Jack Gorkz

Fabulous LAS VEGAS

HOWDY PODNER



MEET

BILL KOZLOFF

(Story on Page 9)

15¢

February 16, 1952

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PUBLISHED WEEKLY VOL. 2, NO. 44

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"THAT'S FOR SURE," By JACK CORTEZ
HOLLYWOOD HAPPENINGS, By MARTIN LEWIS
REVIEWS OF CAFE SHOWS, By JACK CORTEZ
RANDOM THOUGHTS, By B. B. BARTON
CHESS, By FRED SOLY
THE WATCHBIRD, By LADY MICHAEL
WHAT'S DOIN'? By JOHNNY UHLMAN

ADVERTISING
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HOWDY PODNER

VOLUME 3 FEBRUARY 16, 1952 NUMBER 44

OBSERVATIONS . . . by CHARLES P. "POP" SQUIRES

LAS Vegas has just enjoyed the high sensation of a motion picture the scenes of which are laid in Las Vegas. The name of the picture, you all remember, is "The Las Vegas Story."

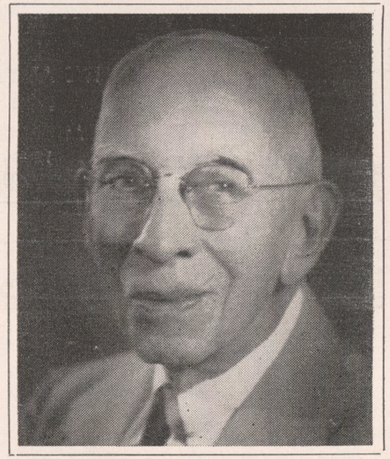
Unfortunately for me, I presume, I did not see this latest picture in which Jane Russell was the lovely star. But there were plenty of excited spectators on Fremont Street, fighting for autographs and for a chance to see the leading characters who were putting on the show.

And the memory came to me of other great motion picture events which, something like forty years ago, were stirring the imaginations of us yokels close to the site of the Fremont Theatre, where Tuesday evening's riot was staged.

On the corner of Second and Fremont streets a motion picture company, the name of which I cannot remember off hand, staged some of the marvelous stunts of "The Hazards of Helen" in which the lovely and very kindly and companionable Helen Holmes was the star.

The particular scene which I remember best of all was when the company, at great cost (maybe as much as a hundred dollars) built a board building something like 16 by 24 feet in size, the two fronts facing Fremont and Second Streets being quite complete in detail, the back being left off entirely.

The afternoon the tragic and hazardous scene was to be shot (sunlight being the prime necessity before these days of fancy lighting by electricity) the whole town was packed into the intersection. Helen was siezed by the handsome villain, dragged into the building (supposed to be a sawmill in the wilderness), tied to a post, the surroundings sprinkled with kerosene and set fire.



Through the door and windows we could see Helen struggling furiously in an effort to free herself from her bonds, but to no avail. We could see the angry flames steadily approaching and it was hard for some of us young fellows (I was only about 45 then), to restrain our impulse to rush in and save Helen.

Just as it appeared that all was lost and the beauteous Helen was about to sink helplessly into the roaring flames, the handsome hero (Leo Moloney I think it was), rushed in, cut the restraining ropes with a few deft blows of his woodsman's axe, seized the fainting Helen and bore her to safety, just as it seemed that all was lost.

Thrilling? These modern love scenes where the hero merely kisses the lovely

(Continued on Page 25)

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RANDOM THOUGHTS

. . . By B. B. BARTON

ONE of the most favorite topics of conversation in our country is the weather. We brag, boast or cuss it. However, and this may come as quite a shock, there are approximately 230,000,000 persons who do not even breathe a word about this subject. These are the Mohammedans. They don't dare mention the elements for fear that someone will think they are criticizing Allah's decisions . . .

Do you want to keep peddlers and panhandlers away from your front door? Just put up a sign: "Look out for the Agapanthus." Most people will take it at face value and hightail in the other direction. But, you might have to contend with a literary genius who will know that Webster defines the "Agapanthus" as the ordinary garden lily . . .

Out in Joliet, Illinois, a pedestrian really has to watch his behavior if he doesn't want to be subjected to public derision. When a Joliet policeman sees a jaywalker, he blows his whistle and stops traffic. Then he walks over and escorts the law breaker across the street. Can you imagine how a husky, healthy guy would feel with all that attention? . . .

Did you know that everyone believed that men went around with one rib missing, right up until the Middle Ages? The theory was based on the Biblical story of Adam and Eve. When the anatomists put their minds to it, they discovered that every man had all the ribs he should have . . .

Then there's the tale about the woman who wanted a divorce because she didn't think her husband treated her very well while she was ill. The beast sent an undertaker to see her and ordered funeral wreaths. Nice chap! . . .

I think a woman is better off alone than with a husband whose temper makes him a bad sport. One gal was granted a divorce because her husband would upset the checker-board whenever he saw he was going to lose the game . . .

Of course, men get divorces for unusual reasons also. One poor deluded male told the judge he fell down the cellar steps. When his wife ran out to see what happened, she just looked at him, lying in a half-conscious state and told him to put some coal in the furnace while he was down there . . .

A few years ago, a friend of mine returned to the states after a European tour. We fell into a discussion of



the interesting methods used by various men of the church to get the congregations interested in attending and hearing their sermons. The most ingenious gentleman delivers his sermons through a ventriloquist's dummy. Clever? . . .

Pity the poor woman who had to get a divorce so she wouldn't remain a vegetarian all her natural born life. Her husband loved to see steak and onions on the table for dinner. He would proceed to gulp all of the meat and leave the onions for his harassed frau. Such a considerate person! . . .

Some people get their revenge in courts, others derive some satisfaction from strange wills. One lovable gentleman left a coil of rope for his wife and legally stated he was sure she would know how to use it . . .

As far as wills are concerned, it's a known fact that they have been written on coins, table cloths, egg-shells and even cheese. Despite the substitution for paper, the courts have upheld these wills, as long as they were properly attested . . .

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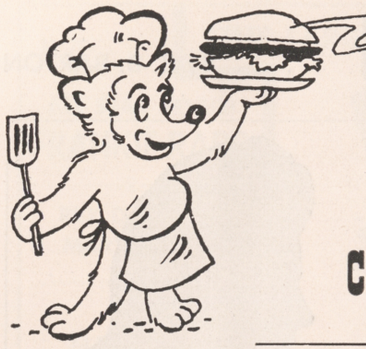

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'Howdy, Podner'

and we love it.

DANNY CASSELLA

AND

ORCHESTRA

★

CURRENTLY AT

WILBUR CLARK'S DESERT INN

THAT'S FOR SURE . . .

by JACK CORTEZ



THIS week, we would like to salute one the nicest personalities of LAS VEGAS, MR. BILL KOZLOFF . . . It was less than two years ago that Bill first beheld the beauty of our fabulous town and the untold opportunities available for an aspiring gentleman. After that visit, Bill returned to his Reading, Pa., home and unfolded such intriguing details about our Shangri-La, it didn't take his charming wife, MAXINE, very long to pack their belongings and prepare their four children for the Western trek . . . Once the Kozloffs set up housekeeping in our midst, Bill went out to absorb as much experience as he could in the gaming profession. It was all comparatively new to him, a former beer distributor. Not too much time elapsed before Mr. Kozloff acquired sufficient knowledge to receive an important post. Now, this personable gentleman is the assistant general manager of the Hotel Last Frontier . . . Within the short period of his stay here, Bill has acquired an enviable list of staunch friends and is admired by all who come in contact with this unassuming individual. He is the type of person everyone likes on first meeting. The world could certainly use many more men of his ilk, with his ingratiating manners . . . To you, fabulous BILL KOZLOFF, goes our salute of the week. Long may you reign successful in the realm of good-fellowship and your chosen profession.

The party that was given for the reporters who came to Las Vegas for the premiere of the LAS VEGAS STORY was one to top all shindigs. Approximately 100 scribes were flown in from all parts of the country. As each debarked from the plane, he received a pouch containing $50.00 in silver. Even BILLY WILKERSON, of the HOLLYWOOD REPORTER, received one of the valuable sacks. (Wonder if HOWARD HUGHES was an honorary recipient?) After this reception came a cocktail party, the parade (with fireworks that equalled the sparklers displayed at New Orleans' Mardi Gras), followed by the showing of the eagerly awaited LAS VEGAS STORY flicker. We realize this was publicity that most towns dream of and are humbly grateful to all responsible. Let's hope our fabulous city will soon again be chosen as the site for another premiere such as this.

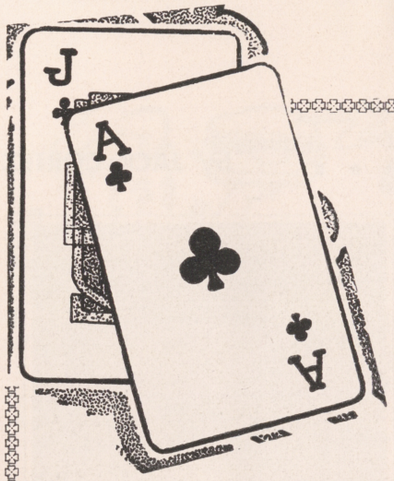
Many were the smiling faces in town when the release came through, announcing that PEARL BAILEY (our 'This You Can Believe" columnist) would open at the DESERT INN on February 19. We all love this talented lass who has a distinct pattern of showmanship, all her very own. Pearlie Mae dropped over to the office and revealed she would fulfill the six-week stay this time. Won't be long before our "tired" gal reverts to the bachelor girl ranks.

One of the finest watchmakers in town is WILLIAM S. (BUD) KEAST. His reputation has grown so rapidly, his booth in the BOND JEWELERS' shop on Fremont street will have to be enlarged to make way for an assistant. We never saw so many watches in any repair shop. The customers are more than willing to wait until Bud can give his attention to their time pieces.

Next Tuesday, February, 19, will see the opening of the SILVER SLIPPER CARD ROOM under the guidance of MR. GEORGE ALTMAN. The CARD ROOM is located in the space in the Silver Slipper that was once the race book. Featured will be POKER, PAN, and LOW-BALL in this quiet, comfortable room in the old-fashioned setting and noted for its old-fashioned hospitality. A welcome to you, George, and the best of luck to you in your new undertaking . . .

We could very easily shed the cloak of civilization and lower ourselves to the plane of certain individuals when we hear of situations such as this. JOE VENUTI, the violinist at the GOLDEN NUGGET, was recently notified that his

(Continued on Page 17)



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GEORGE ALTMAN

LADIES AND GENTLEMEN INVITED

WHAT'S DOIN'?

. . . with JOHNNY UHLMAN

THE mail box out in front of my place is about as useful to me as a last year's bird nest would be to a tom cat. Oh. I usually get some mail every day but not the type of missive with a meaning that recalls fond memories of a loved one or friend, that causes you to clutch the message in trembling hands and crush it to your bosom while shedding a tear in blind rapture at the thought that you had been remembered.

For instance, today I ran to my postal holder and breathlessly dug out the letters to find that I had received a grand total of **four!** The first I opened held for me a fist full of "very valuable coupons" which I could apply toward the purchase of 25 pounds of soap powder. This I **need!!** I'm a bachelor who uses soap once a day to wash off my dinner dishes and who sends the laundry out. The second was to convince me that I was going to break a leg any minute, and **who** was going to take care of me? Some insurance outfit in Milkum, Montana, or somethin' like that. The other two letters were "window" letters! Even before you get them open you're pretty sure they're going to say, "Wherza muny?"

. . . On the other hand there's a quotation in the Bible something about "casting thy bread upon the waters"; about the only person with whom I correspond regularly is my mother, a pleasure too few of us are able to enjoy. If you **have** a mother and aren't writing to her you can imagine how she must feel when she goes to her mail box only to find "coupons" and similar mail . . . It looks like maybe this weekend BOB BASKIN will be able to get the new addition to his famous ROUND-UP DRIVE IN into action in the way that it was intended when he built it on. The beautiful new dining room has been completed for quite some time but it seems that the "union boys" didn't see fit to finish the job until a few things amongst themselves could be ironed out. Now with the completion of the service set-up for the dining room, the ROUND UP should be able to **almost** handle the crowds they will be having for their consistently high-rated food. The EL CORTEZ COFFEE SHOP and RESTAURANT is also under the same management as the Round Up in case you're interested in knowing where to go to get good food any time of the day or night. You might drop in and try out the new dining room, and try me on what I've



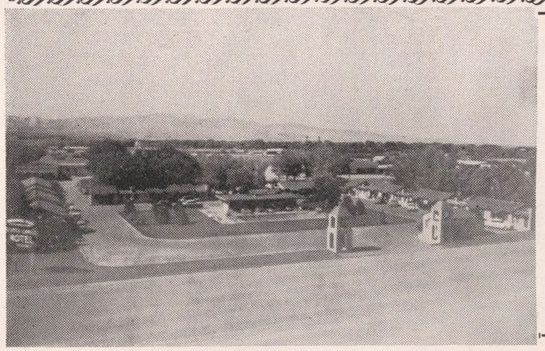
said about the food! . . . The amplified accordion used by DANNY CASSELLA in his combo at the DESERT INN enables the outfit to play some of the widest chords you've ever listened to for a small combo. That heavy bass is like a strong bari in a full sax section and with the clarinet taking the top they get a sound that is hard to beat. Danny prevails in the percussion department and beats the b—g's out of bongos. The hopped-up accordion is handled by EDDIE KROCHMAN and the reed section is in the hands of KENNY LEIGHTON, all very good musicians. I shudder to think what they could do with a fine bass and guitar added!!

Speaking of fine music the session over on the Westside got into one of the finest grooves ever last Saturday night, and lasted for about four hours. It isn't often that a group of guys sit in a session and really make "sense" for such a long period. For instance, the week before last, the session lasted the same length of time but no one got off their ankles. This last week everything fitted together and everyone jumped! And how many times have I said that the session you miss is bound to be the best one that ever took place!! These wing-dings some to a head at the ELKS LODGE over on the Westside every Saturday night . . . see you there!! . . . Be on the watch

(Continued on page 25)



DOWNTOWN



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100,000 POPULATION
IN LAS VEGAS BY 1954
DON'T WORRY—WATCH US GROW

THE WATCHBIRD

. . . by LADY MICHAEL
(Michael Neale)

WITH the town full of celebrities for the premiere of the "Las Vegas Story," cocktail parties, dinners and nose punches were tossed with great profusion. The spot light shone equally as brightly, however, on the BETTY BOYLE fashion show and luncheon given at the Desert Inn Thursday. The show opened with ROSE MARIE REID presenting her 1952 bathing suits and then went on to some of the loveliest apparel that "madame" will wear this season. Hobo shorts, parasol bathing suits, corselette day dresses and CECIL CHAPMAN cocktail and ball gowns brought forth many oh's and ah's. For the finale, the models tossed valentine nosegays to the audience for receiving the show with such enthusiasm . . .

The birthday party for MARION (never looked lovelier) LEDERER, given at the home of DORA and JODY HUTCHINSON was the crowning social event of Chatsworth Park. Bundles kept arriving by guest, special messenger, and pigeon (carrier variety). Such lovely, lovely loot! Everything from pearls to pewter. The huge cake (it took four men to carry it), was decorated with tiny dolls. Bathing suit clad "guys" surrounded a sarong clad "doll"—depicting Marion and her ardent admirers on Waikiki Beach. The guest list was a glittering array of important people from the social and artistic fields. Among those present were PRINCE and PRINCESS THURN-TAXIS. She is the former LILI MESSENGER, the agent who just sold "Paint Your Wagon" to LOUIS B. MAYER for a wagon load of $$$$$$. LOUISE and HARRY DUNN—she's the former LOUISE WHITNEY of **THOSE** Whitneys and is DORA HUTCHINSON'S aunt. MRS. SAKS of **THAT** department store on N. Y.'s Fifth Avenue and CHICK and EDNA BRAUS of the swank Beverley Hills branch. DORIS DUKE'S protegee JOE CASTRO (of the busy fingers set) left the party early to join Doris in Honolulu, where he will play for her luau and then return for next Saturday's "King and I" party.

The actor set included the beautiful JANE WYMAN, TRAVIS KLEFELD, NORMA and BERT LANCASTER and DIANE DEEBEE GARRETT the X-Mrs. MAD MAN MUNTZ who drove him sane. The O'Brien clan was represented by EDDY of Twentieth Century Fox, BILL of Paramount, HUGH of Universal and ELOISE of MRS.



PAT. (N.B. None of these O'Briens are blood kin). Margaret would have been there but she's too young for this sort of soiree. The HANLEY set included DICK (executive secretary for L. B. Mayer), and BOB, interior decorator. The radio and TV hour produced such stars as NORMAN CORWIN, KATHERINE LOCK, SANDRA GOULD (Miss Duffy of Duffy's Tavern), BARBARA LUDDY, NED LeFEVRE, LUCY KIBBY and J. C. and RUTH FLIPPIN.

The writer group: ROLAND KIBBY (Ten Tall Men), BORDEN CHASE (Apache Drums), STANLEY ROBERTS (Death of a Salesman), RANDALL Mac DOUGALL (Mildred Pierce), KATHERINE and DALE UNSON (parents of film beauty JOAN EVANS). RUTH WATERBURY (associate of LOUELLA PARSONS), JERRY ASHER, who is CAL YORK of the movie mags, EDWARD TRIZINSKY (Stalag 17), CHARLOTTE ROGERS, who is recovering from publicity at the Mocambo, JIMMY COPP of the Skylark hour and VIOLA SWISHER of the Valley News, who personally informed us that she's being replaced on Variety by SHEILA GRAHAM.

Organized Labor Dept: (Not under J. L. LEWIS and his eyebrows, but under JOHN C. LEE). Slaves were BARBARA SCHEFFER, daughter of the Valley's CHOO CHOO. Barbara plans on swimming the English channel under water when she reaches 18 and gets her proper lung expansion. EDDY

(Continued on page 23)



The conservative spread collar in White Broadcloth by *Hathaway*

This conservative-spread collar has a definitely youthful air, yet is not in the least extreme. All the niceties of Hathaway tailoring in a shirt of fine white broadcloth. French cuffs. $5.95

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This You Can Believe . . . By PEARL BAILEY

HEAD a week's rest and — ya know what — "NOTHING!" That's the name of my new record (CORAL LABEL). Can't blame a person for putting a little ol' plug in for themselves in order to sell a tune. Nobody asked me but the other side is called—(get this)—"The Eighth Street Association Barbecue and Fancy Dress Ball." (Short title—huh?).

'Twas dern nice, coming across the country (for the 99th time), but lawdy! was I glad to see the lights of Las Vegas! How this town is growing! Every place ya look, new buildings, etc. and **sunshine!** Course, I didn't know the wind could blow so strong. Gracious, it frightens me.

No sooner had this child arrived than comes the work. (Is that bad?). Opening the DESERT INN (my favorite place), February 19 for two weeks, so look out for "ye old buck and wing dance." Don't have many new songs but Pearlie Moe's got a few new tricks. (No magic, either). Be good to work with girls like LADY MICHAEL again. The first engagement there, we worked together. So, you see, the world is really round and folks keep meeting again. Can you imagine two PROMINENT (that's all, brother) columnists on the same bill? (Watch out for the billing problems).

Ya know, I got to thinking the other day, about what a swell place this world is to live in. At times, it seems like NO—yet when you think of some of the nice friends—ya say YES. There are loads of wonderful falks around, helping this ol' world to keep spinning on its axle—**but RIGHT!** Couldn't name all of 'em—yet—it wouldn't hurt to name a few—would it? Here goes:

1. HARRY and ALICE WHITE—D. I. GIFT SHOP. They are DEMOCRACY IN ACTION.

2. MARTIN and LEWIS—because of their ability to be (without trying) mighty, mighty funny.

3. WILL MASTIN TRIO—so wonderful and I do love SAMMY for staying a great down-to-earth boy.

4. ETHEL WATERS—this is a great woman with amazing courage.

5. JOHNNY UHLMAN—how did ya get the nerve to let your hair grow back? Folks with nerve like yours—the world needs. I'M SCARED!

6. JACK CORTEZ—who just goes around being nice—'cause what else could he be?



7. SOPHIE TUCKER—who has been a star and real person for so long.

8. JIMMY DURANTE—how could ya have a world without this sweetheart?

9. ROBERT MITCHUM—never met but have seen and like his face.

10. ELLA LOGAN—Your coming over from Scotland was our pleasure.

(Continued on Page 33)

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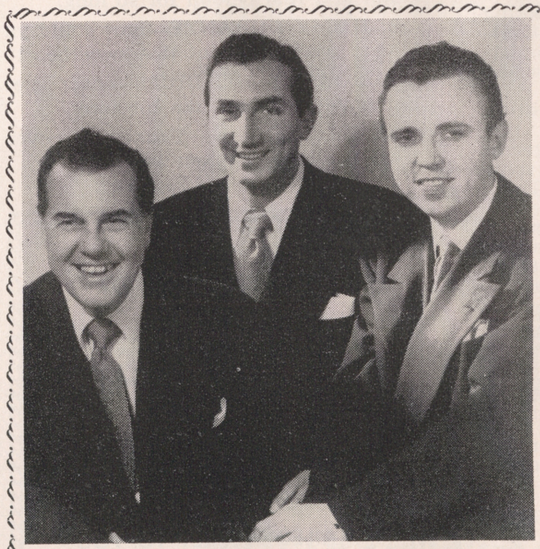
— DOWNTOWN —



BECAUSE OF YOU

WE ARE IN OUR

5th WEEK

AT

HOTEL LAST

FRONTIER

Our Sincere Thanks

to JAKE KOZLOFF

The Three Majors

THAT'S FOR SURE:

(Continued from page 9)

aged father was the victim of an inhuman assassin. The unknown assailant, intent upon robbery, took the last breath from this fine old gentleman. We are praying the police department will track down this vicious killer and give him his just reward.

Not too long ago, HAROLD HIND, head cashier at the HOTEL LAST FRONTIER, raised his hands in disgust. For some time, Harold has had to cut the side of his shoes in order to gain comfort in walking. The reason was an unnatural growth of bone on his foot. After determining the cost of the many shoes he had ruined, Mr. Hind consulted DR. SUTHERLAND and underwent a corrective operation. We are happy to report it won't be long before Harold abandons the crutches and will be able to wear shoes that aren't cut up.

ARNOLD CHRISTENSEN (owner of the popular men's store on Fremont Street) is in charge of the Red Cross drive in the downtown business area. He was appointed by VERN WILLIS, fund director for this worthy cause. Chris is the type of person who can be relied upon to fill whatever quota is set for his district. He is a tireless worker and is engaged in acquiring assistants to "make the rounds" for the donations. If you are approached by a member of this committee, please do your best to "give until it helps."

We understand that SANFORD ADLER, owner of the CAL-NEVA LODGE (at LAKE TAHOE) is asking $1,300,000 for the place. Any takers? (Wait a second, let's check Mrs. C's piggy bank again!)

Here's a puzzle! Can't understand why a man of STEVE STEVENSON'S ability is working the Service Bar at WILBUR CLARK'S DESERT INN. His reputation as a mixologist is beyond compare and he would be a great asset "up front," taking care of the patrons. The guy has personality plus and is terrific in every way in his profession.

Received a very newsy letter from BUDDY GROVER who is at home in Brooklyn (U.S.A.) at the moment. Buddy writes that he saw ABE SCHILLER (booking agent for the FLAMINGO HOTEL) on ROBERT Q. LEWIS' talent program (TV). Of course Abe was looking sharp in a swanky cowboy outfit (to quote Buddy). Abe certainly has outdone himself in his talent buying quest, to bring nothing but the finest to the hotel he represents. Buddy also promised to send recordings of his "Honeybee" as soon as the platters are pressed. Don't forget, lad.

GUS and HELEN COREY are really "up to here" with the work involved in preparing their new restaurant for a late March or early April opening. If you are wondering about the construction going on at the CINNABAR, that's the location that will house the beautiful new dining center. The Coreys have spent the past week on the coast, purchasing equipment for the place. Come to think of it, wonder if JIMMIE GUS will be the new cashier. (Assistant Editor's note: This is **not** Kentucky!).

The biggest feature of the CALIFORNIA CLUB is PHIL COPLEY'S RESTAURANT. That isn't only our opinion. The figures speak for themselves. On a slow day, they serve 500 diners. It doesn't take long for folks to realize where they can get the finest food.

CARMEN MIRANDA was really an enthusiastic little girl on February 9. The management of the DESERT INN filled her suite with beautiful flowers in honor of her birthday. The following day, she and hubby (DAVE SEBASTIAN) visited the St. Joan of Arc church to offer thanks for their many blessings. Although we are belated (in print), please accept our very best wishes also, Carmen. We love to see your sparkling happiness.

We always knew that LIBERACE would score tremendous success on TV, if given a chance. He and brother GEORGE are highly elated over the reception their Wednesday evening TV show is enjoying. They recently completed a sensational engagement at Hollywood's CIRO'S. The patrons made such a clamor for their return, HERMAN HOVER signed them to a return engagement March 7. Can't think of two more deserving gentlemen.

After dancing with the JEAN DEVLYN group at the MAPES HOTEL in Reno for six months, FRAN MORFIELD is sublimely happy to be "home" again. The gal wanted to return so badly that Miss Devlyn finally consented and the damsel is once again twirling with the gals at the HOTEL LAST FRONTIER.

We salute a real artist and trouper. Although in severe pain, induced by a chipped foot bone, DICK HAYMES (the great singing star) opened at the fabulous FLAMINGO HOTEL. With the help of a cane and a stool, Dick went on and put across a terrific show. It's unfortunate that the trunk slipped when he was moving it, the evening before his opening. You're great, boy!

PHIL (Oxydol Sparkle), the "21" dealer at BENNY BINION'S HORSESHOE CLUB, is very happy with the presence of his lovely mother who is visiting from the East. We join our wishes with Phil's and hope his mother

(Continued on Page 27)

SHOW REVIEWS by Jack Burns

Flamingo

February 7 through February 20

The star of this show is "Everybody's Favorite," DICK HAYMES, who is singing better than ever. Dick has always had a relaxed and informal air about him while on stage but, due to having chipped a bone in his foot just before arriving for this engagement, he was obliged to use a high stool to lean on while performing, and the use of the stool has made it all the more comfortable for everyone in the room. While Dick is singing your favorite selection you almost feel as though he is sitting across the table and is singing the number for you alone. . . . The MANDARINS are an Oriental tumbling and hand balancing troup with a few tricks reminiscent of circus days. One of the outstanding feats is when one of the members goes through all kinds of maneuvers while twirling four plates in the air at the end of four sticks. This you must see to believe. Each member

(Continued on Page 31)

LAST FRONTIER

February 8 through February 22

Hilarity at its finest has swooped down and settled on the stage of the RAMONA ROOM. The sensational stars of this new program are CHICO and HARPO MARX. The brothers are cleverly adroit in the school of popular comedy and present the type of humor that never fails to instigate a laugh riot. Whether performing simultaneously or individually, they are unsurpassed. When Chick plays the piano, you are bound to be completely delighted with his efffortless musicalization. Everyone recognizes his battered hat, oversized coat and burlesque Italian dialect. HARPO is the famous pantomime harpist who actually weaves a spell over his audience when he fingers the magical instrument. The pair climax their appearance with a piano duet that brings the supper-clubbers

(Continued on Page 31)

El Rancho Vegas

February 6 through February 19

The new revue in the OPERA HOUSE THEATRE RESTAURANT is just about the fastest-paced show in town. Starring in this terrific extravaganza is BEN BLUE, the dancing comedian of stage, screen and TV. Mr. Blue is one of the most hilarious funsters that ever played before an audience. Ably assisted by SYD SLATE and BOBBIE MARTIN, Ben actually excites his audience to the point of convulsion with his varied, mirthful skits. His timing is perfection itself. When he dons his turban and becomes a mystic, better not have any food in your mouth. This sketch is enough to make you gasp for breath. You're in for a fine evening's entertainment with BEN BLUE . . . Co-starring on the same bill are that popular team of ANDY and DELLA RUSSELL. The youngsters present a program of songs that send you back to the years of your first love and stimulate your sense of comedy with some cleverly written material. The Russells are refreshing showmen and are so filled with zest and vitality, they immediately ingratiate themselves with everyone present. The sparkling song and dance team are the cutest couple in show business and are as talented as they could be. . . . The EL RANCHO DANCERS, fea-

(Continued on Page 31)

Wilbur Clark's DESERT INN

February 5 through February 18

The "Brazilian Bombshell," CARMEN MIRANDA, explodes her infectuous effervescence on the audiences of the Painted Desert Room in such a way that they are "picked up" by her own overflowing enthusiasm. With this engagement she not only does all of the old favorites everyone expects her to do, but surprises many of the "repeaters" with a wealth of new material. You'll enjoy the presentations of Car-

(Continued on Page 31)

Thunderbird

February 7 through February 20

The ever popular star of stage, screen, radio and television, MORTON DOWNEY, is the star of the current show in the Navajo Room. Mr. Downey has been on top of the entertainment ladder for many years and has often been imitated but never duplicated. He has had the Coca-Cola Show for years on end and still going strong. You will find it even more pleasureful when you listen to Mr. Downey in person as he does his famous medleys of popular ballads of all time . . . BEATRICE KRAFT is appearing in this show as an extra added attraction. Miss Kraft is noted as one of America's foremost exponents of Oriental dancing, and her supple body and most expressive hands are something to witness. With her two male partners she presents her interpretations to the appreciation of all who understand and enjoy this type of dancing . . . The KATHRYN DUFFY DANSATIONS bring you another fine miniature musical this time based on the ever popular "Rhapsody in Blue" by Gershwin. In this number are featured the excellent ballet of CHRISTINA CARSON and the fine voice of JOHNNY O'BRIEN who also emcees the show.

—JOHNNY.

CLUB BINGO

Show Opening February 13

You lovers of fine comedy had better make your reservations and march on over to the BONANZA ROOM. When you see the show in store for you, you'll be glad you accepted our tip . . . Starring in this new revue are REX DALE and MARTY ALLEN, two of the smartest comedians that ever trod the soil of grease paint land. This is their first appearance in the West but we assure you it definitely is their introduction to many future engagements. The boys bring new creations in comedy and are just zany enough to evoke sincere, hearty laughter. The most melancholy individual will bask in the sunshine of their comedy which is infectious enough to chase the clouds away . . . Your special added attraction is the genial funster, FRANKIE RAPP. Frankie has a wonderful way of making you feel relaxed and at home. He does a fine job as M.C., keeping the show moving smoothly . . . Rounding out the bill are THE MARTINETTES. Many patrons are happy to see these lovelies back in our midst again. They have some interesting routines that please you with their graceful rhythms. . . . MIKE WERNER'S big-little band alternate with the JACKIE COON TRIO to bring you favorite musicalization until 5 a.m.

SILVER SLIPPER SALOON

February 15 through February 29
(Not a Review)

Here's a little tip for show-goers. From the advance releases we've received, this new bill at the SILVER SLIPPER looks as though you're going to be in for a mighty entertaining evening . . . Heading the list of newcomers are the BARBARY COAST BOYS. Here are a group of singers that most everyone has heard or has heard about. They indulge in some clever clowning and are reliable in providing humor in music. LEE TULLY is a comedy star whose talents are highly praised by those who have witnessed his performances. Thus far, we must confess, we haven't seen this laugh provoker in action but we aim to remedy this situation during the coming week . . . Rounding out the bill is VIRGINIA DEW. This will be our first introduction to this de-lovely also. However, HERB McDONALD assures us she is well worth the visit to see and hear . . . JIMMY CAVANAUGH is held over as your capable master of ceremonies . . . CHUCK GOULD and his music makers provide delightful background music with GEORGE REDMAN as the show accompanist, tickling the ivories . . .





Thanks!

DICK HAYMES

★ ★



see you in

APRIL

at the

VARIETY CLUB

CONVENTION

MORTON DOWNEY

MY THANKS TO

The Thunderbird

MARION HICKS

AND

COCA-COLA

WATCHBIRD:

(Continued from page 13)

SCHEFFER (Barbara's dad) who was once arrested three times in one week because he resembled Hickman the Fox. MARY RICHTOR, ALICE CLUNY, BROWN GILBERT—and just countless others . . .

LITTLE BITS AND PIECES FROM OUT OF THE BLUE: JAQUA LYNN, who now calls herself BENNA BARD for some strange reason, was once the sand pile siren of the Our Gang Comedies back in '34. She's lost track of all the kids she worked with then but the little fat boy, SPANKY McFARLAND. Spanky, she says, is tipping the scales in Texas at 300 pounds and is still only four feet tall. Cute? Hmmmmm . . . JOEY ADAMS, writer and radio star, will honeymoon in Israel with new bride CINDY HELLER . . . ERROL FLYNN wears a plastic nose (large and slightly distorted) when he wants to go unrecognized in public. Why slightly distorted, Errol? . . . JONIE TAPPS of Columbia and JUNE WILLIAMS are **such** an item . . . The JOHNNY MYERS rift must be definite—he gave her custody of all the wedding gifts. My—Emily Post will be pleased to hear this . . .

While DICK HAYMES had us swooning with his glorious renditions of "September Song" and "It Might as Well Be Spring," the men in the audience swooned over the beautiful SAM COSLOW girls. Sam has done an excellent job of staging, costuming and showing off the special talents of these dolls . . .

GOOD DAY and a FAST TRACK: LADY MICHAEL was scratched when she should have run. This event took place Tuesday at Hialeah. Who win? Who cares? What a lovely way to start a career. Especially if you're a horse.

RON FLETCHER arrived in town to do the new show at the Desert Inn. He will leave for Hollywood immediately after to talk with several studio heads in a producing-writing capacity. Ron's choreography in "Top Banana" won him tremendous acclaim and said studio heads are vieing for his talent. . . . BILLIE WILLIAMS of the D. I. will attend the Mardi Gras festival in New Orleans and then go to White Sulphur Springs to recuperate. He will return to Vegas a tired but happy man.

We musn't neglect to mention that the coiffures on the models in the BETTY BOYLE style shows were created by GIGI of the Flamingo Beauty Salon. Gigi worked like a slave to get them all done on time. We were an eye-witness—we typed the column under the drier there . . .

HENRY DUNN has entered the third phase of his career. He has resigned as AGVA National Administration Secretary and will become vice president of LEW AND LESLIE GRADE, LTD. to handle the bookings of American and English acts throughout the Empire. Offices will be opened in Beverly Hills. Henry is best remembered as half of the vaudeville team of Cross and Dunn . . .

ARTHUR GODFREY is in hot water again for telling hot jokes on the air. He's been pulled off the air-waves before for this, but this time it's the hard hand of the Federal Communications Comish that's doing the spanking . . .

Closing question: Who's amorous about an amoeba? . . .

ANNOUNCEMENT DEPT: MURIEL DEITCH has been renamed "MICKIE" and will have you all please address her as same in the future . . . To the guy who wrote "I Was Never Going to Call You Again"—we say: The song has no merit—the title is unacceptable —you ought to change your tune . . .

SENIOR PICTURES

We're not raving beauties we know,
But nevertheless even so,
We can't understand
How the cameraman
Could have struck such a horrible blow!
Creative photography's fine,
And naturalism's divine,
To be very candid
Is perfectly splendid,
But at least he could have been kind.

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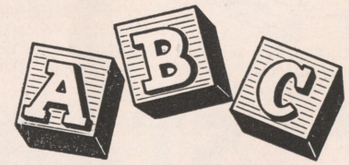

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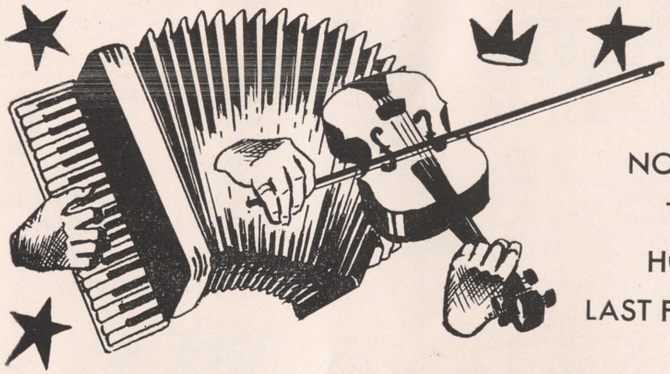
"THANK YOU!"

"THANK YOU!"

HOTEL LAST FRONTIER

NILSSON TWINS



NOW AT THE HOTEL LAST FRONTIER

THE

STAR-KINGS

BILL — MORRY

"Requestfully Yours" — 12:30 to 6:30 a.m.

WHAT'S DOIN'?

for big things to happen at the SHAMROCK HOTEL in the near future. If the presentpians all work out "there will be some changes made" that will really put the hostelry in the middle of the local picture but good. Can't say too much about it at the moment but keep in touch with us. In the meantime you might take a trundle over to see the newly decorated SHILLALAH ROOM. CLEM MALONE'S running the spot now, you know, and one of the first things he is doing is ripping up half of that antigodlin' dance floor and moving the rest of it into the position it should be. I still think that my idea on what to do with that Fiesta Room is the best yet, and if they don't do it eventually, someone will do it somewhere else. It'd take a bit of loot, naturally, but anything worth while has to be paid for. Then again, none of you know what I'm talking about and I don't have the space to explain it, so we'll forget about it for a while. Anyway, go on over and have a drink, or a bit to eat with Clem and see what's going on over there . . . The new man at the keyboard with the THREE MAJORS who entertain nightly at the LAST FRONTIER HOTEL is NORMAN DIMRIES. The other two members of the trio are SANDO DEEMS on bass, and COLE SWEENEY on guitar. Sando and Cole have been together for about eight years, and for eight years they've been arguing. About **what?** ANYTHING!! Their greatest pleasure is choosing up sides and disagreeing about something and yet they are the greatest of friends. The THREE MAJORS have worked some of the finest spots in New York, including the Copacabana three times, and first arrived in Las Vegas to play in the Players Club for Mitzi and Johnny Hughes when they opened the doors in 1945. The spot is now known as the Jungle Club . . . I'm beginning to believe that "Chap" Chapman meant what he said that he planned to make a few changes when he bought out the Famous Sandwich Shop. He now calls it the SILVER SPURS EATIN' CORRAL and one of the greatest improvements, so far, has been the elimination of most of those close-quartered "classroom" chairs and put in tables and chairs. He wanted old chairs to fit into the idea of the room and I think he found a few that arrived in Las Vegas about the same time as General Fremont!! . . . What with the event of the warm weather, the Last Frontier Stables have begun their night rides out to the D4C once more. So if you happen to see me walking around one of these days as though I'd been carrying a nail keg with my knees, you'll know howcum! So far they are only having the rides on Sunday nights more later . . . Would you care to join us? . . . Nate Young was a bit disappointed about the turn-out during his drive to collect funds for contribution to the March of Dimes through donation of the receipts at the DIXIE DELICATESSEN and SANDWICH SHOP. As it was, he delivered a check for $234.61 to the committee, which seems to me to be a sizable amount from a small business man. I'll wager that there are a lot more in the same capacity and higher, that did not give anywhere near as much. In view of the circumstances, Nate, you are to be congratulated for your commendable efforts . . . Well, I've been sitting here for at least 20 minutes, trying to think of a cute way to close the column but so far my numb noggin nurtures me nothing. And seeing as how the Kid (my dog) is beating me on the back with her food dish and my own belt buckle is butted up against my back-bone I might just as well give up and fix the two of us some dinner!! . . . See you all next week! . . . Johnny.

(Continued from page 11)

POP SQUIRES:

(Continued from page 5)

star have nothing to equal that fierce fight with the flames. However, that was only one of many scenes for the Hazards of Helen, released one each week as a serial. They framed up numberless scenes wherein the heroine escaped by an inch, just in the nick of time.

There was one I remember in which the picture company hired a couple of locomotives and some freight cars. Between regular trains the outfit went down the track until near Arden and there the lovely Helen jumped from one moving train to the other just in time to escape the villain. And she was bound to the rails and rescued by the brave and handsome hero just in time as the locomotive came tearing down the track at, maybe, eight or 10 miles an hour.

There were thrilling scenes in which Helen was rescued from the villain who was holding her on the platform of a moving railroad coach, and leaped into the arms of the brave cowboy who rode his horse close to the platform of the moving railway coach.

Just to make the Hazards of Helen true to locale, there were pictures in which Helen was rescued from the depths of a mine just as the burning fuse had almost reached the charge of

(Continued on Page 27)

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OUR THANKS TO THE FLAMINGO HOTEL

THE MANDARINS

Represented by M.C.A.

POP SQUIRES:

(Continued from page 25)

dynamite the villain had hoped would destroy the heroine.

Oh, yes, fellows. We had some terrifying times with Helen Holmes and her hazards. But, perhaps, the most thrilling time I ever experienced personally in a motion picture scene, was one bright summer morning about the year 1931.

Roscoe Turner, whom I had known, came into my office about nine o'clock and said:

"Hello, Charlie. Want to take a ride?"

"Sure, if you drive," I said.

"Get three other fellows and meet me at the airfield at 10 o'clock and I will give you a nice ride," said Turner.

Perhaps you remember that Roscoe Turner in those days was one of the world's most active and daring pilots. Then he was piloting the famous plane of the Gilmore Oil Company called, "The Gilmore Lion."

I called Jim Cashman, Ernie Cragin and Dr. Roy W. Martin and we drove out to the airport, where Nellis Field now is. There we found Roscoe with his famous plane (minus the lion).

At Roscoe's direction we got in the plane, tied ourselves in and Roscoe gave her the gun. Up we circled, over Sunrise Mountain, down to the Colorado River then into the mouth of Black Canyon. Down through the narrow canyon with the wings of the plane almost, it seemed, touching the walls, we flew and were greatly relieved when we emerged from the south end of the canyon. But Roscoe circled the plane and back up through the canyon we roared again. Then circling again we went down and not until we circled and came through the canyon on our fourth trip, did we hear a great blast and see hundreds of tons of broken rock fill the sky above us. But we were by that time too far away to be hit.

We learned that a motion picture company was taking our picture from high up on the cliffs as a sequence in a picture in which Loretta Young (I think it was) was the star. I have a copy of one of the photographs taken of our plane as we flew far down in the canyon. I think Jim and Ernie will well remember that adventure.

The incident did not end with the motion picture. The government of the United States took steps to cancel Roscoe Turner's flying permit. Agents interviewed us and we learned that the reason why they were so bitter about the whole thing was that wire cables had been strung across the canyon, about which Roscoe knew nothing. We could see only the few larger cables, which Roscoe could easily hop, but, we were told, if we had struck any of those small wires, it would have been "all day" to us.

Through the efforts of Senators Pittman and Oddie and Congressman Arentz Roscoe escaped with only a severe reprimand. The rest of us were just simple Simons, who did not know what we were doing and so escaped with only censure. Which was plenty.

THAT'S FOR SURE:

(Continued from page 17)

will decide to make this her permanent home also.

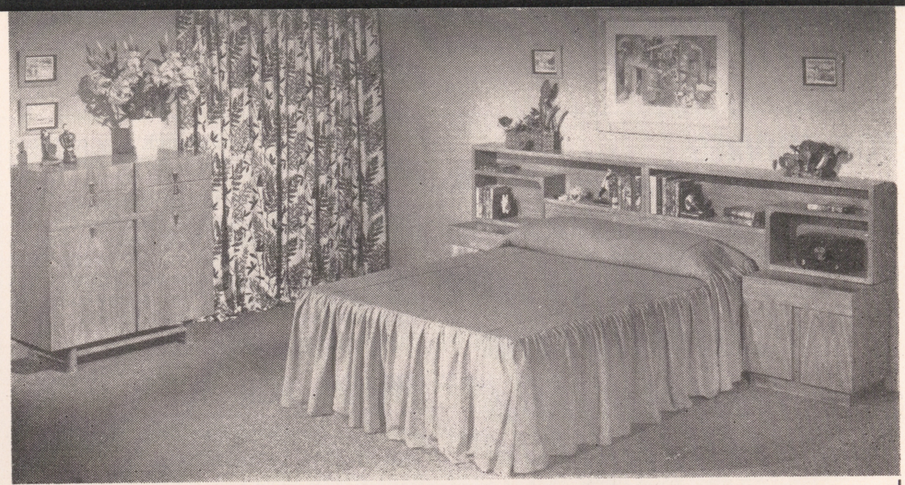
It's a pleasure to watch the wonderful business at the SANTA ANITA TURF CLUB. It's a very comfortable, intimate spot and the management makes certain all are greeted in a friendly way. No wonder the patrons become "steadies" when they first visit the spot.

After not seeing each other for three years, the premiere of the "Las Vegas Story" brought about the reunion of localite MOLLY SILVER and her brother, SAM SCHNEIDER. Sam is editor of the MOTION PICTURE and TELEVISION magazine (a Fawcett monthly). R.K.O. studios invited him and the trip served a double purpose. Molly and hubby LEE are in charge of the Health Club at WILBUR CLARK'S DESERT INN.

All schedules at the DESERT INN COUNTRY CLUB ESTATES were practically at a standstill when lovely JEAN WELBORN was taken to the SOUTHERN MEMORIAL HOSPITAL for an operation. When the doctor emerged from the operating room and told VERNON that all was o.k., cheerfulness prevailed once again. As a surprise, Mr. Welborn purchased a 1952 Hudson as a Valentine gift for his best girl. Just to stir your memory, Jean was the "Girl with the Velvet Voice," featured with PHIL SPITALNY All-Girl Orchestra at the HOTEL LAST FRONTIER in 1949 and 1950.

Someone would think they were his children, the way DICK FURER boasts about his twin nieces, born on New Year's Day. Mother is MRS. A. R. HOUSANER, who lives in North Dakota (Mrs. Furer's sister). Incidentally, because the twins were the only set of girls born on that day TONI (manufacturer of hair cosmetics) presented them with many gifts including food for one year, baby buggies, beds, thousands of toys and what-not. If you'd like to know more, see Dick at JOHNSON'S APPAREL on Fremont Street. He is the manager of the shoe department.

(Continued on Page 29)



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STANLEY KRAMER
AND COMPANY
CURRENTLY AT THE
DESERT INN

THAT'S FOR SURE:

(Continued from Page 27)

We predict that you folks who patronized TWIN LAKES LODGE last year and the year before are due for a surprise when you get out there in May or June of 1952. LLOYD ST. JOHN, operator of this mountain resort in the desert (only two miles from Union Station), has remodeled the rooms. They now sport fireplaces, unique furniture, special electric ranges and refrigerators made especially for Mr. St. John by PAN-AMERICAN. You'll be amazed. Twin Lakes consist of 82½ acres of beautiful surroundings, with numerous fruit trees and a grape arbor. Although in its infancy at this writing, you're bound to become a steady once you see the place this summer. Mr. St. John's partner is JACK WRATHER, Jr., oilionaire husband of BONITA GRANVILLE.

Didn't that vehicle look like something from Mars? Of course we are referring to the red motorcycle CAPTAIN WOODWARD drove in the LAS VEGAS STORY premiere parade. The sirens on the rear looked like rockets that would be jet-propelled for immediate action. Wow!

Monday, February 11, the 54th branch of the STEWARD and CATERING ASSOCIATION was formed in our town. Members are comprised of all chefs, stewards, managers and maitre d's of Las Vegas. BUD KNOLLES of the FLAMINGO HOTEL is the president—first vice president, VICTOR CAVALIER, of the GOLDEN NUGGET—second vice president, CARL MEYERS, maitre d' of the HOTEL LAST FRONTIER, CHARLES SCHILLIG, chef at the DESERT INN, IRVING SCHNEIDER of the HOTEL LAST FRONTIER and JACK COLLINS of the THUNDERBIRD HOTEL were appointed as the board of directors. Good luck, gentlemen. May your association become as fabulous as Las Vegas itself.

ESTHER and M. H. SCHWARTZ of Kansas City, Missouri, finally arrived in town to visit with their son, LES SCHWARTZ, of C. C. McDANIEL'S USED CAR LOT. It took a bit of coaxing but Les finally convinced his folks to make the trip. The Schwartzes are spending two weeks here as a celebration of their 41st wedding anniversary. They were married on Valentine's Day. That's a record we hope to equal some day. Many, many happy wishes, lovely people.

KATIE JENKINS (of the THUNDERBIRD SMOKE SHOP) was certainly fortunate in acquiring the services of JOYCE McGANN as cigarette girl. Whenever the employes buy cigarettes from her, she refuses their proferred gratuities. Joyce is one gal who knows those tokens mean a lot to the kids who offer them. Therefore, she explains, she couldn't possibly accept them.

It's always a nice feeling to be able to relate success. We congratulate DOMENIC V E L O N A and RALPH WOOD, operators of the VILLA VENICE on Highway 91. This January, the intake sharply increased over that recorded for January, 1951. If the pace continues, the boys will have to use wall stretchers to accommodate the flock of diners.

If anyone has the key to the situation, please tell us how we can get JACK DENISON to spend a few serious moments with us. Try as we might, we couldn't get Jack to refrain from clowning long enough to give us his sister's name. His lovely relative is visiting from Canada and we are sorry we can't pass along her name. Maybe Mr. Denison will wire it to us—just for kicks.

We'd like to extend belated congratulations to CHARLIE DYKES for the wonderful job he did in remodeling the TEN PIN TAVERN, next door to the NEW VEGAS BOWLING LANES. The spot is extremely attractive now and it's a pleasure to drop in and chat with Charlie or GARY . . . Speaking of the bowling center, we understand that a mixed-doubles league will be started for you swing shift bowlers who haven't the opportunity to bowl during the regular sessions. Twenty-four couples are needed to get the league started. To date, seven couples are already signed up. If you're interested, call or drop over and register your group. It's one way to get some of that necessary relaxation and enjoyment.

We were so intrigued with his graciousness, we just held our ground and watched JOE GIORDANO, the deputy at the WESTERNER CLUB, downtown. In five minutes time, eight jackpots were hit. As he paid the lucky players, Joe wished them the best of luck and expressed his hopes for their repeating the action. By the way, MR. GEORGETTI will soon make a special announcement that will be of interest to all localites and visitors. Watch for it. As soon as we receive the go signal, we'll print the good news.

Now that TOMMY KALMANIR and HAROLD KLEIN opened their brokerage office on North Third Street, Las Vegas has just about everything to offer a gaming person. The office is reminiscent of a brokerage firm in a metropolitan city. There is a stock board with "on the minute" quotations which are relayed from A. W. MORRIS & CO., members of the N. Y. Stock Exchange. The seats offer comfort to

(Continued on Page 31)



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"DARLING, HOW COULD YOU"

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THE SAHARA ROOM PRESENTS

'WHITEY'S TOPPERS'

— EXPONENTS OF RAMPANT RHYTHMS —

APPEARING NIGHTLY AT THE

SANTA ANITA CASINO and BAR

IN THE HEART OF DOWNTOWN LAS VEGAS

DESERT INN:

(Continued from Page 18)

men and the South American rhythms of "her boys" . . . "The Clown Prince" has completely won the audiences with every show since opening night. His impressions of movie scenes along with his side comments are certain to bring yaks from the show-goers. This is the first time in the West for PAT HENNING but certainly not his last. His is the type of comedy that leaves you with a good clean taste in your mouth. . . . Opening the show is STAN KRAMER and COMPANY with their Novelty Marionettes. This is a fast puppet act and very well done. One character is a magician who brings objects from nowhere and never fails to mystify viewers as to how it was done. In the finale of the act the members of the company bring out a troup of minstrel men to do the Cake Walk . . . The ARDEN-FLETCHER DANCERS do a new routine in beautiful blue velvet gowns enhancing the beauty of the girls themselves. For their second number they interpret the Peruvian Mambo to bring on Miss Miranda . . . ALAN GILBERT emcees the show and handles the production number vocals excellently . . . CARLTON HAYS' ORCHESTRA cut a great show in their usual flawless manner . . .

JOHNNY

FLAMINGO:

(Continued from Page 18)

of the troup is an artist in his own right. . . . The new line of girls is known as the FLAMINGO LOVELIES and each takes part in interpreting two new tunes by Sam Coslow. Solo spots are by SHARON DEXTER, SHERRY NORTH and MARILYN O'CONNOR. . . . WILL OSBORNE and his ORCHESTRA do a fine job of backing the show as usual. In the Mural Room you will find entertainment with BOBBY PAGE and his MUSICAL PAGES . . .

JOHNNY

KOST'S

Car and Truck Service

Service with a Smile

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LAST FRONTIER:

(Continued from Page 18)

to cheers and whistles . . . THE NILSSON TWINS are a couple of the cutest blondes ever to appear in the spotlight. Their form of entertainment is completely different and refreshing. The girls give out with some mighty infectious fun-making in the form of musical comedy. EILEEN and ELSA indulge in some hilarious mugging and song construction that will set your funny bone quivering with utmost enjoyment. The Nilsson sisters prove that talent certainly does complement beauty . . . The DEVLYN REVUE brings two exciting routines. One of them—a journey into the nostalgic past— is a sure show-stopper. The onlookers raise as one in salute to this terrific number, featuring MR. GENE NASH, CANDYCE KING, DOLORES FRAZZINI and RENEE MOLNAR . . . On the podium is the genial BOB MILLAR and his talented group of music makers . . . During intermissions, it's the King of the Hammond organ—DON BAKER.

EL RANCHO VEGAS:

(Continued from Page 18)

turing JOY WALKER, GERRY PEDERSON and LOUISE BURNETT, introduce two novel routines. The Valentine number is most beautifully performed . . . Ably backing the show is TED FIO RITO (Mr. Memory) and his talented aggregation of music makers. . . . GUY LANDIS and JIM DI STEPHANO fill the intermissions with their intimate songs and music . . . PAUL GARDOS and CHUY MIRANDA strum their way through the CHUCK WAGON to make your relaxing moments pleasant ones until 6:00 a.m.

THAT'S FOR SURE:

(Continued from Page 29)

the investor who wishes to play "bear or bull." We wish Tommy and Harold great success in this highly fascinating business, the first of its kind in L. V.

While packing to leave for Los Angeles, we received word that DAVE STEARNS, owner of the SANTA ANITA TURF CLUB, was considering the purchase of the 49'ER CLUB, next door to his bistro. Don't know if it's

(Continued on Page 33)

UNION CAB CO. . . . . PHONE 911

HOLLYWOOD HAPPENINGS ... by MARTIN LEWIS

AT THE ripe age of 12, the average young miss spins daydreams of becoming a movie-star, a bareback rider, a modern Florence Nightengale or Tarzan's mate . . . GLORIA GRAHAME, the provocative screen actress, follows the rule. As a youngster of 12, she dreamed of becoming Tarzan's mate and riding atop an elephant. There's nothing unusual about that—except, perhaps, that part of her dream has come true.



GLORIA admits she didn't quite know what she was getting into when she sent epic-maker Cecil B. DeMille a lavish floral piece some months ago. The piece was composed of hundreds of rosebuds and a Dresden girl-doll lying flat on her back with a huge elephant foot almost resting on her lovely face. The elephant-foot-on-the-girl's face wasn't a figment of GLORIA'S imagination. It was a key part of DeMille's new script. The floral arrangement was just Miss GRAHAME'S clever way of asking "CB" to cast her in the role of Angel, the elephant girl, in his new Technicolor circus spectacle, "The Greatest Show on Earth."

Pert Miss GRAHAME got the part she was after, but she had to toss back a lot of fear to play it. The bold youngster with the pert nose and sparkling green eyes decided she was equal to the occasion. So she not only learned to ride the elephants but grew rather fond of them, scolding them and carrying on like a regular circus trainer.

"Sure, I was scared," said the brave beauty who went through a foot-on-the-face elephant act. "If you think I wasn't, then why did the makeup man wonder how he'd ever get the whiteness out of my face after he saw my first rehearsal with Ruth, queen of the circus herd? I was petrified!"

Fortunately, time changes many many things, and GLORIA was practically a veteran with the pachyderms at the windup of "The Greatest Show on Earth." What's more, she said she loved working with the big animals and found the experience "great fun."

Certainly this is a strange way for a charming actress to feel about having an elephant place its massive foot on her head, hold her in its mouth and lift her in its trunk!

"I developed a real fondness for the big beasts," observed GLORIA. "I think Ruth, the queen of the herd, learned to know and like me a little bit . . . In one scene, LYLE BETTGER, who plays the elephant trainer, had to order me to remain in the ring, but I was supposed to turn to go anyway. What do you think happened? Ruth just reached out her trunk, wrapped it around my waist and drew me back into the ring!"

Always the trouper, GLORIA went through her foot-on-face elephant act when the Ringling Brothers and Barnum and Bailey circus played to a sell-out audience in Philadelphia last May. Needless to say, she was a very scared young lady, but went through the performance like a circus veteran and without incident . . . Much of the credit for the success of the act, insists GLORIA, should go to Pat Scott, the circus elephant girl who helped her break down her fear of elephants and who taught her a repertoire of stunts.

"The role of Angel wasn't a cinch by any means," admits the red-haired actress. "But working with Mr. DeMille was an unforgettable experience. Now I know why he's the best. His talent is taking actors and bringing out the best in them, both in looks and ability. It was heavenly to work with him in 'The Greatest Show on Earth'."

A pessimist is a woman driver who's sure she can't park her car in a tight place. An optimist is a man who thinks she won't try.

MISS SPECTATOR

No money talks louder than hush money when it gets its voice back.

OKLAHOMA HAYMAKER

Weekly Beauty Letter

from WALLY WESTMORE

Makeup Director, Paramount Studios

FRECKLES ARE FASHIONABLE.

Visitors to Hollywood frequently are surprised to discover that many of the screen's favorite glamour girls do nothing to conceal sprinkling of freckles which grace their pretty noses. Actually, actresses like BETTY HUTTON. MARION MARSHALL, LUCILLE BALL and Golden Circler SUSAN MORROW realize that the average young woman attaches too much importance to the presence of freckles. BETTY HUTTON, who floats through the air with the greatest of ease in Cecil B. DeMille's new epic, "The Greatest Show on Earth," points out that a few freckles add piquancy and charm to a damsel's face.

Despite the fact that freckles are becoming fashionable, one of the most popular queries asked makeup director Wally Westmore is: "What to do about freckles?" Here is how the world-famous beauty expert answers this question.

"In the first place," begins 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 easy, stay out of the sun . . . As in many cases, the simplest remedy is the best. Pure lemon juice is ideal for removing freckles. It is safe, harmless and effective because it reduces the freckle pigment."

PEARLIE MAE:

(Continued from Page 15)

11. DUKE ELLINGTON—who keeps giving us such beautiful music.

12. LOUIS ARMSTRONG—you are my world—a perfect masterpiece—an artist—a gentleman.

13. MARTHA RAYE—gives the world that quality rare of crossing the thin line between laughter and tears.

14. MR. RILEY my pup—because he asks nothing and gives real devotion.

15. MR. FITZGERALD—I just like you—that's all.

16. WORK—'cause it keeps me alive—paying taxes—eating—happy—tired—and—most of all, running around the world, seeing you.

17. ALL THE BOYS IN OUR ARMED SERVICES—because you are dying to make this a better world to live in. May we soon bring you home and **never send you away again.**

All my love to ya,

PEARLIE MAE.

THAT'S FOR SURE:

(Continued from page 31)

truth or rumor at the moment. Will try to get the facts when we return.

RUBY KOLOD, his wife and four children are really preparing to move into their palatial home at the DESERT INN COUNTRY CLUB ESTATES. The pool is now being built. Ruby has been so enthused about the whole thing, he has personally supervised construction. . . . MORRIS KING, the violinist with the wonderful STAR KINGS duo at the HOTEL LAST FRONTIER, has reserved Lot No. 9 and is only waiting for his wife to fly in from L.A. to make the final plans for their home.

Well, we finally met BOB LEVY, manager of the FOOD CENTER, which brother Harry (owner of the Market Spot) purchased a couple of weeks ago. Discovered the fellow was in show biz (owner-producer-director) for 17 years until a few reverses made him give it up two years ago. Although he enjoys his current work, Bob's heart is still with the footlights and grease paint. He'll probably return to it just as soon as circumstances permit.

Have you seen that ruby-studded V on BELDON KATLEMAN'S Cadillac? If you'd like a duplicate, you can purchase one at the HOUSE OF ENCHANTMENT in the HOTEL EL RANCHO VEGAS. Manageress RITA GOLDSTEIN heard a few people remark about the unique decoration and decided the item should sell like "hot cakes" in our town. Drop in and look at them.

Congratulations to RUTH ANN and DENNIS SCHUMACHER who "tied the knot" on February 11. The "Atomic Padre of Highway 91," MSGR. EMPEY officiated at the ceremony. Those vows seem to mean much more when this particular priest guides the wedding ritual.

A letter from AL DONAHUE informs us that he and his orchestra are now playing the CASA LOMA BALLROOM in St. Louis—then on to New York's PARAMOUNT for a March 12 opening. We're glad to hear Al is feeling well after his recent operation. His only regret is that he didn't go through with it years ago. We're looking forward to seeing you boys back here soon . . . and that's for sure.

the beautiful

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NEVER A MINIMUM

THE

MARX BROS.

CHICO & HARPO

THE NILSSON TWINS

DEVLYN GIRL REVUE

FEATURING

GENE NASH

BOB MILLAR AND HIS ORK.

DON BAKER at the ORGAN

SHOW TIMES
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DICK HAYMES

THE MANDARINS

FLAMINGO LOVELIES

FEATURING

THE VOCAL-LOVELIES and SHARON DEXTER

A

SAM COSLOW MUSICAL PRODUCTION

WILL OSBORNE and ORCHESTRA

BOBBY PAGE and ORCHESTRA

IN THE MURAL ROOM

SHOW TIMES: 8:30 P. M. - 11:30 P. M.

"GRACIAS"

FOR A GLORIOUS ENGAGEMENT AT

WILBUR CLARK'S DESERT INN



CARMEN

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