Jack Gorkz

Fabulous LasVegas

HOWDY PODNER



CHIEF BARKER

BENNY GOFFSTEIN

TENT 39

(Story on Page 9)



15¢

April 26, 1952

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FABULOUS
LAS VEGAS
IS DEDICATED TO
THE VARIETY CLUBS
INTERNATIONAL
16th ANNUAL
CONVENTION

Fabulous Las Vegas

PUBLISHED WEEKLY VOL. 4, NO. 2

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
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GOOD BYE!

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in LAS VEGAS

AND

DESERT INN

FOR FOUR HAPPY WEEKS

WITH

DEEP APPRECIATION

FRANK

LIBUSE

. . . AND ME, TOO

MARGOT BRANDER



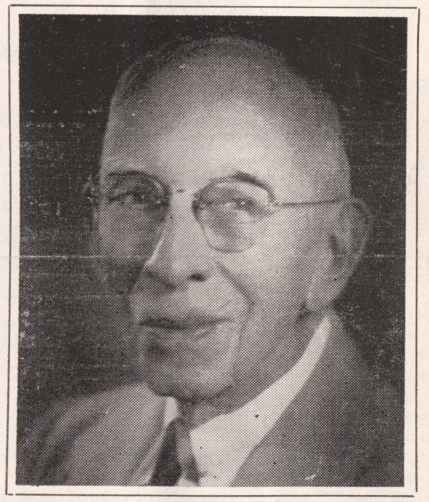
Jack Portz' Fabulous LAS VEGAS — Howdy Podner

STEPHENSON

VOLUME 4 APRIL 26, 1952 NUMBER 2

OBSERVATIONS

. . . by CHARLES P. "POP" SQUIRES



TO most residents of Las Vegas the Apache Hotel has been a part of this town since the beginning of time. There are a few of us, however, who remember that corner of Second and Fremont streets as a discreditable hole in the ground, partly filled with water and overgrown with willows.

Without taking the time for a lot of tedious research in order to verify dates, my recollection is that the lots were purchased at the auction sale of lots in May, 1905, by Judge W. R. Thomas with the intention of building a hotel there. My partner, C. N. Brown, and I bought the lots across Second street where the Shell Oil Station now is, intending to build a hotel there. After the first hot summer hit us we all soured on the hotel idea, for the time at least. We used our Second and Fremont lots as a site for making cement blocks. Judge Thomas built two small frame cottages for rent on the back of his lots facing Second street next to the alley.

For some years the Thomas property, except for the cottages, was idle. Then the town was electrified by the announcement by Judge Thomas that he was ready to proceed with building his hotel.

Sure enough, the two cottages on the back of the lots were moved off. Then shortly, two or three teams and scrapers appeared at the site and began to dig a hole for a basement. As was learned years afterward by many others of our citizens, digging was hard and slow and expensive in that hardpan. But as the work of blasting the caliche went on we became quite enthusiastic over the idea of having a modern, high-class hotel in Las Vegas.

Soon there was an excavation for quite a sizable basement and when Judge Thomas had a lot of sand and gravel and cement hauled in and began to pour foundations, we really were enthusiastic. Soon there were a lot of 2x12-inch lumber brought in and floor joists were laid on the concrete foundations. Everything, it seemed to us hopeful Las Vegans, was going ahead full blast and in a few months there would be a fine hotel added to the resources of the city.

Then something happened. We never did quite understand it, but work on the big, new hotel project ceased. Water began to collect in the big basement excavation and all was gloomy around the corner of Second and Fremont.

Of course we knew that work would soon be resumed again. But as time went on nothing happened. The next spring we noticed green sprigs of willows growing in the bottom of the hole. The next spring after that the willows

(Continued on Page 37)

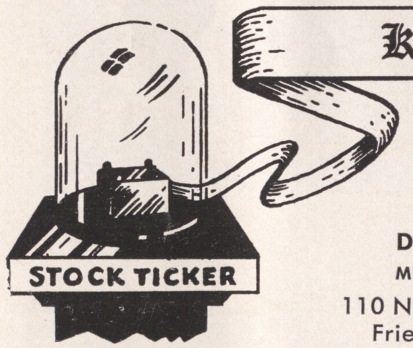
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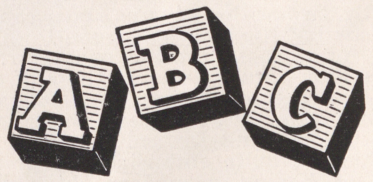
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RANDOM THOUGHTS

. . . By B. B. BARTON

HAVE you ever just relaxed in the presence of others and permitted your thoughts to dwell upon the qualities of those around you? Try it some time; it's an interesting pastime. . . Here are some interesting highlights you're bound to uncover during the process of your observations. Naturally, these are thoughts of a layman; but, you might agree with one or two of them. . .

If you concentrate upon it, you'll notice the person who has a great amount of friends is the one who will rarely use "I" in the course of his conversation. At some time in everyone's existence, this topic has entered one of his personal discourses. It is still good advice to heed. Eliminate that little pronoun as much as you possibly can. . .

Appearing in a happy frame of mind is quite an accomplishment, especially when you just don't feel up to it. We all have our respective burdens to carry in this world. Let's not wear our worries in our faces. It dampens the spirits of others and will eventually blacklist you in all social circles. When you are with a group of people, they want to enjoy your company. Don't play on the sympathy of others. . .

One of the most difficult things to do is to avoid mention of ill health. It's the easiest thing in the world to tell a person exactly how miserable you feel when he asks about your health. But, try to keep your aches and pains to yourself. Not only is this practice of complaining irritating, it will also bring attention to the fact that you are aging pretty quickly. One thing we should all avoid is letting others receive the impression that we are becoming ancient. If you would rather forget your age, then neglect the talk about ill health. Invariably, the person who speaks the most about his suffering is the sturdiest of the lot and can pack away more food than the fellow who claims to be in excellent condition. . .

If you're looking for another method to bring your age to the attention of your listeners, make comparisons of the present and past. When you say, "Now I can remember when milk was only eight cents a quart," you're sticking your neck out—but good! Don't think people will be generous in figuring how many years ago THAT was! . . .

You can have lots of friends, if you can develop the knack of keeping the conversations centered upon them. If you can manage to have them talk of themselves, they'll leave you with the feeling that you are such a wonderful person. The best-liked friend is the one who punctuates a conversation with an occasional, "then what did you do?" or "How did you handle that situation?" Very simple, isn't it? . . .

People like to hear about the things that appeal to you, rather than the objects of your dislikes. For some reason, they feel you have a positive attitude and have a constant picture of a happy you. You leave a very grouchy picture when you constantly let them know how much you hate various things. . .

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DOWNTOWN FREMONT STREET

Frontier CLUB

THAT'S FOR SURE . . .

by JACK CORTEZ



WE are dedicating this entire issue to the commendable efforts exerted by every member of the VARIETY CLUB. As you know, this organization's 16th annual convention is being held here in Las Vegas, from April 28th through May 1st. All of us are indeed humble and proud to have had our site chosen for this distinct honor, especially in view of the fact that our local Tent 39 has not been existence for too long a period. . . On our front cover, we introduce our local Chief Barker, BEN GOFFSTEIN. To those of you not familiar with this esteemed gentleman, we wish to say that Mr. Goffstein is assistant to President Gus Greenbaum, of the FLAMINGO HOTEL. Although his position with that bistro demands a great deal of his time, Mr. Goffstein has stretched the accepted 24-hour-day into a much longer period. He is a man best defined as a miracle worker. Through persistent, magical effort, he has managed to devote many untiring hours toward furthering the achievements of the Variety Club. All who know him are well aware of his conscientious striving for the attainment of various charitable goals. He is altruistic in the finest sense. No task is too menial to demand his personal attention. At present, his main intent is to see the completion of the School for Handicapped Children. . . . Mr. Goffstein is well-liked and respected by all with whom he comes in contact. Hotel operators value his counsel. He is one of Las Vegas' greatest boosters and will publicize our fabulous town, at any and all times. . . Prior to his arrival here in 1945, Ben was affiliated with the Hearst organization in Albany, New York. At that time, he held an 18-year record with that outfit, in the post of promotion director. While in that eastern city, he founded the Variety Boys Club camp program. Once the endeavor took form, 700 underprivileged boys were sent to various camps. . . . Viewing his personal life, Ben points with pride to his beautiful daughter, BENITA, who celebrated her first year of life on April 23. Unfortunately, Mrs. Goffstein (JOYCE) is still quite ill in Los Angeles and will not be at her husband's side during this convention. However, we know that her well-wishes and love accompany Ben in his every thought and accomplishment. . . We salute you, BEN GOFFSTEIN. Your complete devotion to others has placed you high in the hearts of your fellow-humans. We sincerely pray that your great work will be rewarded with restoration of health to your lovely frau and eternal happiness in your domicile. Long may we be cognizant that without men like you, there would be no world. . . and that's for sure.

Many are the reasons and causes for celebration in Las Vegas during this period. We wish to take this opportunity to extend our sincerest congratulations to WILBUR CLARK and all of his associates at the famous DESERT INN. Just two years ago, on April 24, the doors of that beautiful establishment opened wide to admit a clientele that has developed and flourished to enviable heights. It's amazing to note the constant popularity of this magnificent spot. Just to prove we aren't exaggerating, the management recently found it necessary to add an additional 101 rooms to accommodate the multitude who clamor for reservations. Recently, an announcement was made that the Desert Inn golf course would be ready for the June tournament. Knowing full well the popularity of this sport, we are wondering how soon Mr. Clark and his associates will have to draw plans to add more rooms. The Desert Inn does the utmost to provide tourists with every comfort available to make their western holidays outstanding ones. Everyone chimes in with felicitations to a group of men who have done a remarkable job in attaining nation-wide fame for the Desert Inn and proving that our town is really FABULOUS.

We received a memo informing us

(Continued on page 25)



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WHAT'S DOIN'?

. . . with JOHNNY UHLMAN



LAST week we were going cookoo from cottonwood seeds flying around and this week it's locusts driving us loco! We NEED these things? Not only are there millions of locusts (to me they're grasshoppers) but they have been joined by millions of other happy little Lepidoptera known as millers, moths and butterflies, as well as those brazen bruisers of the Coleoptera clan, known to us as "black beetles." Didn't think I remembered my families, did you? Speaking of families, you should hear what my Dad calls those black beetles I just spoke of. He calls 'em "asup" bugs! Just tease one of 'em and see what he sticks up, then you'll know what kind of a Dad I've got! 'Course, I cleaned it up a bit but I still think it's cute. But getting back to this boom in bloomin' bug here'bouts; they've accomplished something that World War II failed to do in Las Vegas . . . black out the bright lights of Fremont street. Just goes to show you the power of unity. How insignificant is a lone grasshopper but when he comes back with his family and friends, mighty man becomes meek in the knowledge of his defenselessness against the power of numbers.

Last week end finally saw the opening of the new RESTAURANT CINNABAR on North Second street next to and adjoining the CINNABAR cocktail lounge and casino. GUS COREY had a sky beacon there from Young Electric Sign Company and had to stop using it because the attracted insects were getting too deep around the front door. Have you dropped into the beautiful new Restaurant Cinnabar as yet? The taste in decor is surpassed only in the taste of their food . . . The Craner Sisters who own and operate THE DUDE at 723 East Fremont street are well supplied with western togs for your Helldorado outfit including everything from your head to the tips of your tootsies and JO, HELEN and CLARICE are always on hand to see that you are properly fitted, or if you prefer, they'll sit down and debate the problems of the day with you, especially "Muscles"! Politics is her specialty! . . . You can begin to watch for the opening date of the new DESERT GALLERIES auction house located out on the strip within the next few weeks. I like their slogan, "Traders in Treasures." About a year ago CHARLES "Chickie" BERMAN and J. C. SCHWARTZ began to formulate the idea of an operation of this kind here in Las Vegas and it has taken all this time to get a good location and to buy up the fine goods they intend to handle. Theirs will be the finest of linens, for instance, oriental rugs and antique silver, Dresden china and exquisite estate jewelry. For the past six months their search has been doubly intensive and for their opening they are happy indeed to be able to offer linens, silver, etc., from the estate of the late Evelyn Walsh McLean. The conductor of sales will be MR. M. C. SHERMAN who is nationally famous in this capacity and there will be an auction every afternoon; two each night. Mr. Sherman was for 15 years the conductor of sales for the Saad Art Galleries at Hot Springs, Arkansas. Over a period of time Desert Galleries plan to have on display such famous pieces and collections as the Hope Diamond, Junkers, Star of the East, Spanish Crown Jewels, etc. These will be displayed for a nominal admission and the money donated to local charities . . . FOSTER'S FOOT RELIEF SHOE STORE got under way this past week which will come as good news to you who labor hours on end. In this case the expression "on end" refers to the end to which your feet are attached. ART FOSTER is an expert at fitting and he carries the finest there is in a line of comfort shoes that also embody some style. He is located at 112 South Fifth street . . . Burlesque is BOOMING at the EMBASSY CLUB BURLESQUE out

(Continued on page 19)



PROGRAM OF EVENTS



Variety Clubs International

SIXTEENTH ANNUAL CONVENTION

LAS VEGAS, NEVADA

APRIL 28 — MAY 1, 1952

SUNDAY, APRIL 27th

Variety Club Rooms and Registration Desk will be open at 1:00 p. m. and will remain open until evening . . . in order that those who arrive on Sunday may register and enjoy the Club Rooms. Thus, if you arrive on Sunday, come to the Silver Slipper, after you are established in your hotel, register for the Convention—and meet your friends in the Variety Club Rooms.

MONDAY, APRIL 28th

9:00 a. m. Registration Desks open.

1:00 p. m. Dedication of Variety Club School for Specialized Education—Sunrise Acres.

2:00 p. m. First business session.

5:00 p. m. Get-to-Gether Cocktail Party at Variety Club. Stars — entertainment.

8:00 p. m.—Traditional Canvasmen's Dinner for Canvasmen, Chief Barkers, Delegates, International Officers—Cactus Room, Desert Inn.

8:00 p. m. Dinner for remainder of Barkers. Make reservation at reservation desk.

9:00 a. m. Barkers' Wives. Registration Desks open. Afternoon—scenic tours arranged.

5:00 p. m. Get-to-Gether Cocktail Party at Variety Club. Stars—entertainment.

8:00 p. m. Special dinner for Wives of those attending Canvasmen's Dinner, at Flamingo Hotel.

8:00 p. m. Dinner for remainder of Barkers' Wives with husbands.



TUESDAY, APRIL 29th

9:00 a. m. Registration Booth opens.

10:00 a. m. Business session.

12:30 p. m. Lunch—Navajo Room, Thunderbird Hotel

2:00 p. m. Business session.

5:00 p. m. Western Barbecue. Frontier Village Grounds, Last Frontier Hotel.

7:00 p. m. Downtown Night.

9:00 a. m. Ladies' scenic tours arranged.

12:30 p. m. Noon lunch and bingo party. Prizes—door prizes—favors. Flamingo Room, Flamingo Hotel.

5:00 p. m. Western Barbecue. Frontier Village Grounds, Last Frontier Hotel.

7:00 p. m. Downtown Night.

WEDNESDAY, APRIL 30th

9:00 a. m. Registration Booth opens.

10:00 a. m. Business Session.

1:00 p. m. Lunch. Opera House Theatre Restaurant, El Rancho Vegas.

8:00 p. m. Hey Rube Dinner. Canary Room, Last Frontier (Past Chief Barkers only.)

8:00 p. m. Dinner for those not eligible to attend Hay Rube Dinner. Make reservations at registration desk.

9:00 a. m. Sightseeing—browsing—shopping.

12:30 p. m. Luncheon and Fashion Show, featuring casual beach and informal evening styles. Navajo Room, Thunderbird Hotel.

8:00 p. m. Dinner for wives of those attending Hey Rube Dinner. Ramona Room, Last Frontier.

8:00 p. m. Dinner with your husband. Make reservation at Registration Desk.

THURSDAY, MAY 1st

9:00 a. m. Registration opens.

10:00 a. m. Business session.

12:30 p. m. Lunch. Opera House Theatre Restaurant, El Rancho Vegas.

2:00 p. m. Business session.

6:00 p. m. Cocktail party at hotel at which you are stopping.

8:00 p. m. Humanitarian Award Banquet. Flamingo Room, Hotel Flamingo.

9:00 a. m. Morning again free for shopping—sightseeing.

12:30 p. m. Lunch at pool of Hotel at which you are stopping, hosted by Las Vegas Variety Wives.

6:00 p. m. Cocktail party with your husband.

8:00 p. m. Special Dinner. Navajo Room, Thunderbird Hotel.



Our
Sincerest
Thanks
to

Wilbur Clark

AND THE STAFF OF

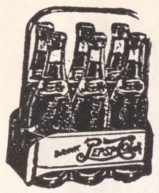
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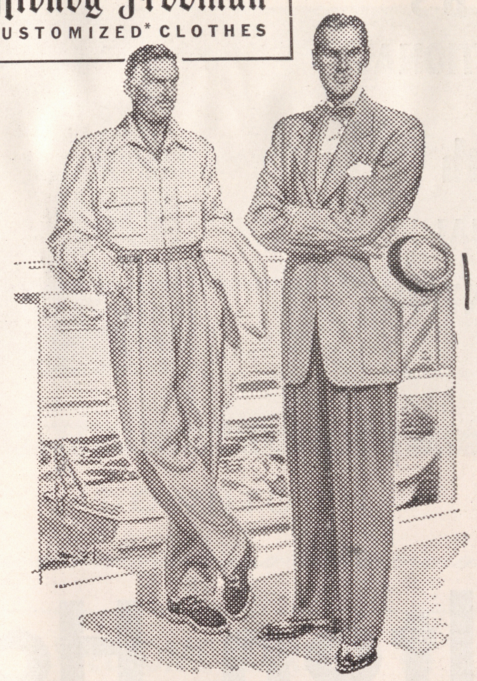
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WHAT'S DOIN'?

(Continued from page 11)

in North Las Vegas with the current headliner being MISS LILI LAMONT who comes billed as "the Alaskan heat wave." Miss Lamont is a dark haired, dark eyed little beauty who is one of the naughtiest, yet pleasing, performers we've seen at this club to date. It won't be too long, either, before we will be seeing a return engagement of the one and only Tempest Storm to the Embassy so watch for the opening date . . . One of the soundest combos on the strip is that of BOBBY PAGE and his MUSICAL PAGES who play nightly in the Mural Room of the Flamingo Hotel. These boys are all fine musicians and are one of those groups that other musicians will stop in to give a listen. Original and tricky arrangements the the keynote along with top ability . . . Now in the GOLDEN NUGGET SALOON and appearing nightly is SONOMA and CONRAD. Hers is a low type with clean diction and a versatility that enables her to lend it to interpretation of most any type of tune. Conrad is the arranger and also the composer of most of the special material that Sonoma does. She comes from Chicago originally but more recently from the Chapman Park Hotel in Hollywood. Conrad comes out of Kansas City and has worked with such as Jack Carson, Judy Garland, Pinky Lee, etc., as a writer and arranger of special material. Slated to open in the Nugget this Sunday night (April 27) is SHORTY THOMPSON and COMPANY. They are a western quintet consisting of Shorty, two girls and three boys and hold such an enviable record as being on the Coors' Beer program out of Denver over station KOA for the past 11 years . . . You may have been wondering where JOE VENUTI went. Joe has signed a long term contract with the Pig 'n' Whistle people to tour their west coast establishments. MARIANTHE couldn't think of leaving Las Vegas so is still here but taking a short vacation. She will be back in operation before long but doesn't have any too definite plans at present. We hope she doesn't stay away too long! . . . Dropped in for a chat with BILL BORDEN at the CASHMAN FIRESTONE STORE the other day and could hardly get in for representatives. Seems they were getting ready to put on a display for their handlers here in town. Found JOE BAILEY there, too. He sold his Chevron station at Main and Charleston to CHARLIE WEAVER and is going to work with Bill as an outside man for the Firestone people . . . MATT HOWARD'S HACIENDA CLUB in North Las Vegas. That's where you'll find "Whitey" POTICHER and his TUNE-TOPPERS since last Monday night. With Whitey is VIRGIL BRALEY on amplified accordion and DICK BARR on clarinet, tenor and brushes. These boys also put on shows at 11:00, 1:00 and 3:00 a. m. This Dick Barr is a good reed man . . . FULTON BURLEY is sorely missed at the CLUB BINGO since his closing this past week. He opens this week end at the Palm House in Palm Springs, Calif. (that's bad?) Personally we'll look forward to the return of the Irishman and Terry, his wonderful wife. Maybe the next time they come back it will be to the "home of the Sphinx" . . . Now that we mention the Club Bingo we are reminded that congratulations are in order to GENE and CHARLIE JESPERSEN, of the cashier's cage, on the acquisition of 8½ pounds of heaven that arrived on his mother's birthday, April 23, in the afternoon. Wonder if I'll ever live to see the day? . . . How's this for a boss? DUD LAUCK who owns and operates the Desert Inn Smoke Shop, gave his swing shift keeper of the cases, PEACHES ELBERT, a full month's vacation starting last Sunday. I've forgotten what means it the word "vacation" — I looked up the word just for kicks and here is one definition: "The act of vacating"; this in turn means "to give up possession." This I have done many times with many things! . . . A belated congratulations to JEANINE LUCIER and FRED SHORE who fitted rings on one another a week ago Wednesday and were spending a short honeymoon here in Las Vegas. Fred has been with the Music Corporation of America for the past year in Los Angeles. His favorite uncles, DAVE and CHICKIE BERMAN, are well known in Las Vegas . . . Well, that should just about take care of this malady of mine for this week (malady? that's a lingering disorder) . . . May I extend my own personal welcome to each and every one of the visiting members of Variety Clubs International as they gather in our town for their 16th Annual Convention. May you find it as fascinating as I! JOHNNY.

Retired Sergeant: "Daughter, that young soldier boy friend of yours stays too late when he calls."

Daughter: "Yes, father — mother says things haven't changed a bit since she was a girl and you were a recruit."

—LONE STAR SCANNER.

"I'd be much better off it they put that sign on my mail box."

"What sign?"

"Post no bills."

—LONE STAR SCANNER.

"How much are those $4 shoes?"

"Two dollars a foot."

—THE X-CHANGE.



CURRENTLY APPEARING FLAMINGO HOTEL

WELCOME TO ALL MEMBERS OF

VARIETY CLUBS INTERNATIONAL

It will be a great joy
visiting old buddies again!

Sincerely,

Cyd & Tony Martin

P. S. — Hal Borne says "Hello" too !

SHOW REVIEWS by Jack Lotz

Flamingo

April 21 through April 30

TONY MARTIN is greater than ever! This young man is developing into one of the nation's perennial favorites. First-nighters refused to let him leave the stage. Tony is not only singing more open voice and utilizing greater breath control but he has developed a pleasing stage personality that gets him to everyone in the audience. You immediately feel a relaxation in the room when he starts to sing and the informal patter between numbers makes you feel as though he were talking to you alone. Tony will be one of the country's top entertainers for many years to come! HAL BORNE, responsible for Tony's fine arrangements, is also his conductor. Bouquets for a job well done, Hal! . . . New to our town is comedian LEON FIELDS, who has done a great deal of TV work on the west coast. His take-off on Ted Lewis is his best bit and during

(Continued on Page 31)

El Rancho Vegas

Show Presented April 16

JOE E. LEWIS, one of the most beloved performers to walk into the spotlight, stars in the Opera House Theatre-Restaurant. Here's one comedian whose appearance would make anyone walk miles, just to listen to his whimsical, lovable humor. Mr. Lewis rates elite in the talent department and his material draws raves from critics and night club attendees, alike. His stage presence is completely relaxed and filled with a warmth that embraces everyone. Joe E. Lewis strives to please everyone and does so successfully, endearing himself to all within earshot. Here is a champion whose humor will forever shine in the annals of show business. . . AUSTIN MACK does a commendable job, accompanying and assisting Mr. Lewis on the piano. . . On the same bill are the MERRY MACS. This group of talented vocalists presents the type of harmony that originally marked them for success. They offer a clever assortment of tunes, including favorites of all. The Merry Macs indulge in some humor-filled numbers and their original songs make for mighty fine entertainment. All in all, you will enjoy many relaxing moments when the Merry Macs appear on stage. . . The EL RANCHO DANCERS introduce two novel

(Continued on Page 31)

LAST FRONTIER

April 18 through May 2

We're proud to announce that MISS JOSEPHINE BAKER, the international star, is the leading luminary of the RAMONA ROOM presentation. Miss Baker is causing quite a stir in our vicinity. Those who come out of curiosity to view her extensive wardrobe, remain to applaud her many talents. She is not only the rage of Paris, but is fast becoming the rage of America. Miss Baker is a marvelous showman and as colorful an entertainer as ever graced a stage. Her singing is haunting and extremely impressive. Once you've seen her, you'll long remember the exotic JOSEPHINE BAKER . . . On the same bill is DAVE BARRY. Without exaggeration, the lad is one of the most humorous you've ever seen. His impres-

(Continued on Page 31)

Wilbur Clark's DESERT INN

April 1 through April 28

Only three days more left for you to see one of the best package units ever set in the Painted Desert Room by the famous LOU WALTERS. His LATIN QUARTER REVUE has been packing them in every night since it opened; a tribute to the entertaining talents of DARVAS and JULIA along with "The Mad Waiter" FRANK LIBUSE with MARGOT BRANDER, the two acts who co-star in the revue . . . Never before

(Continued on Page 31)

Thunderbird

April 24 through May 4
(Not a review)

The star of the new show in the Navajo Room is that favorite of radio and TV, sometimes referred to as "The All-American Boy," ROBERT Q. LEWIS. To name a few of Mr. Lewis' CBS shows there would be "Robert Q's Waxworks," "The Arthur Godfrey Show," "The Names the Same" and "The Show Goes On" as well as having made many MGM recordings. You most certainly should be acquainted with Robert Q. Lewis through at least one of those shows and you are well aware of his quick wit and dynamic perosnality . . . Returning once again to this room is IRVING FIELDS and his TRIO; he of the "fabulous fingers." Here is one of the top musical groups of the country having become famous for their recordings of their own original tunes, the latest of which is "The Las Vegas Rhumba" which you will find under the RCA label . . . Vocally this show is to enjoy the performances of MISS IRENE MANNING, star of stage, screen and television. You will hear her lending her beautiful voice to the popular songs from such musicals as "The Desert Song," "Yankee Doodle Dandy" and "Harvest Moon" . . . WALTER LONG is the young man with the fancy footwork. Walter you may remember as

(Continued on page 31)

CLUB BINGO

Show presented April 16

Starring in the BONANZA ROOM are two of the funniest comedians you will ever see or hear. They are MARSHALL & CAESAR, two fellows who reach down right inside of the supper-clubbers and come up with some of the heartiest laughter ever heard in a nitery. They really provide you with the type of entertainment that leaves you gasping for breath. The boys are zany, witty and extremely clever showmen. Once you see them, they'll head your list of favorites. . . MISS BETTY ROWLAND, that "Ball of Fire," is still tops with our localites. Whenever this de-lovely is around, the temperature reaches the top. She provides many an exciting moment for patrons. Don't miss her. . . Rounding out the bill is GENII YOUNG. She is an exotic dancer, well qualified to appease the desire of every art lover. When Miss Young enters the spotlight, all eyes turn stageward. . . FULTON BURLEY, the genial Irishman, keeps your entertaining moments at a high pitch, moving the show at a worthy pace and providing fine vocalizing. . . Backing the production is MIKE WERNER and his smooth "Big-Little Band," alternating with the JACKIE COON TRIO to bring you dansapating rhythms until 5 ayem. . . Don't forget that the king of "Hi-De-Ho," Mr. CAB CALLOWAY, and his entire revue, opens at this spot on April 28.

SILVER SLIPPER SALOON

Show presented April 25
(Not a review)

Well, folks! You've asked for a return engagement and we're happy to let you know those favorites, THE FOUR KNIGHTS, are back, starring in this new presentation at the Silver Slipper. These wonderful showmen turn out some of the smoothest harmony this side of the heavenly blue. They are well-known to record collectors through the many favorite sides they have cut. If you haven't ever seen them, don't miss this engagement. They're really tops! . . . One of the performers who has proven quite popular locally, JIMMY VEY, is appearing on the same bill. He is quite versatile. You will appreciate his tap-dancing and xylophone artistry. The gentleman performs these feats separately and collectively. Quite an accomplishment. . . JIMMY CAVANAUGH is your host and does a fine job, handling the emcee chores.

WELCOME VARIETY CLUBS INTERNATIONAL

THE 4 KNIGHTS

FAMOUS RECORDING ARTISTS

JIMMY VEY
"Melody and Dance"

JOAN BARTON
"Lovely to Look At"

JIMMY CAVANAUGH, M. C.

CHUCK GOULD
AND ORCHESTRA

GEORGE REDMAN
AT THE PIANO

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SILVER SLIPPER SALOON

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THAT'S FOR SURE:

(Continued from page 9)

that MR. BALLANTINE is doing a pretty sensational job, during his current engagement at BIMBO'S 365 CLUB in San Francisco. The fellow is an earnest performer and well deserves all praise that is bestowed upon him. Just goes to prove that talent will make its own way, regardless of obstacles.

Have you ever heard of the THERALATOR? If you haven't, take a trip over to SHEPPARD'S FURNITURE STORE on South Main street and you'll see one of the most intriguing devices ever invented. It is a mattress that is designed especially for those who find themselves tossing most of the night. Actually, we feel it's a boon for mankind and will answer the problem of those who cannot fall asleep. Through an electrical attachment, vibrations pass through your body, relaxing you completely. We tried it out in the store and it didn't take long for slumber to beckon its glorious finger in our direction.

We hear that picture offers for the services of chanteuse ABBE LANE are being turned down by XAVIER CUGAT.

Things we don't understand: Why on earth can't MAC KUFFERMAN get the green signal for his gaming license? The man is ONLY president of 13 corporations. His Dun & Bradstreet rating is a MERE $8,000,000. NEVER in his entire career has a blemish been cast against his name. Mr. Kufferman never even owned a driving summons. So—howcum he is having so much trouble trying to obtain a license? If you know the answer, please inform us. This situation leaves us very curious!

Making up the better part of the attendance at the HOTEL LAST FRONTIER are the fairer sex. The gals are really eager to cast their orbs upon the exquisite creations worn by JOSEPHINE BAKER. We understand that Miss B. has brought only part of her fantastic wardrobe with her. Her luggage boasts $150,000 in wearing apparel and $200.000 in jewelry. Not only is she well-garbed, Miss Baker is also extremely talented. Her each and every performance is received with great acclaim. The two gentlemen accompanying her are WILLIAM TAUB, her manager, and the handsome one with the mustache is BEL MONTI, her press agent.

The lobby of the THUNDERBIRD HOTEL looks like a Hollywood set. come eventide. The reason is that MGM has taken over to film "Sky Full of Moon," starring CARLETON CARPENTER, JAN STERLING, and KEENAN WYNN. There are 54 Hollywoodites in town for the filming. ED WOEHLER, company manager, tells us the entire pic revolves around Las Vegas. However, there is no gaming involved. It is strictly a love story. Producer of the flicker is SIDNEY FRANKLIN, JR.

The reason that JOE E. LEWIS will always remain one of the top-notch comedians is his attitude toward his material. He never returns with the same tunes and will only do a repeat upon request. Every bit of his presentation is superb and masterful. The topper, though, is his "You Can't Drink V-O on T-V." What lyrics! Correction, please. We made a slight mistake. Mr. Lewis does bring one certain bit back with him all the time.. But, without it, the audience would feel lost. Of course, we're referring to his "Voom-voom-voom." What a wonderful guy!

LENNY SCHAEFER, head of the health club at HOTEL EL RANCHO VEGAS, and CARL COHEN, general manager of that bistro, put their heads together and decided they were going to go on a strict diet. During one entire week, the two gentlemen abstained from indulging in favorite food and drink that were known to add avoirdupois. In other words, they literally starved themselves for seven days. When it came time to step on the scales, the fellows crawled to the weighing machine, smiling all the way, realizing they had achieved control of their respective will power. Yep! You guessed it! Lenny added 8 more pounds and Carl was heavier by 10 pounds. Wha hoppen? Maybe the boys raided the refrigerators while walking in their sleep.

The LAS VEGAS WOMEN'S BOWLING ASSOCIATION has voted STAN FAYMAN, owner of BOND'S JEWELERS, "Humanitarian - of - the - Season." Seems the gals didn't have too much "loot" in their association treasury. When the time came to purchase trophies for the leaders of that sport, Stan came through with such a terrific discount, it virtually brought tears to the eyes of the gals. You're really tops in our book, Stan.

Here's good news for friends of IRENE and BRAD CHERINGTON, of Newport, Kentucky. The couple are planning to change their address to Las Vegas, Nevada. Brad is currently working at the DESERT INN. Although the

(Continued on Page 27)

UNION CAB CO. . . . . PHONE 911

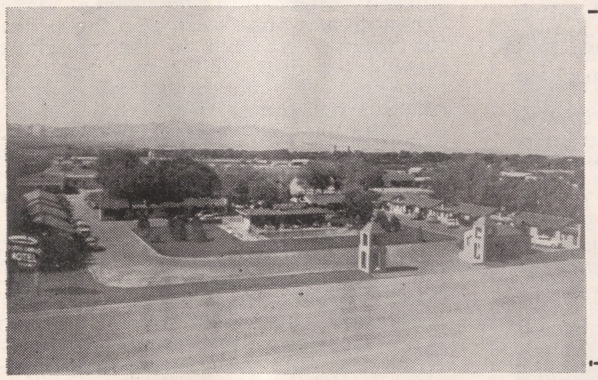


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THAT'S FOR SURE:

(Continued from Page 25)

couple are far from home territory, they are planning a suitable occasion to celebrate their 25th wedding anniversary, Monday, April 28. Heading in this direction, to partake in the festivities is POP CHERINGTON, a real southern daddy, suh! This 84-year-old gentleman wouldn't miss the occasion for all the blue grass in Kentucky! We certainly hope happiness will hold forth for this Silver Day.

Oh, yes, we understand that PAUL SPERLING, boy detective and prexy of the NEVADA THEATRE CORPORATION, has a secret yen for a gal who owns a local gift shop. We don't want to embarrass the lad by mentioning the femme's complete name—but—one of her initials is R.

LOUIGI TRAVOSTINO, assistant to maitre d' JOHN MORELLI, of the FLAMINGO HOTEL, has turned in his notice. Mr. T. is now one of the owners of the WESTERNER CLUB and will become active in that spot just as soon as the restaurant is completed. He will feature French and Italian food. From 1943 to 1944, Louigi was part owner of Hollywood's famous Trocadero. From 1944 to 1946, he owned Le Maison Gaston, popular eatery on Vine street. At the end of that period, he received word his mother had passed on, willing him a hotel in Venice, Italy. He still owns the hotel but left it in the hands of relatives so he could return to the "good old U. S. A." Lots of luck, L. T. Chalk us up as steadies on your list of clientele.

One of the hardest little workers around town is CONNIE MORMON, of the CLUB BINGO. Ever since Connie became a cocktail waitress at that location, she has been extremely busy. Golly! That gal really puts "her all" into her work!

Every time we see MIKE BOASSO, driver with the UNION CAB CO., we can't help but feel he would make sure-fire Hollywood material. You can just picture him in the role of a "heavy." Mike is a very interesting chap to know. He has a past that would make good material for a novel. How about sketching it for us some day, Mike? It would make a good scenario.

PHYLLIS and ARNOLD CHRISTENSEN, owners of the men's shop on Fremont street, certainly have a multitude of friends who often visit them and our fabulous town. They recently hosted DR. and MRS. WALDO C. PENDLETON, of Los Angeles. The doctor is a renowned surgeon and was delighted with the wonderful vacation he had in Las Vegas. It wouldn't surprise us if the Christensens built a hotel to accommodate their out-of-town guests. How can you know so many nice people, huh?

Can't help but laugh every time we think of this. DAVE BARRY the wonderful comic appearing at the HOTEL LAST FRONTIER, decided he wouldn't let JOSEPHINE BAKER outdo him in the clothes department. He hired some one to sew sequins on his socks, and changes to a new pair for every performance. It makes the lad happy to have someone remark about the Barry variety of footwear.

JAKE FREEDMAN, oillionaire and sportsman from Texas, recently signed the register at the DESERT INN and settled down to enjoy himself. Mr. Freedman is a grand person and has a genial smile for all. There's one man who has achieved many friends through his personality alone. We hope he will some day settle here and become a staunch localite.

Speaking of localites, we're mighty proud of MRS. EVA GILLHOUSE, whose novel PISTOL PETE is receiving rave notices from all book reviewers. It is her first effort. The publishers decided to put it into print before they even read the entire manuscript. Her husband, FRED, works at the CALIFORNIA CLUB. At present, Mrs. G. is on a lecture tour, appearing on various radio and TV shows and before civic organizations. Now that she has met with literary success, we kind of feel a second novel will be forthcoming.

It's legal now! TONY MARTIN, the guy who is wowing them at the FLAMINGO HOTEL, was signed by RKO to portray HARRY RICHMAN in the film version of Harry's career and life. We feel that Tony will do a great bit of acting and will make his buddy, H. R., very proud of the flicker.

Seeing CORINNE CALVET and JOHN BROMFIELD in town is always a pleasure. Three years ago, we attended their wedding party here. Doesn't seem that long! Since that time, from all outward appearances, their love has grown steadily. What a happy pair of love birds!

DON BORAX, in charge of the deputies at the DESERT INN, is beaming from ear to ear. His wonderful dad, SAM, has arrived for one of his visits and Don couldn't be happier. The elder Mr. Borax is a terrific story teller. You should hear him relate some of the feats his son accomplished while he was first U. S. Marshal of Nevada. Father and son—both, amazing men.

TED GAGLIANO still surprises every one when he politely states he isn't a movie star. Visitors strain their memories whenever they look at Ted, wondering who he is. Frankly, we agree that he appears to be a younger edition of JAMES CAGNEY. Incidentally, Ted

(Continued on Page 35)



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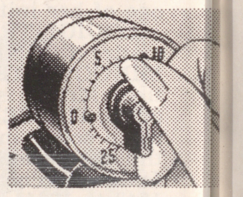
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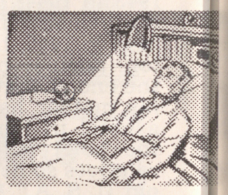
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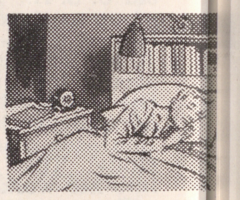
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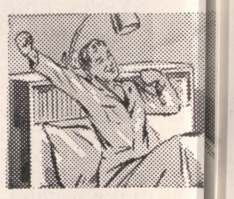
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VARIETY

VARIETY

They're the Spice of Life

THE THREE MAJORS

WELCOME YOU

HOTEL LAST FRONTIER

THUNDERBIRD:

(Continued from Page 23)

Betty Grable's dancing partner in "Wabash Avenue" and more recently he has just returned from a run with the London company of "Kiss Me, Kate." He also takes part in some of the production numbers during this show . . . The KATHRYN DUFFY DANSATIONS do FOUR production numbers in this show, the first of which is a "Salute to Show Business." The second is based on excerpts from "On the Town" and features Mr. Long. Then comes the "Sweetheart Waltz" featuring MISS CHRISTINA CARSON and, lastly, the "Pony Ballet" which features Christina and Walter Long . . . JOHNNY O'BRIEN does his usual outstanding job as emcee and the music of the evening is provided by the combined organizations of AL JAHNS and ORCHESTRA, THE JACK MARTIN MEN and the NORMANDIE BOYS.

—JOHNNY

EL RANCHO VEGAS:

(Continued from Page 22)

routines, garbed in outstanding costumes. Featured in the production numbers are JOY WALKER and JERRY PEDERSON. . . TED FIO RITO and his accomplished aggregation of musicians do a magnificent job with the musical background and dance rhythms. . . . 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 ayem.

LAST FRONTIER:

(Continued from Page 22)

sions bring various personalities right onstage with him. If you close your eyes, the person he is imitating seems within reach. Mr. Barry is quite adept in provoking laughter from supper-clubbers. He is well-equipped with the type of material that **you** want to hear and is destined to fame on the nitery circuit . . . The DEVLYN REVUE introduce two new routines. You will enjoy the Western number and rave about the "Spring in the Air" presentation, featuring GIL JOHNSON, CANDYCE KING and the voice of DOLORES FRAZZINI . . . BOB MILLAR and his ORK provide a fine musical background and supply the patrons with mighty fine dance rhythms . . . For your relaxing pleasure, listen to the THREE MAJORS in the Gay '90 Room and the STAR KINGS in the Carrillo Room.

DESERT INN:

(Continued from Page 22)

have you seen such an act as the sensational dance team of DARVAS and JULIA. The sweet-faced Julia excells in ballet spins, contortional acrobatics and **nerve;** as well as trust in her partner, Darvas, who performs the unusual lifts with a sense of timing and balance that would otherwise render them impossible . . . Twice a night the Mad Waiter spreads pademonium among the guests of the room prior to each show. You'll roar at the antics of FRANK LIBUSE as he preys on the unsuspecting newcomers as they enter the room to be shown to their tables to see the show. That's why we advise your getting there early! During their part of the revue Frank Libuse and Margot Brander will keep up such a rapid fire string of antics that you won't have an opportunity to let go of your sides . . . Singing in the production numbers as well as doing their own solo spots are: MARILYN ROSS who does a terrific job on a medley of tunes to wind up on that old favorite, "Alexander's Ragtime Band"; ANDRE PHILLIPE is the good-looking young man who opens the show with an introduction to the Mardi Gras and COLLETTE FLEURIOT is the beauty who joins him in his description of Paris as well as occupying the solo spot during the finale, which by the way, is a wonderful number! . . . LES PABIOS is the mechanical man act and is one of the greatest we've seen. . . Moving into the Painted Desert Room on Tuesday, April 29, will be the COPA CITY REVUE, with advance notices singing the praises of JACK CARTER, BETTY REILLY and LES DIAGORA being the acts occupying the top spots.

FLAMINGO:

(Continued from Page 22)

his act he proves himself to be quite a tumbler . . . especially the prat-fall in his entrance . . . Opening with this show are the new and delightful FLAMINGO STARLETS under the direction of MORO-LANDIS PRODUCTIONS. They do two numbers, one of which is a special for the Variety Heart Club Convention and the other consisting of an abundance of precision taps. Both good! . . . Acting as emcee and singing the production numbers is STEWART ROSE, also a newcomer to our town. . . . The current show marks the fourth return to the Flamingo Room of MATTY MALNECK and his ORCHESTRA. They not only play for your dancing pleasures but cut a good show . . . In the Mural Room is BOBBY PAGE and his MUSICAL PAGES. A great little combo!



CAUTION!

★

Dave Barry

EXPLODING NIGHTLY

at

HOTEL LAST FRONTIER

BY SPECIAL PERMISSION OF

ATOMIC KOZLOFF COMMISSION



WELCOME
BARKERS !

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BOB MILLAR
AND ORCHESTRA

RAMONA ROOM

Hotel LAST FRONTIER

We're sitting here
horsing around when
we would really
like to be
IN THE SWIM
of things
during the
16th ANNUAL
CONVENTION
of



(WE'RE THE ONES ON THE ENDS)

VARIETY CLUBS INTERNATIONAL

★

GOOD LUCK, BARKERS

AND

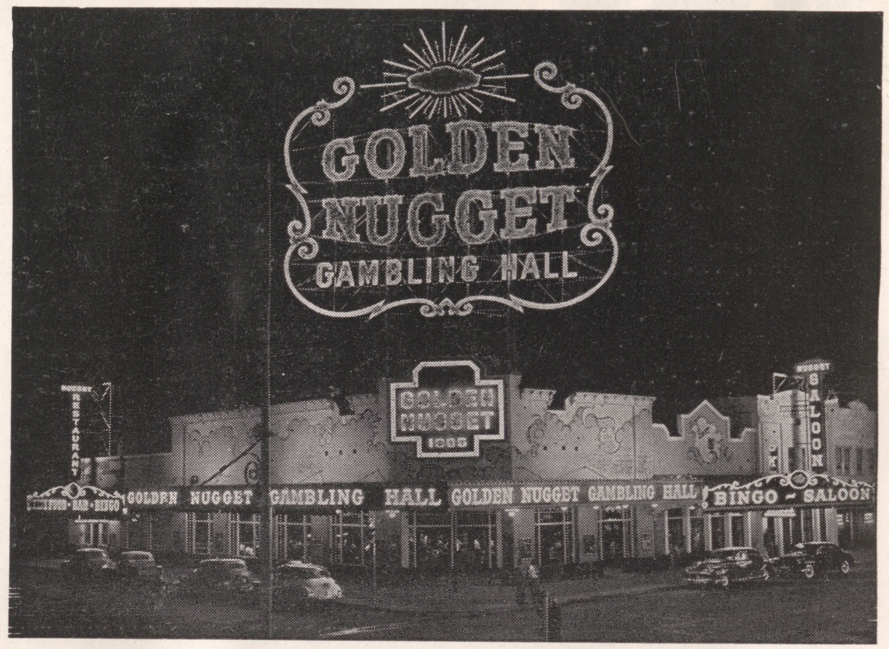
TENT 39

Olsen and Johnson

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WELCOME BARKERS

THE

GOLDEN NUGGET SALOON

EXTENDS A WELCOME TO

VARIETY CLUBS INTERNATIONAL

NOW APPEARING

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WITH

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AT THE PIANO

OPENING SUNDAY, APRIL 27th

SHORTY THOMPSON & CO.

DIRECT FROM STATION KOA, DENVER

SECOND and FREMONT **DOWNTOWN**

THAT'S FOR SURE:

(Continued from Page 27)

is now boss of the day shift at the SILVER SLIPPER.

We ran into the ex-manager of the Wranglers baseball team and the boy looks better and handsomer than ever. Many of you probably remember NEWT KIMBALL from the days when he was a pitcher with the Brooklyn Dodgers (1939-1942). Newt is now a top-notch salesman with the SAVIERS ELECTRIC CO. and is definitely settling down here with his family. Welcome, folks!

EARL D. MORGAN (better known as BUD), has arrived from Pocatello, Idaho, and is looking for a three or four-bedroom house. When he locates a suitable home, he will move his wife and three children here. Doctors advised Mrs. Morgan to avoid cold winters in the future and what other place can be nicer than L. V. in the winter? The Morgan family is well known in Idaho and Montana, where they operate leading jewelry stores.

We certainly are hosting many visitors, aren't we? MARIE and OLIVER JACOBSON, of Beverly Hills, are also vacationing in our midst. He owns the concern that turns out one of America's finest bourbons, "Heaven Hill," featured at all of our leading clubs and hotels. He has 13 immense warehouses, with a modern, up-to-date distillery in Kentucky. In his warehouses, he has 250,000 barrels of bourbon, aged up to eight years. Can't you just picture "Sylvester" running around loose in the vicinity of all that "Heaven Hill?"

On his last broadcast from the RAMONA ROOM, BOB MILLAR introduced a new tune, "FRONTIER WALTZ." It was a debut for a song writer and his tune. The waltz was written by our own JOHNNY UHLMAN. We'd like to offer an UNBIASED report—it's a hit! If you think we're prejudiced—ask anyone who has heard the number. It's really great and should be headed for definite popularity!

ETHEL MERMAN, of "Call Me Madam" fame, is expected in town next month. She will arrive to take the six-week cure. Despite the reason for her stay, we feel it's about time La Merman received a respite from the spotlight. The gal has been working very hard and you know what the man said about "All work and no play . . . etc." Of course, if Miss Merman signs a local contract during her residence, we feel sure she would consider it less taxing than her New York chores. Everyone relaxes in Las Vegas.

ABE SCHILLER, director of public relations of the FLAMINGO HOTEL, recently sent us a letter that tickled our funnybone. A postscript states "Oh, yes! Incidentally, the second annual Sportswriters' Fishing Derby will take place Sunday, May 11." The fellow is now an official fishing guide!

BETTY HUTTON is really entrancing audiences at New York's PALACE THEATRE. The climax of her act is a complicated trapeze stunt. Miss Hutton is proving she had no stand-in during the filming of the "Greatest Show on Earth."

Exciting JANE RUSSELL has now become a business woman. She has opened an interior decorating shop and is receiving many bids for her services. If Miss Russell's screen popularity is a barometer, her venture is bound to prove successful.

BETSY VON FURSTENBERG, the lovely countess who caused quite a few double-takes while in town, is now in Hollywood, seeking celluloid fame. The gal really believes there is safety in numbers. Her current escorts are SCOTT BRADY, DAN DAILEY, and NICKIE HILTON. P. S. What ever happened to Paul Sperling?

TOMMY MILLS, local personality, is contemplating a return to the land of show business. Before the second World War, he was an up-and-coming MC comedian. Recently, he appeared at two spots in San Diego and was well received. We certainly hope he will one day appear at one of our local hotels or clubs.

Cancer strikes one in five. You can strike back by giving to conquer can-

(Continued on Page 37)

EL RANCHO BARBER SHOP
AND MANICURING

HOTEL El Rancho VEGAS

TO LOOK YOUR BEST . . .

PERRY DI RIENZO, Manager

PATTIE PHILLIPS, Manicurist

— BOOTBLACK —



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POP SQUIRES:

(Continued from page 5)

had pretty well filled the hole, growing up to the floor joists which by now were becoming warped and crooked under the influence of the heat of summers. By about the third summer, the willows were growing up between the floor joists and soon that unsightly corner became a nice little forest of vigorous willows.

As I remember it (without looking up exact dates) that condition continued for more than ten years, until about the time the Boulder Canyon Project bill was passed by the Congress, December, 1928. Then, along about that time, a man named P. O. Silvagni came down from Price, Utah, prospecting for some promising investment in the coming metropolis of Las Vegas. Soon he bought the Second and Fremont corner and announced that he would build a fine hotel for Las Vegas.

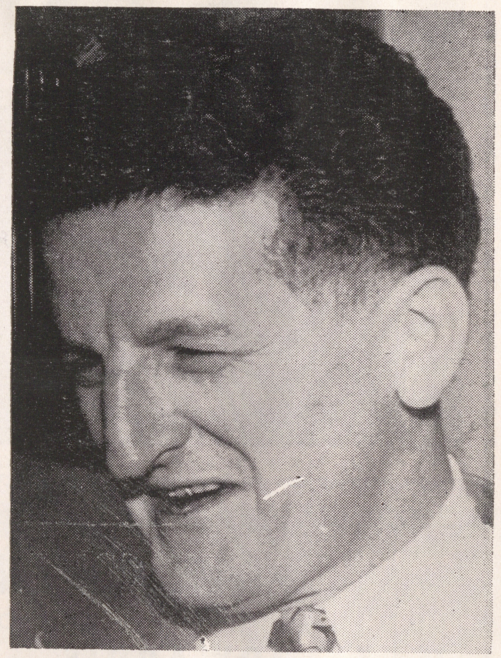
True to his word, Silvagni tore out the old floor joists and the foundations which had been standing unused for so long, put a lot of teams and scrapers and wagons on the job and before long had an excavation large enough for a full-sized basement.

Of course, there were occasional spells of trouble as the project advanced, but Las Vegas really was pepped up when the new hotel was completed, three stories and basement, with an elevator! It was almost incredible that Las Vegas should have a building pretentious enough to boast an elevator, but so it was.

Soon after that the hotel portion of the building was leased to Mr. and Mrs. Bob Russell, who operated it for more than ten years. The ground floor corner at Second and Fremont was first occupied by quite a fancy restaurant, the casino business having not yet reached its present-day importance. But gradually the casino business displaced other ground floor features of the hotel until now all except the hotel office is occupied by Benny Binion with his brilliant Horseshoe club and restaurant.

For some years the Las Vegas Rotary Club, after leaving The Beanery, met each week in the basement dining room, right where for ten years or more the willows grew out of the pools of water. And the Apache hotel still remains just about the center of downtown Las Vegas. There are a few of the women. I am sure, who remember attending the bridge classes which Mrs. R. H. Gatewood, then living in Boulder City, used to give. They sure were pretty stylish affairs for Las Vegas, especially when the bridge tournaments were sponsored by one of the national bridge authorities.

Just why I should choose the Apache hotel for my comment this week I cannot tell. Perhaps because I observed the brilliance of the Horseshoe the other day and could not help contrasting it with the long years when that corner was just a hole with pools of water out of which grew vigorous young willow trees as a sign that we might easily revert to the desert jungle.



Jake Kozloff, general manager of the Hotel Last Frontier, is general chairman of the Variety's Club's 16th Annual Convention, and committee chairman of Tent 39 Heart Fund

THAT'S FOR SURE:

(Continued from Page 35)

round Cancer Crusade is the only means of continuing research, education and service, involving cancer. Your contribution will enable scientists to work in the field of research, volunteers to work in the field of education and service to be provided cancer patients. Give to conquer cancer. Give to the American Cancer Society. It will be money well invested . . . and that's for sure.

First wife: "My husband snores."
Second wife: "You should complain! My husband is a ventriloquist and he snores double!"
—McMURRY COLLEGE WAR WHOOP.



To Mr. Prell we owe—
deep appreciation.

To Las Vegas we owe—
sincere affection.

To the "dice tables" . . .
WE OWE! !

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AND
Jimmy
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DARVAS & JULIA ARE ALL THAT HAVE BEEN RAVED . . . AND MORE



DESERT INN
LAS VEGAS, NEVADA

DARVAS AND JULIA