April 8, 1950

Jack Cortez

Fabulous LAS VEGAS

"Howdy Podner"



WHERE TO GO AND WHAT TO SEE

★

VIEWS AND REVIEWS BY STAFF AND GUEST COLUMNISTS

★

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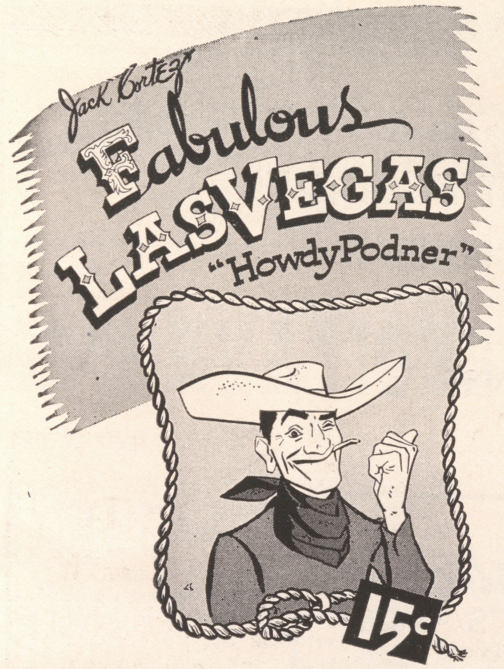
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★

DON BAKER 'Organ Interlude'



PUBLISHED WEEKLY VOL. 1, NO. 52

1600 South Main St.—Phone 937

OBSERVATIONS, BY POP SQUIRES

"THAT'S FOR SURE," BY JACK CORTEZ

VERSE, BY TUTOR SCHERER

HOLLYWOOD HEADLINES, BY MARTIN LEWIS

"JEST WRITING," BY STAN IRWIN

WEEKLY BEAUTY LETTER

WEEKLY FASHION LETTER

REVIEWS OF CAFE SHOWS, BY JACK CORTEZ

SHOW BIZ, BY SPIKE JONES

ROUND THE CLOCK WITH THE ROUNDERS, BY ALEX HENIG

THE OLD TIMER, BY CHUBBY

FRONT ROW CENTER, BY JOHN RYKEN

CHESS, BY FRED SOLY

NORTH VEGAS, BY JOHNNY UHLMAN

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Jack Cortez
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VOLUME 1 APRIL 8, 1950 NUMBER 52

OBSERVATIONS . . by CHARLES P. "POP" SQUIRES

THE EASTER

EVEN in this little Book of Gaiety, "Fabulous Las Vegas," it seems to me not amiss to write a word occasionally about the more solemn things of life. Not that Easter is solemn. On the contrary, it seems to me to be the very essence of life, the very emblem of happiness, the very springtime of blossoms and of gaiety.

Last Sunday it was my privilege to attend the Palm Sunday service conducted by my very dear old friend, Rev. Arthur S. Kean, in lovely old St. Peter's Episcopal Church in Carson City. That was a solemn occasion — solemn but not unpleasant, especially to us whose shadows lengthen as we walk quietly toward the setting sun.

Quite often we have had occasion in late years to attend service in that old church and we have become very fond of it, partly because Rev. Kean was for some years our Rector in Las Vegas, but also because of its modest beauty and historic associations. Also, perhaps because our daughter, Florence, has for the past ten years played the organ for the church services in St. Peter's.

St. Peter's Episcopal Church in Carson City really came out of the Big Bonanza at Virginia City, because the real reason for the existence of Carson City at that time was that it was the gateway through which must enter practically everything going to the Comstock Lode from California. But the women of Carson City were instrumental in collecting the money to build the church.

For six years, 1862 to 1868, services of the church were held in the Ormsby county court house. In 1867 the church edifice was under construction and in 1868 it was completed and ever since St. Peter's slender spire has pointed inspiringly toward the sky. In 1892 its fine golden-voiced organ was built, and this Easter, as for more than half a century, will lead the people of Nevada's capital in Easter music.

May I be permitted, in this little magazine devoted to the great and beautiful resort hotels of Las Vegas and to those who devote their lives to bringing gaiety and happiness to the multitude, to write a little also about the religious life of Las Vegas, which is quite as essential as the other?

I recall first that fine, self-denying soul, Rev. Bain, who held the first church services in Las Vegas after it became a town. He lived in a tent that first year, as did most of the rest of us, and his church was a modest little 12 by 20 frame covered with canvas. Through the mud and the dust, the hot winds of summer and the freezing blasts of winter he brought the comfort of religion to many a poor soul in Las Vegas who had slipped from the straight and narrow path. God rest his soul. By his work in planting the first sprigs of religion in the sun-baked soil of Las Vegas he earned the thanks of all of us.

Did I say the first? I should know better than that, because the Mormons under their great leader Brigham Young planted a Mormon mission in Las Vegas in 1855 and never have abandoned the plan to keep the bright light of their religion burning in Las Vegas. They now have three great and beautiful churches with thousands of members in our lively city.

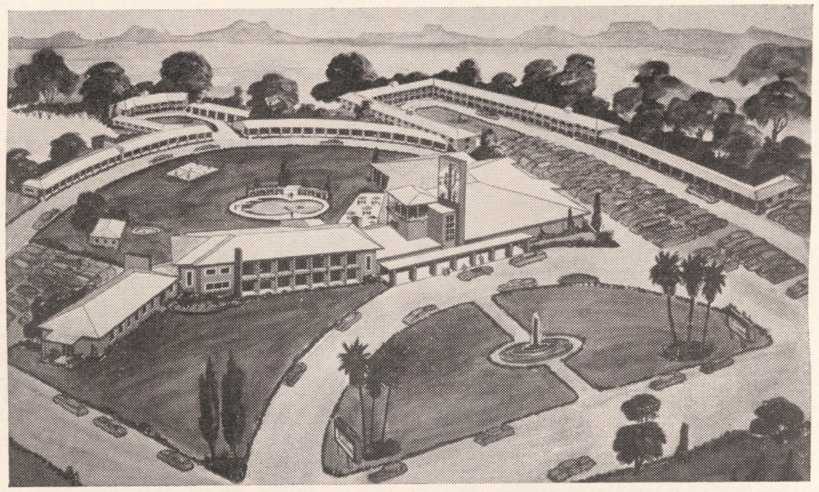
I wish I might describe in detail the beautiful churches of the Roman Catholic faith; the splendid places of worship of the Methodists, the Baptists, the Christian—it's useless to try in this small space. But because Christ Church has meant so much to us down through the years, I must tell something of that.

(Continued on Page 29)

GRAND OPENING SOON!

PLACE: WILBUR CLARK'S DESERT INN

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VERSE . . .

. . . by TUTOR SCHERER
POET LAUREATE OF LAS VEGAS

EASTER PRAYER

Easter Day; the world has stopped
in prayer
To ask God's blessing, and His
care.
Why not ask His help for every
day?
To fill your life with joy in every
way.

Give prayer for all peoples of the
earth
That they may all live with faith
and worth.
Ask Him to divinely bless
All people with happiness.

Let us all look up to Him on this
Easter day
Whether we kneel or stand, let
us pray
"Please God, keep all people
happy through the year.
Help us share most kindly
thoughts, and keep us near."

EASTER EGGS

The time for eggs is Easter time
And eggs are often layed by
rhyme.
It is said the Easter rabbit lays
the egg
But we all know that's just a gag
To save the hen embarrassment
With colored eggs so evident.

TO MY FRIENDS

Harry love Mary
Mary love Harry
They marry
Little Harry
They carry.



THE FLIRT

She gropes her way through life
in a trance
Doubtfully seeking a shallow
romance.
Stumbling along in a mystified
spell
Encountering obstacles she cannot
repell.

DIZZY

She's happy but sad
Feels good, but half bad,
Wants to work, if it's play,
Wants to leave and still stay.

DON'T GIVE UP

For a heart that is stout
There is always an out.

O. K. — LET'S ASK THE MAN WHO OWNS ONE...

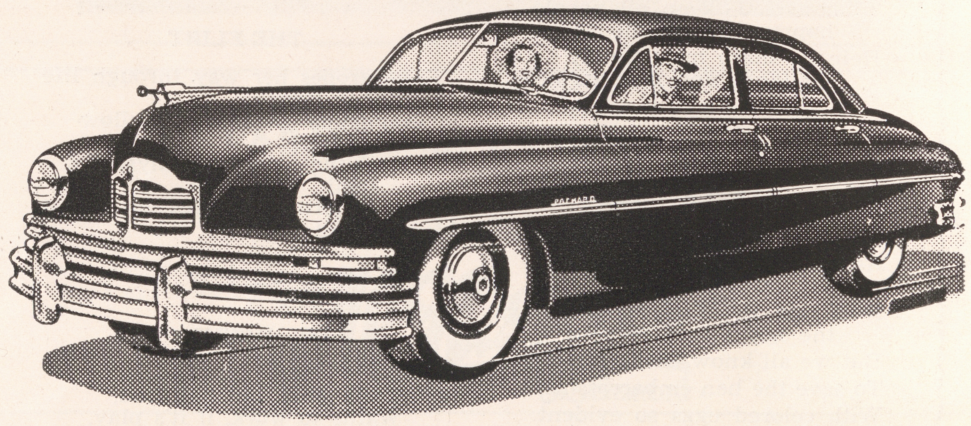
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THAT'S FOR SURE . . .

. . by JACK CORTEZ

IF you haven't tried those SUNDAY ENGLISH HUNT BREAKFASTS, at the HOTEL LAST FRONTIER, you're missing a treat. Last week, yours truly joined the happy throng, and was amazed at the amount of people partaking of this great array of food, and all for the paltry sum of $1.25 per person. Imagine our astonishment, when we learned that more than 500 breakfasts are dished out. DON BAKER at the Hammond Organ, plays sweet music during the entire time of the repast, which is served from 10:30 until 1 p.m.

There was quite a discussion the other day, nothing serious, but we thought you would find this item interesting, between DARKO, one of the pit bosses at the EL RANCHO HOTEL, and "BONES" REMMER, big-shot owner of clubs in Frisco. During the wee hours of the morning, when business takes a little breather, and stories are exchanged, this took place. The discussion concerned the age of JACK SULLIVAN, fabulous operator of many enterprises in Reno. Bones claimed that Mr. Sullivan celebrated his 66th birthday last week. Darko listened and appeared to be quite convinced, when he upped and retaliated, "I was pit boss for Jack Sullivan and worked with him for 14 years in the Bank Club. The very first year, which goes back to 1934, Mr. Sullivan was then celebrating his 66th birthday." We know that the mythical Fountain of Youth is in the State of Florida. Did Jack Sullivan find another one here in Nevada? Whatever his secret is, he sure carries his age (82?), beautifully, and we would like a clue to the mystery . . . It is wonderful to see SUE BREST back in town and looking mighty swell. Instead of two crutches, she is now on one, and doctor's orders are for Sue to go swimming every day to strengthen her leg muscles . . . CHIC FESCHER, owner of the Monte Carlo Club and Railroad Pass Casino, will be the operator of the gaming at the EL CORTEZ HOTEL . . . This past week quite a few of our tourists from the Coast were wearing familiar ROOSEVELT buttons, but this time it's JIMMY, seeking the office of Governor of the State of California. (Will this be the start of another fourth termer?) . . . CLARK DENNIS doing a terrific job at the FAIRMONT HOTEL in FRISCO. Naturally!!! . . . STATION KLAS will definitely start their all night disc jockey show before Wilbur Clark's Desert Inn will have its opening on April 24th. JOHNNY RYKEN, one of our favorite D.J.s, will be your record spinner. Our guess for the start of this all night program is Saturday, April 15th . . . One of America's greatest singing cowboys arrived in town last week for the **Mindy Carson** opening at the Thunderbird Hotel. His name JIMMY WAKELEY and with him was ALVIN DRAKE, the man who directs all those "hoss" operas Jimmy appears in on the silver screen, and the producer of these wonderful pictures, LOU GRAY. Jimmy was in a most jubilant mood because of a new tune he recorded and published, "Let's All Go to Church Next Sunday Morning." This song is fast becoming a big seller. It was written by a disc jockey friend of his, STEVE ALLAN, and became a hit the moment it was heard. Mr. Wakeley went into the music publishing business three weeks ago and his first venture promises to pay off very big dividends, both for him and song writer Steve Allan. It couldn't happen to two nicer guys . . . A couple we love seeing in our town, who are frequent visitors, but not frequent enough, are Mr. and Mrs. Sam Hoffman, from San Francisco. This wonderful pair are very dear friends of ARNOLD and PHYLISS (Mommy) CHRISTENSEN, proprietors of that very popular men's shop on Fremont Street . . . STANLEY WELLS, deputy sheriff at the El Rancho Hotel, while out horseback riding a few days ago, was stopped by a total stranger, who evidently was a horse enthusiast. Stanley pridefully boasted about this animal's qualifications, did such a good job of it that he sold the horse right then and there for $250. The stranger rode off with the horse, while Stanley footed it back, but with his pockets jingling with fresh loot. As a deputy, Stanley would make a super salesman . . . DAVID MEYER, staying at the HOTEL LAST FRONTIER for the "cure," is having himself a time. He has three weeks to go to be legally

(Continued on Page 27)

LISTEN TO LOCAL RADIO NEWS
"LUCKY"
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CLUB BINGO

Round the Clock with the Rounders

. . . by ALEX HENIG

THE MONTE CARLO CLUB MANAGEMENT SHOULD BE PROUD OF THE FOLLOWING, RUSS JONES (SLOT MACHINE MANAGER), BOXMAN BILL (EAGLE-EYE) CRAVEN, AND TOPS IN DEALING ROCKY PICASCIA. (BY THE WAY, ROCKY, HOW'S YOUR GOLF?) These three fellows sure help this Downtown club with their good work and friendly attitude towards the customers.

When we were at the Thunderbird Hotel we spotted Texas' gift to Las Vegas, Peggy and Billy Williams, with friends having dinner and enjoying the show. This is one combination hard to beat . . . Arriving any day now from Florida, wife, Donna, and son, Roughhouse Tony, both solid favorites with daddy Marty Kutzen. At present he's at the New Las Vegas Club . . . Looking like a million for the last two weeks was George Henthorn (Real Estate), in his Air Corps uniform. He was on active duty with the army for the international gunnery meet, at the Las Vegas Air Base. Hats off to G. H. . . . Johnny Ryken and Eddie Moss came near breaking all records for hitting golf balls out of bounds the other day. Ted Shorie got the money . . . Congratulations to Dave Choven who will be in charge of the Security Police at Wilbur Clark's Desert Inn. With six years of rough and tough police experience, we are sure he is capable. To add that Dave is a veteran of both wars might help, too . . . "AN EXPERIENCE NEVER TO BE FORGOTTEN:" The other day Corky Myers (Las Vegas Club), Al Swabell (Golden Nugget), Little Sandy (Bingo Club) and Clarence Wright (Flamingo) went fishing on Lake Mead. About 40 miles up the canyon their motor exploded and the boat landed on a rock. From 6 p.m. till 8 a.m. they waited for someone to rescue them. They could see the coast guard's lights but couldn't let them know where they were. After spending those miserable hours waiting for help, luck finally came to them after everyone thought they had drowned. They tell this reporter that it was plenty cold outside that night . . . The Honorable Prince Nuftuli, Shoes Rosen, of Cleveland, Ohio, and Gene Warner, West Wood, California, are here in Las Vegas visiting friends Pete Brady and Carl (El Rancho) Cohen. We hope you like our "little city" . . . "JUST MARRIED," Bernice and Glen Petitti, both of Las Vegas. Bernice is change girl at



the Monte Carlo Club and Glen is a dealer at the Pioneer. He's a real native with 18 years a resident of Las Vegas. Lots of luck, kids . . . Just thought of "Corn Beef" Jerry of the Eldorado Snack Bar. You do the same when Downtown, as this Jerry is tops with all . . . Happy to see lovely Georgette Orlich up and around. In fact, she discarded one of her crutches the other day . . . Belated anniversary greetings to Harold Kline and wife on their ninth. Harold is at the Eldorado sport headquarters . . . The famous cry of the race horse bosses: If it wasn't for the last race we would be all right. Unquote. How about that, you players? . . . Two dealers out of work at present, who have ben around a long time are Bob Irving and little Pete Dunican. Just let this reporter know if you want to contact either one . . . For action that can't be equaled in transportation we recommend Fleet Lines. Terminal manager Wally Moss with his capable crew, Lynn Hayne and Stewart Miller are the ones responsible for this . . . For relaxation while having a drink, it's the Golden Nugget Saloon. The music that the Vari-Tones and the Mello-Aires

(Continued on Page 29)

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Spike Jones tells how his records get that way

SO many people have asked me how a Spike Jones record gets that way that I've decided to take you to a typical City Slicker recording session . . . We record for RCA Victor. Their studios are on North Sycamore street in Hollywood. You can't miss the building. It's the only one on the block that is shaped like an old-fashioned phonograph horn and has a little white dog sitting outside listening to his master's voice.

Inside, every artist is given a studio according to his importance. Perry Como has a gold studio. The Masked Spooner has a silver studio. The City Slickers have a grey one. It makes the mops more inconspicuous.

At 9 o'clock on the day of a recording session, my musicians report for work. First, I check to see if they're all present. This is very easy to do. I just count heads and then divide by two. Next, I inspect the instruments. When I first started I had 65. (Two .32-calibre pistols and a washboard.) Today there are more than 300 instruments in the band, ranging from a cowbell to a bathtub with an E flat drainpipe.

I tap the conductor's stand for attention. The orchestra seats itself. Our seating arrangement is the same as the one used by Toscaninni for his orchestra. (There the resemblance ends.) Farthest away from the conductor's stand, and facing it, is the brass section. This is composed of two trumpets, a trombone, and an ashtray. This is played by our first ashtrayist, Sir Fredric Gas. Sir Fredric was formerly first ashtrayist with the London Philharmonic and I obtained him in a shrewd trade for two bloaters and a bottle of monocle polish. In front of the brass section are the woodwinds. These seats are empty because nobody in the band knows what a woodwind is. To the left of the conductor's stand is the string section. This consists of four musicians with yo-yos. To the right of the conductor's stand is one of the most important parts of our orchestra . . . the first aid station . . . Before I learned that I could load my guns with blank cartridges, this station handled as high as ten wounded musicians per recording session.

Now that the orchestra is seated, I give out the music. No one in the band can read it . . . we just do this to impress the recording engineer. We are ready to begin. I say to the musicians, "Today we are going to record Offenbach's 'ORPHEUS.'"

"How do you spell it?" somebody asks. I spell it for him. "O-F-F-E-N . . . O-F-F-I-N . . . O-F-F-U-N." It is time for lunch.

We take a short lunch hour when we're recording . . . everybody is back by 4 o'clock. Then it's time for our afternoon nap. I wake the band at 7 and then we go out for dinner. We're back by 10 and then the work begins. . . . We play over the number we're going to record to see if there are any sour notes in the orchestration. There aren't any in the orchestration but there sure are a lot in the orchestra.

By 2 o'clock in the morning we are ready to record. The recording engineer gives us the signal. I raise my baton and give the downbeat. The band springs into action! . . . George Rock pulls a mustard plaster off Doodles Weaver's chest. Doodles screams! This wakes up the drummer, Joe Siracusa, who falls off his chair and rolls into Dick Morgan, knocking his guitar out of his hand. The guitar falls on Joe Colvin's foot, making him jump up and down with pain. As he jumps, his trombone tickles Freddy Morgan who starts to laugh. Dick Gardner hears the laughter and thinks he has said something funny, so he bows, knocking over Roger Donley's tuba and spilling out the tea Roger has been boiling in the horn. Helen Grayco, our vocalist, sees the water and thinks the tide is coming in, so she puts on a French bathing suit. When Professor Birdbath sees her, he whistles. This causes a robin to lay an egg on the "G" string of the piano . . . The egg falling on the "G" string gives us our first note. We continue from there . . . Twelve mustard plasters later, we are through. The recording is a success. We congratulate one another, and go home.

The next morning I am awakened by the ringing of the telephone. It is the head of RCA Victor. "Spike," he tells me, "I just listened to the recording you made last night. It's one of the best treatments of 'Some Enchanted Evening' that I've heard."

(Continued on Page 29)

Donate to the American Cancer Society
"LUCKY"
LAS VEGAS CLUB
Downtown — Las Vegas

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(EUROPE)
Is easy to remember

MONTE CARLO CLUB
(America)
IS HARD TO FORGET!

Chic Fechser,
President

Fred Soly,
General Manager

'JEST WRITING'

. . . by STAN IRWIN

RENO, "The Biggest Little City in the World," may some day grow being deserving of its title . . . and from what I see, it won't be too long. The Mapes Hotel, a beautiful metropolitan structure offering its guests every comfort possible, was the first to break away from Reno's "if it was good enough for my father, it's good enough for me" policy. Three years ago the Mapes Hotel was built, it definitely started "The Biggest Little Citv in the World" into looking the part it plays in the United States.

Within the past nine months, the young blood of Reno . . . those who want to see it prosper and grow, instead of remaining dormant, have gained much influence. Reno seems to be building with one eye on the tourist and resort trade and the other eye on Las Vegas. In this case, if both elements SEE EYE TO EYE . . . it WON'T turn out to be a COCKEYED CITY.

The Riverside Hotel is now in the middle of a modern extension building program. New luxurious rooms, casino, dining room, SWIMMING POOL (indoors), and floor shows featuring top names. Harold's Club is now almost a half-block wide, block long and three stories high, since it started an enlargement program about a year ago when it bought adjoining property. They also purchased the entire collection of the "Roaring Camp," priceless antique articles and display them on the second and third floors . . . lending a rustic, frontier atmosphere to a modern business establishment. The Golden Hotel, almost as old as Reno, is moderning all of its rooms. The entire place has been stimulated to do what they can to get any business that may be around. They are even thinking of a "strip" as a definite resort and convention appeal; the El Rancho Reno could be the pioneer of this idea.

At present, Reno has two hotels offering floor shows . . . The Mapes and



The Golden. There are four theaters and a similar amount of radio stations. There are many places presenting cocktail units or bar pianists . . . one of the newest and most popular clubs of this type is Buddy Baer's.

Reno's main season seems to be the summer months since its weather is much colder than Las Vegas all the year 'round. Quite a number of vacationists flock to Lake Tahoe during this time and Reno is a must. The city is crowded and business thrives.

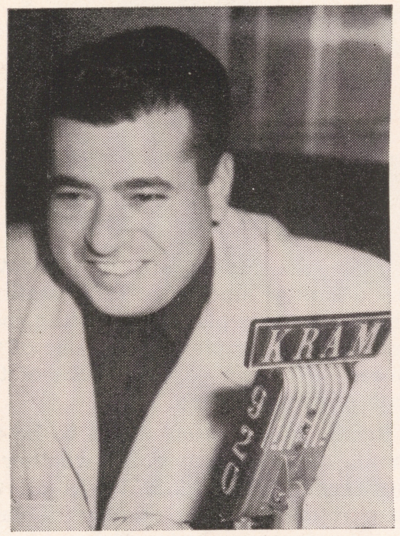
The Sierras surrounding Reno are always the aim of a sportsman. In the spring and summer for fishing, swimming, hunting and camping. In the fall and winter for hunting, tobogganing, skating and skiing. They present the most beautiful landscape in the world. Breathtaking scenes of indescribable beauty buried in hues that artist's paints can't mix. Right now, trout season is open, and they are stocking the Truckee River . . . tried my luck today, didn't catch any trout, but I did get three TRUCKS. Had to throw one back . . . too small, a Crossley.

Oh, well, by the time you read this, I'll be vacationing in Las Vegas for the week-end. I said I'd drop in . . . so, I DOOD IT!!

BE CIVIC MINDED
"LUCKY"
LAS VEGAS CLUB
Downtown Las Vegas

Review of the Shows . . . and a View of Personalities

. . . by JACK CORTEZ



★ Flamingo Hotel

(Show presented April 6 to 19)

It's PRODUCTION TIME in the FLAMINGO ROOM in this Easter presentation. **New York's famous Broadway, moved to our town in all its dazzling and glamorous fanfare . . . Headlining this super-production and direct from the Mocombo, is "The singing toast from coast to coast," BILLY DANIELS. To describe this man and his songs we must use the book that offers all the adjectives there are. Billy captures the audience with his unsurpassed voice from start to end. His voice is so powerful — and soft — that he can use a "mike" or do without it. Mr. Daniels' rendition of "Black Magic" is definitely the best we ever heard. And when he gives out with a Jump Tune with his accompanist, Benny Payne, joining — WOW! The Joint's Jumpin'. What a treat they are! An accurate description of Billy Daniels is "HE SINGS WITH HIS HEART," and that's for sure!**

THE FLAMINGO ADORABLES, directed by and "bouquets" to JEAN DEVLYN, the producer who put on these numbers that are truly enchanting. There are 21 people in each routine and features THE KINGS and TOMMY LADD. These production numbers must be seen to be appreciated. 'Nuff said! . . . MATTY MALNECK and HIS ORK went all out on this super musical production. He and his excellent crew cut a terrific show, play music beyond compare for dancing . . . Replacing the Wilder Bros. are the GENE WALSH TRIO, who take over while the ork take "5" . . . A summation . . . Look out, Broadway! You better get "hep." Las Vegas is passing you by.

FABULOUS LAS VEGAS

★ Hotel Last Frontier

(Show presented April 7 to April 21)
(Not a review)

The new show in the RAMONA ROOM features those sensational stars of "Club 15," THE MODERNAIRES. Their superior warbling, which is embellished with showmanship, goes over "Big" with all audiences from Coast to Coast, which includes radio and screen. There is all around musicianship in each of the members, a treat to see and hear in person.

On the same bill, THE BURNS TWINS AND EVELYN, two handsome gentlemen (identical twins) and blonderful gal presenting thrillingly different interpretations of taps and interpretive dancing. Their versatility, rare artistry, enthusiasm and skill makes them an outstanding trio . . . As your singing M. C., it's RUSS BYRD, who does an excellent job in that capacity . . . AL JAHNS' ORK ably back the show and dansapation. Lovely Louise is the featured vocalist with the band and the possessor of a good set of "pipes" . . . DON BAKER, "King of the Hammond Organ," takes over during intermission . . . For late hour relaxation, it's GEO. REDMAN & BOB LAINE, playing requestfully yours, 'til???

★ El Rancho Vegas

(Show presented March 29 to April 12)
(Full review in last week's edition)

Those three zany and whimsical comics of stage, screen and radio, THE WIERE BROTHERS, are the headline act in the ROUND UP ROOM . . . Brought back by popular demand after an eight months' absence, these talented brothers added many a new ribtickling gag to their act. They are a most versatile trio, play the violin, dance and present excellent (clean) comedy. The Wiere Bros. are truly tops.

On the same bill, THE NILSSON TWINS, a lovely singing duo. These identical girls harmonize beautifully, have plenty of charm and lots of stage appeal . . . THE GEO. MORO DANCERS, as always, run true to form, and present two first-rate routines, dressed in exquisite costumes . . . CARLTON HAYES and his Ork dish out danceable music as well as neat backing for the show . . . GUY LANDIS and PHIL GARD, Las Vegas' favorite sons, do the alternating for intermission time.

FABULOUS LAS VEGAS

★ Thunderbird Hotel

(Show presented March 30 to April 12)

Very beautiful and charming MINDY CARSON is the star of this show in the Thunderbird Room. She has a matchless voice, and to describe it aptly — "Clear as a brook and soft as a breeze." Mindy is one of the freshest singing personalities to appear here in a long time. With ANDY ACKERS at the piano, Miss Carson's presentation is balanced beautifully and captures the audience from fanfare to encore.

MAX AND HIS GANG is an exceptional dog act. Max is a good acrobat and whatever trick he does those canines follow and imitate . . . THE DANSATIONS present two lovely routines. The second numbers, a beautiful waltz, featuring lovely JO MARILYN, is truly magnificent . . . BARNEY RAWLINGS does a good job on the vocal and is a very able M. C. . . . The new Ork, under the direction of SANDY SANDIFER, cut an excellent show and play superb music for dancing . . . BETTY JONES is the vocalist with the band. (She is Mrs. Sandifer in private life) . . . For intermissions, JACK MARTIN'S Ork takes over and play the tunes you love to hear.

FABULOUS LAS VEGAS

★ Wilbur Clark's Desert Inn

(Show TO BE presented April 24 to May 8)

Master ventriloquist of screen and stage — EDGAR BERGEN (with his two sidekicks, Charlie McCarthy and Mortimer Snerd), PAT PATRICK of "Ercil Twing" fame . . . Lovely movie star singer VIVIAN BLAINE . . . Direct from France, LES CHARLIVELS, DON ARDEN DANCERS, and the music of RAY NOBLE and his ork.

FABULOUS LAS VEGAS

★ Club Bingo

(Show presented April 7 to April 19)

"LET'S HAVE FUN," is a "package" deal currently showing in the BONANZA ROOM. Headlining this revue is EDDIE TROY, the M. C. and comedian. He has lots of stage appeal, uses new twists to old gags and makes quite a hit with the audience.

Also in this revue is lovely PAT YANKEE, who presents a medley of tunes made popular by old-time screen and stage personalities, done in trouper fashion . . . CLAIRE WYNN, an acrobatic dancer, does many difficult tricks, all in waltz time . . . KEN SNYDER and DONNA HILL, a couple of youngsters, present marvelous tap dancing routines . . . MIKE WERNER and Ork supply the music for the show and dancing, alternating with ALEX CLIPPER, who plays requestfully yours on the Hammond Organ 'til 4:30 a. m. . . . A new policy of the management is a new show every 10 days.

FABULOUS LAS VEGAS

North Vegas

. . . by JOHNNY UHLMAN

WORD picture . . . It was 4 a.m. that morning of April 4 and he was hunched up over a pad of ruled paper, with a beat up old Eversharp pencil crunched in his fist. A fist that was toilworn and patiently waiting for any sign of life from the fellow attached to it. As you look around you can see a wide assortment of bits of paper and notes, not assorted, scattered in disorderly confusion about the room. Close by there is the inevitable . . . GALLONS of BLACK COFFEE! The deadly silence is broken only by the persistent (excuse it, please) banging of that infernal contrivance known as the alarm clock. This fellow's face is wearing a worried expression (with pants to match) and well, he may have! He had counted on using an editorial to make up at least one-third of his column and then the boss had said, "No editorial." By now your heart should be BLEEDING for this poor soul! No blood, huh? You'd already figured out that this young fellow was ME all the time! YOUNG FELLOW? . . . right now I feel as though I'm at least 103 years old, and my eyelids are so heavy they're hanging down to that little indenture in the human anatomy that some people use as a salt cellar while consuming fresh celery after they have gone to bed! (If you've heard the story you'll understand, and if you haven't . . . nothing.)

Now see how easy it is to write a column? Oh, you lost all interest after the first 20 words, huh? You've only read THIS far so as not to appear rude! Okay, let's put a few names in the news! Come along!

Johnny on the Spot . . .

If facial expression means anything, you could tell that ORLIN and MARJ LOVELAND really were telling the truth when they said they had a wonderful time and enjoyed their trip to Southern California and Mexico. They came back a week ago Thursday and are up to their molars in meats and groceries again! ORLIN has more stock in that little market of his than you could ever imagine, and the quality of meat just can't be beat. Hey! That rhymes, doesn't it? . . . I believe that one of the best known and well liked deputy sheriffs this, or any other town has ever known is JACK LARRY! It made us very happy to learn that he is to



bring his wife home from the hospital in Reno this week. Mrs. Larry has been hospitalized for the past two years and Jack tells me that it's mighty lonesome without the little woman after you've been happily married for 25 years . . . Here and now the nomination is entered for OLAF ERICKSON as the BIGGEST BOOSTER of North Las Vegas for all time! Olie is th' type of man that I would want on MY team if I was in competition to achieve a goal against stiff opposition. If all the people in our town who FEEL the way he does and would go into ACTION the way he alway does, North Vegas would probably, by now, have its own bank, theater, sidewalks, and most of all . . . SEWER SYSTEM! A man of foresight and enthusiasm toward the future of his home town, TEAMWORK is a thing that is needed the most . . . I wouldn't have believed it but I was there and saw it . . . JOE STRAUSS actually took a night off! He's the fellow who opened the DESERT-OASIS CAFE just recently and what a fine job Joe is doing. To accomplish this it takes fine food, and here is where you'll really find it. What a steak he puts out over the counter! . . . Someone was bound to get caught in an April Fool's day gag like this and it turned out to be WES PURCELL this time. It seems that every night, when the time arrives that Wes would relish biting into even a Saturday Evening Post, (he's famished), he sends up to JO ANN'S CAFE for a sandwich. IRIS BURKHART seized the opportunity on this occasion and really built a dandy "Dagwood" for him. A couple of discarded pancakes were utilized on which was spread a tasty layer of nice thick soapsuds. To this was added a few previously gnawed chicken bones, topped with a few slices of tomato that had become the victims of old age. Would that I had been present at the grand opening of that dainty morsel. The story goes that the entire EMBASSY CLUB was thrown into a panic!

Jots by Johnny . . .

The new dining room of the EL CORTEZ HOTEL had its grand opening Tuesday evening at 5 p.m. amid a huge floral display from congratulating friends. BOB BASKIN is the gentleman that leased the premises from J. KEL HOUSSELS, owner of the hotel. Mr. Baskin is also the owner of the now famous Round-Up Drive-In at the intersection of South Main and Fifth streets. When we say "new" we mean just that, NEW from the front door right on through to the back. The main specialty will be in the fine variety of bakery goods to be baked on the premises in the newest and most modern equipment available today. Open 24 hours a day for your convenience, Mr. Baskin intends to maintain the admirable reputation for fine foods that he has gained through your patronage of the Round-Up Drive-In. Make a visit to the new EL CORTEZ DINING ROOM a MUST on your list as soon as possible and see the many improvements that we find difficult to describe in this short space . . . Thought you might join me while I "peel an eye" along "Glitter Gulch" and the rest of the town. You know since I first joined the staff of this magazine I've gradually gotten more and more to do until I'm now beginning to resemble that stuff out in back . . . I'm ALL OVER! . . . Jumped through the keyhole (at the bar of the same name), to say hello to BILL KREINKE. Bill has been working here for Johnny Harrell ever since he bought, and remodeled this little bar into the novel

(Continued on Page 30)

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WIERE BROTHERS

NOW APPEARING

ROUND-UP ROOM

Hotel El Rancho Vegas

THE OLD-TIMER

. . . by CHUBBY

SPRING, and many young men's fancy turns to politics, but so many of them, as befitted their age, are very unfamiliar with the techniques and tricks of the trade. I would therefore, due to my senile age, hope they will respect the aforementioned and accept some tried and true suggestions that I have gathered in years of observing political campaigns. I shall entitle it, "Advice to Embryonic Politicians."

Always start your speeches with the following phrase: "I am not a politician." By doing this it will erase any doubt from their mind that might pop up during your speech. Also, be sure to explain that part of your friends stated, "You're too nice a fellow to get mixed up in politics," and continue by saying "that the majority of your friends tell you that even though you are not the type to be a politician, you are just the one to overthrow the present incompetency." Always remember that no matter how well the present office holder has conducted his job, he is always incompetent to those not in office. After you have made these history-making statements, you then state your political party (which is always done but never necessary because your opponents never come to hear you speak anyway). Then it's always nice to throw in a little joke, i.e., tell the one about the fellow who stated to you that he belonged to the Federalist Party because his grandfather was a Federalist, his father was a Federalist. Then tell how you came right back and asked "If your grandfather had been a jackass, and your father had been a jackass—" the fellow broke in and said, "I'd be a Federalist." That will get you over "peachy." It always has ever since Polk used it to get himself elected President, way back when there WAS a Federalist Party. (Be very careful that you don't tell it on your own party.)

Another trick in speechmaking is to have notes on some little cards, palmed in your hand. Also three or four sheets of paper. Make a big to-do about planting the papers on the podium, still palming the little cards. For the first part of your speech, make quite a to-do of reading from these papers. They can be blank, they don't have to have anything on them, as I will explain later. If you don't wear glasses, get a pair containing plain glass. Refer to the paper several times, and then, suddenly, with a flourishing gesture, take off your glasses, put them in the ker-



chief pocket of your coat, grab up the papers, tear them into bits, while saying, "This is a prepared speech, but I don't need a prepared speech. I can speak from the heart." That's where the little cards come in. You have your speech on them. You place them in front of you, everybody will be lower than you, so they can't see what's on that table. Slowly work yourself into a tirade. Be sure the gist of your speech is "Ah, the injustice of it all." On two of the cards, have at least 14 to 16 adjectives. One set, complimentary, the other, uncomplimentary. (It saves getting mixed up if you print one or the other in red ink.)

Always have a few special friends planted in the audience, not in one group, but scattered about. Make a set of signals such as, when you pound with the left hand on the table, they are to applaud. And when you pound with the right hand, they're to give a disparaging sigh. There are a few other tricks that you will gather as you become more experienced, but in these days of public address systems, it is a good idea to get well acquainted with the radio engineer who is running the equipment. Then, should the audience start to nod, sleepily, that is, he can always turn up the volume.

(Continued on Page 29)

Patronize Las Vegas Stores

"LUCKY"

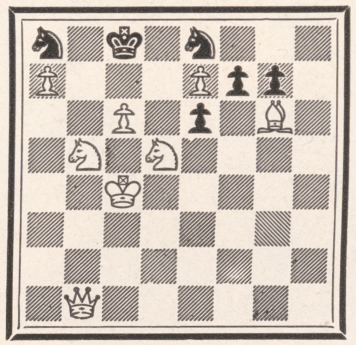
LAS VEGAS CLUB

DOWNTOWN LAS VEGAS

CHESS » » »

. . . by FRED SOLY
PRESIDENT, LAS VEGAS CHESS CLUB

PROBLEM NO. 46
Black 6



White 8
White mates in two.

Solution to problem No. 45: Q-N1.

ALEKHINE'S DEFENSE

Bersbach	Wrangell	15—Q-KB4	P-KB5
White	Black	16—B-B2	N-B4
1—P-K4	N-KB3	17—KR-K1	B-Q2
2—P-K5	N-Q4	18—R-Q4	P-QR4
3—P-QB4	N-N3	19—N-KN5	K-N1
4—P-QB5	N-Q4	20—Q-N3	P-QN4
5—B-B4	P-K3	21—R-B4	R-B1
6—N-QB3	NxN	22—R-K3	P-N5
7—QPxN	BxP	23—R(K)3)-B3	B-K1
8—Q-KN4	K-B	24—B-N6	PxP?(a)
9—B-KN5	B-K2	25—BxPch	BxB
10—N-KB3	P-Q4	26—RxB	PxPch
11—O-O-O	N-Q2	27—K-N1	RxR
12—BxBch	QxB	28—RxR	Q-K1
13—B-Q3	P-QB4	29—R-QB7!	N-Q2
14—P-KR4	P-KR4	30—R-QB8!	Resigned

(a)—N-Q6 ch forcing BxN seems to be much better; losing a pawn but holding the game.

Munger	Kaminski	18—P-N5	N-R4
CC	UCLA	19—QR-N	P-N3
White	Black	20—Q-R6	Q-Q
1—P-K4	P-K3	21—KR-B	Q-K2
2—P-Q4	P-Q4	22—P-B4	K-N
3—N-QB3	B-N5	23—PxP	PxP
4—P-K5	N-Q2	24—P-K6	BxP
5—P-B4	P-QB4	25—BxN	QPxB
6—PxP	NxP	26—B-K5ch	K-R
7—B-Q2	Q-N3	27—R-B7	QxP
8—P-QR3	BxN	28—BxR	PxN
9—BxB	N-K5	29—PxP	QxP
10—B-Q4	Q-B2	30—R-B3	Q-R4
11—B-Q3	P-B4	31—B-N7	B-Q4
12—Q-R5ch	P-KN3	32—QR-B	Q-K7
13—Q-R3	N-K2	33—Q-N5	N-B5
14—N-B3	N-B3	34—B-Q4	N-Q7
15—P-B3	B-Q2	35—R-B8ch!	RxR
16—O-O	O-O-O	36—RxRch	K-N2
17—P-QN4	QR-N	37—R-N8ch!	KxR



38—Q-Q8ch	K-N2	40—B-K5ch	QxB
39—Q-Q7ch	K-N	41—PxQ	Resigns

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FRONT ROW CENTER

. . by JOHN RYKEN

SPRING has burst on Las Vegas like the atom bomb on Hiroshima and with the same blinding effect. Not only here in Las Vegas but also along the entire Southern California coast. The result of same is the unprecedented crowds that thronged to our community last week end and probably will again this week-end what with Easter and the perfect weather. And one would suspect that nature is stealing the spotlight away from the top flight entertainers that are currently holding forth at the various hotels on the strip.

So it was only natural that in our family the bathing suits were exhumed from the moth balls earlier this year than in former years. However, there is one drawback and that seems to be the vintage of the bathing suits. Twelve years is a long time to go along with a water soaked article that is getting rather baggy and decrepit. And the style seems to be a bit conservative considering the age we live in. The only solution is the purchase of a new and startling model that can be seen on a foggy day for at least three miles. The designers say that this is the year that men will blossom out with the loudest colors seen in centuries. What with my red hair and freckles I should look well in a chartreuse number with a phosphorescent dye. So much for the weather.

Radio Shorts

CBS continues to hold the spotlight in radio circles with its rise to the dominant position on all the ratings plus the fact that new business is still being brought in by the net's salesmen. Then too, there are rumors that the chairman of the board, William Paley, is making overtures to move over some more top rated shows that are on other networks. NBC in the meanwhile has yet to come up with a policy of building shows that CBS did so successfully the past few years . . . Along with the emergence of CBS as a dominant network has come stories that the Mutual network is on the block, with no bidders. Those in the know say that it will be the first major casualty to bow to the power of TV . . . Chesterfield cigarets is interested in Bob Hope. If they sign Bob it will put the cigaret company in the highest spenders' bracket. They already have Perry Como, Bing Crosby, Arthur Godfrey . . . Bob Hope has just made a move that will net him an extra million a year by signing an exclusive contract with NBC. They



weren't taking any chances to Paley wooing him to CBS. So important was the negotiating that NBC sent its top echelon to make sure of a completed deal . . . TV has been under some fire and some very heavy fire at that to clean up the suggestive lines and costumes that have been cropping up lately. The biggest offender who brought the whole thing to a head was the unpredicable Arthur Godfrey. Several of the TV affiliates threatened not to carry him if something wasn't done to insure clean shows at all times. He promised that there would not be any future shenanigans. Out of the uproar is to come eventually a production code similar to the movie industry . . . Locally on KLAS Philip Marlowe moves to a Friday night spot, being heard then at 8:30 p. m.

Musically Speaking

As was expected, the debut of the new band of Ralph Flanagan was a socko one. It happened last week at Frank Dailey's "Meadowbrook" which saw the star of such great bands as Harry James, Glenn Miller, Claude Thornhill and others. All the big shots in the music business were there and they came away shouting the band's praises. Consensus was this band would trail-

(Continued on Page 29)

Good Schools Today . . .
Good Citizens Tomorrow
"LUCKY"
LAS VEGAS CLUB
Downtown Las Vegas

Soon!



Soon!

WATCH FOR OPENING OF

Benny Binion's

WESTERNER

CLUB

(DOWNTOWN)

HOLLYWOOD HEADLINES

by MARTIN LEWIS

AMERICA'S TOP MOVIE-MAKER TALKS ABOUT AMERICA'S TOP STAR

BING CROSBY is a better actor than he knows . . . So says Academy Award winner Frank Capra, the clever director who has piloted scores of Hollywood Headliners in his 20-odd years as a prominent movie-maker.

Bing's modest about his genuine talents as an actor, claims Capra. And he should know, for he worked with America's top troubadour for two months during the filming of Paramount's "Riding High," in which Bing is co-starred with COLEEN GRAY, CHARLES BICKFORD and FRANCES GIFFORD. The soon-to-be-released picture marked the initial teaming of the three-time "Oscar" winning director with the former Paul Whiteman rhythm singer who received his own "Oscar" on the basis of his performance in "Going My Way" . . . This close association through the making of "Riding High," enhanced Capra's already high regard for the one and only Mr. C. as a serious performer.

"Bing has forgotten more about acting than many stars will ever learn," declared the director.

To many movie-going guys and gals, the business of bestowing verbal orchids on the screen's most popular personality may seem like gilding the lily. But the quiet-spoken Capra is not a man who's given to bandying superlatives. His praise carries the weight of distinguished authority.

"Bing regards himself primarily as an entertainer," continued Capra. "Actually, he's also a polished actor. One of the secrets of his fine acting is that he never makes it look like acting. He does everything so naturally that when audiences see him on the screen, they think of him as a very human guy—a real and pleasing person. Remember, it was Bing who first dubbed himself simply 'The Groaner.'"

As a director, Capra claims he found Bing one of the easiest and most cooperative stars to work with he has ever known. For one thing, the crooner is a remarkably fast study . . .

Capra recalled how during one of the opening scenes of "Riding High," Bing had an unbroken speech covering six pages of script to deliver in rapid-fire fashion. When the camera started turning, he went through the speech from the first word to the last period without a "miss." Then he repeated the lengthy dialogue during a series of closeups of himself and the other actors in the scene.

"Bing's gift for striking idiom and original phrasing is amazing and a delight," remarked the Producer-Director of "Riding High." "I've seen him ad lib a quip during one take and it seemed to fit perfectly. Then on the next take, he would say something different and it sounded even better. I rarely changed his phraseology when we made the picture for Paramount."

As with words, Bing has a keen sense for the best way to play a situation, observed Capra. The Crosby man also makes everything he does while performing look so effortless that he gives his fellow players in a scene a feeling of ease and confidence. The result makes for relaxed and unaffected performances by all hands, which is exactly what all screen directors hope to obtain when they make a motion picture.

Some eight years back, Frank Capra thought of making a film based on Mark Hellinger's story about a racehorse named Broadway Bill with Bing in the leading role of the easy-going horse owner. He decided at that time that the peculiar Crosby charm and casual manner, plus, of course, his million-dollar voice, made him ideal for the prize part. Then, not long ago, Capra's independent company, Liberty Films, was taken over by Paramount. The director moved his offices to the studio on Marathon street in Hollywood, and eventually got his chance to test his theory.

Now that Capra has collaborated with Bing, he is more than ever convinced he has never been more right in his life. What's more, the critics who have seen "Riding High" agree with him 100 per cent.

Support the YMCA

"LUCKY"

LAS VEGAS CLUB

Downtown Las Vegas

Weekly Beauty Letter

from WALLY WESTMORE

MAKEUP DIRECTOR, PARAMOUNT STUDIOS

Don't try to hide freckles. Believe it or not, a sprinkling of freckles is fashionable. In fact, freckles are so important that Paramount Studios employs a make-up expert who has been trained in the art of applying freckles of all shapes and sizes to the faces of the screen's leading "lovelies."

This accomplished expert was put to work during the filming of the new comedy, "Dear Wife." Petite MONA FREEMAN, who plays the troublemaking bobby-soxer of the movie, has a fabulous peaches 'n cream complexion. But her role demanded freckles, so she reported to the makeup department each morning for a liberal application of the light-toned variety.

According to Paramount's beauty expert, Wally Westmore, the average damsel attaches too much importance to the presence of freckles. In most instances, a few freckles add piquancy and charm to a face. Yet one of the most popular questions in Westmore's mail bag is, "What to do about freckles?"

"In the first place," says Westmore, "a freckle is a localized collection of pigment and is nature's effort to screen out the harmful chemical rays of the sun. Summer freckles disappear after summer sun exposure is ended, so if you freckle easily stay out of the sun. As in many cases, the simplest remedy is the best. Pure lemon juice is ideal for removing freckles. It's safe and harmless, and it's effective because it reduces the freckle pigment."

Never use a strong chemical bleach on the face. Apply lemon juice with a camel's hair brush and allow it to dry for 30 minutes, then remove it . . . For those few persistent spots that respond slowly to the lemon treatment, try disguising them with a foundation cream. But don't attempt to match the foundation cream to the color of your freckles—and don't use a powder that's even one shade darker than the foundation.

HECHT'S

419 FREMONT STREET

Misses' and Women's Apparel

Weekly Fashion Letter

from EDITH HEAD

PARAMOUNT FASHION DESIGNER

For a preview of spring fashions at their best, we point with pride to the Easter outfits of Hollywood's favorite drama queens, glamour girls and sweet young ingenues.

GAIL RUSSELL plans to step into the Easter Parade wearing a slim suede-jersey dress of deep purple. The neckline dips into a modest "V," the sleeves are short and the bodice highlights a series of soft folds which disappear into a wide, hug-me-tight belt of the same fabric. For dramatic effect, Gail adds a fabulous silk taffeta stole which blends all the hues from deep purple to pale lavendar.

BETTY HUTTON and her daughters, Candice and Lindsay, will wear identical dresses of red and white candy-striped dimity. Their Easter bonnets are styled after a jockey's cap with exaggerated brims of straw and tie beneath the chin with gay red and white striped ribbons. The star of Paramount's "Let's Dance" and her youngsters will also carry matching straw basket-bags.

RHONDA FLEMING has selected a striking afternoon dress in lemon chiffon. It boasts an accordion pleated skirt, bloused bodice, a turned-back collar which graduates into a plunging neckline, and full sleeves which climax in tight cuffs. With the dress, the red-haired leading lady of Pine-Thomas' "The Eagle and the Hawk" wears a black picture hat, short black gloves and barefoot patent leather sandals.

LIZABETH SCOTT favors a black and white color twosome for Easter. With a black faille suit, she teams a fabulous blouse of white embroidered organdy. The suit skirt is pencil slim; the jacket is belted, with buttons from hemline to neckline. Sleeves are generous and elbow length, with the puffed sleeves of the blouse billowing to the wrists. The collar of the blouse juts pertly over the high neckline of the jacket and ties at the throat in a narrow bow. Miss Scott accents the outfit with black accessories.

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THAT'S FOR SURE:

(Continued from Page 9)

severed from the lovely screen star Wendy Barrie. Mr. Meyer is seen about town very often squiring ROCHELLE "ROCKY" BIERMAN, a cocktail waitress at the same hotel . . . BARNEY VAN DER STEEN had planted approximately 10,000 tulip bulbs on the grounds of the Hotel El Rancho about eight months ago. Before these tulips had a chance to blossom Barney sold out his interest in the hotel. A strange and phenomenal thing occurred last week. The very first tulip reared its lovely head directly in front of the cottage that Mr. Van der Steen had occupied. Now they are growing in profusion, bringing a bit of Holland, windmill and all, into our desert. We wonder — could Mother Nature have performed this miracle by way of thanks? . . . THE METROPOLITAN OPERA COMPANY unknowingly gave Sam Goldwyn, motion picture magnate, and other studio heads in Hollywood, a great deal of trouble. The directors of the "Met" offered comedian DANNY KAYE a **non-singing** role for the upcoming season. Looks like all points East and opera for Danny. Imagine, if you can, the rafters of staid Metropolitan, ringing with Danny's rendition of "Minnie the Moocher" . . . HUGO CITTI is the new Maitre D' at the Hotel El Rancho. This popular restaurateur is well known in many of our famous eateries for the personal touch he adds wherever he goes. Hugo was also given the job of bar manager and we believe he is going to be a mighty busy man in both capacities. Also, that very distinguished looking gentleman you see in the lobby and on the grounds of the El Rancho is **W. Gustave von Lowenfeld,** who received the job of resident manager. Mr. Lowenfeld is formerly of the Pierre Hotel in New York, where he performed the same duties and did a magnificent job . . . IRWIN R. NEWMAN is the interior decorator re-beautifying the FLAMINGO ROOM. An enormous amount of money is being invested in this room, but upon completion it will truly be a most gorgeous one. A 186 foot canvas mural of tropical plants and birds will grace the wall and that's not all. Just wait until you see what is going to happen to the Casino and Tally-Ho Rooms — simply sensational . . . SANDY SANDIFER, new orchestra leader at the THUNDERBIRD HOTEL, was a professor of music at Wesleyan Methodist College in Texas for five years. Sandy became fed up teaching music and decided to make show biz his business. He's going great guns, too . . . Not only is HERB FISHER a hotel magnate, and the man "behind the race track," but a terrific Samba dancer as well. When he gets up to dance, everyone stops to watch this Arthur Murray graduate. He is really in the groove . . . Knowing the party involved, we thought this little incident an amusing one. A few days ago ANITA MANDELL went up to one of our gaming tables and was approached by the manager who told her minors weren't allowed to play. Anita, here for the "cure," has two little sons, five and two and one-half!!! How is she going to explain it to them? Her mother, MRS. ALBERT SAKIN, heard so much about our town, she just had to come along, but she's here for a **vacation.** These lovely women are from Great Neck, Long Island, N. Y. . . . BOB DAVISON, "flyboy" of Las Vegas, finally had his car washed! Believe it or not, this 1949 Buick has a paint job, the color of which is still unknown. He'll have to give it just one more bath before we'll be able to detect the true color of same . . . Congenial JOE SCHRAMM, the very efficient Assistant General Manager of the Hotel Last Frontier, is now directing some of his dynamic energy to writing songs. His first number, almost completed, is called — "I Don't Know Whether to Cry or Laugh Over You," a torchy. Jimmy Wakeley promised to give it the once over when this masterpiece is finished. If it sounds okay, he'll publish it and do the recording himself . . . It has been confirmed when the WIERE BROS. conclude their present engagement at the Hotel El Rancho, they'll leave on a 22-day tour with the Jack Benny show. This is a cross-country jaunt and will find them doing one night stands in key cities such as St. Paul, Milwaukee, St. Louis, Detroit, Toledo, etc., etc. These exceptional comedians have been waiting for a break like this for quite some time. Good luck, Harry, Herbert and Sylvester, you certainly deserve it! . . . HELEN EVANS, a most beautiful and striking blonde, has only two more weeks to go for that certain "blue backed diploma." Miss Evans has the largest collection of various sized gold keys we have ever seen. She wears them on a necklace and bracelet and

(Continued on Page 28)

Read Local

News Publications

"LUCKY"

LAS VEGAS CLUB

Downtown Las Vegas

THAT'S FOR SURE:

(Continued from Page 27)

looks like a walking advertisement for 'Yale locks.' Her hobby has always been keys of various sizes, so-o-o—just whistle, Helen, you can have ours any old time . . . STAN IRWIN is doing a wonderful job in the Sky Room at the MAPES HOTEL in Reno. Stan is kinda excited these days, it's almost "Daddy" time. (June). Ruth, his lovely wife, is with him and sends her love to all her friends here. Both hope to be able to visit us before going back East . . .

EDGAR BERGEN is transcribing his radio show this Saturday (April 8) with Jimmy Wakeley as his guest star which will be heard on April 23rd, a day before Edgar opens and stars in the grand opening show at Wilbur Clark's Desert Inn. According to our grapevine information this program should be a **'must'** on everyone's wave length that evening . . . ANNE WADSWORTH is a very pleased and happy young lady these days. She claims those raffle tickets for that **1950 Packard** are being bought like hot cakes. People just can't be fooled. They must be reading the **"Consumers Research Magazine,"** which lists the **Packard** as the best dollar buy for 1950! That publication is strictly unbiased in all of its findings and employs a research staff for you, the people, to let all of you know what is the best value on the current market. **Bill Kruse,** owner of the Packard agency in town, says that this Number 1 buy in cars is doing a great job and hopes that there will be many more Packard drivers! . . . It is good to see RENE HALLETT back in the line of the **George Moro Dancers.** Rene was out for two weeks with a fractured wrist. We missed her, she is a definite asset to these wonderful dancers. **Ruth Landis,** the assistant producer of this line, has her hands full and is doing a great job during George Moro's absence. George should be back very soon after a much needed vacation in New York . . . Many people miss JIMMY KENNEDY and his crazy antics since he closed at the Bingo Club. We doubt if Jimmy has a "serious bone" in his body! Always laughing and kidding people is his trait . . . Platinum blonde JOAN OLANDER and auburn beauty BARBARA FREKING are MAC "CUTIE PIE" KRIM'S present hobby. By the way, please keep it quiet, he still likes polo . . . Is BILL HENRY coming back to the pool at the Last Frontier Hotel as lifeguard again? His friends and fans are wondering. He was always so courteous and amiable . . . Two men who deserve a round of applause for their great work are FRANK BURKE, manager of the Bonanza Room and restaurant of the Club Bingo, and FRANK SCHIVO, casino manager. They are a most conscientious duo . . . We saw and spoke to JIM HACKATHORN for the first time since he was forced to close the EL RANCHO RIO, and he really gave us the lowdown on **that** deal. Bob Brooks, the owner of the club, promised to lease the place to him at a certain price and then reneged. At the specified time agreed upon Mr. Brooks asked for a much higher rental than originally stipulated. The fly in the ointment was the agreement was oral. Mr. Hackathorn was forced to back off because he just couldn't see how he could possibly make it and didn't want to get himself too deeply involved or hurt anyone. Because of this Jim will institute a lawsuit against Bob Brooks for violation of his word and agreement. In order to buy this club Mr. Hackathorn sold his property on the Coast a few months ago, moved all his belongings to our town and is now in an unfortunate predicament. In the two weeks that he operated the club he incurred quite a few debts. Last week he paid each and every one of his debtors off, even though the club is closed and he has nothing to do with the place. He is a firm believer in that old adage: "A good name is worth more than all the riches in the world" . . . It's quite a mystery why CHARLIE JUDSON resigned as Managing Editor of the Las Vegas Free Press, a new newspaper, scheduled to hit the streets on April 15th. Mr. Judson is a very famous newspaper man, was formerly manager of the Los Angeles Daily News and was most anxious to get it going! . . . Aside to EDDIE ROGERS, Denver, Colorado: THANKS!! . . . We received a card from ROMO VINCENT in which he asks us to be remembered to his many friends. He is currently appearing at the BEVERLY CLUB in New Orleans . . . For truly excellent food beyond compare, it's the TWIN DRAGON, and their excellent Chinese cuisine . . . GEORGE THURMAN, box man on the graveyard at the EL RANCHO VEGAS, recently bought ten acres of land in Paradise Valley. He is out there

(Continued on Page 30)

THINK, TALK AND
LIVE AMERICAN
"LUCKY"
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JOHN RYKEN:

(Continued from Page 23)

blaze the return to the lucrative years of the early '40s that the bands then enjoyed. Flanagan was to create the excitement for dance music that Miller did a generation ago. Only time could attest to the accuracy of that prediction . . . Band business in general has picked up all along the line with most major recorders pushing their bands in big publicity campaigns. Latest to get the treatment is Ray Anthony by Capitol Records. It ties in with his opening this week at the Hotel Statler in New York. The smaller jazz combos are much in demand too and the recent records have been full of jazz releases.

Records of the Week

Gordon MacRae, "This Is Heaven to Me"—(Capitol).

Kay Starr, "Someday Sweetheart"—(Capitol).

Toni Arden, "Rain"—(Columbia).

Herb Jeffries, "Swamp Girl"—(Columbia).

Theresa Brewer, "Old Man Mose"—(London).

Ralph Flanagan, "Joshua" (Victor).

That is the news for this week.

—J. R.

POP SQUIRES:

(Continued from Page 5)

But very few are here who remember that fine chap, Rev. Harry Gray, who came here as Rector of Christ Church. He was the inspiration which drove some of us in our ambition to build Christ Episcopal Church to prove to the world that we were not entirely barbarians in this far-away country called Las Vegas. My partner Chris. Brown and I provided most of the material and I personally supervised the laying of the cement blocks and the placing of the timbers to support its roof. The building was completed and consecrated in 1908.

Peter G. Gray, father of our Rector, contributed the bell which hangs in the bell-tower and calls to the people of Las Vegas every Sunday. Just now and for some years past, we have had a splendid young chap, Father Rosson, as our Rector and I am sure that it will be worth while for all you boys and girls who bring us gaiety at our resort hotels, to come to church on Easter morning.

Of course, you may say, the fellow who writes such stuff as that is an old simpleton who has lived already too long. Probably you would be right — but still I am sure that without the sustaining power and the comfort and the restraining influences of religion, we and our country would be in a pitiful mess and there would be no great hotels and places of amusement in which you clever folks could bring to the rest of us the joy and gaiety which your God-given talents create.

SPIKE JONES:

(Continued from Page 13)

"But we recorded 'ORPHEUS,'" I tell him.

"That's what I said," he answers. "It's one of the best treatments of 'Some Enchanted Evening' that I've heard."

I hang up. I've just got to learn how to read music!

THE OLD TIMER

(Continued from Page 21)

Another little trick is to grab the microphone stand with both hands, if you see that their interest is roaming. In 99 per cent of the microphones this gesture of grabbing said microphone causes an unearthly squeal that is not unlike the wail of a disinherited banshee.

And, in closing, always look at your watch, act surprised, and say, "I had no idea I had talked so long." Take out your kerchief, wipe your forehead, say "Thank you," and sit down. And, if you don't get a hand, don't ever again speak to the friends that you had planted in the audience for that purpose.

ALEX HENIG:

(Continued from Page 11)

play are just the thing. Sandy, Bob, Chuck, Frank, Al and George are the ones who supply the music . . . 21 dealer Morrie Siegal's wife and children are leaving for Chicago this week. They haven't left and he misses them already. Take it easy, pal . . . Head housekeeper Miss Rushing, Margaret Lee (inspectress), Edith Ruple (assistant inspectress) and Ida Stewart who are part of the crew at Hotel Last Frontier that keep the hotel in tip-top shape. Besides they are all very charming ladies . . . See you soon. —ALEX.

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NORTH VEGAS

(Continued from Page 19)

attraction that it is today. Back in the old days I used to just sit in awed silence and watch, as Bill would work the service bar as well as his own station at Val Sneed's, and then the Hi-Life. He enjoys the reputation of being one of the fastest and most accurate men in the business behind that bar. Just watch him some time when he gets busy . . . Didja' know that DICK GOLDRING is back in California studying music and voice? This boy, Dick, has a lot on the ball and it wouldn't surprise us any to find him among the top names one of these days . . . Have you noticed how the action at the EL-DORADO CLUB has picked up lately? You can hardly get into the place at times. I wonder if that infectuous smile of BOBBY GORDON'S has anything to do with the air of genuine friendliness that has come over the whole club?

Gotta quit now . . . my coffee's all gone! And just to disprove that old saying that black coffee will KEEP you awake, you might check with me in about five minutes and see if I kgfpning coo beekin fy sz-z-z-z-z, muh-h. HUH? Oh! Maybe you'd better look me up next week! I've got "over-lapping eyelids again! . . . Bye, now! —JOHNNY.

THAT'S FOR SURE:

(Continued from Page 28)

constantly when not working, tearing up the wild desert growth. To date he has lost approximately 15 pounds and looks like a million. "It's that clean outdoor living that does it," says George . . . CARL COHEN, pit boss on the same shift, lost a button off his jacket when he read in a L. A. newspaper that his 15-year-old son, ALAN, won the speech contest at the VERDUGO HIGH SCHOOL in California. "C. C." is sure a proud Pop since then . . . At this writing we were asked not to divulge the names of the new owners of Ethel's Liquor Store. All we can say is, both are very well known local business men, are well liked by all who know them and their business reputation. We wonder what the Rappaport boys are going to do now? They always wanted to get rid of the place, and now that it has happened, "What now, brown cow?" . . . THE ADAVEN'S SOCIAL CLUB are having their annual Easter dance, April 8th at the War Memorial Building. The proceeds from this affair will be used 100% to purchase a motorized wheelchair for a polio victim. The Adaven (Nevada, spelled backwards), is a club on the Westside of our town. The committee asked us to say that everyone is welcome. The AFFAIR is definitely a non-profit one, the CAUSE, a magnificent one, and the HOLIDAY, EASTER SUNDAY, a perfect day for a deed such as this one . . . In conclusion, may we say to our many friends and readers: THE STAFF of FABULOUS LAS VEGAS wish you one and all a most wonderful and joyous EASTER, and that's for sure!

✓Frances Perkins, formerly Secretary of Labor, likes to tell of the time when she was in a movie and, turning to a gentleman seated behind her, said, "If my hat prevents your seeing this picture, I'd be happy to take it off."

"Please don't," said the man. "The hat's much funnier than the movie."

✓Sign in Hollywood barbershop: "Don't worry if your hair falls out. Suppose it ached and had to be pulled out, like teeth!"

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