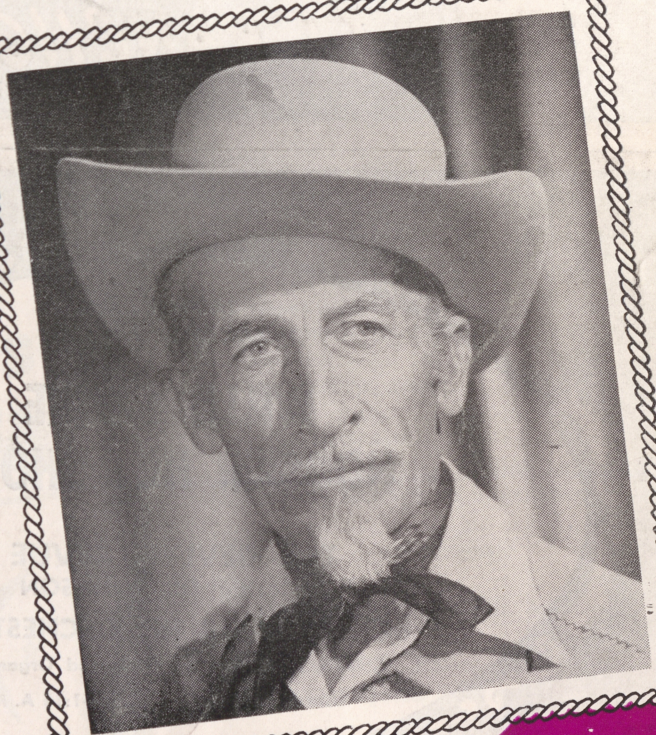
Carl Borgi

# Fabulous LAS VEGAS

HOWDY PODNER



"Corral Boss"

IDAHO ELLISON

(Story on Page 9)




15c

May 10, 1952

NOW IN THE OPERA HOUSE-THEATRE RESTAURANT




4th BIG WEEK!
America's Most
Beloved Comedian

**JOE E. LEWIS**

Austin Mack at the Piano

**KITTY KALLEN**



**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
Extra Late Show Saturday Night—1:15 A. M.

HOTEL
**El RANCHO VEGAS**
"Stop at the sign of the windmill"



NEVER A COVER

NEVER A MINIMUM

NOW IN THE
RAMONA ROOM

**WILLIE SHORE**
**HOOSIER HOT SHOTS**

**THE DEVLYN REVUE**
Featuring **GIL JOHNSON**

**BOB MILLAR & HIS ORCHESTRA**

DON BAKER at the Hammond Organ

Late Show Saturday Night—1:15 A. M.

SHOW TIMES
8:30 & 11:30 PM

PHONE 1800
FOR RESERVATION

Hotel LAST FRONTIER
LAS VEGAS, NEVADA





TO ALL THE MOTHERS IN ALL THE WORLD




THE STAFF OF

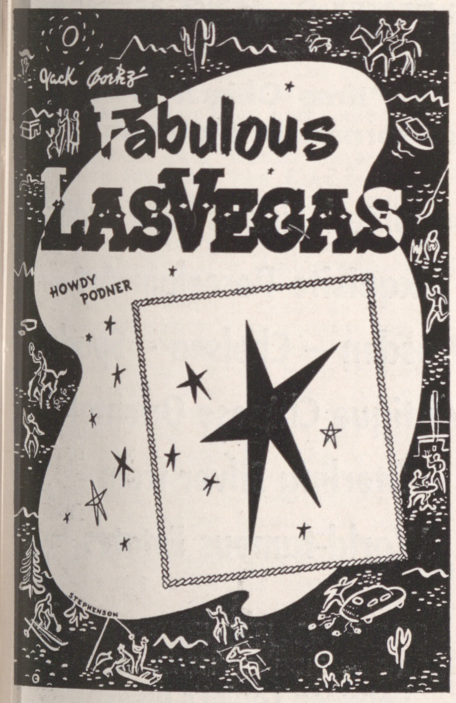
**Fabulous Las Vegas**

WISHES YOU A

**HAPPY MOTHER'S DAY**

SUNDAY

MAY 11, 1952



PUBLISHED WEEKLY VOL. 4, NO. 4



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

Marc Wilkinson
Printer—Phone 4330


COPYRIGHT, 1952, JACK CORTEZ

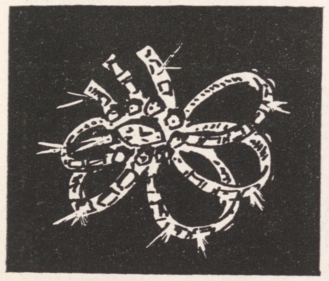
CONTINUOUS

# AUCTION SALE

AT THE "FABULOUS"

## DESERT *Galleries*

"TRADERS IN TREASURES"



FINEST GEM COLLECTION IN THE WEST

FINAL BID DECIDES THE PRICE

Desert Galleries purchase stocks and estates to be sold at auction, from banks and loan companies, from attorneys settling estates and from private parties.



EXQUISITE SHEFFIELD AND STERLING SILVER

NO PRICE RANGE AT THE DESERT GALLERIES

100% Guarantee with All Purchases

Showing to the Public for the first time Objects of Art and Royal Gems from the far corners of the earth




Imported Linens and Laces

Exquisite Porcelain Art

Dresden – Chelsea – Spode

Antique Chinese Orientals

Sterling Silver from

World-famous Estates

3330 SOUTH FIFTH ST.

WEST SIDE OF HIWAY 91

**Between Louigi's Broiler and Villa Venice**

PHONE 1177-R

Jack Goetz' Fabulous LAS VEGAS

Howdy Podner

STEPHENSON

VOLUME 4 | MAY 10, 1952 | NUMBER 4

# OBSERVATIONS

## . . . by CHARLES P. "POP" SQUIRES

### FIRST HELLDORADO

**LAS VEGAS, after much travail, brought forth its first "Helldorado" April 25, 26, 27 and 28, 1935. Las Vegas Lodge of Elks No. 1468 acted as sponsor in an effort to inject life and enterprise into the new Las Vegas which, we hoped, was being created as an aftermath of building Hoover Dam. It had been very vigorously predicted by a lot of pessimistic citizens that, when the dam was completed and the large payroll was taken away, Las Vegas would revert to its former status of a sleepy desert town. On the other hand there were some of us who believed that Hoover Dam and Lake Mead were real assets to this country which from year to year would draw more and more tourists. The Elks took the lead and the whole community got behind them.**

Right away we found ourselves in a peck of trouble. The Helldorado committee, following the lead of the downtown business district, chose as the site for the celebration the vacant lots at the corner of First and Ogden streets. That, they argued, would keep the Helldorado crowd close to the business houses which were putting up most of the money. But another large group immediately objected that the proposed site was in the disreputable, shabby part of town, close to the redlight district and altogether unsuitable for an entertainment of a civic nature. The arguments were loud and furious for a few days and it seemed very probable that the whole affair would be abandoned.

Finally the "long hairs" came up with the proposal that the Helldorado celebration be held at the corner of Sixth and Fremont streets (on the vacant lots now occupied by Sears, Roebuck & Co.) and that finally was agreed upon. A six-foot canvas wall was erected all around the lots, several tents provided to house the various features (including a rough bar about 40 feet long), and ambition again reigned.

Mrs. Roy W. Martin, whose husband was then president of the Chamber of Commerce, took over the task of training the members of the "Girly, Girly" musical show and everybody in town gave some help. The enthusiasm which everybody brought to the affair made it a real success and that first Helldorado seems to be the basis upon which succeeding ones, year after year, have been so successfully built. Among other things, Helldorado has built Cashman Stadium and ball park and is responsible for various other civic improvements. At one time a small group raised considerable of a howl against allowing the committee of the Elks to manage the event yearly. The fear was expressed that the Elks lodge might profit financially, which in the eyes of some would be a terrible thing. Nevertheless, it was so obvious that neither the City nor any other outfit would give so freely of time and effort as do the Elks. In fact, after some of the leaders among the Elks expressed themselves as being tired of spending their time and money and days of hard work each year, it became apparent that nobody else would tackle the job. So the Elks decided to carry on and the same old gang, headed by Jim Cashman, were prevailed upon to continue to do the great work which was really one of the first and most important steps in our advance toward greatness.

I wonder if anyone believes that our first great resort hotel, El Rancho Ve-

(Continued on Page 15)

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

THE CHEERLEADERS
★ ★
Robin Jewel
"Exotic is the Word"
★ ★
Jimmy Jamerson
Comic, M. C.




THE CHEERLEADERS
★ ★
Robin Jewel
"Exotic is the Word"
★ ★
Jimmy Jamerson
Comic, 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

OPEN 24 HOURS !
DUFFY'S TAVERN
RESTAURANT
1815 SOUTH FIFTH STREET PHONE 4793
YOUR HOSTS
HARRY FARNOW — JOE SCHRAMM
CHEF—WALTER WOLFINGER

HELLDORADO TOGS
The Dude Ladies Sportswear and WESTERN CLOTHES
Buy Now or LAY-AWAY for May 15th
723 Fremont Phone 327

OPEN 24 HOURS


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



# RANDOM THOUGHTS

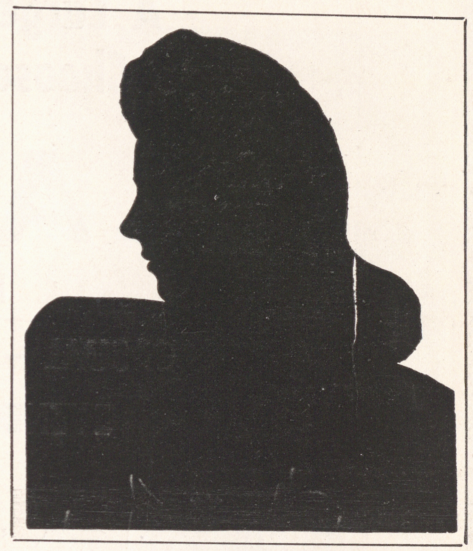
. . . By B. B. BARTON

**MANY are the times one is inspired to take time for reflection and wonderment. Have you ever really looked about you and shown appreciation for the modern conveniences and scientific progress enjoyed by our world of today? . . .**

Today I heard a heart-stirring program that really reached right down to the innermost core of any listener's heart. When you hear of situations such as this, you're inspired to return to the humble cloak that originally garbed all earthlings. It takes a happy ending to a tragic setting to pull us down to ground level and give us reason to be grateful for what we have or what we are. Unfortunately, there aren't enough happy endings in Fate's possession to offset all of life's unfavorable situations. . .

Too many humans worry about their inability to acquire the latest car model or the shabbiness of last year's mink. Is this the intangible something you call happiness? If so, it isn't very lasting, is it? After you get that new car, the newness of your joy wears away in a short time, doesn't it? Would that mink give you continued happiness if there weren't any other women around to envy it? . . .

If such things bring joy to you, may you have your wishes fulfilled. However, it brightens my heart to hear of other possessions that are near and dear to a person, throughout life. Did you hear about a man who recently made a trip to Chicago, for one purpose alone? This gentleman is a farmer, whose pride and joy was his son, a boy who had scored triumphs in the boxing world. Although the lad had fought in the Windy City many times, his dad was never in attendance. Farming demands a great deal of time and the profits weren't great enough to call in an assistant, even for a short period. A short time ago, the young fighter's life was ended on a Korean battlefront. When the bereaved parent managed to get over the initial shock, he suddenly realized there was something missing in his home. So, at a financial loss, he packed a cardboard suitcase and headed for Chicago. There, he appeared on a very popular program, where the master of ceremonies permitted him to state his quest. It didn't take long for an organization to send him the one thing his aching memories needed. What was it? A photo of his son in boxing trunks. Yes, that's right! This man had no picture of his boy and made a long, difficult trip to acquire a printed image that



will bring him some solace in years to come. What a marvelous thing — the radio! It paved the way to a man's greatest desire; something that money could never buy. Here is an example of complete humbleness. The young boy who gave his life for his country had achieved a covetous niche in the sports world. However, he didn't carry his clippings around to show everyone and boast about it. Of course, he told his dad about it but not one of his many friends could surrender a clipping, upon request. . .

Another touching scene that reached many radio listeners took place between a young child and his teacher. The boy was born without the ability to hear or speak. At the age of 5 (last September), he was sent to a certain woman in the South. In just nine months time, he appeared on a national broadcast and replied to queries in a voice that was virtually normal. Many were the tears that came as the millions of listeners heard the boy speak his first words to his mother. Both were delirious with joy and millions sent their well wishes. . .

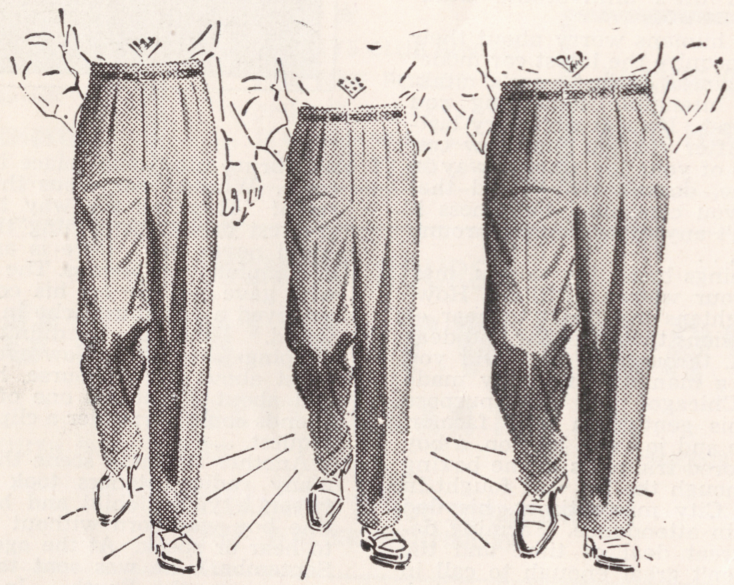
A fervent hope is that there will always be happiness-instigators in this world. Let's relinquish some of our selfish thoughts and donate more time and energy to others who will benefit from our attention. Give your heart to ease another's burden. You will be recompensed in a manner you'll never forget. We can all afford to be humane.

A Large Selection
to Choose from . . .

# SLACKS

FOR

CASUAL – SPORTS and
EVENING WEAR



GABARDINES
20.00 to 25.00

FLANNELS
23.50

SHEEN GABARDINES
35.00

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

PHONE 1001

OPEN SATURDAY NIGHTS
UNTIL 8:30




# THAT'S FOR SURE . . .

by JACK CORTEZ

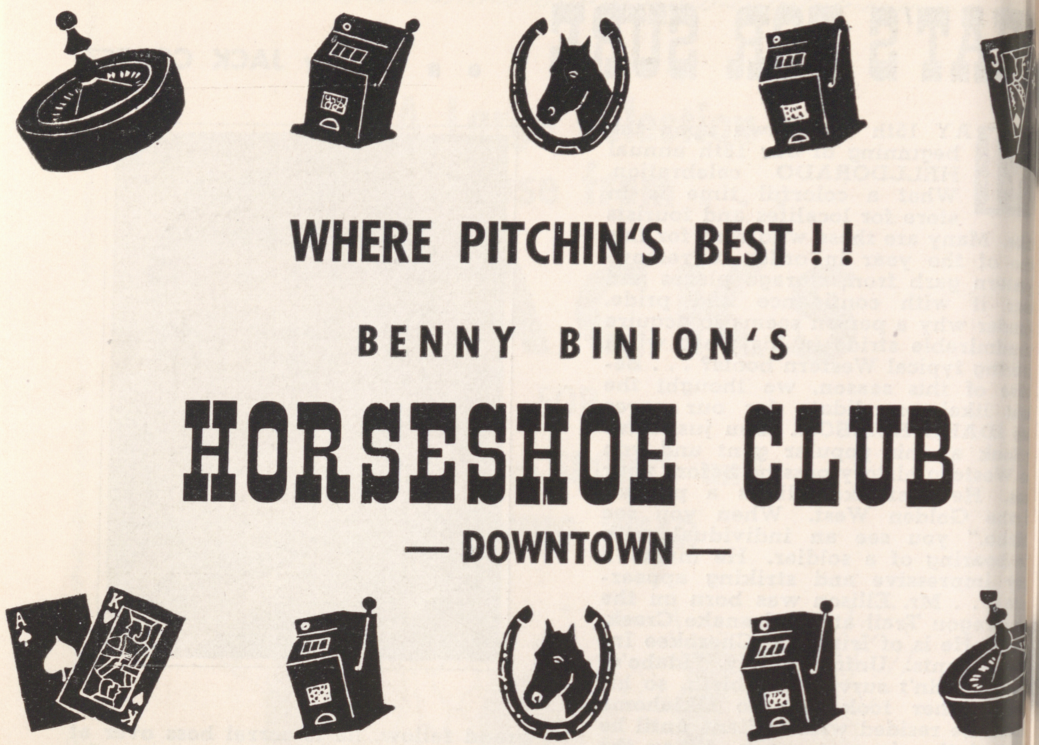


MAY 15th will dawn upon the beginning of our 18th annual HELLDORADO celebration. What a colorful time is in store for localites and tourists alike. Many are those who wait for this time of the year in order to remove Western garb from storage places and wear it with confidence and pride. Wonder why a person seems to acquire an admirable stride in his walk when wearing typical Western boots? . . . Because of this season, we thought the most likely candidate for our cover was IDAHO ELLISON. You just have to look at this popular gent and you see Western history passing before your eyes. He best exemplifies a pioneer of the Golden West. When you see "Idaho," you see an individual with the bearing of a soldier. He makes a very impressive and striking appearance . . . Mr. Ellison was born on the old Oregon Trail at Rattlesnake Creek, Idaho. He is of Irish and Cherokee Indian parents. Unfortunately, "Idaho's" mother didn't survive his birth, so his grandmother took him to Oklahoma where he resided with Indians until he reached the six year mark. When the lad was a young 7, he joined his father's cattle outfit and rode along with the grown-ups during round-up time. Amazing as it may seem, "Idaho" was only 12 when he had the stagecoach run from Idaho to Mountain City, Nevada. During those days, a boy didn't have the growing-up period our children of today have. He had to learn to work from a very tender age and "fight to live!" . . . As time went on, "Idaho" worked with various cattle and horse outfits in Nevada, Montana, Wyoming and his own home state. Thus far, he has appeared in 12 pictures, having begun his screen career in 1920. We understand he was recently approached to play a character role in a flicker that will soon be filmed, at Cody, Wyoming. . . Our favorite Westerner was once the steer-roping champion of the state of Idaho. Quite a commendable achievement, in view of the stiff competition . . . "Idaho" has many memories of the days during which he served under General Pershing on the Mexican border. He can also weave some mighty interesting tales of his time as cavalry instructor in World War I . . . There are so many more details we could disclose about this fascinating person but we'd rather see some clever writer put each and every particular into a novel. We know it would make good reading. Oh, yes, lest we forget, if you'd like to chat with this grand fellow, he is corral boss over at the Last Frontier Stables and drives the stage coach for the same hotel. . . To you, fabulous IDAHO ELLISON, goes our salute-of-the-week. May we long remember that men such as you, with grit, perseverance and determination, made our country into the thing of beauty it is today . . . and that's for sure.

When the phone jingled while we were compiling our various notes, we found the caller to be ANN CRAWFORD. After hearing what Mrs. Crawford had to reveal, we felt a lot of people in town would be interested in hearing the news. On May 6, the former IRIS SCHERER and J. ROBERT SOWDER were married in New York City. Mr. Sowder is a well-known oil man of New York and Washington, D. C. The couple will reside at the Ritz Towers in New York City. We extend our best wishes to the newlyweds and join their many friends in wishing them the utmost in happiness.

If we used red type, this item would appear in that color, to reveal our embarrassment. In last week's edition we itemed that the sensational dance team of DARVAS & JULIA were signed to a 24-week contract to appear in Paris. Of course, it must have been the weather that confused us. No harm in blaming it on the balmy sun, is there? The entire item should have been reversed. The true story is that the team

(Continued on page 23)



WHERE PITCHIN'S BEST ! !

BENNY BINION'S

HORSESHOE CLUB

— DOWNTOWN —





EL RANCHO BARBER SHOP
AND MANICURING

HOTEL El Rancho VEGAS

TO LOOK YOUR BEST . . .

PERRY DI RIENZO, Manager

PATTIE PHILLIPS, Manicurist

— BOOTBLACK —



Hours: 9:00 A. M. to 6:00 P. M. . . . For your convenience, phone 1300



Mexico has moved to Las Vegas !

Phone 3273

EL CHOLO

OPE
4 P.M.

MEXICAN CAFE

Serving Authentic Typical Food of Old Mexic

510 SOUTH FIFTH STREET

FOOD TO TAKE OUT




# WHAT'S DOIN'?

. . . with JOHNNY UHLMAN



IT was certainly gratifying last weekend to see the crowd that turned out for the inauguration of this year's session of Kangaroo Kourt in the downtown area. There's something about the care-free spirit of the thing that gets under your skin and makes you feel glad that you are a part of it. Of course there are always a few "numbnoggins" who complain and say that it's just so much foolishness, yet you'll always find them right in the middle of the things so that they shouldn't miss anything. ME? . . . I'm mighty proud when a stranger chances to ask if I've ever been to one of these Helldorado Week celebrations before, and I can tell 'em I LIVE here and this is the TENTH one I've seen!! Helldorado Week is when the starch comes out of the shirts and the noses that have been in the air all year long descend to the level of the rest of us and everyone has a darn good time just being PEOPLE. Like I said last week; if more people wore boots and blue jeans more often we'd be a much happier lot the year 'round!!

And don't tell me you can't be happy when your feet hurt! If you get the right kind of boots . . . GOOD ones, you'll find a comfort you've never known before . . . A few days ago saw the opening of GAM'S RESTAURANT located in the WESTERNER CLUB at 23 Fremont street, downtown Las Vegas, and what a beautiful little spot it is, too! "GAM" GEORGETTI was a long time getting the place finished, but let me tell you, he has a place of business there of which he may well be proud. Everything is prepared right before your eyes on brand new stainless steel equipment which is trimmed in copper and brass, and under the masterful guidance of chef LEON GALLINETTI, who has lined up a top crew of kitchen technicians to work along with him in preparing the most savory and palatable of foods to your satisfaction. Chef Leon has been connected with the foremost dining rooms of the country from coast to coast, including the Waldorf-Astoria, Sardi's and the Victoria of New York. In charge of the dining room is LUIGI, one time owner of Maison Gaston in Hollywood, and part owner of the Trocadero and the Louisiana which later became Slapsie Maxie's. Luigi is more recently from the dining room staff of the Flamingo Hotel right here in Las Vegas. A more gracious person you'll never meet . . . If you haven't been out to the DESERT GALLERIES as yet to sit in on one of their auctions, you've been missing a rare treat; and also a good bet on picking up a few things you'd like to have at prices you won't believe until you've been there and witnessed what some of these things are selling for. You know, in an auction, if a conductor of sales gets two bids on a piece of merchandise he has to sell it, and some of those things are going for peanuts. The evening auctions usually get under way around 8 p.m., and I'd advise your getting there early 'cause that's when the best bargains come out. Once you're there you'll enjoy the chatter of the auctioneer so much that you won't want to leave, I guarantee you! . . . The YOUNG RESORTER opened this week! Here is a shop that specializes in finery for the younger set and play clothes, etc., for tykes through teen-agers. ZACK and CAROLE HOUSTON have opened this shop with the full confidence that there are plenty of people in Las Vegas who want the best that money can buy for their little ones and that is exactly what they've set out to supply. The shop itself is ultra-modern and well worth the trip just to take a look around. Oh, yes, you might want to know where it is! It's just south of the Desert Inn in the new building behind the Standard Station and there is always plenty of parking space . . . You should see the way they've enlarged the EMBASSY CLUB in North Las Ve-

(Continued on page 21)

NOW UNDER NEW

# MANAGEMENT



Where It's
Show Time
All the Time



HI-WAY 91

THE

PHONE 2802

# JUNGLE CLUB

MORE COMEBACKS THAN JOE LOUIS

SO-O-O HERE WE GO

**Again!!**

YOUR HOSTS

DICK SHERIDAN and JIMMY BLAKE

"They Can't Rule You Off for Trying"

QUOTE
DAMON RUNYON







# 'NEATH THE PALMS

. . . by GENE GRIFFIN

**MIAMI, Florida, U. S. A. Where ships sink slowly in the West and the sun pulls away from the shore. Heaven on Earth, I say. Who am I? Oh, I am just a guy who sings while being surrounded by a bevy of beautiful girls, seven nights a week. and this, I call work. Believe it or not, at times, I even complain! I am what is known as a production singer and M. C. in the show business circle. I have been called other names, also, none of which I can mention.**

Jack Cortez has asked me to send news from Miami to you, so, call this column news if you like. Anyway, this is what surrounds me from night to night.

More than once I have asked myself a question very few people can answer, and that is, what is talent and how much is needed to be a success? Actually, some haven't needed too much to rise to stardom and others, loaded to the gills with talent, bat their brains out for years. A perfect example of the latter are the unknown, but fantastic, Nov-Elites, appearing nightly at the Clover Club in the top spot. Here are three boys that have so much talent, it hurts, not to see them coming at you on network, T-V, or the like. These boys are not only great comics, but invididually, they're as great as you can get on their instruments, namely, the bass, guitar and accordion. You couldn't even classify the comedy or music they offer because they are perfection in all types, including classic, popular, hillbilly, bop, or anything else you can name. Surely, if talent were the only necessity, these boys would have been stars long ago—that's for sure. Anyway, don't forget the name. THE NOV-ELITES.

☆ ☆ ☆

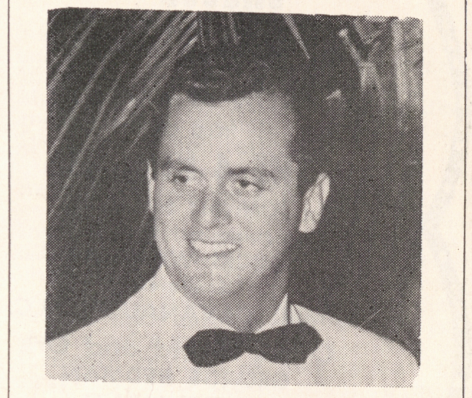
Note to Line Producers:

There are two luscious redheads here that are of show girl height, well-formed, experienced, and very anxious to work Las Vegas. Interested, anyone?

The "Pickin Chicken" restaurants here are adding a new course to their dinners—orchestra music. The musicians are paid off in hens' teeth.

☆ ☆ ☆

**A TROUPER** . . . A newcomer to the East, but right at home on any stage, is the husky, clean-cut comic, Shecky Green, appearing at Martha Raye's Five O'clock Club. He certainly made a lasting impression on the Miamians last week when her "Nibs" took sick and Shecky was forced to return to the



rostrum in the star's spot. Having just left the spotlight 20 minutes previous, they still welcomed him with open arms. It's rough to follow yourself, but he did it—and like a prince. In all due respect to Miss Raye's vivacious personality and songs, she wasn't missed the slightest. Shecky killed 'em. You could see the expressions of the people change from disappointment to contentment. There is a trouper for you.

There are probably many people who miss the incomparable "Woody" at the El Cortez, but Miami is happy again to receive the zany offerings he's so well known for, so suffa' podners, he's here to stay for a while.

☆ ☆ ☆

**BUT HE'S BITTER** . . . As well as I love Miami I never saw anyone more attached to it than Charlie Carlyle, one of the nation's cleverest comics. After having worked all the hotels on the Beach—and the Clover Club—for the past four months, he still hates to leave her worse than anything in the world. When I asked him why he had to leave, he replied calmly: "I need the money and that's the only reason!" All I've got to say is: "There's another?"

☆ ☆ ☆

**"HANDLE BARS"** . . . Jerry Colonna opened last Thursday at the Vagabond Club for one week. I don't think this is enough time for Jerry to get response. At least a two-week stint would be more profitable to the "Vags"

(Continued on page 19)

**SILVER SLIPPER SALOON AND MUSIC HALL**

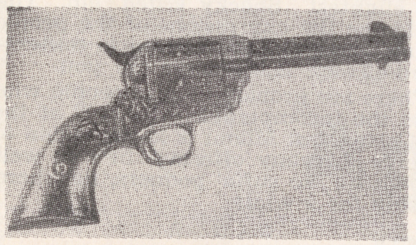
NOW APPEARING
HELD OVER!
**THE 4 KNIGHTS**
JOHNNY MATSON
Music and Comedy
MICKI WILLIAMS
Songstress
JIMMY CAVANAUGH, M.C.
Chuck Gould and Ork
GEORGE REDMAN
AT THE PIANO
SHOW TIMES
9:00-11:00 p. m.—1:00-2:30 a. m.

**SILVER SLIPPER RESTAURANT**

FINEST FOOD ANYWHERE!
Rounders Breakfast
**49c**
Deluxe Hamburgers
**49c**
Luncheons - Dinner
"A LIBERAL SLICE OF EVERYTHING NICE"

**LAST FRONTIER VILLAGE**





**NEW GUNS FOR SALE**
Always a Fine Selection of Scarce and Popular Models
SEE OUR FAMOUS
400-PIECE GUN COLLECTION
**FRONTIER VILLAGE GUN SHOP**
HOTEL LAST FRONTIER
Open 'til 11 P. M. Phone 1177-W



CHET and DUDLEY LAUCK'S
**HOUSE OF GOOD SPIRITS**
(Next Door to Wilbur Clark's Desert Inn)
PACKAGE LIQUORS — WINES — BEERS — SOFT DRINKS
We Specialize and Carry
DOMESTIC AND IMPORTED FOOD DELICACIES

"When Low in Spirits Call on— HOUSE OF GOOD SPIRITS" | Your "Spiritual" Host CHUCK ELBERT | Open from 11:00 a. m. . . . Phone 6582




## POP SQUIRES:

(Continued from page 5)

gas, built by Tom Hull about the year 1940, would not have been built had it not been for the stimulus of our annual Helldorado, which each spring filled the town to overflowing with tourists?

Perhaps some of us old duffers have outlived our usefulness, but we still enjoy riding in the old Death Valley stagecoach each year and bowing to the crowds just as if we were part of the show.

It is only 17 years since our first Helldorado—not so very long perhaps—but long enough so that a new world has been created, with which it is not easy for some of us to keep pace. Looking over the files of the Las Vegas Age for April, 1935, I notice the advertisements of the Modern Food Shop (Dean Bingham) then located at 316 Fremont; Gene Ward's Grocery, First and Fremont, where the California Club now is, and The Market Spot. It hardly seems possible that they sold all brands of coffee at 30 cents a pound; three 11-ounce bottles of beer for 25 cents; fancy steer baby beef, 25 cents per pound; ham, leg of lamb, pork chops, 25 cents; 60-watt light globes, 9 cents; sirloin and porterhouse steaks, 27½ cents a pound.

"Las Vegas is a blaze of color in anticipation of the Helldorado celebration." But we could not imagine such vast areas of neon signs that we see every night nowadays. And whiskers? Perhaps I may be excused if I quote from Observations—Las Vegas Age, April 12, 1935:

---

**WHISKER CROP . . .**

Las Vegas, as a producer of whiskers, probably stands at the apex of the business today. The approaching Helldorado is raising, not only the well-known activity indicated by the first syllable of its name, but a crop of facial hair entirely beyond expectations.

In fact, I notice that some of those seemingly sweet and gentle men, quiet and soft-spoken and not wont to provoke controversies when clean shaven, are now among the most desperate and damnable characters of the West, the entire difference being induced by a crop of frightful black whiskers, with which they frighten their children into spasms and make their womenfolk cringe and fawn.

Simon Legrees are rampant. Those mutton chop whiskers and straggly mustachios are changing some of our most sedate businessmen and financiers into likenesses of an old-fashioned Methodist bishop going insane and berserk.

And what a difference there is in men! The tough guy to whom we would naturally look for a crop of grizzled, black brush, puts forth a poor, little showing of grey fuzz that looks like a moth-eaten edition of Mary's little lamb, meek and retiring.

On the other hand, the fellow who never disobeys his wife, and cringes in every-day life and shrinks from appearing in any way conspicuous when he is all pink and white from the barber's chair, shows a black stubble as rough as a lava field. His voice becomes hoarse and peremptory and he is at once a bold, bad man. The women who formerly thought of him as sort of a sissy-boy, now crowd round with beseeching looks, hoping, secretly, to be noticed.

---

There was more of that sort of thing when Helldorado broke in upon us 17 years ago. But the trend of things has not changed much. You may judge for yourself today.

So we all salute you, Helldorado XVIII!

---

"Whenever you hear it said that there is a beautiful tie between father and son, the son is probably wearing it."

—PACIFIC WEEKLY.

---

See a pin and pick it up
And luck is sure to find you;
Unless, of course, a 10-ton truck
Is coming close behind you.

—INDIANA U. CRIMSON BULL.


Home and Car Radios Repaired
**PERSHING**
**RADIO AND TV**
"The House That Service Built"
118 North 3rd St.—Phone 6477
FREE PARKING IN THE REAR


**UNION CAB CO. . . . . PHONE 911**

# SHOW REVIEWS by Jack Burby



## Flamingo

**May 1 through May 14**

Once again Las Vegas night-clubbers are thrilling to the music of HAROLD STERN & CO., the company and Mr. Stern comprising an organization of 24 top musicians. Under his direction, they blend their instruments together and play as one as they present their program of well discerned selections, of which "Blue Tango" and "Fiddle Faddle" are outstanding. Mr. Stern recently formed the vocal group of "THE ENCHANTERS" to appear with his organization and their beautiful and well-trained voices are a pleasing addition to the well disciplined arrangements. . . Beautiful and gracious CONSTANCE MOORE has returned once more to our fair city and is singing better than ever. We must say that her arrangement on "The Birth of the Blues" is one of the greatest we've ever heard. In this arrangement she does a little production thing which calls for the trumpet, clari-

(Continued on page 30)

## El Rancho Vegas

**April 16 through May**

This is the fourth and final week which you can see JOE E. LEWIS, of the most beloved performers of s light fame. Here's one comedian wh appearance would make anyone wa miles, just to listen to his whimsic lovable humor. Mr. Lewis rates e in the talent department and his eryone. Joe E. Lewis strives to pl everyone and does so successfully, dearing himself to all within ear Here is a champion whose humor forever shine in the annals of business. . . AUSTIN MACK does wonderful job accompanying and sisting Mr. Lewis on the piano. . . the same bill is the adorable KIT KALLEN. This delightful songstress has a commendable repertoire of so including favorites of all. Miss Kallen not only presents current favorites her inimitable style, but also enchan her listeners with some clever speci numbers. The lovely Kitty is a w derful showman and enraptures the audience throughout her appearance . . . The EL RANCHO DANCERS sent two novel routines, garbed in

(Continued on page 30)

## Thunderbird

**May 5 through May 14**

The Navajo Room presents another and introduces to the field of night l entertainment the one and only ER DONALD, known throughout country as the star of the fun-filled o program, "Can You Top This?". ay of you may remember his por- al of Ajax Cassidy of "Allen's Al- on the Fred Allen Show. This man master of the dialects! No matter story he is telling he finds little fficulty in being able to portray the acters to the highest degree of per- cion . . . The TRIO of IRVING LDS stops the show with every per- mance! He plays the piano and the kground given him by MIKE and NRY is the greatest! Mike is at the rms and plays some of the cleanest, artest drums that you will ever hear. h little or no movement on his part seems to accomplish more than most mmers who work themselves to th. Henry is on bass and puts on a ale of a show. However, if you will sen as well as watch you will find he is playing an awful lot of bass. u'll like this trio! . . . Together they a top-notch group . . . This is the st appearance in our town for lovely MSS IRENE MANNING and her first nture into night club entertaining,

(Continued on page 30)

## LAST FRONTIER

**May 2 through May 16**

If you're wondering what all the ruckus is, emanating from the RAMONA ROOM, be advised that America's foremost dancing comedian, WILLIE SHORE, is back. This accomplished gentleman of humor and wit is replete with mirth and fun. We defy anyone to sit in on one of his sessions without contributing to the heartfelt laughter. When you watch Willie in action, a tickling sensation rises from your toes and your body rocks with enjoyment. His timing is amazing. You wonder how he can kick his heels while he is so far off the ground? Needless to say, his mimicry is as fine as a polished gem . . . On the same bill are the original HOOSIER HOT SHOTS. Here is a group of zany musical madcaps.

(Continued on page 30)

## Wilbur Clark's DESERT I

**April 29 through May**

Currently cramming the Painted ert Room with customers is the C CITY REVUE which stars one o fastest rising young comedians i country today, JACK CARTER. though having played this room about a year ago he marks his r with completely new material. caught the show again the other and he ad libbed for almost 15 mi on personalities and incidents he'

(Continued on page 30)

## CLUB BINGO

**Show presented May 6**

Back in the BONANZA ROOM by popular demand are the CHEERLEADERS. The group consists of three fellows and two gals who turn out a lot of smooth, pleasing harmony. The kids are full of vivacity and personality. Their presentation carries all the freshness of youth and desirability of talent. They scored a remarkable success during their last engagement and will probably top that with this appearance . . . On the same bill is ROBIN JEWEL, a young lady whose eye-appeal has acquired many fans among our localites and tourists. Miss Jewel's entrance into the spotlight entrances her audience completely . . . The emcee chores are in the capable hands of JIMMY JAMERSON. Jimmy is a fun-loving boy whose humor will please and delight you. He is a clever showman and keeps the show moving at a smooth pace, spicing it with his adroit wit . . . Backing the show is MIKE WEDNER and his "Big-Little" band, alternating with the JACKIE COON TRIO, to bring you dansapating rhythms until 5 ayem.

## SILVER SLIPPER SALOON

**Show presented May 9**
**(Not a Review)**

Once again, we're most happy to report that those singing favorites THE FOUR KNIGHTS are remaining at this spot, by popular demand. These wonderful showmen really "send" their audiences with fine harmony. Record collectors all over the nation are familiar with their marvelous singing. When you listen to the Four Knights, you're bound to hear your favorites included in their repertoire . . . On the same bill is a young gentleman whose ability to play a varied amount of instruments, will amaze you. Johnny is a clever lad. He sparkles his performance with delightful humor. Wait until you see him, you'll agree he's quite a versatile chap . . . Rounding out the bill is the lovely songstress, MICKI WILLIAMS. This de-lovely makes a very charming picture in the spotlight and delights her audience with her lovely voice . . . JIMMY CAVANAUGH is your host and does a fine job, handling the emcee chores. CHUCK GOULD and HIS ORK supply the background music and dansapation, alternating with GEORGE REDMAN at the ivories.

# GAM'S RESTAURANT




## "THE WESTERNER"

23 FREMONT STREET

LAS VEGAS, NEVADA




# Weekly Beauty Letter

**from WALLY WESTMORE,**
**Makeup Director, Paramount Studios**

**In these days when the spotlight falls on reducing and health diets, women may forget that just as important as WHAT they are eating is HOW they are eating.**

Wally Westmore, the world-famous makeup expert who gilds the Hollywood "lilies" for their appearances in front of the motion picture cameras, believes that HOW and WHAT a woman eats are of equal importance. Westmore had occasion to explain this theory when he was called onto Paramount sound stage 16, where comedian ALAN YOUNG and numerous "extras" were performing in a night club sequence for the hilarious musical comedy, "Aaron Slick From Punkin Crick." In addition to supervising Technicolor makeup of the bevy of beauties in the scene, Westmore was asked to outline correct dining procedure for the players.

"Correct eating habits constitute an important part of womanly charm and beauty," the beauty ace began. "It's remarkable that so many lovely women continue to use poor table manners."

Whether a woman is dining in the privacy of her own home or on a well-populated sound stage, continued Westmore, she must proceed properly. Special attention should be employed to guard against such annoying mannerisms as excessive lipstick on glasses, cups, spoons and forks — stuffing the mouth — gobbling the food — sprawling arms on the table — chewing audibly with the mouth wide open. With a minimum of care and effort, poor table habits can be corrected quickly and easily.

Strangely enough, while the eating habits of the average man usually are worse than those of the average woman, men always expect members of the opposite sex to be above reproach in such matters.

Next time you sit down to enjoy a meal, take Wally Westmore's advice. Check HOW you are eating, as well as WHAT you are eating.

---

"Why don't you believe in copying?"
"It's impossible to find anyone with the right answers."

---

A good turn is one that gets the blankets back on your side of the bed.
—ESCORT.

# 'NEATH THE PALMS:

(Continued from page 13)

in the long run. Regardless, he'll do well, I'm sure.

☆ ☆ ☆

**FOOD FOR THOUGHT:** On every Florida license plate it reads: "Keep Florida Green." This means: Bring Money!! (This is no joke.)

☆ ☆ ☆

**HELLOS FROM MIAMI TO VEGAS:** Sam Cravotta to Moe Dalitz; "Woody" to Johnny Uhlman.

☆ ☆ ☆

A little advice to all acts in Show Business: Never argue with band leaders—you get new arrangements that way.

Whatever happened to Gene Baylos? I must remember to send him a lunch-box for Christmas. No offense, Gene. You're m' boy!

Billy Vine does it again. This lovable maniac is in his fifth week here at the Casa Blanca Hotel.

Well, 'bye for now, folks. My little boxer, "Dolly," is beckoning for her hamburger and I never argue with her. Y'see, if I don't jump, she looks at me too hungry - like . . . and she's big enough to. See ya next week, podners.—GENE.


Stephenson

advertising
design

LAYOUT
LETTERING
MURALS
ILLUSTRATION

phone 6670

721 FREMONT • SUITE 5

NOW OPEN!!

YOUNG FINERY AND
PLAY CLOTHES
FOR
MASTER AND MISS
YOUNG LAS VEGAS

Ph. 6682 10 A.M. to 10 P.M.

YOUNG RESORTER

ADJACENT TO Wilbur Clark's DESERT INN

SANTA ANITA CASINO and BAR
— DOWNTOWN —
NOW APPEARING IN THE
Sahara Room
LILA LYNN
"THE BEST IN BLUES AND BALLADS"
CRAPS — ROULETTE — BLACKJACK — SLOT MACHINES

FREE PICK-UP AND DELIVERY
A B C
for the best in Dry Cleaning
10 EAST CHARLESTON BLVD.
Harry Basler, Prop. Ph. 4875

FEET HURT?
We can give you Relief!
"Shoe Fitting Is a Science"
Foster's
FOOT RELIEF SHOES
FOR MEN, WOMEN & CHILDREN
112 SO. FIFTH ST. — PHONE 5270



# WHAT'S DOIN'?

(Continued from page 11)

gas. Mitch had the back wall knocked out and extended his club into what used to be the drug store and set up a small bar so that there is now a bar at either end of the club. Moved the bandstand and dance floor; installed new stools at the big bar and, in general, is spreadin' out but good. Currently appearing is JULIE ALLYN and reopening Sunday will be DOREEN. The singer of songs and master of ceremonies at the club is your old friend and mine, DOC STARR, who does a good job of tieing the show together and keeping things jumping. Doc's been there 11 weeks now and it looks as though he may become part of the fixtures which in our humble opinion wouldn't be a bad move at all. Come to think of it, I believe the reason Mitch enlarged the place is because Tempest Storm is coming back and he's gonna need all the room he can get to accommodate the crowds . . . GUS COREY is over the rough part of getting his RESTAURANT CINNABAR opened and the operation smoothed out and is now ready to settle down to doing a really big business. If you haven't been in as yet you should by all means go. Gus' place is small but one of the most beautiful and relaxing atmospheres we have ever seen . . . and the food is more than delicious, if possible! At the moment he is operating between the hours of 5 p.m. and 2 a.m., but before long he will be set up to start serving luncheons and, from what he tells me, those luncheons will be some of the greatest to be found in town . . . FLOYD COPE and his big western hat are right in style these days what with Helldorado coming on. He and his fine wife, LOUISE, are real tried and true Las Vegans by now. It's been a couple of years since they came here and bought the BOTTLE HOUSE LIQUOR STORE and you couldn't move them out of this town with a C-2 wrecker!! And speaking of the Bottle House Liquor Store, they seem to be doing more and more business with each successive month. To me there is really only one explanation to something like that . . . the people like to go in the place because they can get what they want and be treated the way they like to be treated . . . I was talking to ART FOSTER, who has the FOOT RELIEF Shoe Store at 112 South Fifth, when in comes a little guy in a Homburg hat, goatee, etc., and says: "Mr. Foster, these shoes you fitted me with have given me so much comfort that I'm almost tempted to sleep in them!" This I heard! You see, Mr. Foster has been in this foot relief business for a long time and knows his business. If ever anyone needed foot relief it's a lot of the people in this town who are on their feet most of the time; like waitresses, clerks, bartenders, dealers, etc., and this place is the place to head for first for final comfort . . . You ought to see the western duds in THE DUDE SHOP these days or, as a matter of fact, ANY day. The CRANER sisters specialize in western wear for women, as well as smart garments in any fashion and it's a pleasure doing business with them. I think it was in the Legion Liar that I saw something about "If you want to see something in ladies' pants go to the DUDE." I thought that was pretty good! . . . Saw my old friend "DOC" KANE working on the floor at the SANTA ANITA CASINO AND BAR the other night. There is one of the most regular little guys you'll ever meet, bar none. I remember when "Doc" was at the El Rancho some years ago when I was a "dog-face" out at what is now the Nellis Air Base . . . You know, this SHORTY THOMPSON who is now appearing at the GOLDEN NUGGET SALOON with his Western group is a very successful business man! While talking with him the other evening I learned that he owns and operates the EMPIRE PRODUCTIONS CO., with offices in Denver, Colo., and in Hollywood, Calif. Their operation is to direct and produce taped and transcribed air shows. Last year Shorty wrote and produced the Smiley Burnett Show, making a total of 200 one-quarter hour shows that are now being used on approximately 278 stations. Aside from this business, he has a music publishing business that is known as the MASTER MUSIC CO., located in Hollywood. Proof that Shorty knows how to get along with people lies in the fact that two of the members of his present group have been with him for years. There's ROLLY CHESTNEY, who has been with him for 11 years on violin, and GERRY OSBURN, who has been with him for 18 years. In fact, he started Gerry in the business, and he has been with him ever since. Shorty's wife, SUE, is the comely gal on the accordion and the fellow on bass is TAFT BAKER, who has only been with them for eight weeks having been at Sun Valley, Idaho, for five years previous to joining this group . . . Well, if you happen to notice anything different about the way I look the next time you see me it will be because my Mom and Dad are here for a visit once again. Parents are a wonderful thing! Too bad so many people don't realize it until they don't have any. If you happen to have one or two . . . you should cherish them! Above all, don't forget your Mom this Sunday, May 11th . . . it's HER DAY, you know! . . . 'Til next week, 'bye now! —JOHNNY.



WHO ME?

Sure . . . I'm back again at that

FUNSOME
FRIVOLOUS
FABULOUS
FAVORITE

DESERT INN

(Love the Bosses)

# Jack Carter

P. S. — Write to Me . . . Even if It's Only 3 or 4 Dollars!

DELICATESSEN

OPEN 24 HOURS

Breakfast — Luncheon — Dinners — Specials to go

LES GOLDRING, Owner-Manager

CASINO — BAR — SLOT MACHINES — GAMES

DOWNTOWN FREMONT STREET



Frontier CLUB




## THAT'S FOR SURE:

(Continued from page 9)

was signed by LOU WALTERS, while still in Paris, to appear right here in the states. After they appeared in his New York LATIN QUARTER, Mr. Walters doubled their salary and they opened at the DESERT INN. Oh, well, to forgive is divine. Isn't that the way it goes?

Around June 15, WARNER BROTHERS will set the wheels in motion and begin plans to film the life story of one of our greatest troupers, EDDIE CANTOR. Can't understand why someone didn't think of this sooner. Eddie is one of the greatest performers of all times and deserves this tribute. His ever-loving IDA wants to have the talented JANE WYMAN portray her in the flicker. As far as Eddie is concerned, his preference for the male lead is JERRY LEWIS (of the MARTIN-LEWIS duo. When speaking of the film, Eddie very proudly admits that Ida wrote most of it. Talent runs in that family—for sure!

GEORGE ROSENCRANTZ, one of the owners of the HOLLYWOOD FURNITURE COMPANY (on the site of the former City Mercantile Co.), is receiving merchandise by the carload. You can see four or five trucks parked near that establishment, daily. Everyone is rushing around, tending to the unloading and placement of the stock. We were fortunate in having an advance preview of the furniture. When we saw the type of merchandise that will be available to the public, we visualized ourselves as owners of a 20-room house, with enough space to house every item we saw. Golleeeeeee! You never saw such beautiful, artistic craftwork! Don't take our word, alone. Drop in and see it for yourself.

MOLLY and TEX DIEHL (he is manager of the bingo parlor in the GOLDEN NUGGETT) certainly believe in a busman's holiday. The other evening we saw the couple indulging in some relaxing recreation, during their free night. What were they going? Why—playing bingo, of course, AT the CLUB BINGO. Must be a mighty fascinating game!

Here is a problem (?) we're certain many eligible bachelors would gladly try to solve—FOR THEMSELVES—if the guy is looking for aid. STEWART ROSE, youthful singer in the production numbers at the FLAMINGO HOTEL, just can't seem to make up his mind, whether it's CAROL, JEANNIE or LEE. Meanwhile, these three beautiful starlets have our hero in a dither (and he's complaining!)

In case you haven't heard about it yet, JAKE KOZLOFF, general manager of the HOTEL LAST FRONTIER, won the Studebaker that was raffled off for the benefit of the School for Handicapped Children. Mr. K. purchased 1,000 tickets. When he learned of his good fortune, Jake turned around and donated another $1,000 to this worthy cause. There's a man with a heart to match his success.

After a great deal of persuasion, BENNY GOFFSTEIN, of the FLAMINGO HOTEL, has left for a much-deserved vacation and visit to the West Coast. Mr. G. spent a great deal of his time to make everyone happy during the recent Variety Convention, held here, and the strain was great. We hope it won't be long before he returns, fully rested. Have fun, lad!

Unless you're hibernating, you've noticed that the town is full of men, wearing various types of face growths. One of the most outstanding belongs to PERRY DI RIENZO, of the EL RANCHO BARBER SHOP. Mr. Di Rienzo is sporting a pair of the most dignified handlebars we've ever seen. At present, he is in the "waxing stage." One look at Perry and you're reminded of the pictures of barbers from the Gay '90 era. We think he makes a very striking appearance. Who knows? Maybe the "handlebars" will remain, long after the Helldorado celebration.

Now that JACK DENISON sold his JUNGLE CLUB to DICK SHERIDAN and JIMMY BLAKE, he is enjoying his vacation. The dapper gentleman is spending a lot of time, visiting lovely LOIS RAY who is currently appearing at CHARLIE FOY'S in Hollywood. Incidentally, Miss Ray is now in her sixth week at that spot. Are we hearing things or are those wedding bells finally beginning to toll? Maybe this hunch will materialize—THIS TIME! While on the subject of the JUNGLE CLUB, we wish to take this opportunity to offer best wishes to the Messrs, Sheridan and Blake. We hope they will succeed with this venture on their "comeback trail." The boys are making plans for enlargement and intend to reopen the back room. They will offer late floor shows and are lining up some future talent. At present, JOHNNY WHITE, his xylophone and piano, holds down the spotlight.

We welcome a new addition to our staff of columnists. He is GENE GRIFFIN, currently appearing at the CLOVER CLUB in Miami, Florida. Many of you will remember Gene as the wonderful singer who appeared during the production numbers at the DESERT INN, for quite a long period. We hope you will find his column, "Neath the Palms," as interesting as we do.

(Continued on page 25)



DRESS FOR HELLDORADO!

"Western Duds for Less"

Leather Jackets from $25

Frontier Slacks in

GAMBLER STRIPES
TWILLS
COTTONS
CORDUROYS

SELECT NOW AT

ARDEN'S

518 FREMONT ST. - PHONE 5820



HAVANA Novelties Co.

232 FREMONT STREET
(SIMON BUILDING)



POST CARDS – SOUVENIRS

GIFTS – NOVELTIES

WESTERN
AND
INDIAN SPECIALTIES

COME IN AND BROWSE AROUND






## THAT'S FOR SURE:

(Continued from Page 23)

Don't forget deadline, fella. Gotta have the copy by Monday!

If you want to spend an interesting evening, pick up your spouse and head for the DESERT GALLERIES, located on the strip, half way between the VILLA VENICE and LOUIGI'S CHARCOAL BROILER. If you don't leave the place feeling happy over the time spent there, then you just don't appreciate entertainment. M. A. SHERMAN is the auctioneer. Without exaggeration, this gentleman is well-schooled in this art and his humor, positively stimulating. His eloquence is hypnotic. Don't misunderstand. Mr. Sherman doesn't attempt to sell you a bill of goods on worthless articles. He manages to inform you of the true value of the objects on the block. Every customer who has made the final bid has left with a satisfied feeling. We can verify that—having been among the FORTUNATE ONES.

We regret seeing the partnership of RALPH WOOD and DOMENIC VELONA (of the VILLA VENICE) dissolve. Knowing how well-liked he was by the customers of that spot, we feel that Domenic will be missed by the patrons. However, we sincerely wish Mr. Wood continued success with his eatery and trust that it won't be too long before Domenic becomes active in another venture.

All of the employes of the CLUB BINGO are making plans for their vacation, during the time the club shuts down. That is expected to take place some time around the end of this month, or thereabouts. When it reopens, it will be as the HOTEL SAHARA. MILTON PRELL, general manager of the place, has been very active since the building began. He has extended so much energy that we are beginning to worry. Hope he takes time out to relax a bit. That story about all work and no play not being good for an individual is true.

Well, they've finally named the day. BEVERLY ALBER, singer of stage and radio, and HERB PURDUN, screen writer of Columbia Pix, will be married at the LITTLE CHURCH OF THE WEST on August 15th. They met in Las Vegas about eight months ago and will spend their honeymoon here. We're almost certain that CANDYCE KING (with the DEVLYN REVUE at the LAST FRONTIER) will be maid-of-honor.

One of the newest personalities working at the FLAMINGO HOTEL is ALLAN ARTHUR. Mr. Arthur is affiliated with the publicity department and sends pictures and copy to national publications and periodicals. He came here from Los Angeles where he had worked in the same capacity for many years. Welcome to Las Vegas, fella!

The person responsible for the two lovelies working in GERSHGORN JEWELERS (at HOTEL EL RANCHO VEGAS) certainly knew what he was doing. The gals are LUCILE WEST and MONIQUE de MONTIGNY. Miss West works in the evening and Monique displays the lovely merchandise in the daytime. The gals' beauty certainly complements the attractive jewelry available.

VICTOR McLAGLEN, strong-man of screen fame, now has a restaurant in Laguna Beach, Calif. His following is terrific. Looks as though his flicker popularity has followed him in this new venture.

It's certainly good to hear that AL ADAMS, former projectionist of the MOTOR-VUE THEATRE, is recuperating after the auto accident in which he was involved March 1. Looking back, he recalls it was a horrible smash-up. It was the disaster that took the life of TOM VIETH, erstwhile projectionist of the DESERT INN. You may remember reading about it. It occurred just this side of Jean. Mr. Adams had to spend 57 days in bed with his legs held in the air by pulleys. All of his friends hope Al will be completely recovered shortly so he can renew all of his acquaintances.

H. D. HOVER, owner of CIRO'S, is building another Hollywood club, just one mile east of his popular nitery. Ciro's has a seating capacity of 500; the new location will seat 1000. At this date it isn't known whether or not Mr. Hover will operate both spots. As soon as we get any more information, we'll pass it along to you.

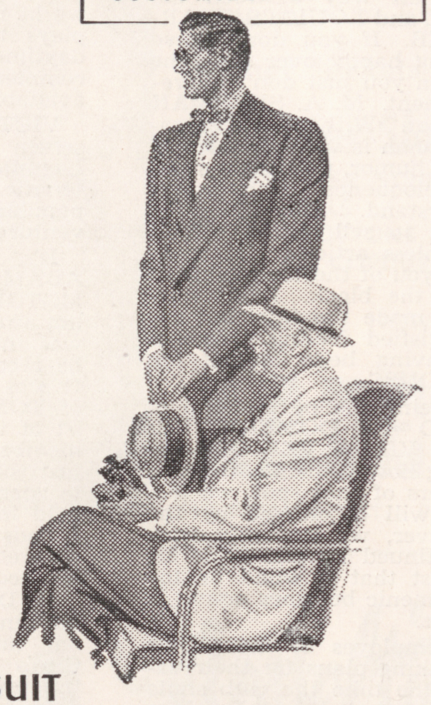
CARL HILL, president of the INTERNATIONAL STEWARDS & CATERERS ASSOCIATION, arrived in town a few days ago. Six months ago localites formed a union here and Mr. Hill brought a charter which he presented to the local chapter at a dinner held at the THUNDERBIRD HOTEL.

We're very proud to announce that our young friend SYLVIA PERICCIANA will represent ST. JOHN'S SCHOOL in the spelling bee contest to be held at the SILVER SLIPPER on May 11. All we can say is oodles of luck to you, honey—we're all pulling for you!

During December of 1950 we visited some friends who moved into a new home on Fourth place. At that time we noticed the light poles on that block and wondered when the electricity would be connected. Now, one and a half years later, the poles are still there and the lights are still dark. When will the people living on that street and

(Continued on page 27)

Hickey-Freeman
CUSTOMIZED* CLOTHES



**A BURMA SUIT**

customized* by Hickey-Freeman, assures you of delightful coolness and a smart style-ful appearance...today, tomorrow, and next year, too!

**125.00**

**Bond Street Clothiers**

**9 FREMONT STREET** **PHONE 3121**



# THAT'S FOR SURE:

(Continued from Page 25)

Fourth street be able to walk on their home grounds in the evening, without fear of the dark shadows? Doesn't sound quite right to us.

If you want to see a walking picture of complete happiness, cast your eyes in the direction of BARBARA BINION and KEY FECHSER. The couple took marital vows a couple of weeks ago. Key is the son of CHIC FECHSER, who was well known as a club owner during his lifetime. Barbara's famous dad is the ever-popular BENNY BINION, owner of the magnificent HORSESHOE CLUB, downtown. Good luck and continued happiness, is our fervent wish.

A few days ago KITTY KALLEN and her 3½-year-old son JOHNNY were enjoying the sun at the HOTEL EL RANCHO VEGAS. Suddenly Johnny exclaimed his dad was there. Kitty paid no attention at first because hubby, BUD GRANOFF, is a mighty busy New York publicity man. At the boy's insistence. Kitty looked up and saw her ever-loving walking toward them. The gal was so happy she almost passed out. Seems Bud flew in to spend three or four days with his family and also to see his client, JOE E. LOUIS. Incidentally, Bud informs us that JACK ENTRATTA is in "high speed," making plans for the building of his SANDS CLUB, to be located on the Strip. Looks like this bistro will become an actuality before long.

PHIL SELZNICK, nephew of the famous movie tycoon DAVE SELZNICK, sent a card to MIKE BRADY (box man at the D. I.) It was so novel we just have to quite it for you. Here it is: "The honest truth—so help me. My wife needs a new Cadillac and blue mink coat, so we are having our first anniversary party, April 29th through May 1st." How about that? Phil owns the BLUE EVENING on Riverside drive in Burbank.

How sweet it is! BEVERLY QUINN, cocktail waitress at the SILVER SLIPPER, is off for a two week vacation in Honolulu. Darn! Wish someone would pass the magic formula on to us. We'd like to know how to get away for a vavation. After all, it's over four years since our last one!

DR. REUBEN LOCKITCH, M. D., F.A.C.S., of Portland, Ore., took a state medical examination at Carson City last Monday. The doctor is a highly respected surgeon and was president of the Catholic Hospital in Portland. Not too long ago he visited his friend HYMAN PORTNOY (pit boss at the D. I.) When he arrived here he admired the town so much that he made a return trip with his wife. Mrs. Lokitch agreed it was an ideal place to raise their three children — SUSAN, MARILYN and DAVID, ranging from 10 to 4 years of age. Knowing his reputation, we're certain that Las Vegas will gladly welcome the doctor and his family—with open arms.

GENE MURPHY, publicity man of the DESERT INN, has an enviable record in his profession. Fifteen years ago he was advertising-publicity director of New York's famous LOEW'S STATE THEATRE. Many are the performers with whom he has come in contact and the majority of them are on his lengthy list of friends. Wonder how he handles all of his correspondence? We couldn't keep up with his mail—even if we had three secretaries at our disposal!

Toward the beginning of this column we made mention of EDDIE CANTOR. However, we didn't let you know that Eddie recently completed a tour that was inspired by his humanitarianism. Eddie appeared in many cities. In order to attend his performance, the price was one pint of blood. Our forgetfulness is the reason we can't competently quote the thousands of pints Eddie had gathered—but the amount was a startling one. He told of one woman who has donated 84 pints of her own blood so far. This remarkable woman complained that the Red Cross wouldn't allow her to donate more than one pint every eight weeks. When you hear of something like that it makes you sit back and take notice. Have YOU made a contribution to the blood bank lately? Why don't you take time out to do so? Every drop of this precious life fluid is vitally needed on the war front. To quote Mr. Cantor: "If you can't go to Korea—send your blood!" We're not just talking when we say your blood might save a life. Every donation is sorely needed . . . and that's for sure!

When the Occasion Demands the Finest—
TELEPHONE 811
**DOT'S FLOWER SHOP**
808 SOUTH FIFTH STREET

**UNION CAB CO. . . . . PHONE 911**



Because they've been
so pleasure-filled
these past weeks have
sped by all too fast.

MY THANKS
to Hotel El Rancho Vegas
and the great audiences
for making them so.

# *Kitty Kallen*

TRY OUR
**EVERY DAY SPECIAL**
**DINNER . . . . $1.50**
*Restaurant*
**CINNABAR**
FOOD AT ITS FINEST
120 North Second Street

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



**GOING INTO MY**
**11th WEEK**

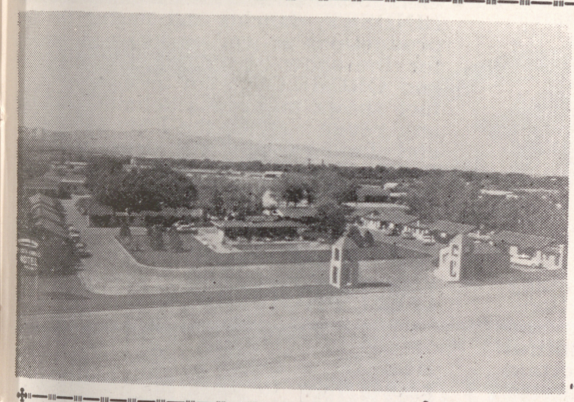
THANKS TO MITCH, RUTH
AND TO THE PATRONS OF
THE EMBASSY CLUB.

**PAUL 'DOC' STARR**





THE
**TUNE TOPPERS**
WITH
**'Whitey' Poticher**
SHOW TIMES
**11 P.M. - 1 & 3 A.M.**
APPEARING
NIGHTLY AT
**MATT HOWARD'S**
# HACIENDA CLUB
NORTH LAS VEGAS



**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
**HELLDORADO**
HEADQUARTERS
FOR
**MEN, WOMEN & CHILDREN'S**
**COWBOY BOOTS**
*Leeds*
516
FREMONT
STREET

Herkimer: "My brother wants me to help him with his income tax."
Jerkimer: "But you can't read or write."
Herkimer: "He doesn't want me to read or write, he wants me to pay it."
—N. Y. U. VARIETIES.

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

## FLAMINGO:

(Continued from Page 16)

net and trombone to assist with some "diversified" harmony. These instruments are in the capable hands of JACK, JIMMY and DINK from Matty's band. . . The FLAMINGO STARLETS offer two new routines opening with "I Left My Hat in Haiti," featuring MARIE ROWE and STEWART ROSE. In the finale a special production has been arranged in which the music is played by the combined efforts of the entire company of Harold Stern and the brass section of Matty Malneck's Orchestra; this is entitled "Violins From Nowhere," and the girls are gowned beautifully . . . A MORO - LANDIS PRODUCTION . . . The music backing the show is in the able hands of MATTY MALNECK and the members of his Orchestra . . . BOBBY PAGE and his MUSICAL PAGES are playing nightly in the Mural Room. —JOHNNY

## EL RANCHO VEGAS:

(Continued from page 16)

standing costumes. Featured in the production numbers are JOY WALKER and JERRY PEDERSON. . . TEO 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.

## THUNDERBIRD:

(Continued from page 17)

although she has been the star of many stage, screen and television productions. Miss Manning has selected songs and arias that not only fit her beautiful soprano voice but ones that are certain to fit into your own little showcase of memories . . . WALTER LONG opens the shows with a fine display of flawless tap dancing. Outstanding is his soft shoe number, which he then proceeds to do in double time, and closes his part of the show with his interpretation of "The Man I Love" in a real "up" tempo! Very good! . . . The KATHRYN DUFFY DANSATIONS open the show with a fast moving "Pony Ballet" and their closing number is the "Sweetheart Waltz" which features the voice of Miss Manning and Johnny O'Brien. Christina Carson is featured also . . . The excellent music is by AL JAHNS and ORCH, the JACK MARTIN MEN and the NORMANDIE BOYS.

—JOHNNY

## DESERT INN:

(Continued from Page 16)

ticed around the casino and hotel grounds . . . Appearing on this bill also is BETTY REILLY, "The Latin Bombshell." She actually isn't a Latin but Reilly really rocks the rafters with her effervescence when she is doing Latin tunes. Highlight of her act comes when she sits on the piano and, with special lighting, does a couple of numbers while accompanying herself on the guitar. At the piano for Miss Reilly is Mr. Bill Russell . . . One of the most sensational acts we've ever seen is also on this action packed bill . . . LES DIAGORAS! You'll hear of the things they do but you won't believe until you have seen them for yourself. Perfect head to head stands, and when we say **hand** to hand stands we mean just that . . . singular . . . one hand! With split second timing they attain these difficult attitudes of balance and then both calmly proceed to do a bit of juggling besides. Don't miss seeing these two young men from France . . . The dancing ensemble of the COPA CITY REVUE consists of eight beautiful young ladies who range in size from "show girls" to "ponies," and four young men. Since opening night they've learned to do their numbers in closer quarters and are smoothing out nicely. Featured with the group is LEE LINDSEY, dancing and singing in the productions as well as acting as emcee for the show . . . CARLTON HAYES and ORCHESTRA cut their usual perfect shows and are a definite asset to any revue . . . At the Lady Luck Bar and Lounge you will listen to THE RIST BROTHERS and the DANNY CASSELLA ORCHESTRA.

—JOHNNY

## LAST FRONTIER:

(Continued from page 16)

HEZZIE is the fun-loving chap who knows how to work Mother Nature's whistle and the washboard contraption. You'll enjoy KEN'S manipulation of the strings, GIL on the bass and GABE'S accomplished mastery of the clarinet. The boys aim to please and please they do! . . . The DEVLYN REVUE present two romantic routines. Featured with the lovelies is GIL JOHNSON, a fellow who certainly knows his dancing, and lovely 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 Carrio Room.




Wilbur Clark's DESERT INN

MURRAY WEINGER'S

COPA CITY REVUE OF 1952

STARRING

JACK CARTER

BETTY REILLY • LES DIAGORA

AND A CHORUS OF SUN-KISSED DARLINGS

CARLTON HAYES and HIS ORCHESTRA

SHOW TIMES: 8:30 P. M. — 11:30 P. M.
EXTRA LATE SHOW SATURDAY NIGHT — 1:30 A. M.




THE Flamingo HOTEL

NO COVER OR MINIMUM

FOR RESERVATIONS PHONE 4000

NOW IN THE FABULOUS FLAMINGO ROOM

HAROLD STERN & CO. OF 24 VIOLINS

CONSTANCE MOORE

Singing Star of Stage and Screen

FLAMINGO STARLETS with STEWART ROSE

A MORO-LANDIS PRODUCTION

MATTY MALNECK & ORCHESTRA

BOBBY PAGE IN THE MURAL ROOM

SHOW-TIMES
8:30 — 11:30 P. M.
Late Show Sat. Night, 1:15 P. M.



MY THANKS TO EVERYONE AT

HOTEL EL RANCHO VEGAS

THE PAST FOUR GLORIOUS WEEKS HAVE BEEN

**THE MOST!**

# JOE E. LEWIS

**AUSTIN MACK Says: "THANKS", TOO!**