dramatic actor in Las Vegas. Bill decided he wanted to be a hotel man. A lifeguard was the first opportunity that offered itself in this line of work. He took it and, as Bill says, "The way to learn a business is from the bottom up. Well, the swimming pool has the bottom."

I think he is to be commended for that attitude and, to dispel the "ego" angle! The Las Vegas Little Theater decided to use the old-time play "THE VIRGINIAN" as their Helldorado production. They had planned to use a



well-known figure in the "name" part but, due to the pressure of his business, he was unable to play the role. It's an amateur group, you know, and none of the actors receives compensation. Bill Henry heard of their plight and offered his services to help this civic group, knowing he would be second choice. The Las Vegas Little Theater jumped at this opportunity, and those who work with him in this show say he is the most considerate and helpful person they have ever known. Come on, Jack, get acquainted!

Nothing looks so forlorn as last week's election placards. Funny how the pictures change after an election. The winners' seem to say "Thank you" and the losers' seem to blame you. This city election was one of the bitterest elections seen around here in some time but, please, folks, no matter who won, let's take up where we left off before "it happened."

Those of you who are on the losers' side, forget it! Get behind the winners and give them the backing you would wish to receive had your candidates won. And to those of you on the winning side, you are the ones who will have to watch your step! Everything you have a hand in is going to be placed under the microscope of public opinion. Don't do anything you're going to regret when the next election time comes around. But, most of all, don't—please—"crow" over your victory! A good winner receives as much respect as a good loser. But a poor winner gains only contempt both for himself and the ideals he has championed.

Carlton Hayes, leader of the band at

(Continued on page 20)

MILTON PRELL PRESENTS
OPENING MAY 18th
HELD OVER BY POPULAR DEMAND!
STAN IRWIN
SENSATIONAL COMEDY FIND!
LARRY STEVENS
THE BACHELORS
SHOW TIMES — 11:00 P. M. — 1:00 A. M. — 3:00 A. M.
HARRY WHAM AND ORK
ALICE HALL TRIO
NEVER A COVER OR MINIMUM CHARGE
CLUB BINGO
HI-WAY "91" — PHONE 2456 CONTINUOUS DANCING TIL 4:30 A. M.
Show Produced by Buck Ram

Round Up Drive In
Open around the Clock
We Never Close
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OF
BOB BASKIN

IT'S THE
Ladies' Shop
FOR THE SMARTEST
● SWIM-WEAR
● SPORTSWEAR
● SUN-WEAR
AT
HOTEL El Rancho Vegas
OPEN SUNDAYS

"Hi Sports" . . . . by CARL PAIGE

RADIO EDITION 3:30 DAILY OVER KRAM

DOWN in the old blue grass country of Kentucky last week-end the $100,000 derby took place and "took" many folks by surprise! My only comment is: The majority of sports fans should PONDER just a wee bit more on who they pick for a winner. Those who thought they had a sure thing: I suggest they wait for the OLMPICS—and that's not spelled with an "A"!

Time trials start today in Indianapolis—more on this next issue. Speedway Day—two weeks away!

Elsewhere today we're giving a huge bouquet to racetrack SANTA ANITA for taking over and filling in for HOLLYWOOD PARK! A five-million dollar fire is a tragic thing to anyone—but not to have one of those thoroughbreds injured was wonderful news. Season opens MAY 17 at SANTA ANITA.

A supposedly big secret (why, I don't know!) is that GUS LESNEVICH has definitely been signed by the new JOE LOUIS organization. Gus will be featured in an attempt to win the heavyweight crown in bout No. 2 for the Louis group.

National sporting news also this week brings to the fore: Baseball, of course. Clubs all over are cutting down their ranks in size. A lot of good boys are being excluded, but that's Baseball! The New York teams are faring better than pre-season reports had them, while rejuvenated teams seem to be Chicago and Cincinnati! Far too early yet—wtih only a month gone by—to say who's who in either league.

On the local scene this time we're going to let off just a little steam! Here in "Hi Sports" we have never said anything bad about anyone—that policy will still continue—but we sincerely hope the fans who read these lines will heed these words: It's irritating enough when you hear your favorite player's name massacred over the air but, of late, so many of our local announcers have messed up common every-day terms and words. Two of these I've noted especially while lending a listen have been Santa Anita and Nevada. Now, those words end in "A" and not in "ER"! A lot of people have criticized JACK CORTEZ about his speaking ability jokingly. Sometimes those complaints have been justified and I've agred with them—but Jack does pronounce correctly the name of our state in the best announcing circles!



Right now I won't even mention timing, pace, breathing, inflection, or the hundred other things that announcers should know—but I will bring up the fact that both the United and Associated Press have marvelous pronunciation guides. Naturally, being in radio and doing sports every day as well as many other phases, I well know mistakes happen—and I myself have proved it many times. But all the repetition of late has rubbed Las Vegas listeners and yours truly to quite a degree. Nuff sed—now let's be nice for a second:

JOHNNY RYKEN does a very competent job on that 12:25 a. m. sport quickie every morning. Johnny, who we think is one of L. V.'s best, doesn't claim to be a definite sport man or fan.

While mentioning local personalities, our thanks go out to BUD (In the Interim) WEIL for his many plugs on the major league baseball games aired over KRAM. We love to carry those games, and I love to do them, but the cost involved for the wire in bringing those games seems to be above the advertising budgets set for our big places of business in Las Vegas. I can say, though, that I hope to have good news for avid sport fans in the next issue or so.

(Continued on page 20)

K★ K★

AM HAVING A WONDERFUL TIME
IN LAS VEGAS

MANY THANKS TO THE PATRONS AND
THE PERSONNEL OF THE THUNDERBIRD HOTEL

Kay Starr

K★ K★

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1600 SOUTH MAIN STREET

LAS VEGAS, NEVADA

Desert News on the Air

. . by BUD WEIL

SUMMER replacements are really in full swing now, but, O Brother! what replacements! . . . If the ABC summer replacement Personal Autograph is any indication of what is in store for the listening public . . . it is the firm belief of this writer that the public will not be listening.

This show is comparable to absolutely nothing! . . . There is also a show on this same network titled "Go for the House." It is another giveaway with the title self-explanatory. . . . The show is entertaining with the exception of the ostentatious laugh of the emcee, John Reed King . . . This merits listening . . .

Edward R. Murrow, one of CBS' top news commentators, got himself in a cute mess with his announcer last week . . . Both of the boys "broke up," or to deviate from radio vernacular, they were laughing during the show. . . . Harry Wismer may have the fastest five minutes in radio, but he still has to learn how to speak legibly . . .

So far no one has taken advantage of the major league ball games that Radio KRAM has the facilities to air. . . . Maybe the tab is too high . . . It must be something like that, for Carl Paige, KRAM's only announcer (sports) is very capable . . .

Once again, the power of the press: Last week we mentioned that KLAS dropped their chain break slogan, "In the Sunshine Capital of the Old West." Resumption of this bit of phraseology began this week . . . If perchance you happened to read this column two weeks ago, you will recall the item wherein we stated that Grace Allen had mike fright, etc. . . . This is a pecularity of a great radio personality . . . Well, anything can happen in show biz and usually does . . . Now, another one: Lovely KAY "Singing" STARR of Capitol Records gave yours truly a call t'other day . . . It seems that Kay has had so many requests to do that fine tune she recorded for Capitol, "Wabash Cannonball," she decided to enter it as part of her repertoire in her current show at the Thunderbird Hotel . . . The reason for the call was that Kay had forgotten the words to the tune and wanted the record so that she could learn them all over once again . . . This recording, by the way, is a MUST on your record collection. . . . Incidentally, Kay was chosen by a leading trade magazine as the "most interesting new personality" . . .

NETWORK NOTES:

Here is what the latest figures just released by C. E. Hooper, Inc., show: In the news . . . Winchell on top, followed by Louella Parsons . . . Jack Benny the highest in variety classification with "Fibber McGee and Molly" and Bob Hope running second and third . . . In the evening dramatic skits "My Friend Irma" is first with "Amos and Andy" second . . . In the audience participation type, "Stop the Music" is right on top, followed by "People Are Funny" . . . In the mystery drama section it is "Mr. District Attorney" first, followed by "Crime Photographer" and then "Suspense." . . . Bing Crosby, of course, outranks all other male singers, followed by Al Jolson and Music Hall. Jack Smith is third, but it is amazing how he can be third on the air and be last on the stage . . . He can't get a booking on a live show from an agent because, as the saying goes, "Smith can't draw flies" . . .

Well, there's been more talk lately about the super give-away which NBC is cooking up for the 6:30-7:30 (EDT) Sunday evening spot .. . . Nothing official has been announced as yet, but it is understood that it will have a $25,000 jackpot (in cash) and will originate in Hollywood, and will consist of scenes from well-known movies, with film stars calling listeners and asking them to identify them . . . The show is skedded to go on the air some time in June . . . The Federal Communications Commission still frowns officially on give-aways, but has taken no action since it "proposed" to ban them several months ago . . .

CBS has acquired the Groucho Marx Show, beginning next fall, to add to its roster of Benny, Bergen, Crosby and the rest . . . Quote: J. M. Cooper . . . Three new comedy shows with music, planned by NBC, are said to be slated for expensive promotion into the top Hooper brackets . . . They will be Dean Martin-Jerry Lewis, Henry Morgan and "My Life and Hard Times" shows . . . RKO's "Boy with Green Hair" film will be a Decca album soon in an adaptation by Betsy Beaton, who wrote the original story . . . and Capitol Records in Hollywood has announced the beginning of recordings on 45 r.p.m. records . . . That's the tale of the radio news for this week.

Review of the Shows and



. . . by JACK CORTEZ

(Show presented May 11 to May 24)

EDDIE ARNOLD, the TENNESSEE PLOWBOY, is the star of this show presented at the HOTEL EL RANCHO VEGAS! He is truly a wonderful singer of songs. I believe he is the finest singer of folk tunes I ever heard. . . . BARRING NONE! I realize now why the entire country is raving about him! Eddie's style is smooth and easy . . . the type you can't help but enjoy listening to at all times! WALTON and O'ROURKE are exactly what they are called and billed, "AMERICA'S OUTSTANDING PUPPETEERS." This act is guaranteed to please young and old alike! HELENE and HOWARD, "sophisticates of the dance," are exactly opposite . . . They are a comedy dance team, and very enjoyable. THE GEORGE MORO DANCERS added a new dance which is a FRENCH CAN-CAN routine. Their costumes are the most colorful and impressive I ever saw! Each girl in this routine proves to be a marvelous dancer! MARGARET LYNN and MARIE ROE are featured in this wonderful number! CARLTON HAYES and ORK presented a marvelous show and play wonderful dance music! This is a HELLDORADO SHOW that our tourists and the natives will enjoy immensely!

(Show presented May 6 to May 20)

THE HOTEL LAST FRONTIER has the sixth edition of DANNY O'NEIL'S Varieties. It features the CASS COUNTY BOYS, singing stars of Gene Autry's radio show. They are a very entertaining trio. GLENN GREGORY and his dummy, MICKEY O'DAY, do a good job in the arts of ventriloquism. BENNY MEROFF, a man of many talents, plays all sorts of instruments, tells jokes and does his best to please. THE DOROTHY DORBEN GIRLS do two dance routines that are a WOW! MARIE, the captain of this line, is the featured dancer. DANNY O'NEIL is the singing m.c. RAY HERBECK and HIS MEN OF ROMANCE cut a good show and play wonderful dance music. Lovely LORRAINE BENSON is the vocalist with this band . . . and WHAT A VOICE!

(Show presented May 8 to May 18)

THE CLUB BINGO held over the COMEDIAN FIND OF THE YEAR, STAN IRWIN . . . and, according to information passed on to me, he will be at this club indefinitely. This young feller has everything a man can possibly want . . . a good sense of humor, excellent delivery, clean material and great stage presentation! (How can he miss?) DUSTY WALKER is a good singer of cowboy tunes and hails from Denver, Colorado, where he has his own radio show! GALLANT BESS, a horse with a human brain! He understands every command given by Joe Atkinson, his trainer. It is unbelievable, but true! The new ork, under the capable leadership of HARRY WHAM, is a four-piece outfit and plays very well . . . AND, of course, the SENSATIONAL ALICE HALL TRIO stop all the shows with their music!

(Show presented May 5 to May 18)

THE THUNDERBIRD HOTEL can be very proud of their wonderful star . . . KAY STARR . . . a wonderful singer of songs! To describe Miss Starr and her voice . . . TERRIFIC! LANDRE and VERNA are a fine dance team . . . ALICE MOOREHEAD, a dancer with a style all her own, performs well . . . THE DANSATIONS, a group of wonderful dancers in beautiful costumes. THE NORMANDIE BOYS, the most versatile group in L. V. . . . EDDY ROGERS and his ORK, "the best in the west"! BARNEY RAWLINGS is the singing m.c.

. . . a View of Personalities

(Show presented May 5 to May 18)

BILLY VINE, a wonderful comedian, is the headliner at the FLAMINGO HOTEL. That trial scene with his stooge MAC PEARSON is guaranteed to keep you smiling . . . THE FOUR COLLEENS are a good singing quartet . . . and BEN YOST can be mighty proud of them . . . For comedy juggling beyond compare . . . THE JOHNSON BROTHERS have it . . . and how! . . . THE JUNE TAYLOR GIRLS present two new dance routines, executed very well and featuring VIRGINIA POE. BERNIE CUMMINS and ORK supply the music for the show and your dancing pleasure!

* * *

That's for Sure!

One of the sweetest girls in all the world . . . and the most beautiful I ever met . . . will visit our town at the end of this month! Her name? . . . Oh, yes! . . . ETTA BARTON, better known as LA PRINCESS . . . (My Princess) . . . Those outfits Abe Schiller wears . . . loaded with flamingoes and the loudest I ever saw! . . . Congratulations to a new but much needed firm in L. V. . . . THE SILVER STATE ENGRAVING plant. Boy! We sure can use such a place! . . . The eagle costumes the Dansations wear . . . designed in PARIS . . . Expense no object just as long as it's the best available! . . . Al Endicott, new disk jockey for KENO from 12 midnight to 3 a. m. . . . emanating from North Las Vegas' Embassy Club . . . Great job!

That sense of humor of Bill Dugan, bartender at the Golden Nugget, and Frank McCormick of the Green Shack . . . TERRIFIC! . . . Glad to see MIKE SHAPIRO back in town . . . BARNEY VAN DER STEEN, for excellent management of the HOTEL EL RANCHO VEGAS . . . KAY STARR'S rendition of "Lonesomest Gal in Town" and "So Tired" . . . what a doll! The originality of costuming the help at the THUNDERBIRD HOTEL . . . bartenders and cocktail waitresses all dressed as Indians . . . BUSTER HALLETT and his various arrangements, will some day be on top of the ladder . . . PAT FAUST should be voted No. 1 Gal . . . her western attire is stopping traffic all over town! . . . The worst thing I ever saw . . . that GREEN HAIR on the girl at the PALACE BAR . . . just to get some notoriety or publicity . . . ELEANOR DAVIS playing the part of SADIE THOMPSON on the FLAMINGO stage (wow!) . . . Those ITALIAN CHOCOLATES, first shipment from ITALY since the war . . . darn good! . . . The most unique shirt I ever saw . . . DOUG FARNOW'S, with a large slot machine in the back and SILVER DOLLARS on the front—very beautiful! . . . The reaction of all the columnists who came to our town to preview the picture "The Lady Gambles" . . . Each and every one remarked: "Fabulous!"

Mrs. Grace Pracejus, opening the Wildcat Nursery School at 6:30 a. m. to accommodate the mothers who have to be at work 7:00 a. m. at the Air Base . . . What a wonderful woman! BILLY VINES' rendition of the Jolson song . . . The cheap and underhanded tricks pulled by Bob Lawrence, ex-owner of the Bar of Music . . . EDDIE and LIL HALL, a couple of swell people, own it now and we sincerely hope they have lots of luck! . . . It couldn't happen to a nicer man . . . BALLARD BARRON'S land in Texas and lots of OIL has made MR. BARRON a very happy man! . . . A good idea if the hotels on the Strip would set aside a special room for children to play in while the parents enjoy the floor shows or the casino privileges. The children can be shown films, toys to play with, and a capable person to look after them! The hours can be from 7:30 p. m. to 11 p. m. . . . A pleasure to talk to, and a gentleman always, GEORGE STOKES at the EL RANCHO VEGAS! . . . HERB McDONALD, JIM DUGAN and ABE SCHILLER, three of the most cooperative advertising and press agents in our town and the best that money could possibly get! . . . Those S.R.O. signs in the Golden Nugget Saloon and those Musical Dons! WALL STRETCHERS NEEDED! . . . AND GIVE TO THE CANCER FUND . . . WANTED FOR MURDER! **And that's for sure!**

Ronzone's of Las Vegas

418 FREMONT STREET
LAS VEGAS, NEVADA

FEATURING NATIONALLY KNOWN BRANDS OF
MEN'S, WOMEN'S AND CHILDREN'S WEAR
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PALACE BAR
CONTINUOUS ENTERTAINMENT
UNTIL THE WEE HOURS OF
THE MORNING

SIL SILVER
AT THE PIANO
"DOC" STARR
ON THE VOCALS
and the
PALACE LOVELIES

Hi-Way "91"
Johnny Marchiando, Prop.

WHOOP IT UP
WITH THE TRIBE
AT THE
APACHE
BAR
Fremont and Second

The Club with a ♥ in the of Las Vegas
THE ELDORADO CLUB
FREMONT AND SECOND STREET

Round the Clock with the Rounders

. . . by "A ROUNDER"

HERE we go again, so hop on, folks, and let's take another ride on that "WONDERFUL MERRY-GO-ROUND!

Wow! That dyed green hair on the Palace lovely . . . This gal sure has nerve. Her theme song should be "When Your Hair Has Turned to Silver"! . . . I must compliment Raye, only Chinese cocktail waitress in L. V., but a very "Fabulous" person! With her sense of humor, she belongs in Show Biz! . . . Because of the raw deal or, should I say shuffle?, given to EDDIE HALL by (excuse the expression) BOB LAWRENCE, Eddie is having a tough time getting entertainment and many more things necessary to make the Bar of Music a popular spot to visit . . . We in Las Vegas have always been very fair to people until PROVEN otherwise. Bob Lawrence proved to be the kind of a guy that doesn't belong in our town . . . EDDIE HALL is taking it on the chin right now, and in my book deserves every good break we can offer . . . Drop in and say hello, huh? . . . Mac "Cutie Pie" Krim and his Club Copa, with Al Mangarelli serving your favorite drinks, have all the shuffle-board enthusiasts in their place! Those games, challenged and unchallenged, continue until the wee hours of the morning! . . . The commotion Gallant Bess caused opening night at the Club Bingo . . . So funny that all who witnessed it will never forget! . . . Most lovable hostess on the Strip, Louigi, at the Villa Venice! Such courtesy . . . The same applies for Ray Allen, the bartender and everyone's friend . . . LeRoy, host of the "Chuck Wagon" and those free breakfast deals in the Hotel El Rancho Vegas—swell! . . . The way Solly plays those spoons when Guy Landis and Phil Gard play for guests . . . and the best waiter in Southern Nevada . . . The finest chocolates this side of the Mississippi: Katie's Kandies on North Fourth street . . . yum, yum! . . . Next time you see George Liberace ask him to show you that cigaret case he bought from Jerry Jerram on Fremont street—what a honey! . . . Drove out to see Buzz Horgen, manager of Twin Lakes, and "Doc" Starr enjoying himself with a party of friends . . . those improvements that were made are something you should see . . . Ira Goldring buying twin holsters at Rex Bell's for his matched 45s . . . Hic! Those aren't real Indians you see in the Navajo Room . . . jush coshthumes . . . hic! . . . Pat Gallagher, very beautiful hostess at the Thunderbird Hotel, shopping for a good used car . . . I know someone who has a 1920 Ford . . . Will that do, Pat? . . . Bobby Laine, sporting lovelies all over town since he bought that 1949 convertible Chevy! . . . Kay Starr, jitterbugging with a Wildcat Lair enthusiast! . . . Jean and Dotty, two swell girls, returned from Catalina and claiming no place like Las Vegas (natch!) . . . Art "Brillo Top" Rozen, a very busy man and always in a huddle with the architects who are going to remodel the Eldorado Club! . . . No. 1 GIRL FRIDAY of Las Vegas, Pat Faust! . . . The toughest to see at any time is Hynie Stephenson of the Boulder Club . . . always, just left for the bank! . . . The fancy shirt Doug Farnow is sporting around town. . . . Does that slot machine pay off, Doug? . . . For smiles and laughs visit Bentley's Trading Post! . . . A real baseball fiend is dealer Wally Ables . . . can name practically all players from either league! . . . Everyone in town referring to Tutor Scherer as the "Rubber Band Kid"! . . . "Rochester," Jack Benny's man Friday, seen at the Nevada Biltmore . . . talking over possible sepian shows . . . Sam Lido, ex-Rancho Vegas plank walker, strutting his stuff at the Savoy . . . Tourists, stopping the employes of the Golden Nugget and asking permission to take their picture as a souvenir . . . bar handle mustaches, gawdy plaid shirts, derby and top fedoras, and the cocktail waitresses all in Gay '90 costumes . . . This is tops for novel ideas . . . Congratulations to Bill Kreinke, swing bartender at the Keyhole . . . Pal (?) gave birth to a litter of eight! . . . Herb McDonald, new publicity and advertising man of the Hotel El Rancho Vegas, doing a great job . . . all the bosses very satisfied . . . Frank, Milton Prell's assistant, driving a 1949 Oldsmobile, a car he always wanted . . . Good luck, Frank! . . . A closing thought: "It's nice to be nice—try it!" . . . So long for new, all you "Fabulous" Rounders . . . see you next week . . . same guy, same magazine!

HOTEL NEVADA BILTMORE

INVITES YOU

FRANK WARNER
YOUR CHEF

FRANK BRANDT and ORCHESTRA
YOUR DANCING

JOE DEVEREAUX
YOUR DEALER

600 NORTH MAIN STREET

DIXIE DELICATESSEN

SANDWICHES

FROM U. S. CHOICE BEEFS

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D. SIROTA, Owner

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CANCER
FUND

VILLA VENICE

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AUTHENTIC
ITALIAN RESTAURANT
IN LAS VEGAS

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THE STRIP

bar of music

ON HI WAY "91"

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MANAGEMENT

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(OWNERS)

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ALL YOU CAN EAT

Open from 4:00 P. M. Til ?

KATIE'S HOME MADE KANDIES

110 NORTH FOURTH STREET

SPECIALIZING IN WESTERN
KANDY NOVELTIES

Footlights & Flickers . . by JOHN RYKEN

HOWDY, PODNERS! From the youngest buckaroo to the oldest pjoneer, the spirit of the Old West is upon us . . . this is Helldorado with rodeos, kangaroo kourts, spirited parades and all the festivities that go to make a frontier celebration the biggest, wildest and most authentic possible—and in the true spirit of the occasion the hotels are bringing in the acts that have that western flavor. Fremont street, with its flag bedecked buildings, reminds one of the Fourth of July as it might have been celebrated 40 years ago here in Las Vegas. Conestoga wagons, horses and 10-gallon hats are very much present, as are the western pictures at the movie houses—a run-down of the titles, for example, finds "El Paso" at the El Portal and "Red Canyon" at the Palace. Local residents and tourists won't forget these four days for a long time to come. Some one asked what is sleep—we answer it is a function that one resumes May 16th.

* * *

Last week's issue was the source of an open letter to me which I enjoyed, and which prompts me to answer right now . . .

Open Letter to B. W.—

Dear Bud:

I noted with interest your personal observations on the show from the El Rancho. As you know, the world goes around the way it does because opinions of people vary on every subject imaginable. For example, all the men in Las Vegas would love my wife as I do, if there weren't differences in opinions; however, that is not the case, thank heavens. And thank you once again for that most illuminating letter. Yours for a **terrific** E O Leven—

J. R.

* * *

Follow-Up Review: The Little Theater of Las Vegas presented a week of "The Virginian" and I wish to add this comment for the record: The night I caught the play there were fewer than 100 people in the audience. It certainly looks bad for future productions if the support is as lukewarm for other plays as it was for this.

The principals involved gave long hours of their time with no remuneration, which they would not repeat if the people of Las Vegas didn't care whether there was live drama or not. This fall everyone should get behind the Little Theater with all the enthusiasm with which they back other projects, because only in this way can successful Broadway productions be offered to the people of Las Vegas so inexpensively.

* * *

CELEBRITY CORNER:

The theme music fades to the background and the announcer says: "You have been listening to the shortest half hour in radio with Fred Waring and His Pennsylvanians." Millions of Americans agree five mornings a week at theme time for they have listened to 30 minutes of music that have been a part of the American scene for 27 years. From Fred Waring's organization some of the leading vocalists and choral directors in our country have graduated. To name but a couple: Clark Dennis and Robert Shaw. Yes, Fred Waring has added his niche to American music by introducing features that are standard with so many musical organizations.

Highlights in his career: Studied to be an architectural engineer but stayed with music upon graduating from Penn State College; first with choral singing that specialized in clear enunciation copied by many in choral technique. Coast to coast on radio networks for more than a decade for organizations such as Ford and Chesterfield. Now has the most expensive program on Television: one solid hour once a week on CBS for General Electric plus, as if that weren't enough, a half hour show Thursday night on NBC.

The critics brought out the raves for his Television show, the same ones they have been using the past dozen or so years for his work in theaters and on radio.

Truly outstanding in a field that has seen many changes in the past quarter of a century, a man of music—this week's celebrity, Fred Waring.

So long, Podners—see you come Saturday! —J. R.

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Show Biz

. . . by STAN IRWIN

"THERE'S no business like show business . . ." so said Irving Berlin. "All the world's a stage . . . " so said Shakespeare . . . putting the two together what do you have? "There all no the business world's like a show stage business." (If this makes any sense to you, have your psychiatrist see a psychiatrist.)

However, the part of show business that really shows is burlesque. That's the part of show business where it's good business to show your business . . . and the more business that shows the better the business! (If this makes any sense to your psychiatrist, have him to see you!)

I haven't been in show business long enough to talk about it as an expert on technique . . . but, after all, what has Milton Berle got that someone else has not already used, and if, and when he gets through with it . . . I wish he'd throw it my way!

Where would Danny Kaye be today if it wasn't for Hollywood? Now, there is a question . . . I don't know the answer, but there's a question! Where would Danny Thomas be today if he didn't take ART LESSONS . . . because today they say that he is one of the outstanding attractions that still draws!

Let's not forget Dean Martin and Jerry Lewis . . . that's all . . . let's not forget Dean Martin and Jerry Lewis. Then there's STAN IRWIN, but on the other hand there are five fingers . . . except for Twenty-Nine Palms . . . that has 45 fingers. (If both you and your psychiatrist understand this . . . come and see me!)

They say that Television will be a boom to actors . . . I agree! The advent of Television will cause great employment for acts that here-to-for, or even here-to-five, couldn't get bookings. These acts are studying very hard and I understand that many of them are now earning a good living because of Television . . . they learned to fix sets and install aerials. They say that Television will replace the radio. All I can say about Television is . . . I can see it. There's a firm manufacturing a combination Television and Vacuum Cleaner . . . so that all the material heard will be clean.

Which brings us to the question . . . "Will Television replace Sex?" **Send us your answer on a 1949 Cadillac Convertible and we will send you 25 words or less.)**

They say that in all cities, except Las Vegas, night club business is on the down-grade. Let's face it, what other city can offer that which Las Vegas already has? There's the best of talent . . . and gambling; perfect weather (this past winter we did it the hard way) . . . and gambling; wonderful accommodations . . . and gambling; polite people . . . and gambling; gregariousness . . . and gambling; and, oh, yes! gambling! Las Vegas is the only place where you can get sunburned and faded at the same time.

This is my first trip to Las Vegas and I feel the same as many of the actors, actresses, entertainers and guests who have preceded me . . . I love it! And, to quote Jack Cortez . . . "that's for sure." It is a "Fabulous" place, chock full of show business . . . with the most beautiful backdrops in the world!

Catch those majestic mountains at dawn . . . and the sunsets are unbelievable! (So, I don't believe them!)

You'll find grass next to cactus and cactus next to grass . . . which I think is a very fair arrangement! You'll find that both men and women wear blue jeans .. . . but the over-all effect is different. I'll never forget the time I approached someone and said: "I beg your pardon, Ma'am, but in those pants your daughter looks like your son!" She said: "I'm not a 'Ma'm' . . . I happen to be that boy's father!" Which only goes to prove that even the outskirts of this town wears pants.

Everyone in this city seems to be very down to earth . . . as can be proven by the towels in the men's room. What I mean is . . . no dreamers, but how can you have dreamers . . . no one sleeps. I know a fellow who stays up so long that benzedrine takes HIM! This fellow just doesn't know the meaning of the word "rest" . . . which I think is pretty stupid of him! I have a nephew four years old . . . doesn't even go to school . . . but he knows the meaning of the word "rest." One of these days I'm going to sneak him into the Club Bingo because I heard that any four-year-old can roll a seven . . . but they're smart . . . people under 21 can't play.

Please excuse me if I leave now . . . but my new summer outfit is being

(Continued on page 20)

CARL PAIGE:

(Continued from page 9)

About a week and a half ago I had the distinct pleasure of going out to Cashman Field and calling that local Wrangler game with the Riverside boys. A lot of fun, and I hope it's possible to do more of them. Seems the big guns in the Sunset League this season—or the team to beat—will be Mexicali. Last Sunday night our Wranglers took the short end of a 16 to 4 count with Mexicali. WALT PELUSO started with relief from WALT BRICKER in the fourth!

Reno brought a lot of thrills with them, when they visited their first time this season with L. V. No doubt one of the closest games our Wranglers will see this season turned into a 1-point victory for them in that slugging 12-11 win last week-end.

Locally, also this week, a follow-up of last week's schedule we gave you on all local stations. One change has been made, and made over KRAM. RADIO RACE RESULTS will now be heard daily at 6:30-6:45, thus deleting that 5:15 p. m. time of last issue.

Thanks for reading—hope you'll be listening! . . . Bye, Sports!

C. H. YOUBY:

(Continued from page 7)

El Rancho Vegas, was in a shoe store to buy his Helldorado cowboots. While waiting for a clerk, a lady came up to him with a pair of shoes in her hands and requested: "Would you try these shoes on me, please?" Carlton said "Yes, ma'am" and proceeded to help the lady. The shoes fit. She decided to take them and told him to wrap them up. You should have seen the look on her face when Carlton explained that he wasn't a clerk, he was only in the store to purchase a pair of boots himself. (She was about 48, Martha!)

Thought of the week: Lovesick swains who court their lady-loves by one-armed driving court disaster at the same time.

EDITOR'S NOTE: I did not criticize Bill Henry. . . . In fact, I complimented him! There are very few actors or actresses who would have done what he is doing today!

✓ A taxi was creeping slowly through the New York rush-hour traffic and the passenger was in a hurry. "Please," he said to the driver, "can't you go any faster?" "Sure I can," the cabby replied. "But I ain't allowed to leave the taxi!"

STAN IRWIN:

(Continued from page 19)

delivered . . . I see some men coming with my new white jacket. I thought it would be silk or gabardine or nylon . . . . the jerks, don't they know that canvas is too hot for this weather!

Well, I'll see you in the nearest FREE SPACE! I must go now, I'm a diagonal BINGO!

Yours, till cashews come along,

STAN IRWIN, ESQ.

✓ John Mason Brown, the noted critic, writes:

What happiness is, no person can say for another. But no one, I am convinced, can be happy who lives only for himself. The joy of living comes from immersion in something that we know to be bigger, better, more enduring and worthier than we are.

People, ideas, causes—these offer the one possible escape not merely from selfishness but from the hungers of solitude and the sorrows of aimlessness. No person is as uninteresting as a person without interests.

✓ The signature registers of a pioneer bank make interesting reading. Most persons passing through or remaining in St. Louis left their tracks in the register of the Boatmen's National Bank. And "tracks" they were in many cases, for a few people wrote legibly, many atrociously, and quite a few did not write at all. These last signed the register with a scrawled X. To identify them when they came back to make withdrawals, the tellers wrote physical descriptions in the register. A typical one read: "A red-faced Mick with whiskers around his face. Works in the Lindell car barns and smells like a horse."

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Desert Symphony

. . . by KEN O'CONNELL

"I'M ON MY WAY," he said, "back home where I first saw the break of Day . . . back to the land where tall, leafy trees reach their arms on high in communion with the Sky . . . where Springtime's flowered beauty stretches as far as the eye can see, like a soft, soothing carpet." "Keep your barren, naked desert land," he said, "let these weary feet touch again shade-lined streets where cool, flowing brooks wash away midsummer's heat!"

With those words, he climbed aboard the 8:15 eastbound Streamliner and was last seen disappearing over the horizon. This scene was set in August, 1948 . . . we were there to see him off.

Last Sunday, on our weekly desert drive, we stopped for a refreshing rendezvous near Lake Mead's sparkling blue waters and, looking to our left, we spied our friend . . . the same friend who less than a year ago said farewell to this land we love. He was sitting on the sandy beach . . . dreamily gazing across the calm, clear expanse of water . . . his eyes finding a delightful solace in what they saw.

"Why, Stranger," we said, "the last time we were together the East was bidding you homeward . . . and now you're here again . . . tell us, Stranger, what happened as the months rolled on?"

A smile crossed his face . . . the same proud kind of a smile that puts stars in a boy's eyes when he admires his very first bike. Silence had the better hand for a few seconds . . . then, standing to exchange a man-styled handshake, he asked . . .

"What is this spell, this mystic, fascinating spell that the Desert etches into your Soul? Why is there no comfort when you leave these golden sands . . . washed by Spring showers, and drenched in Summer's sun? What is the reason for the restfulness that tugs at your heart strings when you can no longer see these silent, craggy hills?"

"Words are useless to explain the rhyme or reason for my finding emptiness at home," he continued. "I am not gifted like the Poet to paraphrase the loneliness that takes hold of me when I can no longer look westward and see Mt. Charleston's snow-covered summit . . . or watch the wildflowers bravely claiming their right to bloom through heat and wind! Tell us, just why can the heart find no peace of



mind . . . why does it fail to hold the key to happiness when miles span the distance between the enchanting desert and you?"

"Well, Stranger," we said, "we have not found the answer to your question. Perhaps it is the Freedom found in this land of the last frontier . . . it could be the Starlit nights when the Heavens bathe the Desert in a golden glow of beauty . . . or midday's Sun that shines forth in all its dazzling glory! Of course, Stranger, it might be the solitude of shadowed Hills that swallow up Life's cares! To those of us who have been enraptured by its spell, the Desert has an allure as genuine as the true happiness in a lover's heart . . . a captivating collection of many scenes . . . from Sunrise to . . . a . . .

DESERT SUNSET

. . . of Rainbow's colors sketched upon a Sky where some unknown Artist passerby

conquered Inspiration . .. . tinted this and went his way,

leaving behind His greatest work . . . End of Day!

✓ A New Hampshire farmer had been urged to attend the funeral of his neighbor's third wife. "But I'm not going," he announced to his own wife. "Goodness sakes, why not?" she asked. "Well, Mary, I'm beginning to feel kinda awkward about goin' so often without anything of the sort to ask him back to."

✓ The rifle instructor was dumfounded. "I can't understand how you could get five bull's-eyes on a 600-yard range with your sights set for 300 yards." "See that rock halfway down there?" answered the mountaineer rookie. "Well, I'm bouncin' them off that!"

✓ "How's your insomnia?" "Worse—can't even sleep when it's time to get up."

Las Vegas High Spots:

(Continued from page 3)

LITTLE THEATRE GROUP—Featuring hit plays produced with local talent. Presented at City Hall auditorium at frequent intervals.

MOTION PICTURE THEATRES

EL PORTAL—310 Fremont St. Phone 114-J.

FREMONT THEATRE—224 Fremont. Phone 3654.

PALACE THEATRE—210 South Second. Phone 98.

HUNTRIDGE THEATRE—Maryland Parkway and Charleston Blvd. Phone 86.

GUEST LODGES AND RANCHES

BOULDERADO GUEST RANCH—2½ miles northwest of Las Vegas. Phone 899.

HIDDEN WELL RANCH—8 miles south of Las Vegas. Phone 2330-J.

LAKE MEAD LODGE—On Lake Shore road. Phone Boulder City 12.

MT. CHARLESTON LODGE—Mt. Charleston, 35 miles from Las Vegas. Operated by Last Frontier Hotel. Inquire there.

PLACES OF INTEREST

TWIN LAKES FARM—Fishing, 2 miles west on Highway 95. Phone 629.

HOOVER (BOULDER) DAM—Colossus of the Desert 726 feet in height, 1244 feet or more than a quarter of a mile across the top. Generates more power than Niagara Falls and Muscle Shoals combined. Stores enough water to give every man, woman and child in the United States 80,000 a gallons each. A must on your places to see list..

LAKE MEAD—Largest man-made lake in the world. 120 miles long. Offers boating and fishing. Temporary licenses may be acquired at low rates. Season never closes. Best bass fishing in the world, also perch, bluegill, squawfish, catfish; tackle, boats, licenses and guides always available. Swimming under protection of lifeguards. Good beaches and dressing facilities.

MOUNT CHARLESTON—Snow until late spring provides winter sports in season. Ski runs and toboggan slides. Inquire at Chamber of Commerce for full information. 515 South Fifth St. Phone 3366.

LAS VEGAS GOLF CLUB—3 miles out on Tonopah Highway. Green fees daily $1.25, and $1.50 Saturday, Sunday and holidays. John diFloure pro and club manager. Phone 1390-M.

HUNTING—Quail, grouse, pheasant, sage hens in nearby Vegas valleys and foothills; deer and elk in adjacent mountain areas of Kaibab, Pine Valley, Cedar Mountain and Mt. Charleston. Consult phone book for sporting goods store and make inquiry of seasons and other information.

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PAUL REMOS AND HIS TOY BOYS

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OR DOROTHY DORBEN

RAY HERBECK & ORK

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LAS VEGAS NEVADA

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It'll Be a Cryin' Shame
If You Miss BILLY VINE
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NEVER A COVER OR MINIMUM

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Riders of the Purple Sage

It's Forepaugh . . Sells-Floto . .

Barnum & Bailey . . . Ringling Brothers

Madison Square Garden . . Atlantic City

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IT'S STUPENDOUS!

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