Jack Gordon

Fabulous LAS VEGAS

HOWDY PODNER



Congratulations

NATALIE & STAN

FAYMAN

(See Page 9)

15c

March 22, 1952

©

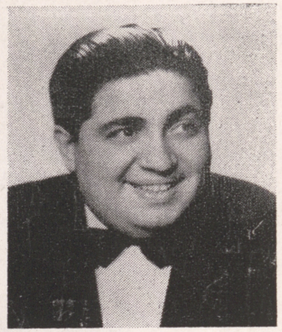
NOW IN THE OPERA HOUSE-THEATRE RESTAURANT



ROMO VINCENT
"The Magnificent Obstruction"

THE HANDS
"Unique, Impressionistic Ballet"

EXTRA ADDED ATTRACTION
DANIELLE LAMAR
"Exotic Parisienne Sensation"



EL RANCHO DANCERS
TED FIO RITO AND HIS ORCHESTRA

SHOW TIMES: 8:30 P. M. - 11:30 P. M.
NEVER A COVER OR MINIMUM CHARGE
For Reservations Phone 1300

HOTEL
EL RANCHO VEGAS
"Stop at the sign of the windmill"

NEVER A COVER

NEVER A MINIMUM

CELEBRATED PIANIST — SINGER
MOTION PICTURE STAR
HAZEL SCOTT

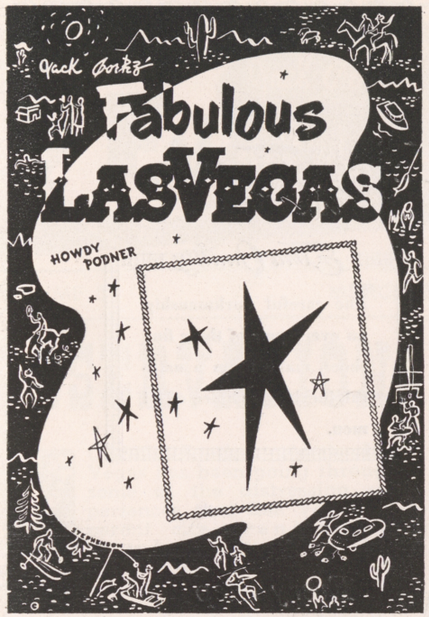
BUD & CECE
ROBINSON

THE DEVLYN REVUE
Featuring
THE LEONARDS — DOLORES FRAZZINI
BOB MILLAR
AND HIS ORCHESTRA
DON BAKER
AT THE HAMMOND ORGAN

SHOW TIMES
8:30 & 11:30 PM

PHONE 1800
FOR RESERVATIONS

Hotel **LAST FRONTIER**
LAS VEGAS, NEVADA



PUBLISHED WEEKLY VOL. 2, NO. 49

OBSERVATIONS, By POP SQUIRES
"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
JEST WRITING, By STAN IRWIN

ADVERTISING
Johnny Uhlman Fred Monte
ART DEPARTMENT, Dennis Stephenson

JACK CORTEZ, Editor and Publisher
Subscriptions $5.00 per year

OFFICE OF PUBLICATION
1600 SOUTH MAIN ST.—PHONE 4922

Printer—Phone 4330

COPYRIGHT, 1952, JACK CORTEZ

HIGH SPOTS

ON THE STRIP . . .

EL RANCHO VEGAS—At the sign of the windmill. Dining, dancing, swimming, gaming casino. Famed Wagon buffet and breakfast. Phone 1300.

FLAMINGO HOTEL—Show place of the nation. Nevada's most beautiful wedding chapel. Heated swimming pool. Midnight buffet. Dining, dancing, gaming casino. Phone 4000.

THE LAST FRONTIER—Dining, dancing, swimming, gaming casino, floor shows nightly. Gay '90s bar. Open 24 hours. Hunt Breakfast Sundays. Midnight buffet. Phone 1800.

LAST FRONTIER VILLAGE—The Silver Slipper Saloon is a Barbary Coast reproduction and features continuous entertainment.

THUNDERBIRD HOTEL—Dining, dancing, swimming, casino. Navajo bar. Phone 5100.

WILBUR CLARK'S DESERT INN—Newest hotel on "Strip." Dining, dancing, swimming, gaming casino. Phone 6000.

CLUB BINGO—Magnificent casino on famed strip featuring craps, bingo. 21, etc. Fine restaurant and bar. Phone 2456.

JACK DENISON'S JUNGLE CLUB—Exactly what name implies. Fun, dancing and entertainment until?? Phone 2802.

VILLA VENICE — Authentic Italian American cuisine. Casino, Phone 4313.

LOUIGI'S CHARCOAL BROILER—Superb steak and chop house. Casino. Phone 6740.

DOWNTOWN . . .

BOULDER CLUB—Off Second on Fremont. Oldest club in Las Vegas. Phone 2866.

EL CORTEZ HOTEL—600 Fremont. In the midst of colorful surroundings. Gaming, cocktail lounge. Phone 1500.

ELWELL HOTEL—First and Carson streets. Gaming, cocktail lounge. Phone 4700.

GOLDEN NUGGET—Second and Fremont, known as the club reproduced from a famed Barbary Coast gambling hall. Phone 3244.

HORSESHOE—Corner of Second and Fremont. Las Vegas' newest plush club with casino, bar, restaurant and race book. Phone 6547. Restaurant phone 6548.

MONTE CARLO—Bets 10 cents and up. Craps, roulette, 21. 15 Fremont. Phone 2750.

NEW LAS VEGAS CLUB—18 Fremont, same popular gaming club but in a new location. Featuring bingo games. Phone 28.

PIONEER CLUB—First and Fremont. Phone 583. Displaying 62-foot giant sign of Vegas Vic.

SHAMROCK HOTEL—600 North Main. Gaming, cocktail lounge. Jam sessions. Phone 2200.

WESTERNER CLUB—Rustic casino, in western splendor. Phone 5612.

EMBASSY CLUB—Burlesque, in North Las Vegas on North Main. Phone 1633.



FRENCH SHRINER

Extra Quality

The careful workmanship on every pair of these fine shoes, make them a natural, inevitable choice of all men.

Every Step
A BREEZE!

Style 210

$19.95

NO MEN'S SHOES ARE FINER THAN FRENCH SHRINER

Cut from white NYLON MESH, summer's first choice for cool, flexible comfort. Black calf trim. An excellent value in fine ventilateds.

Christensen's
MEN'S WEAR
316 FREMONT STREET
LAS VEGAS, NEVADA

PHONE 1001

OPEN SATURDAY NIGHTS
UNTIL 8:30

Jack Gortz' Howdy Podner

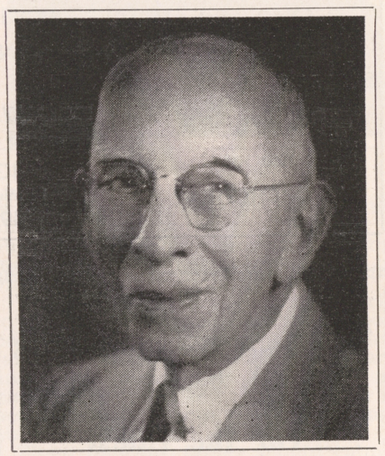
Fabulous LAS VEGAS

STEPHENSON

VOLUME 3 MARCH 22, 1952 NUMBER 49

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

I OBSERVE that North Las Vegas has been going through some of the distressing experiences that Las Vegas, its parent city, went through forty years and more ago. Our fine neighbor on the north is to be congratulated upon having carried the $260,000 sewer bond issue by a vote of 445 to 12. This is their first stab at the problem of acquiring a sewer system. Perhaps some of them and some of us may be interested in hearing of the troubles, trials and tribulations Las Vegas suffered trying to provide her inhabitants with the decencies of life so long ago.



We began the agitation along in the year 1909, when county division was the great issue. After we had come through the county division fight victorious, but before Clark county was organized, Las Vegas was governed by the county commissioners of Lincoln county as an "unincorporated town." And on May 3, 1909, that board, at our request, granted a franchise to Fred J. Siebert running 20 years, to build and operate a private sewer system in Las Vegas.

Immediately a public protest, signed by many of our citizens, was sent to the county commissioners at Pioche and although the previous legislature had enacted a law permitting unincorporated towns to issue bonds to build sewer systems, the board vacated their previous order.

When Clark county was organized, July 1, 1909, a sewer system for Las Vegas was a vital issue. There was much discussion and at a mass meeting held September 2, 1909, a committee consisting of the city commissioners and five others, of which this writer was one, was appointed to plan means to get a sewer system for Las Vegas. A little later that committee was joined by a group of railroad officials of the San Pedro, Los Angeles & Salt Lake railroad, and Engineer E. G. Tilton. They met and urged that a special election be held to vote on a $30,000 sewer bond issue.

The election was held November 8, 1909, and the bonds, much to our joy, carried by a vote of 148 to 25. Naturally, after our long agitation and many disappointments the world seemed brighter and everything was strictly hunky dory. The sky was cleared and the way opened for Las Vegan to become a real city.

But the unexpected happened. The great flood of January 1, 1910, washed out 110 miles of our railroad between Las Vegas and the Utah state line. There was no through train through

(Continued on Page 29)

NOW . . . "THE LARGEST CLUB IN NEVADA" NOW . . .

The 4 JOKERS
—o—
HELD OVER!
VINA TEMPLE
—o—
FULTON BURLEY
M. C.



The 4 JOKERS
—o—
HELD OVER!
VINA TEMPLE
—o—
FULTON BURLEY
M. C.

OPEN 12 NOON 'TIL ? ? ?
SHOWTIMES: 10:00 P. .M - 11:30 P. M. - 1:00 A. M. - 3:00 A. M.
CONTINUOUS DANCING — 2 BANDS — TILL 5 A. M.
★
MIKE WERNER AND HIS ORCHESTRA
IT'S ALWAYS CLUB BINGO FOR FINE FOODS
MIDNIGHT BREAKFAST
12 Midnight 'til 5 a. m.
49c to $1.00
JACKIE COON AND HIS TRIO

This Season — as Always
For the Finest
in
Women's Fashions
It's
Florence Richards Magicscope
600 SOUTH FIFTH STREET
PHONE 2697

OPEN 24 HOURS

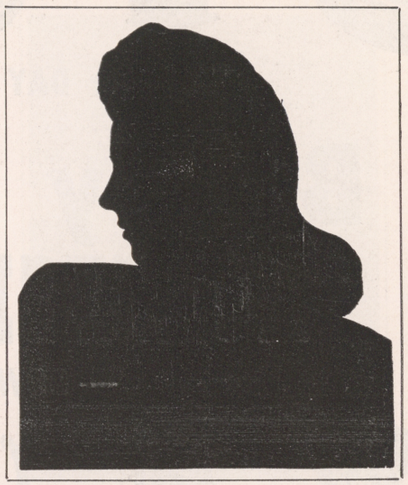

Your Friendly
LIQUOR STORE
FREE DELIVERY
PHONE 4342
FLOYD J. COPE
827 SO. FIFTH ST.

Kalmanir, Kline and Co.
ORDERS EXECUTED IN SECURITIES
ON ALL
NATIONAL STOCK EXCHANGES
★ STOCK TICKER ★
★ NEWS TICKER ★
★ DIRECT WIRE ★
110 N. 3rd St. Ph. 6864-6865

RANDOM THOUGHTS

. . . By B. B. BARTON

PEOPLE can be awfully boring at conversation time, can't they? Although both sexes are guilty of this misdemeanor, we must confess that women head the list in this department. . . Not too long ago, a group of us were involved in a dicussion of the aforementioned topic. One of those present was a gal considered an expert in conversational analysis. She came up with some points that proved mighty interesting. Though a woman herself, she was quite frank in criticizing the long haired set.



One point she stressed was a woman's persistence to "top" someone else. Whenever someone is talking about an illness or operation, there is at least one woman in the crowd who is just itching for an opening to tell her own gory details. Trouble with most women is they don't realize a gal who can talk of nothing but operations is considered quite a bore and is slated for the "To be avoided" list. Just because you had your innards poked into doesn't signify it will interest others. They have their own troubles, why annoy them with yours? . . .

Good heavens! When are the gals going to stop bragging about their children's cleverness? Of course, if you want to lose your friends, this is a good method to utilize. Make sure someone really wants to know before you start telling them how Junior puts his thumb in his mouth, even though he's only seven. . .

Let's stop being so all-fired self-centered in conversations. Get interested in other things. BUT — that interest should be genuine. Trying to fake attention is as bad as walking around without a thread on your body and looking unconcerned about the whole thing. . .

Remember that a person who can laugh at himself is never a bore. There are so many subjects in our world besides ourselves. Talk about the other persons and their merits before you indulge in self-exploitation. . .

Say, are you one of those family groups consistently annoyed with a stream of visitors? We have some friends who never had a moment's peace. Seemed that every evening the doorbell would ring and the folks would have to usher some guests into their living room. Glory! We all get tired of outside company once in a while and would like to relax in the quiet of our homes in some disreputable lounging outfits, not meant to be seen by others. . .

Well, if you want a good "gimmick" to use—try this one. When the doorbell rings, announcing guests, have father get into his topcoat and hat and answer the door. When the callers see him in his outdoor apparel, they're bound to make some sort of a remark about it. . .

When they do, father should calmly announce you are all preparing to leave and are so, so sorry the guests didn't phone so you could have saved them a trip. If that doesn't work, the next best thing is the sledge hammer. (Don't quote us.)

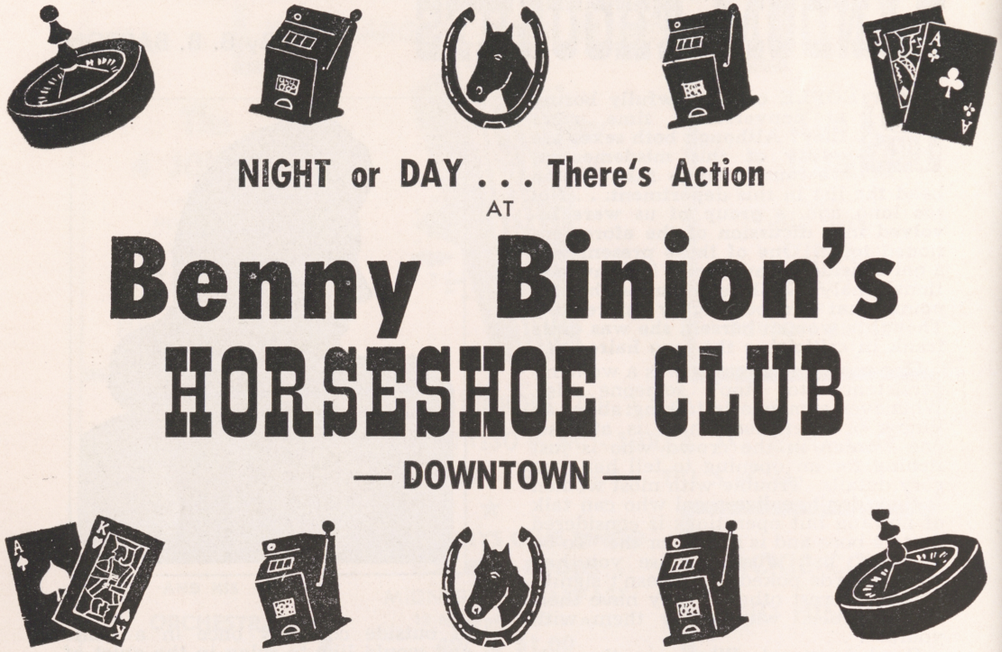
Little cuts from classes,
Little slips marked "late"
Make the senior wonder
If he'll graduate.

—ILL. WES. ARGUS.

Professor: "You're late to class."
Flunker: "Yeah, and I need the sleep, too."

—HI-COURT.

UNION CAB CO. . . . . PHONE 911



NIGHT or DAY . . . There's Action
AT
Benny Binion's HORSESHOE CLUB
— DOWNTOWN —

USED CARS
THE FINEST IN LAS VEGAS
C. C. McDANIEL
LES. SCHWARTZ, MANAGER
CONFUCIUS SAY . . . When thermometer goes up, so go Used Car prices"!
EXTRA SPECIALS
- '51 Chrysler, N. Y. Newport $3395
- '51 Chrysler, V-8, N. Y. Sedan..... $3250
- '51 Packard Convertible $3195
- '50 Buick Roadmaster Riv. Sedan $2095
- '51 Chevrolet Club Coupe $1895

OPEN SUNDAYS
127 North Main St. Phone 4954

"Requestfully Yours"
THE
RIST BROTHERS
FEATURING
GENE CORRY
"King of the Console"
AT THE
LADY LUCK BAR
IN
Wilbur Clark's Desert Inn

FOR
GIFTS . . . BOOKS
STATIONERY . . . Etc.
SARRET'S
OFFICE EQUIPMENT CO.
426 FREMONT ST. - PHONE 3810

THAT'S FOR SURE . . .

by JACK CORTEZ



HI, THERE! We'd like you to meet two of the nicest people who ever settled in our fabulous town. They are NATALIE and STAN FAYMAN, owners of BOND'S JEWELERS — at 300 Fremont street. We have selected the Faymans for this week's front cover for two good reasons; both of them in the form of anniversaries. The handsome couple took their matrimonial vows on March 24, 1951. Before they had completely shaken the rice from their wedding garments, they reached Las Vegas and spent their honeymoon preparing for the opening of their jewelry center, April 2, 1951. A few days after this edition hits the stands, the Faymans will have a dual celebration, marking their first year of partnership in life and business. There are many localities that are grateful to Stan for opening a shop such as his, which permits the buying of luxuries at fair prices, with terms to match. Before the end of his first year in business, Mr. Fayman had seven people on his payroll and the organization promises to keep growing along with his customers' demands. . . Not too long ago, Natalie and Stan managed to leave business behind to fulfill their delayed honeymoon. They visited the enchanting Acapulco and enjoyed many hours of fishing. On their return, they confessed their next vacation would be spent right here in Las Vegas, "the best vacation center the states have to offer". . . Incidentally, Stan was an amateur tennis champion in school and Don Budge's coach (the name slipped our memory) tried his darndest to convince Stan to enter the professional courts. Although he was honored by the interest, Mr. Fayman declined, stating tennis was a hobby and jewelry, his business. . . So—to you, NATALIE and STAN FAYMAN, goes our salute-of-the-week. We extend our sincerest felicitations and hope we will be able to see you enjoying your fiftieth celebration of marriage and business. You fully deserve the support you now have of friends and customers . . . and that's for sure.

We received word that people in merry old England will have the chance to enjoy JIMMY DURANTE'S wonderful brand of humor when SCHNOZZOLA invades their little island this Spring. Durante has been booked into the LONDON PALLADIUM for a footlight engagement, beginning May 5.

A very merry, belated birthday greeting (March 12) to our blonderful columnist, LADY MICHAEL NEALE, currently seeing the highlights of New York City. At this writing, we are still biting the stumps of our fingers, wondering if Her Highness will have her column reach us in time for this edition. C'mon, "Mike," we can't stand the suspense.

Quite some time ago, we carried an item on ELI LUBIN, "21" dealer at BENNY BINION'S HORSESHOE CLUB. It was intended strictly as a gag. However, certain individuals have distorted the meaning of the article. So, to relieve Eli and close the mouths of the harm-wishers, we apologize publicly. We were just-a-fooling!

Any second of any day now, we expect a visit from KAY and EPPY PEARSON. The couple left the East on March 14, in order to motor to L. V. They send their best regards to all of their many friends here. Wonder which entertainment center the jovial entertainer will appear in, locally?

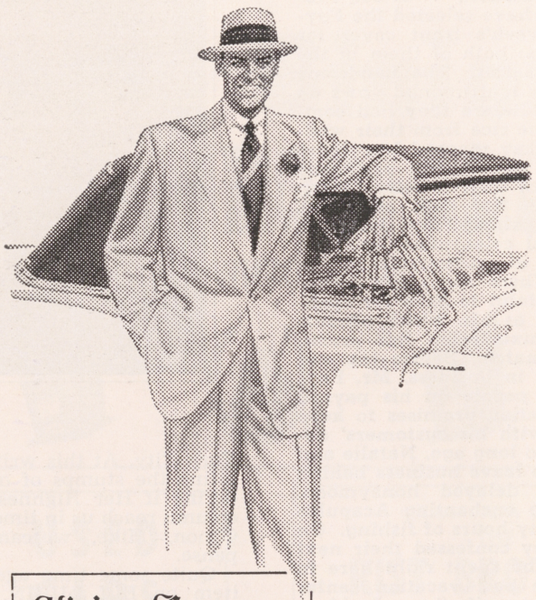
By now, you've all heard the singing sensation, JOHNNY RAY, on some of his fast-selling records. Not too long ago, he was singing at the CLUB LA CARVA on 52nd street in N. Y. C. His only salary was the way the patrons "stuffed the kitty" with tokens. Now, you have to make a terrific offer before you can obtain his services. That short step between mediocrity and fame certainly alters the monetary bracket, doesn't it?

STAN IRWIN, currently starring at

(Continued on Page 27)

JUST ARRIVED!!

NEW SPRING STYLES . . . .



Hickey-Freeman
CUSTOMIZED® CLOTHES

You'll be beyond the reach of heat and humidity in a Hickey-Freeman summer suit...but not beyond the reach of countless compliments! $125.00

Bond Street Clothiers

9 FREMONT STREET PHONE 3121

WHAT'S DOIN'?

. . . with JOHNNY UHLMAN

THE WIND blew and the Schlitz flew; that is, in Boulder City the other day. It seems that there happened another day when the sun didn't shine for a full 24-hour period and this one particular bar "sets 'em up" for all comers when that happens. So far it has happened four times since the first of the year and, if the weather is going to continue in the present vein, that Boulder City boast is gonna turn out to be a losing prposition. Of course, this weather is UNUSUAL!



If California can use that old phrase we'd beter practice at borrowing it for a while 'cause I haven't seen bad weather hang on like this around here since I have been here. Mind you, I'm not complaining one bit. I LIKES IT here! On occasions when I feel like griping about the weather I merely pick up any old paper that might be lying around and I can usually find an article somewhere that relates of some disaster brought on by the elements in some other part of the country. We only have a little wind once in a while. Yep, I LIKES IT here! . . . Well, it looks like the long awaited deal for the EL CORTEZ HOTEL finally got through and from all I can gather, when these boys get through remodeling the place, it is going to be one of the finest downtown casino, cocktail and dining dens in existence. Gonna be entertainment, too! Of course, all this is going to take at least a few months to bring to completion but they'll really have something when they finish . . . Speaking of remodeling; the VEGAS CLUB should have their new bar, lounge and casino ready for operation along about the first of the month. It will probably be ready before then, but why open it up for business before the second quarter. If you are wise to taxes and licenses you'll know what I mean! It's going to be a nice room when it's finished and since they cut that door through to WING'S CAFE, next door, they have everything they need right there at their finger tips. By the way, Wing is doing a terrific business there since his reopening . . . Have you caught THE JOKERS at the CLUB BINGO as yet? These four guys are about the most screwy, unpredictable act I've ever seen. but I **like** that informality. By the way, these men played a few numbers on the bill for the Police Show a week ago and stopped the show. They HAD to do an encore! . . . If HARRY TABAK has his way about it, you will see workmen ripping up the floor of the FRONTIER CLUB on downtown Fremont street. The idea is to get rid of that sort of a ramp that runs the width of the place. You know, it's surprising how many people will hesitate to go into a place just because the front end has something wrong with the architectural setup of the room. In this case there is an incline about 10 feet long with a one foot rise which is a long, hard pull for a guy who has been laboring at casting the cubes down the fairway of the galloping greens, and he "ain't about to be climbin' no hills" to try changing his luck . . . Then right across the street is the SAVOY CLUB which is about to open its doors once again and may BE open when you get this. NORMAN KHOURY has moved the bar up to the front and plans putting in slots. There's a bulge in the belly of the bar, behind which is a platform. On this platform is a piano and a mike at which you will find some entertaining person who is liable to see everyone at the bar through the mirror that runs the length of the bar. A good man at the keyboard in this setup could make all the difference in the world in the success of the room . . . If you hurry you will still be able to see the pixilated performances of the CORDSMEN before they close at the GOLDEN NUGGET SALOON. After six weeks of a very successful engagement, JOE MAIZE and his CORDSMEN are closing and will do a few shows on the west coast before

(Continued on page 25)



DOWNTOWN

RALPH and DOMENIC'S *Famous*

VILLA VENICE

Italian Restaurant

American-Italian Dishes

HIGHWAY 91 — FOR RESERVATIONS PHONE 4313 — OPEN 6:00 P. M.

TRY OUR FAMOUS **DAILY DINNER** Served from 6 to 12

TO LOOK YOUR BEST . . .

EL RANCHO BARBER SHOP AND MANICURING

HOTEL EL RANCHO VEGAS

PERRY DI RIENZO, Manager

Pattie Phillips, Manicurist

BOOTBLACK

HOURS 9:00 A. M. to 6:00 P. M. . . . FOR YOUR CONVENIENCE PHONE 1300

THE WATCHBIRD

. . . by LADY MICHAEL
(Michael Neale)

New York City
U. S. A.

DEAR JACK:

This must do for a column as time is short and there is so much to do and so many people to see.

Well, Chicago's all right. It's got Marshall Field and Soldier's Field and the Chez Paree . . . Lunched at the Pump Room at the Ambassador East with Dorothy Eigen, wife of Jack Eigen, the disc jockey who is currently appearing at the Chez. Our other guest was Lynette Brown, formerly of the legit theater. Lynette will be my house guest in Vegas shortly, for the six-weeks' cure. Her husband is Henry Plitt, prominent New Orleans attorney and former paratrooper of War II.

The floor show at the Chez is sparkling as usual and is starring the inimitable LENNY KENT . . . TITANIA and BIRAGI—a dance team who do divine comedy—are also on the bill . . . The Chez Paree Lovelies are beautiful and do ARDEN-FLETCHER routines. CLAIRE CONNER, who was on tour with us with the Latin Quarter Revue, is line captain and other dear friends in the line are beautiful BARBARA LEIGH and RUTHIE CLARKSON.

We had a phone call from RUTHIE CLAIRE who is on her way to Vegas to work at the Last Frontier. We missed seeing Ruthie, but will catch up on all the latest news when we get back home.

The Chez Paree Key Club is quite a unique room which is usually jammed with celebrities. We glimpsed TED BRISKIN, who was formerly wed to BETTY HUTTON . . . and in another corner DICK GOLDBERG, plumbing tycoon . . . JOHNNY MARTIN, who is the Chez' singing emcee, usually drifts to the microphone in the Key Club and sings his heart out.

Ran into SAMMY WALSH at the Churchill and he sends his love to JOHNNY UHLMAN. We borrowed Sammy's $1800 fountain pen to make the note. The pen, incidentally, was a small token of esteem from the EL RANCHO VEGAS.

We returned to the Pump Room for dinner the following evening. It's a divine room with a touch of New York, New Orleans, Hollywood and Paris combined. The decor is chic and the service divine. The waiters all wear red coats and knee breeches and there's a special coffee boy dressed in green with a white satin turban with white ostrich plumes. We ordered a curry and a special boy, dressed like a maharajah from the fabulous East, brought around the chutney tray. The piece de resistance is, of course, shaslik which is brought to table on a flaming sword. For those who prefer game in season, there is infinite variety. Evidently pheasant is in season at the moment. This was served re-dressed in all the pristine glory of its feathers.



New York, New York. It's a heck of a town. The first people we ran into was Morris Kleinman, who had a cold in his poor little nose and was rushing to make his plane, loaded down with boxes of Kleenex. It was a pleasure to see BLANCHE RHOADY, who told us she and husband LOU will be in Vegas next month. We missed seeing GISELLA KLEINMAN—she must have gone through a different door.

The noise on Fifth Avenue has been loud, exciting and brassy and has been going on all afternoon—this being now March 17. You guessed it—it's the annual St. Patrick's day parade, and every Irishman this side of the "ould sod" is having himself a ball. It's a wonderful spectacle and although we only got a bird's eye view from our window, we thoroughly enjoyed it. Frankly, a parade always brings a tear to our eye and a lump to our throat. Sentimental us. It must be the martial music.

We had a wonderful visit with dear friend MILDRED HUGHES who is the tallest gal in t.v. We once mentioned Millie was 6' 2" and is the biggest problem in t.v. engineering.

(Continued on page 25)



SILVER SLIPPER

LAST FRONTIER HOTEL

LAS VEGAS, NEVADA

TO THE MOST WONDERFUL PEOPLE
IN THE WORLD:

I want to thank you for making me feel that I have "returned home"!!
You're the greatest audience ever . . . and a pleasure to entertain.

Love y'all

STAN IRWIN



NORTH LAS VEGAS
Phone 1633

She's 'Everybody's Girl'

GAY DAWN

"Hollywood's Favorite"

APPEARING IN

EMBASSY CLUB BURLESQUE

EXTRA ADDED ATTRACTION

LOLITA ROBERTS

EXOTIC DANCING

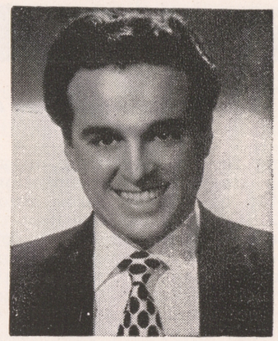
SHOW TIMES: 10:30 - 12:00 - 1:30 - 3:30 A. M.

EMBASSY TRIO
CHUCK GLASSPOOL

DOC STAR
SINGING
MASTER OF CEREMONIES

JEST WRITING

. . . by STAN IRWIN



WELL . . . here we are, back to the Shangri-La of the world . . . the one and only "Fabulous Las Vegas." Right now it should be called the "Fabulous Fabulous Las Las Vegas Vegas" . . . it's twice its size . . . It's close to three years that I left the Bingo Club, after an eight months' engagement, to return to New York, where I had the opportunity of writing material for many of our great comedy stars and teams such as Jan Murray, Jackie Miles, Helene and Howard, etc. Of course, I have a bit of new material myself . . . His name is Lanny Wayne and he's 21 months old . . . already?? (Anyway, I left Las Vegas a winner in one way if not in another . . . I guess that's because I couldn't write a check on IT!)

It is hard to believe the amount of building that is going on here. The Flamingo has a complete new dining room and is now completing a new wing to their already sumptuous hotel. The Last Frontier has a complete western village with a Silver Slipper Saloon, old-time gambling hall, old western type theatre presenting the latest Broadway drama productions, old gun shops, full stable and riding facilities. The stable is about the easiest thing to locate, as they said to me: "Follow your nose!" . . . The Desert Inn is still building wings—What! No drum sticks? . . . The Thunderbird has a new, larger lounge, a new wing, a new sign, and yet the Thunderbird never laid an egg. Must be a male bird. . . . The El Rancho redecorated their entire lobby and dining room and they are now re-landscaping their ground. . . The Club Bingo is steadily progressing in its stages of transition from a club to a modern hotel, which will be known as the "Sahara Hotel."

This is the only town where carpenters come to work in Cadillacs . . . in fact, one hotel ran a little short of money for reconstruction and a carpenter's helper is now a partner.

I don't want to start any trouble, but I happen to know that there is a pit boss who, on his off time, is practicing to improve his income . . . He's secretly driving nails into two by fours. I'm not mentioning his name, but if you happen to see a pit boss with swollen thumbs, that's him!

And look what happened to the price of property. . . When I was here you could get 1500 square frontal foot for $1.00. . . Now it's $1500.00 for 1 square frontal foot. I'm going to buy one frontal square foot of property and build a long thin store . . . I'll sell spaghetti!

The only thing that really surprised me was the weather. . . When I got here it was so cold, I thought I missed Las Vegas and landed in Los Angeles. But the weather is definitely getting warmer. . . . In fact, today I saw two people who didn't have colds. As one boss put it: "If the weather was as hot as the dice table and the dice table as cold as the weather, Las Vegas would be in perfect condition."

Thanks, again, Jack, for asking me for my column. The reason I stopped writing the last time was because I was too busy writing to write. . . See, the weather doesn't affect me! Hello . . . see you at the Silver Slipper.

After Fall semester a student received a report card with four F's and one D. He was called before the dean and asked if he had any explanation for four failing grades.

"I guess I just spent too much time on that other subject," was the reply.

—PACIFIC WEEKLY.

Salesman (to wife who has just presented him with triplets): "My dear, a sample would have been sufficient. There is no necessity for carrying them in stock."

—TESTER.

"Where are the snows of yesteryear?"

"We buy them in highballs, whisky and beer."

—POLYWOG.

SHOW REVIEWS by Jack Sorrz

Flamingo

March 20 through April 6
(Not a review)

Appearing for the first time on any Las Vegas stage is that sensational dancing star of Warner Bros studio, GENE NELSON. During the past two years Gene has rapidly risen to a spectacular spot in the dancing world and has appeared in many fine musicals; the latest of which is "Starlift," which thousands have seen and enjoyed in its entirety. Gene's expert interpretations come from the heart to display a gift enjoyed by but a few. . . . Also on the bill are the PANTOMANIACS, billed as "Hollywood's Newest Comedy Duo." While the recorded voices of such favorites as Arthur Godfrey, Frankie Laine, Johnny Ray and Betty Hutton are fed through the sound system these two zanies mimic the action of the artists to a peak of perfection. . . . Coming to Las Vegas for the first time, also, is WAYNE SHERWOOD as an extra add-

(Continued on page 30)

LAST FRONTIER

March 21 through April 4
(Not a review)

All of you fans of the celebrated pianist-singer, HAZEL SCOTT, will be happy to learn that the talented star is currently headlining the new production in the RAMONA ROOM. Many of you have been introduced to this stellar personality through her recordings, motion pictures or television show. Miss Scott completely captivates everyone with the amazing dexterity she displays at the "88" and excels in classics and boogie-woogie alike. We're looking forward to her own inventive compositions which she plans to introduce during this engagement. . . On the same bill are BUD and CECE ROBINSON. Here is a zestful combination of youth and talent that will fascinate you with new routines of dance specialties. Those softshoe numbers are superb, and wait

(Continued on page 30)

El Rancho Vegas

March 19 through April 1

ROMO VINCENT, that "magnificent obstruction," brings his unlimited melody and mirth to the OPERA HOUSE THEATRE RESTAURANT for two weeks of enjoyable clowning. He is as jovial as his girth, with an ingratiating manner that captures all audiences. Romo is truly a star among stars. His good-natured comedy and excellent voice set him apart from all others. When Romo appears, laughter reigns. . . . An extra added attraction is the exotic Parisienne, DANIELLE LAMAR. The lovely, blond lass recently arrived from her native land. She is a vivacious, curvaceous and just ooh—la—la! Miss Lamar's delightful French accent spices her songs with just the right amount of charm and fascination. Don't miss the exquisite mademoiselle. . . One of the most intriguing acts in show business are THE HANDS, a group of four people, headed by YVES JOLY. The entire east coast is talking about his terrific act and we finally have the opportunity to see for ourselves. The group use their expressive hands to perform everything from a tour of Coney Island (with fireworks) to a fantastic strip tease. They are truly wonderful! . . . The EL RANCHO DANCERS, featuring JOY WALKER, JERRY PEDERSON, and LOUISE BURNETT introduce two new routines, executed

(Continued on page 30)

Wilbur Clark's DESERT INN

March 4 through March 31

"SHOOTING HIGH" has lit the fuse to a new era in night club entertainment!! . . . This is the final week for this musical comedy revue which has been the apex of action and overflowing with refreshing youth. . . Each member of the cast is truly a top talent in his or her own right, causing the show to move with such a smooth pace that time seemingly stands still from the opening curtain. . . GEORGIE

(Continued on page 30)

Thunderbird

March 13 through March 26

BOB HOWARD is the star of the current show in the Navajo Room and "nobody sleeps while he is on!" He isn't on but a few minutes until he has every foot tapping to the natural rhythms that are his. For the past year Bob has been kept busy with teevee shows, not only his own but guest shots on most of the top shows in the east. However, he still manages to make personal appearances in the outstanding clubs and theatres of the country. . . Miss VIOLA LAYNE fairly overflows with personality as she presents her song satires and impressions of personalities. She does a wonderful job with her "Mae West" bit and actually looks like Shirley Temple when she does her short encore on Shirley at an early age. We'll see more of Viola. . . "Astounding Acrobatics" is right!! You'll see THE WONGS tie themselves in knots while doing a hand stand. They also come up with a few new wrinkles in the art of contortionism that will have you wondering if something isn't going to break. A fast act! . . . The KATHRYN DUFFY DANSATIONS comply to many requests by repeating the "Anthony's Boogie" number they did some time back, and hold over the "Up in North Carolina" number from the current show, which is well world holding over. . . . Johnny O'Brien is your singing emcee and is assisted in the productions by the Normandie Boys. . .

—JOHNNY.

CLUB BINGO

It's been a long time since we saw such an entertaining production in the BONANZA ROOM. Headlining the bill are the FOUR JOKERS, a quartet of young men. They do a marvelous job of performing on their respective musical instruments and provide many enjoyable songs. Throughout their entire appearance, they inject loads of infectious comedy that just reaches into the audience and results in appreciative laughter. The kids are terrific — and that's for sure. . . MISS VINA TEMPLE is a de-lovely songstress who enchants her audiences with her warm stage personality. She presents a fine selection of popular songs. Her voice is very soothing and sweet. In the short time she has been here, her following has grown rapidly. When Miss Temple invites FULTON BURLEY to join her in a rendition of "Go to Sleep," the ovation is truly tremendous. . . MR. BURLEY does a magnificent job as emcee and keeps the show moving at an enjoyable pace. He opens the bill with some mighty fine singing and his voice is the type that pleases all. The Irish certainly do have that certain something—don't they? . . . Backing the show is MIKE WERNER and his "Big-Little" band, alternating with the JACKIE COON TRIO to bring you lilting dance rhythms until 5 ayem.

SILVER SLIPPER SALOON

STAN IRWIN, Las Vegas' favorite son, is back on the local scene again. He is a comic who has been hailed as one of the finest to ever appear in our fabulous town. Stan is, without a doubt, one of the best laugh-evokers on the stage today. His material is completely original and his presentation, terrific. He has returned with a vast number of new routines and tops them all with a marvelous soft-shoe dance, performed to a nostalgic melody. You just can't help but love this guy! . . . On the same bill are those nostalgic funsters, SHAW & LEE. This duo scored a tremendous hit when they played the old Orpheum Circuit years ago and they are still enjoying a great measure of success. They invoke pleasant memories with their skits, gags and soft-shoe routines. Shaw and Lee provide the down-to-earth humor everyone enjoys. Their showmanship is tops. . . Brought back by popular demand are those very funny COOPER SISTERS. The girls are a winning combination. They delightfully combine their singing with infectious humor. They possess surefire talent that is bound to keep you highly entertained. . . Backing the production is CHUCK GOULD and his ORK.



My Whole-hearted

"THANKS"

to the Entire

Personnel of

THE Flamingo HOTEL

AND TO MY

MANY FRIENDS IN

Fabulous LAS VEGAS

★

Arthur Lee Simpkins

CHESS » » »

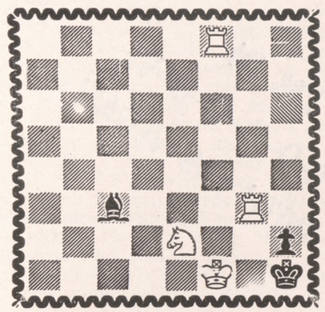
. . . by **FRED SOLY**

PRESIDENT, LAS VEGAS CHESS CLUB



PROBLEM No. 123

Black 3



White 4

White mates in three.

Solution to problem No. 122: Q-N2

NIMZO INDIAN DEFENSE

Pomar White	Prins Black	Pomar White	Prins Black
1—P-Q4	N-KB3	17—Q-KN3	R-B2
2—P-QB4	P-K3	18—P-Q5	QBPxP
3—N-QB3	B-N5	19—B-B3	B-Q3
4—P-K3	P-QN3	20—P-B4	N-B4
5—N-K2	B-R3	21—PxBP	PxP
6—P-QR3	B-K2	22—B-K5	N-K5
7—N-N3	P-Q4	23—Q-N3	P-QR3
8—Q-B3	P-B3	24—N-Q4	B-B4
9—PxP	NxP	25—R-K	N-B5
10—BxB	NxB	26—QR-Q	Q-R2
11—B-Q2	O-O	27—Q-Q3	NxNP
12—O-O	R-B	28—Q-R3	NxR
13—KR-Q	P-QN4	29—RxN	BxNch
14—P-K4	N-N3	30—BxB	QxBch
15—QN-K2	Q-Q2	31—Resigns	
16—N-R5	P-KB4		

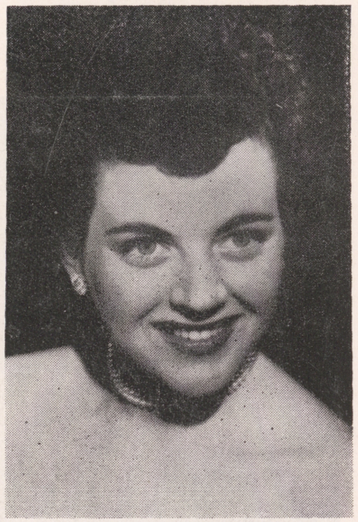
Prins White	Paoli Black	Prins White	Paoli Black
29—R-R3	K-K	41—BxN	RxB
30—R-R7	B-B	42—N-K3	R-B
31—N-Q5	N-R3	43—N-Q5ch	K-K
32—R-Q	BxN	44—K-B3	R(4)-N
33—QxB	QxQ	45—R(2)-R2	R-B8
34—RxQ	N-B2	46—R-R8	K-Q2
35—R-Q2	R-R4	47—NxPch	PxN
36—N-B2	R(1)-R	48—P-N7	R-B8ch
37—N-B3	R-B4	49—K-K3	R-K8ch
38—N-N4	K-K2	50—K-Q3	R-Q8ch
39—K-N2	P-N4	51—K-B2	Resigns
40—PxP	NxP		

SICILIAN DEFENSE

Prins White	Paoli Black	Prins White	Paoli Black
1—P-K4	P-QB4	15—N-N	N-K
2—N-KB3	P-Q3	16—N(1)-R3	N-B4
3—P-Q4	PxP	17—N-B3	R(3)-B
4—NxP	N-KB3	18—K-R	B-B
5—P-KB3	P-K4	19—Q-Q2	N-B2
6—N-N3	B-K3	20—P-B4	P-B3
7—P-QB4	QN-Q2	21—P-B5	B-B2
8—B-K3	P-QR4	22—P-KN4	P-R3
9—N-B3	P-R5	23—P-R4	B-K
10—N-Q2	Q-R4	24—P-R4	B-K
11—R-B	B-K2	25—PxP	B-B3
12—B-K2	O-O	26—BxN	QxB
13—O-O	KR-B	27—P-N6	B-K2
14—N-N5	R-B3	28—R-B3	K-B

PHILIDOR DEFENSE

Prins White	Giustolisi Black	Prins White	Giustolisi Black
1—P-K4	P-K4	16—Q-K3	Q-B3
2—N-KB3	P-Q3	17—P-B4	Q-K2
3—P-Q4	N-Q2	18—K-R	K-B2
4—B-QB4	B-K2	19—P-K5	B-B4
5—PxP	NxP	20—Q-R3	K-N2
6—NxN	PxN	21—N-K4	K-R
7—Q-R5	P-KN3	22—NxB	QxN
8—QxKP	N-B3	23—QxKP	QxBP
9—B-KR6	R-KN	24—Q-B6ch	R-N2
10—N-B3	N-N5	25—P-K6	Q-B4
11—Q-B4	NxB	26—R-Q8ch	RxR
12—RQ	B-Q3	27—QxRch	R-N
13—QxN	Q-K2	28—P-K7	Q-B2
14—O-O	B-K3	29—R-Q	Resigns
15—BxB	PxB		

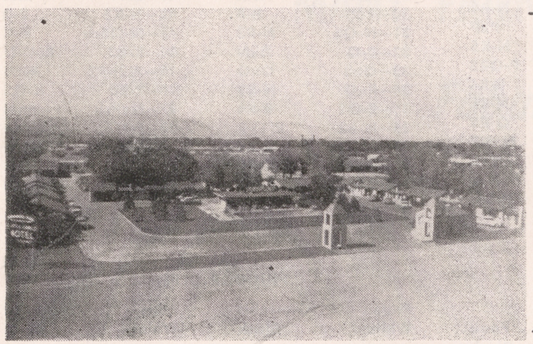


I'M IN
L-O-O-O-O-VE
WITH LAS VEGAS!

" 'S WONDERFUL"

VINA TEMPLE

SO THANKFUL TO THE CLUB BINGO
FOR HOLDING ME OVER



MONTE CARLO
MOTEL

CAFE — SWIMMING POOL
LOUNGE

ALL ELECTRIC KITCHENETTE
APARTMENTS — 2- and 3-ROOMS

SPECIAL WEEKLY RATES

1600 SOUTH MAIN STREET
PHONE 937

YOUR HOSTS
MARY and MARINO BRANDOLINI

YOUR LOCAL CREDIT JEWELER

Bond's
Credit Jewelers
"WHERE YOUR WORD IS YOUR BOND"

THIRD AND FREMONT

"Pay As Little As $1 Weekly"

HOLLYWOOD HAPPENINGS ... by MARTIN LEWIS

IT will be a long time before BETTY HUTTON will forget the welcome Japanese movie-goers gave her last week. Although BETTY asked that her arrival in Tokyo, on the first leg of her personal appearance junket to Korea, be void of fanfare, the gal received the welcome of her young life. No less than 14,000 film fans jammed Tokyo airport to welcome the daring darling of Cecil B. DeMille's "The Greatest Show on Earth." BETTY, who has just been voted "Best foreign actress of the year" by the Tokyo Movie Press Club, is a top-ranking favorite with the movie-going guys and gals in Japan.

Talk-of-New-York-Town is the world premiere which BING CROSBY staged last week of "BING'S Things," the CROSBY enterprise that promotes and produces worthwhile inventions of ununknown inventors. Attention-getter was the unique invitation Der BINGLE sent to members of the press. It read: "By gracious permission of all the Creators-Designers-Inventors, the Art Director, the Box Maker, the Printer—four affiliated manufacturers — not to mention brothers Everett and Larry—it gives me pleasure, at long last, to cordially invite you to the world premiere of BING'S Things" . . . It's getting to be a habit!

George Stevens' "A Place in the Sun" has been voted top picture of the past year in the 29th annual "Ten Best Pictures" poll conducted by Film Daily, a motion picture trade magazine. Four hundred and sixty reviewers and movie writers, plus 61 radio and television commentators participated in the poll. In addition to Paramount's ELIZABETH TAYLOR - MONTGOMERY CLIFT - SHELLEY WINTERS drama, the list included "A Street Car Named Desire," "An American in Paris," "Detective Story," "Born Yesterday," "Cyrano de Bergerac," "Death of a Salesman," "Quo Vadis," "Bright Victory" and "The Great Caruso." No doubt about it, movies ARE better than ever. . . . MARIO LANZA forsakes the film capital in September for an extended sojourn in Italy. The singing star plans to remain in the European country for several months to perfect operatic roles.

ROBERT MERRILL, Hollywood's newest singing sensation, claims he owes his career to—of all people!—baseball's Leo Durocher. Seems BOB financed his singing lessons by playing semi-pro baseball and at one time had a prolonged tryout with Durocher's former team, the Brooklyn Dodgers. Eventually, Leo banished the lad to the showers. A few minutes later he entered the clubhouse and heard MERRILL warbling. "Hey, kid," he yelled, "baseball isn't your dish. You sing better than you pitch. Why don't you try opera?" . . . BOB MERRILL followed Durocher's advice and today he's a leading baritone star at the world-famed "Met," as well as a fast-rising screen star as the result of his outstanding role with ALAN YOUNG and DINAH SHORE in "Aaron Slick from Punkin Crick."



HELEN HAYES, first lady of the American theatre, returns to the screen after a 16-year absence in Leo McCarey's forthcoming drama, "My Son John" . . . JAN STERLING, the torrid blond who scored as the heartless floosy in "The Big Carnival," got her first big break as Billie Dawn in the Chicago production of "Born Yesterday." JUDY HOLLIDAY won an Academy Award for her portrayal of the same character in the screen version of the hit play. . . . William Wyler, distinguished producer director of "Detective Story" and the soon-to-be-released JENNIFER JONES-LAURENCE OLIVIER drama, "Carrie," won his first fame as a director of sagebrush sagas. . . .

ON THE ROMANTIC SCENE: Close chums of Academy Award winner JANE WYMAN say they won't be surprised if the actress ties the wedding knot with her current boy-fried, TRAVIS KLEEFELD. They claim the "friendship" between these two is far more serious than meets the eye. . . . It will be a spring wedding for ROBERT

(Continued on page 23)



We wish to offer our Thanks to You of the

DESERT INN

and

OF LAS VEGAS

. . . for this superb Engagement !

Tommy Wonder

AND

Margaret Banks

EXTRA SPECIAL THANKS TO FRANK SENNES

THE *Shamrock* HOTEL

FOR FINE FOOD,
FRIVOLITY,
FUN
THE

SHILLALAH ROOM

APPEARING NIGHTLY

DON RIDLEY

PIANO — ACCORDION — SOLOVOX — ORGAN

600 NORTH MAIN ST. PHONE 2200

HOLLYWOOD HAPPENINGS:

(Continued from Page 21)

MERRILL and ROBERTA PETERS, rising young singer. The couple hopes to climax the wedding ceremony with a honeymoon in Paris. . . . Other twosomes making news in the film capital include: JOAN BENNY, comedian JACK BENNY'S daughter, and GARY CROSBY, BING'S oldest lad; JOAN CRAWFORD and director DAVID MILLER; MARIE ALLYSON and DAN DAILEY; starlet BARBARA RUICK and CARLTON CARPENTER, DEBBIE REYNOLDS and DICK ANDERSON.

Weekly Fashion Letter

from EDITH HEAD

Paramount Fashion Designer

Paramount Fashion Designer

Plucked from the wardrobes of Martha Washington and the ladies of the French court comes a new entry into the spring style parade. Designed for women who like to be different in what they buy and wear, this newcomer is a modern version of a fashion idea that is centuries old. It's called the "pannier" and it is described as "an overskirt which is puffed full at the sides."

Streamlined for 1952 wear, the pannier has become a panel and is fastened to a dress-belt in pairs—that is, one pannier on each side. The new style-trend is adaptable to slim or full skirts—sport clothes, afternoon dresses or evening gowns.

The pannier suitable for sportswear is actually an exaggerated loop which can or cannot form a pocket—depending upon the needs and desires of the wearer. Newcomer BARBARA RUSH, who stars in Paramount's "Flaming Feather," has added two pairs of panniers to her spring wardrobe. One pair is made of straw in all the flashing hues of the rainbow. The other is cut of finest suede and dyed scarlet to accent white sport togs.

For afternoon wear, the pannier assumes a dignified straightness, with only the mere hint of a "puff." DOROTHY LAMOUR, the wise-cracking "hula" girl of Cecil B. DeMille's "The Greatest Show on Earth," casts her vote for a striking pannier of bold black and yellow stripes, which she wears over a slim dress of black linen.

The pannier is, without shadow of a doubt, an elegant addition to evening dresses. It lends regal beauty and dramatic enchantment to even the most "average" creation. . . . Far from average, however, is the pannier-trimmed ball gown of beautiful RHONDA FLEMING. With an emerald green gown of rich silk taffeta, the star of Paramount's "Hong Kong" alternates panniers of embroidered organdy, starched white lace, printed organza, and billowy chartreuse chiffon studded with tiny jewels.

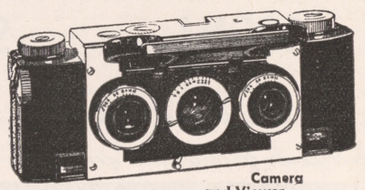
Favorite Recipes of the Stars

from PAULINE KESSINGER
Manager, Cafe Continental, Paramount Studios

A family breakfast, claims songstress DINAH SHORE, is a requisite for domestic happiness.

1 cup sifted white flour
1 teaspoon salt
1½ teaspoons baking soda
½ cup brown sugar
2 cups graham flour
2 cups buttermilk

Sift flour. Add salt, soda and sugar to flour and sift mixture again. Stir in graham flour and buttermilk. Mix ingredients thoroughly. Pour bread batter into greased loaf pan and bake at 350 degrees for 60 minutes.



Camera and Viewer (Tax Included)

Realist

THE CAMERA THAT SEES THE SAME AS YOU

The two lenses of this amazing new Stereo-REALIST Camera see the same as your eyes do — but they *retain* what they see on film. Like your eyes the Stereo-REALIST sees things in true perpective, with height, width, and *depth* (third dimension)—plus amazing natural color.

Only by actually seeing these pictures can you grasp their amazing beauty—lifelike qualities. If you want a thrilling new experience stop in and see these amazing new pictures **$178.75**

CAMERA & HOBBY SHOP

1850 SO. MAIN - Phone 4436
Las Vegas, Nevada

— IN RENO —

170 North Center - Phone 2-9983

WATCH FOR THE OPENING OF

DUFFY'S TAVERN

RESTAURANT

SOON! SOON! SOON!



We came with Nuthin'

We leave with Nuthin'

EXCEPT

JOE MAIZE

AND HIS

CORDSMEN

A heart full of thanks to the GOLDEN NUGGET SALOON for a marvelous SIX WEEKS

WHAT'S DOIN'?

(Continued from page 11)

heading east where they will appear on the Kate Smith show in April. I would say that you could look for these men to reappear in Las Vegas before so very long, however, as they have done an outstanding job in this room . . . "Hold your hats and don't stand up" but we may be viewing teevee here before we realize it. One night last week EVERETT PERSHING and his associates were just fooling around with a teevee set they have on their display floor there at 118 North Third street and pulled in a better than faint picture on channel No. 5 out of Los Angeles. And this was done with the antenna lying face down up on the roof. It will be interesting to see what happens when they get a proper installation and alignment. You know somethin', too? They've got some used radios on their floor that will run rings around any set you could buy today for distant reception. Just the thing for outlying neighborhoods . . . Ordinarily I don't go for Hawaiian music but the other night in the dressing room of Arthur Lee Simpkins at the Flamingo, I heard some Hawaiian harmonizing that tingled my tingler. ROY SANG'S HAWAIIANAIRES is the name of the group you saw each night behind the performances of Miss Louise Russell in the show that just closed. Due to programing these boys didn't get to show what they could do, but you never heard such beautifully blended falsetto voices as these men possessed. They have been together for the past three years and each year work the Waikiki Club on Catalina Island as well as some of the top spots on the coast . . . It seems that half of the businesses in town are either remodeling or building new quarters. The spot where the old State Cafe used to be is being remodeled into a slot machine arcade by Mr. Buckley and Mr. Sirotta and the TSOURAS boys are ripping the beegeeses out of what used to be their LAS VEGAS BARBECUE and are going to do a thorough job of remodeling to reopen around the middle of April. These places are in the middle of the first block on Fremont street . . . If you want to hear an outburst of Mediterranean Irish, ask JOE VENUTI what he did with the 20 pounds of GREEN spaghetti and (those were MEATballs?) he found in his room on the 17th of Ireland. Some of his friends at the Golden Nugget were very thoughtful in his behalf! . . . The next time you are listening to BOBBY PAIGE and his Pages at the Flamingo ask them to play the arrangement on "Slaughter on 10th Avenue" they have that was written out for them by Matty Malneck. You won't believe that only four instruments are putting out all that music . . . Saw "DILLY" DUCETA browsing around the Desert Inn the other night. He used to deal the wheel there before returning to Uncle Sam and has put in a year in Korea with the engineering units there. He hopes to be back budging the ball before long . . . The new sensation that is bringing the light of day to North Las Vegas night life is GAY DAWN, billed as "Hollywood's Favorite" and the star of the motion picture, "Everybody's Girl." This little girl enacts a dramatic story with each performance. Opening last Thursday night was lovely LOLITA, to expound the exotic dancing of the Latin vein. DOC STARR is your singing emcee and the music is by CHUCK GLASSPOOL and his Band. See the ad in this book for show times . . . A belated happy birthday to JOHNNY JOHNSON for his on the 18th and today, the 22nd, is the one to celebrate for MRS. FRANK BURKE. Frank has become part of the furniture at CLUB BINGO and I wouldn't mind being a fixture in such a living room myself! From all I hear, the SAHARA is going to be a beautiful spot to be able to call "home"! . . . Well, that's about it for this week. li'l kiddies. I've missed so much sleep the past few days that I've got bleedin' eyeballs. I feel as though I could sack up for a few suns and still not catch up, but as soon as I get back from the printers I'm gonna try. If you want me in the next few days you'll have to come over and remove the covers. —JOHNNY.

WATCHBIRD:

(Continued from page 13)

Open note to FULTON BURLEY of the Club Bingo: In the March issue of AGVA NEWS they announced that your insurance certificate pertaining to your $500 life insurance was returned to them because of incomplete address. So, dahling, contact AGVA Welfare Dept., 1697 Broadway, N. Y. C., and rest assured you're completely insured.

Open query to PEARLIE MAE BAILEY: What's this we hear about you taking the leap after taking the cure?

Big tah everso to MICKIE DIETCH for the gorgeous birthday earrings and to HONEY SILLS for the delicious perfume . . . Love you, miss you — see you soon. —LADY MICHAEL.

Glamour Girl: A girl who has what it takes to take what you have.

—AMARILLO RANGER.

If a girl calls you by your first name, watch out. She may be after your last.

—SAN DIEGO AZTEC.



It's Real GEORGE!

SEE YOU SOON?

THE JOKERS

CURRENTLY at the CLUB BINGO

Stephenson

advertising design

LAYOUT
LETTERING
MURALS
ILLUSTRATION

phone 6670

721 FREMONT • SUITE 5

FREE PICK-UP AND DELIVERY

A B C

for the best in Dry Cleaning
10 EAST CHARLESTON BLVD.
Harry Basler, Prop. Ph. 4875

KOST'S
Car and Truck Service
Service with a Smile
PHONE 1038 1000 S. MAIN

WHEN THE OCCASION DEMANDS
TELEPHONE 811
DOT'S FLOWER SHOP
808 SOUTH FIFTH STREET

THAT'S FOR SURE:

(Continued from page 9)

the SILVER SLIPPER, presents a show-stopping tune, "TWO-A-DAY." It was a song written by her son for BELLE BAKER. When Miss Baker saw Stan perform in N. Y. C., she presented him with the number. It was a wise choice. Stan knows how to deliver this nostalgic salute to show people of years past. The kid is really dynamite in the spotlight.

Look alikes: The bass player with the FOUR JOKERS (currently at the CLUB BINGO) could be the identical twin of SYLVESTER, of the zany WIERE BROTHERS. Never saw two people who resembled each other more than these.

Verifying our item of one or two back issues, JO and JIM BOOKER are back in Las Vegas. The move makes Jim very happy for he wanted so desperately to have his child born in the state of Nevada. The heir or heiress will make an appearance sometime in June. So far, the prospective father hasn't accepted a position but we are sure he will accept one of the offers shortly.

Would you like to find yourself in a dilemma? Okay, just follow our directions. Find yourself a reason to enter or leave Paradise Valley Road (from South Main) at the intersection that meets at the corner of the ROUND-UP DRIVE-IN. If you try to leave or enter that road, you might very easily find your car kissing the fenders of another auto. If the police want to do so, they could make this location a haven for issuing tickets. The road is there but, legally, you can't travel it because you never have a green or red light! You explain it to us. We don't get it! Wonder if the set-up will be corrected when the road is completed? We hope so. We hate waiting four hours just to cross the road in our buggy.

DEBBIE and MILTON PRELL (he is general manager of the CLUB BINGO and very soon to be the HOTEL SAHARA), sold their home on Charleston boulevard. Seems that traffic in that section is getting heavier and the Prells wanted a more residential area where young SHEILA would be able to romp about without fear of traffic. When are you going to have the house-warming, folks?

HARVEY ROBINSON, box-man at the HOTEL EL RANCHO VEGAS, is going around, showing his friends how many notches his belt has moved over. He is very happy with his weight loss but, unfortunately, the results were obtained "the hard way." Harvey suffered the ravages of virus pneumonia for 3½ weeks. It's good to see you back on the job, H. R. Take care, huh?

During our rounds, we notice the boys in uniform at the dice tables. Most of them have a system for this game. They play the "don't-pass" and parlay their bets until a "seven-out." It's nice to see them winning their system and playing "Nick-the-Greek" style.

Sometime in the middle of April, JACK DENISON of the JUNGLE CLUB, will introduce the JUNGLE REVUE No. 1. The back room will be reopened and JIM COREY (of the famous Corey restaurateurs) will take over the dining room and BOB PECCOLE will handle the gaming room. Welcome back to the active life, Bob. It will be good to see you in the harness again.

LOU WALTER'S LATIN QUARTER REVUE will begin a four-week engagement at the DESERT INN on April 1. It will follow the current production, "SHOOTING HIGH." We're sorry to hear that Shooting High will fold after this appearance. It's one musical extravaganza we thoroughly enjoyed.

The owners of the now-shuttered 49-ER CLUB are negotiating with R. L. GRAVES, LEE WINN and HUGHIE ROACH. The asking price is $25,000. From all reports, it probably won't be long before the doors are reopened to the public. We hope so!

(G. I.) JOE COPELAND is no longer associated with the JAY JEWELRY & LOAN COMPANY on Fremont street. Joe severed his connections with MOE TAUB last week and is very happy about the entire situation. From what Mr. Copeland told us, it won't be long before he makes another announcement. Good luck, "G. I."!

JIM PAPPAS, popular localite, will open a souvenir and novelty shop in the Simon Building, next door to the MELODIE LANE RESTAURANT, sometime in April. Here's one man who deserves a lot of credit. He continually extends his efforts in various enterprises and we're hoping this will prove to be what he has long sought and finds lots of success.

RITA GOLDSTEIN, of the HOUSE OF ENCHANTMENT, located at HOTEL EL RANCHO VEGAS, has come up with a very new, unusual gimmick. She has a stock of diamond-studded Yo-Yos for those who are inclined to this pastime. Well! How modern can we get?

In approximately three weeks, MARGIE and JIMMY BLAKE will begin their motor trip to New York City. It will be their first visit to Gotham in approximately seven years and they are eagerly looking forward to it. The Blakes have a new Cadillac convertible they will "break in" during this vacation. As you know, Margie is that very wonderful waitress of the VILLA VEN-

(Continued on page 28)

THAT'S FOR SURE:

(Continued from Page 27)

ICE on Highway 91.

Will wonders never cease? Somehow, it's difficult to believe certain facts even if you know they are true. You could have knocked us over with a tea bag when we learned that WHITEY BARRON (pit boss at the PIONEER CLUB), was the grandfather of a 10-year-old child. He doesn't look old enough. Must be the air in this climate that preserves age and retards wrinkles!

MR. and MRS. MOREY ZUCKERMAN, owners of the ALADDIN TAVERN in Denver, Colo., have been in town visiting with their very good friend, LARRY LORIMER, general manager of the FLAMINGO HOTEL. The Zuckermans are two of the firmest boosters this magazine ever had and we will miss their interesting mail for a while. They are leaving for an extensive tour of the Continent on May 2. Drop us a card once in a while, will you? And thanks again for those many subscriptions to your friends in Colorado.

SHAW & LEE, those two veterans of show biz, are really doing a tremendous job at the SILVER SLIPPER. It is rumored they will be held over for another two weeks. Oh, oh, this is going to be a tattler as far as age is concerned but we must say it. We remember seeing the pair on the RKO-ORPHEUM CIRCUIT about 25 years ago when they were heardliners at various theaters. (P. S. Don't tell his wife how old Ye Editor really is—please?)

The LAS VEGAS CLUB certainly looks vastly different since the renovation. The new bar is now where the old race book once stood. Over it is a 28-foot mural of a "Long Horn Stampede," created by a Los Angeles artist. It is beautifully done and is truly a work of art. ART SCHELLANG (a co-owner), general manager, is practically working day and night to bring the best available to his clientele.

The former locale of Lynch's curio shop is now being remodeled. It is being rebuilt under the direction of PAT BUCKLEY, manufacturer of the Buckley Slot Machines and will house his products a la deluxe arcade. Looks like Fremont street, from First to Main will be . . . "Slot Machine Row." That block sounds like a boiler factory now, during the busy p. m. hours when all the one-arm bandits are busy paying off jackpot!

Have you heard the RIST BROTHERS at the LADY LUCK BAR in WILBUR CLARK'S DESERT INN yet? GREAT! The combo features GENE CORRY, "King of the Console." The boys celebrate their third month at this spot, this week. Doesn't seem that long. They are a very popular group and have acquired many music loving friends since their opening.

The IRVING GOLDBERGS, owners of the NATIONAL FUR STORE in Butte, Mont., are visiting ANN and JOE BRINIG, in our fabulous town. Joe has quite a few interests in Montana but loves L. V. so much, he has taken a job as salesman at CHRISTENSEN'S MEN'S WEAR so he will feel like a native, with roots to hold him here.

What a rude awakening we enjoyed. While visiting MARCUS DALY at his CAMERA & HOBBY SHOP on South Main street, he shattered all ideas we had about taking pictures. Heretofore, we thought you could take any picture merely by flicking a switch with one of your fingers. However, Mr. Daly began showing us filters, light meters, various lens sizes, etc. It's amazing! You should see the host of equipment they have at that shop for shutter-bugs. We're convinced they have anything and everything in that line. AND, if they haven't what you want . . . they'll get it.

PAT PATTERSON, cocktail waitress at the HOTEL EL RANCHO VEGAS, certainly had a fine time on the night of her birthday, March 12. When she awakened the following morning, she reached for her purse and an eye-opening cigaret. You can just picture her surprise when she discovered a large quantity of chips, along with the King of Diamonds in her handbag. She vaguely recalled playing a "bit of '21' " but, knowing how bad her luck usually ran, she couldn't understand how she accumulated so many chips. To top it off, the presence of the King of Diamonds was more a mystery than the money. Believe us, Pat, we wouldn't worry about it if it happened to us . . . and that's for sure.

He worked his way through college,
As heroes often do.
Now he's back where he started—
Working his son's way through.

—PACIFIC WEEKLY.

Doctor: "Your stomach is out of order. You'll have to diet."
Patient: "What color?"

—LONE STAR SCANNER.

If you want to know why girls close their eyes when they kiss you—look in the mirror.

—THE X-CHANGE.

"This inn is historic. Almost everything here has a legend."

"Let's get them to tell us about this curious old ham sandwich. I'm sure it must have an ancient history."

—PATUXENT RIVER TESTER.

POP SQUIRES:

(Continued from page 5)

Las Vegas until five and one-half months later, June 15, 1910. However, on February 12, 1910, we received the great news that our $30,000 bond issue had been sold. But that, too, petered out. It became clear that bonds issued by an unincorporated city or town would not sell.

There was another active campaign facing us. We immediately began holding meetings of the committee on City Charter. Most of the summer and fall of 1910 the committee held weekly meetings. Finally only Judge Lillis, Frank Stevens and myself attended the meetings, but we prepared a draft of a city charter which really suited none of us, but was the best we could agree upon.

In March, 1911, I took the proposed city charter to Carson City, got it approved by the legislature and signed by the governor. We held an election and chose a board of city commissioners and the city government was organized in June, 1911. Then we immediately began the task of inducing the city board to call an election on a bond issue, this time for $40,000.

The election was set for October 10, 1911, but another great distress nearly knocked us out. About 450 men employed in our new railroad machine shops went on strike September 30, 1911. However, we held the bond election on October 10, 1911, and the bonds carried, 183 to 11. This gave us another ray of hope. The board of city commissioners consisting of Ed Von Tobel (who still is one of our leading citizens), Will Stewart, C. M. McGovern, J. J. Coughlin and Peter Buol, mayor, composed the city board.

But all was not quiet in the board sessions, with the result that on October 21, 1911, the board reared up and discharged City Attorney Richard Busteed for negligence in the conduct of his office, and appointed Frank Stevens in his place, with an increase of salary from $25 to $50 per month. All we had to do now was to sell the bonds and build the sewer system.

On December 9, 1911, the board accepted an offer from Sutherlin & Co. to buy the bonds for $40,685 and the cost of securing lithographed bonds, and again we were happy. But somehow this sale fizzled out.

On March 30, 1912, Mayor Buol announced that the bonds were sold to a Milwaukee syndicate for par and accrued interest. Again we were happy, and again disappointed.

Finally, at a meeting of the city board, May 3, 1912, a proposal was received from the American Light & Water Company to take the bonds and build the sewer system. Again the board accepted, and it was announced that work on the system would begin within thirty days. On June 29, 1912, the bonds were signed and shipped to the company.

As strange as it may seem, that really got results. A large trenching machine was brought in and began digging the sewer trenches, ten feet deep, down the alleys north of Fremont and south of Fremont. It was a long, tough job. In places the digging was so difficult on account of the hardpan that the company had to use blasting powder. Some of the blasting was so powerful that the plaster was blasted off the ceilings of our home and a lot of other homes along the route, but we just couldn't complain. We were going to have a modern sewer system.

After some delays the system was completed. Some of us have never ceased wondering how much the company bilked the city out of on the deal. In fact, I think we were a little afraid to dig into the subject too much for fear of wrecking our precious sewer system.

Of course, we of Las Vegas are not trying to discourage you neighbors to our north. On the contrary, we think you have profited by our sometimes sad experiences and have so far learned the game that you will have no trouble.

Of course, you are a much larger city than was Las Vegas in 1912. And we feel free and certain in the prophecy that North Las Vegas, in this her most important move as a municipality, will find that her enterprise will bring her more than ten dollars for every dollar spent. It is the very foundation on which an important city may be built. Paved streets, sidewalks and gutters, ample water system and a modern sewer system will assure your future, just as it started Las Vegas into growth and prosperity.

Come on, fellows. Let's have a race!

Marc Wilkinson
PRINTER
PHONES 4330, 3686
7th & OGDEN

UNION CAB CO. . . . . PHONE 911

DESERT INN:

(Continued from Page 16)

KAYE is the comedy king of this show and his originality will "break you up." . . . LOUISE HOFF is the queen of quips throughout the revue and stands alone among rising comediennes. . . . BAMBI LINN and ROD ALEXANDER are ballet in all its beauty in their particular solo spot. Bambi could be one of the top dramatic actresses of our time if she were to go into that field. . . For a young man who has never studied the art, TOMMY WONDER easily proves himself to be a natural born artist as he leaps and spins his way through his "Get With It" number. . . Gliding gracefully about the podium, MARGARET BANKS stands out as a top talent in her toe specialty. . . You'll get a tingle when Miss Sanders "lets her hair down" in THE CABOTS interpretation of "Get Thee Behind Me Satan". . . For vocal variety there is the cute quality of JODY MILLER as she joins the well trained voices of THE SONGSMITHS. . . . CARLTON HAYES and the members of his ORCHESTRA deserve a good majority of the credit for the success of this show, especially since they play the score almost in its entirety from behind the scenes. . . In the Lady Luck Bar is the music of the RIST BROTHERS TRIO and the DANNY CASSELLA ORCH. . .

—JOHNNY.

EL RANCHO VEGAS:

(Continued from page 16)

to perfection. The costuming and choreography are a credit to the performers and Miss Devlyn, the producer. . . TED FIO RITO and his accomplished aggregation of musicians do a magnificent job with the musical background for the revue. . . During intermissions, it's the smooth musicalization of GUY LANDIS and JIM DI STEPHANO. . . PAUL GARDOS and CHUY MIRANDA strum their way through the CHUCK WAGON ROOM to make your relaxing moments pleasant ones until 6 a.m.

FLAMINGO:

(Continued from page 16)

ed attraction to this entertainment-filled bill. Mr. Sherwood renders ballads and the classics with equal ease to seek your satisfaction in short order. He also lends his talents to the production numbers of this revue which are under the supervision of SAM COSLOW. The FLAMINGO LOVELIES offer two new routines, one of which is a medley of tunes which bring you the "Manhattan Serenade." In the other routine they have set some calisthenics to a rhythmical revelation known as "Look Lovelier, Live Longer" . . . Music for this new show is finely fashioned by MATTY MALNECK and his ORCHESTRA, while the Mural Room jumps to the rejuvenating stylings of BOBBY PAGE and the Pages. . . .

—JOHNNY.

LAST FRONTIER:

(Continued from Page 16)

until you see their version of the Charleston and jitterbug. Solid . . . The DEVLYN REVUE will feature the LEONARDS in the dancing spotlight, with DOLORES FRAZZINI lending her vocal chords to the occasion. They have prepared two delightful routines, "Welcome to Spring" and "Scotch Tone Poem," with music from the Broadway hit, "Brigadoon." . . . On the podium, we welcome back the smiling Scotsman, BOB MILLAR and his talented aggregation of music makers. . . For your relaxing pleasure, it's the THREE MAJORS in the Gay '90 Room and the strolling troubadours, THE STAR KINGS, in the Carrillo Room.

PERSHING
RADIO AND TV
"The House That Service Built"
EXPERT RADIO REPAIRING
118 NORTH THIRD STREET
Phone 6477

"Fabulous Las Vegas"
MAILED EACH AND EVERY WEEK
TO YOU OR YOUR FRIENDS
$5.00 PER YEAR

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



THE Flamingo HOTEL

NO COVER OR MINIMUM

FOR RESERVATIONS PHONE 4000

GENE NELSON
"Hollywood's Newest Dancing Idol"
WITH
FRANK PERKINS, Conducting

PANTOMANIACS
"A Surprise in Comedy"

EXTRA ADDED ATTRACTION
WAYNE SHERWOOD

FLAMINGO LOVELIES
A SAM COSLOW Production

Matty Malneck & Orchestra

BOBBY PAGE & ORCH . . . IN THE MURAL ROOM

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

Wilbur Clark's DESERT INN

FOURTH AND FINAL WEEK!
CLOSES MONDAY, MARCH 31st
A COMPLETE MUSICAL COMEDY
14 Broadway Stars!!
"SHOOTING HIGH"
Original Merriel Abbott Production
MUSIC by CARLTON HAYES and ORCHESTRA
DANNY CASSELLA and His ORK
— Also —
THE RIST BROTHERS
At The LADY LUCK BAR
Showtimes: 8:30 and 11:30



Gracias!

TO THE

MANAGEMENT

OF

HOTEL

LAST FRONTIER

. . . Las Vegas, Nevada

FOR MAKING IT POSSIBLE FOR ME TO

BREAK ALL ATTENDANCE

RECORDS

CUGAT

. . . . . AND HE FEATURES

ABBE LANE