Jack Bortz

September 20, 1952

Fabulous LAS VEGAS Magazine

★ 5713 ★

"Leshanah Tovo Tikosevu"

(See Page 9)



15c



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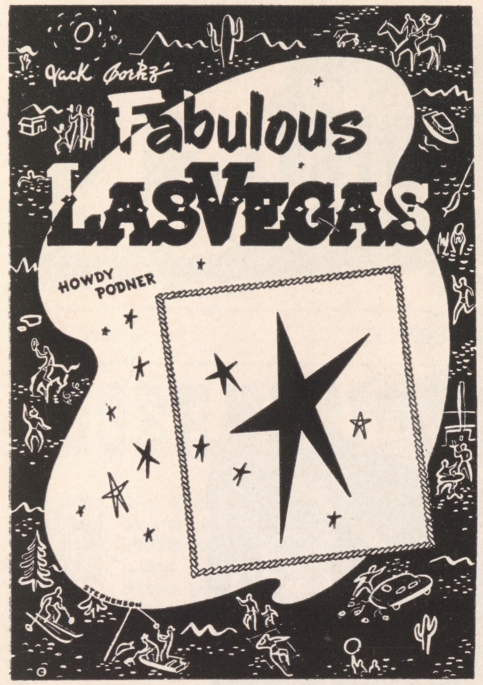
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LAS VEGAS, NEVADA



PUBLISHED WEEKLY VOL. 4, NO. 24

OBSERVATIONS, By POP SQUIRES
"THAT'S FOR SURE," By JACK CORTEZ
REVIEWS OF CAFE SHOWS, By JACK CORTEZ
RANDOM THOUGHTS, By B. B. BARTON
WHAT'S DOIN'?, By JOHNNY UHLMAN
MEXICO, by LEE and GARY PICKARD
ART DEPARTMENT, Dennis Stephenson

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STEPHENSON

VOLUME 4 SEPTEMBER 20, 1952 NUMBER 24

OBSERVATIONS

. . . by CHARLES P. "POP" SQUIRES

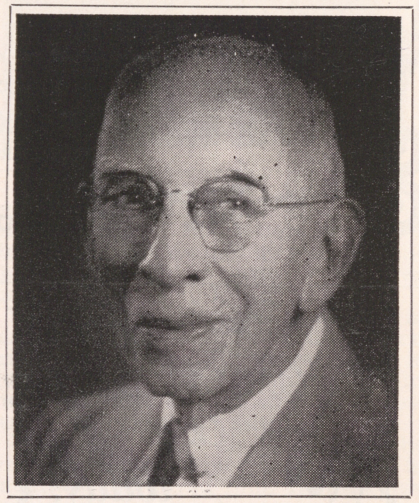
LAST WEEK I wrote something about my dear friend John K. McDonald and his Topaz Lake resort site and how my little plan for flying by Bonanza Airlines to Minden and driving to Topaz for dinner the same night were frustrated when I learned that Bonanza's afternoon flight to Reno does not land at Minden Airport.

It was quite a disappointment, but when I phoned John my apology for not being able to meet my engagement he invited me to meet him at The Riverside in Reno.

It was a grand idea. I took Ed Converse's Bonanza Thursday afternoon at 2:15 and met my friend before 5 o'clock—and I found him most friendly and congenial. My hope is that he found me congenial and was not too much disappointed. So we had a gay time for two old fellows meeting for the first time. We went to Topaz and I saw it floating a lot of fishermen with plenty more fishing from the shore and everything busy and flourishing.

I noticed that automobile traffic on Highway 395 from California to Nevada has increased amazingly since the highway was widened and improved—every other car a Cadillac—which is a good omen for both Reno and Topaz.

This was the first time I stopped at The Riverside since it was remodeled and the addition was built. The hotel is much improved and is now a very gay place. Reno Rotary Club now meets every Monday in a pleasant room opening out to the swimming pool. I found nothing in Reno to excel the glamorous hotels of which we now have (including those just about ready to open) nine or more. Harold's Club still tops the world as a gambling place. It seems to be always full and its



chorus of slot machines sounds like the roaring through Las Vegas at 3 o'clock in the morning.

Reno is a more mature city than Las Vegas. I think I remarked in this column once before that Reno was a prosperous city many years before a railroad came to Las Vegas and that Reno grew rich on the stream of wealth from the Comstock, Tonopah, Goldfield and other great Nevada mining camps, long before we were able to make up our minds whether Las Vegas would survive or just fade away.

I still am partial to the fine old mansions which make up a large part of Reno, most of the older ones of fine red brick with an air of richness and permanence. Reno is growing rapidly, its city limits having been widely ex-

(Continued on Page 27)

SILVER SLIPPER SALOON

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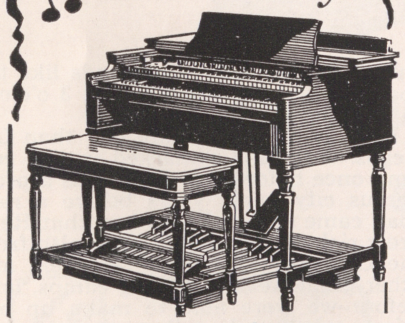
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RANDOM THOUGHTS

. . . By B. B. BARTON

THE RECENT passing of the beloved Gertrude Lawrence has enveloped all who knew her in a cloak of sadness and immeasurable loneliness. In marking a tribute to Miss Lawrence, Helen Hayes remarked that she had lived a life full of selflessness and had contributed much happiness to her friends and companions. It was a simple matter for friends to let Gertrude know exactly how much she meant to them.

But—these jotted thoughts are for your personal reference. Have you tried to say, "I love you" to your loved ones?

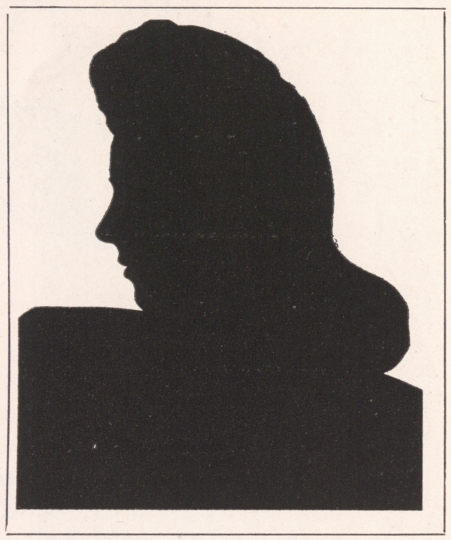
We humans have a strange habit of taking life, and the living, for granted. That is, we sometimes think of how dear someone is to us but neglect to allow the phrase to escape our lips. Friends and members of the family aren't mind readers. It's terribly important to advise them of their standing in your affections.

I have a very dear friend who left her home in a small town to gain fame in a large metropolis. She was among the fortunate and her guardian angel guided her to the heights of success. While at home, she was very close to her Dad—but never told him how much he meant to her. During the long struggle that eventually was climaxed with national renown, the young lady nursed an aching void, recalling the long evening chats on the porch and the hikes Dad shared with her on the week-ends. But — she never wrote about those things. She thought she was doing the proper thing by avoiding all nostalgic mention and devoting her letters to the glittering stem that was the heart of show business.

The only time she saw her parent was perhaps once in the three years she was gaining a foothold in her profession. One evening, just before curtain time, a telegram arrived, advising the young star that her Dad had passed away. In the tradition of the theater, she went onstage and gave a brilliant performance, despite the heaviness that settled in her heart.

This saddened young lady flew to her home town and took care of all the necessary details. When she returned from the funeral, she began looking over her father's personal effects and made a discovery that elevated her grief.

She discovered her Dad had been starved for love. Oh, he had lived comfortably. The actress had made certain he received more than enough funds



for that. Yet, in a small case, he had carefully placed two letters written to him when his daughter was a child. The only words on both letters were these: "I love you, Daddy."

That man had been very proud of his daughter's success but he had a father's pride for the childish scrawl that included him in her affections. To him, the display of devotion was much more desirable than cold cash.

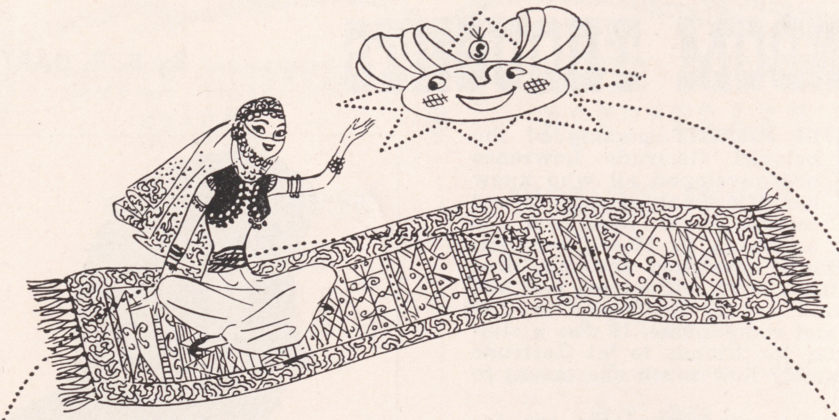
Unfortunately, that was one father who passed on, never knowing if his daughter still loved him. It must have been quite a blow, to receive no word of fondness through the lonely years. Yet, you must admit it wasn't an intentional oversight.

Even though you may feel you are doing everything possible to make your husband, wife, parents. brother or sister happy, please remember one thing. Money may provide the comforts of life but an open declaration of love will provide comfort of the heart and mind. Don't be indolent when you feel like saying, "I love you." Someone close to you has to hear those words to make his life worthwhile.

"Did that course in poetry your son took in college prove of any practical value to him?" asked the neighbor.

"Oh, yes, indeed," answered the fond mother. "He is working in a beanery and he composes all of their menus."

SILOAM COURIER.



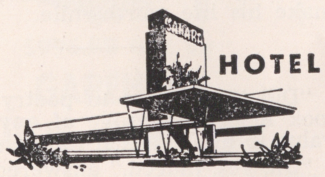
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THAT'S FOR SURE . . .

by JACK CORTEZ

FRIDAY, September 19, marked the day on which those of the Jewish faith recognized their ROSH HASHONAH. It is a season that the Europeans set aside for repentance and atonement. To quote Mr. Kozloff: "The modern Jew, without minimizing these aspects of the High Holy Days, emphasizes rather the inspirational spirit of renewal and the re-creation of the inner self." The holiday period extends through Sunday, September 21 . . . This is our way of extending our sincere wishes to all affiliates of the Jewish holiday. May each and every one of you enjoy a healthy and Happy New Year.

We were very disappointed to learn that HELEN COREY had a siege of illness recently. As you know, hubby GUS is owner of the CINNABAR RESTAURANT, downtown. The unfortunate excitement has caused doctors to virtually tie the energetic gal to a divan, to await the arrival of the long-legged bird. Our prayers are with you, Helen. Just learn how to relax for a little while. When little JIMMY'S brother (or sister) arrives, you can unleash your dynamic personality once more.

Here's good news for the card and bean fans who have missed playing the game on the Strip. According to a reliable informant, Bingo will make its appearance at the SILVER SLIPPER BINGO PARLOR, this coming week. Unrestrained rumors have been making the rounds about this venture and we hope our item will put an end to them.

When "Somebody Loves Me" opened in Chicago, last week, the huge stage show was replete with famous personalities. In the midst of the spotlight celebrants were CHARLTON HESTON —his wife LYDIA CLARK—BLOSSOM SEELEY and BENNY FIELDS. Can't you just picture the fun that materialized, toppped with the effervescent BETTY HUTTON?

Looks like MILTON PRELL (general manager of the HOTEL SAHARA) had better start saving his pennies for a trousseau for daughter, SHEILA. Seems the young lady has given her heart to JIMMY HYLAND, whose daddy. ED, co-owns the SILVER STATE ENGRAVING CO. The youngsters have been neighbors for a while now and have found a great deal in common. Following the usual procedure set by news-gatherers, we approached Sheila and asked her for a statement. "Pretty



serious," was her laconic reply.

If you're looking for something "really different" in floral decorations, we'd advise a visit to MRS. MASON at DOT'S FLOWER & GIFT SHOP at 808 South Fifth. Her every effort is dedicated to making your life more beautiful, through the use of flowers. Have you ever watched a florist create a special bouquet or corsage. It's very interesting and stirs any dormant artistry you may possess.

Our personal salute is added to the many others, acknowledging the wonderful results obtained by SAUL LUBOFF and his co-workers in making a success of the ball game at CASHMAN FIELD, September 15. In case you were out of town and didn't hear the final scores, the Strip Players downed the Downtown Players with a 13 to 8 margin. However, the greatest victory was scored by the CITY OF HOPE, for whose benefit the town turned out. We know that Mr. Luboff devoted as many as 20 hours daily to ascertain a generous attendance. STAN IRWIN donated a tremendous sense of humor and it will be a long time before his emceeing will leave the memory of those who witnessed it. Thank you, Las Vegas, for proving ,once again, your hearts are always ready to help those who need you.

Did you ever wonder what thoughts

(Continued on page 21)



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ITALIAN RESTAURANT

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The WESTERNER Club

DOWNTOWN

PLAY IN A PLEASANT ATMOSPHERE

JOHNNY HAINES — SWING SHIFT

MIKE RENIS — LATE SHIFT

"RED" HOYLE — DAY SHIFT

The Home of Gam's Restaurant

THE WATCHBIRD

. . . by LADY MICHAEL (Michael Neale)

MISS US? We've been away. We paced the hospital corridor during our sister Winnie's operation last week, and thanks to the skilled hands of surgeon LOU MORRELL, the operation was a success. Dr. Morrell is the husband of screen star RHONDA FLEMING, but of course you knew that all the time . . .

LOCAL NEWS IN BRIEF: MURIEL ROTHKOPF is never too fatigued from her many social activities to be up bright and early on Sunday morning to teach her Sunday school class at the Jewish Cummunity Center . . . The 'outa' this world series' at Cashman Field last Monday night, for the City of Hope charity fund, was just that, with some very funny capers being cut on the ball field. MORRIS KLEINMAN, who didn't play, wore his specially tailored uniform, to lend class to the bench-warmers . . . MURIEL DIETCH, formerly of Hecht's downtown, is now lending her charm and sales ability to the Bonny Best Shop south of the Desert Inn . . . Does MICKI SANS dig Eskimos? Huh? . . . JACK HALEY, famed comedy star of just about every entertainment medium made his Las Vegas debut last Wednesday at the El Rancho. GARWOOD VAN created several special musical numbers for him . . .

TIMES IS TOUGH DEPT: EDDIE FOY JR. is selling his full length silver blue mink coat. It's nearly new, and a real bargain for anyone in the market for such an item . . .

FACES AROUND THE BEVERLY WILSHIRE HOTEL: PETE BRADY, looking lost without a roulette Table in front of him . . . MARIE ALLISON, t.v. actress, drinking a malted in the drug store before going off to work . . . CARL COHEN discussing serious business (or was it high finance) with some cronies beneath a potted palm in the lobby . . . BOB GOLDSTEIN, who just left Universal-International, restlessly pacing up and down the side walk and occasionally glancing at the sweater display in Allardales window. He conceded they'd be much more attractive if they were filled out by girls . . .

MAIL BAG: From Habana, Cuba, comes a post card from GARIS KINGSTON telling us she's well and happy and working at the Tropicana Night Club there and that she'll be coming out west in March . . . GLORIA MAYE stopped in Vegas on her way to Cincinatti, and was sorry we were away when she was here . . . Lt. GEORGE



AYRES informs us that the April 5th issue of Fabulous Las Vegas magazine finally reached him in Texas after following him all over Korea. Glad it caught up with you George—the new picture is on it's way . . .

The Sands Hotel is happy to have acquired the services of BOB GROVES to supervise the employment of their staff. Mr. Groves is president of the Robert A. Groves Hotel Consultants and is one of the ablest men in his field. He formerly managed such top hotels as the Sherry Netherland in N. Y., the Palmer House in Chicago, the Town House in Los Angeles and La Quinta which is near Palm Springs.

TEMPUS SURE DOES FUGIT: A son was born to Mr. and Mrs. Michael Ireland of Los Angeles. Mother is the former RANDI ROBSON of Las Vegas and New York . . . Little APPLE just got his first haircut this week and lost his first puppy tooth . . .

BITS AND PIECES: BETTY HUTTON will receive the "Little Al" award of the Al Jolson Canteen in Brooklyn for her work in entertaining troops in KOrea and Europe . . . NOONAN and MARSHALL star in "Let's Go" the new show at the Biltmore Bowl in Los Angeles . . . ETHEL MERMAN is still up on cloud six over BOB SIX . . . Luscious JULIE WILSON will become Nellie Ferbusher when MARY MARTIN leaves London's "South Pacific" . . . HAL CONRAD, screen writer, is

(Continued on Page 25)

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DOWNTOWN LAS VEGAS

WHAT'S DOIN'?

. . . with JOHNNY UHLMAN

HOW'S YOUR COLD? Bides a liddle bid bedder thad it was! Thad brisk wid ad code sdab cabe ub las' week caughd a lod of us wi' our bads dowd ad sub of us wouwd ub wi' albosd dubble dewbodia. Aza badder of facd, by doze is sdill blugged ub!! Or coudle you dodice id? (Did you figure out all the words?) Wouldn't it be a horrible mess if everyone wrote the English language the way they pronounced it? You go half way across the country and you have to learn to read all over again. As it IS you run into colloquialisms in various parts of the country that leave you standing there looking like a tree full of owls after one of the natives has sprung the new phrase on you, such as, say, "D'ya cotton to carryin' the poke, or what's your 'druthers?" There you have one person asking another if they would like to take the sack with them or which would they rather do, or words to that effect!! I've never been to a foreign country but I can imagine what a mess it must be to drive a few hundred miles and have to be able to speak a different language when you stop for lunch. Anyway, the only place I wanta go is Hawaii!!

So far it's been almost a secret, it seems, but if the civic-minded get into the spirit of the thing and "push," we could help with the organization of a very fine concert band here in Las Vegas. So far it has all been in the hands of a few and the results have been almost amazing in the turnout of local musicians who are all for getting the thing to going so that they can sit in and play some real LONG HAIR for a chance. These men have gotten together for a few sessions and the turnout has seen from 27 or 28, to 34 men sitting in, and all of these men are from the bands playing on our fabulous Strip, or somewhere locally. A lot of credit is due BOB CALKINS, ORION SIMS, LOREN CROSS and BOBBY PAGE for the work they've done toward forming this group. With the help of local citizens we could very easily someday be having regular concerts, and hear some fine symphonies, overtures or great arrangements of pop tunes. played by some of the fine musicians we boast here in Las Vegas. . . Here's an interesting bit! I learned the other evening that the boys in Korea are hearing music from Las Vegas every night. Word came from a Sea-Bee by the name of NOVA E. DON-



ALDSON whose wife and family live here in Las Vegas, that he hears the broadcast from the Desert Inn every night and it really makes him feel as though he were right next to being home. He's with the First Marine Air Wing at Pohang, Korea. . . Had quite a talk with "RED" HOYLE at the WESTERNER CLUB the other afternoon. He's working the day shift there in the pit. Red's been there since the place opened, I believe, and hasn't got an enemy in the world, as far as I know. Quiet, easy going, knows his business, and never steps on anyone unless they're asking for it. While we were having a cup of coffee, LUIGI came over and showed me these new CAFFEE EXPRESSO coffee makers that he is using, and selling, there in GAM'S RESTAURANT. They are chrome plated brass, and come in two, four and six cup sizes demi-tasse size! But get these prices: $8, $10 and $15 to also include the necessary unbreakable cups and saucers. You put water in the bottom of the thing, then the coffee, and light the alcohol flame. The steam from the water goes up through the coffee, condenses and drops out into the cups. All this takes about five minutes at the outside. THIS coffee you don't GULP, or you blow your tonsils in one cup. You SIP it! Luigi imports these things from Italy where his uncle manufactures them. Stop in

(Continued on Page 29)

SEE THE FABULOUS MULTI-MILLION DOLLAR
DIAMOND ("JIM BRADY") DISPLAY
IN THE CASINO OF
HOTEL LAST FRONTIER
STUNNING GEMS FROM THE
FAMOUS HARRY WINSTON COLLECTION
EXHIBIT ARRANGED UNDER AUSPICES OF
DESERT GALLERIES
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HOLLYWOOD HAPPENINGS ... by MARTIN LEWIS

PORTRAIT OF A STAR

ON THE screen, she's considered one of the most beautiful women in Hollywood; off the screen she's like "the girl next door." She's as everyday as the sun and rain in her thoughts, attitude toward life and general approach to her career. And we DO mean ARLENE DAHL!



"She's the most regular gal I've ever known," said Joe Heaney, a prop man at the studio for twenty years. And he's known 'em all.

Producers William Pine and William Thomas signed Arlene not long ago to a three-picture contract. They make all their films in Technicolor and as Bill Pine puts it: "Arlene and Technicolor were made for each other!"

Arlene's first assignment under this new contract was the film "Caribbean," an exciting outdoor adventure drama . . . a pirate story of romance, action and intrigue. John Payne and Sir Cedric Hardwicke co-star with Arlene in this thrilling Paramount release.

But what of Arlene as a person? Well, when she was 11 years old, she startled Minneapolis librarians by borrowing anthologies of best plays and reading them cover to cover. Of this Arlene says: "I may not have understood some of the plays or all of the words, but I knew my future was locked in the drama of their death scenes and the laughter of their comedy." This is Arlene's way of saying she had made up her mind to become an actress at quite an early age.

Before Arlene Dahl was to realize her ambition, however, she spent several years training at various dramatic schools. And as many others have done, Arlene earned her "keep" by modeling and acting as a fashion consultant for certain stores. This early "side-line" with Arlene is probably responsible for the fact that she now has her OWN line of fashions on the market and also writes a widely-syndicated beauty column.

When one wants to get into the theatre, most people head toward New York. Arlene was no exception, but she didn't waste any time once there either! Almost immediately she snagged a role in a Broadway musical show called "Mr. Strauss Goes to Boston," in which she sang and danced. She next worked for a short while as one of the highest-priced models in New York, but Broadway, having seen her once, was not about to forget. Before Arlene knew it, she was back behind the footlights again as the ingenue in a comedy called "Questionable Ladies."

It was in this show that a motion picture talent scout saw her and suggested she try the movies. She did, and landed the leading role opposite Dennis Morgan in her very first picture. This, by the way, is typical of Arlene Dahl. She gets her sights high, and everybody says "Good, that's the way to get ahead." But when Arlene GETS those high-places she sets her sights on, everybody says : "That Arlene Dahl . . . how does she DO it!!"

When Arlene was going around with Lex Barker the gossip columns were full of speculation. Would she marry Lex? Or wouldn't she! But Arlene knew. She was merely waiting for the right moment to take the step and when that moment came, columnists or NO columnists, Arlene and Lex were married. Now, of course, you hear rumors that their marriage is going on the rocks from time to time. But what can you expect when Arlene hops off to New York on business every month or so. Lex understands this but neither one of them understand why the purchase of a single plane ticket automatically means "trouble in the family!!"

The only "trouble" with Arlene, if you can call it trouble, is that she has enough personality, beauty, brains and energy for three screen stars . . . not just one!"

THANK YOU . . .

"Fabulous"

THE Flamingo HOTEL



IT'S ALWAYS A PLEASURE!

Dick Haymes

RENO BEAT . . .

by ART STEAGALL

TWO great benefits were highlights of this week's activities in RENO. The BARTENDERS - DEALERS ball game last Sunday more than lived up to its advance notice, preceded by more than two and a half hours of star - studded entertainment. Shows from the three hotel rooms, the GOLDEN, The MAPES and The RIVERSIDE came out to Moana Ball Park to entertain an overflow crowd.

All the receipts and profits from tickets and the huge concession sale, were turned over to the NEVADA CRIPPLED CHILDREN'S FUND. On Wednesday, September 17, the second benefit of the week was held at Carson City for the CARSON-TAHOE HOSPITAL. BEATRICE KAY, CARL RAVAZZA and HARRY RICHMAN, all ranch owners near RENO, blended their talents into an entertaiing show before a capacity crowd in the CARSON CITY AUDITORIUM. Our JACKPOT AWARD to all these grand performers who give so generously of their time and talent for those less fortunate. Not forgetting our thanks to the BARTENDERS and DEALERS, EDDIE FITZPATRICK, STERLING YOUNG, CHARLIE KALEY, MISS NEVADA, BOB STODDARD, THE MAPES, GOLDEN and RIVERSIDE HOTELS and THE NEVADA CLUB—without their help there would have been "no contest" . . .

AGVA: BEATRICE KAY had an early ayem party for FRANCES FAYE at her ranch one morning last week. Twenty-five guests enjoyed a delicious snack served by the WEST INDIES.

All RENO excited about the prospect of TV for the World Series. MERT WERTHEIMER has worked out a deal to bring it into the RIVERSIDE HOTEL. ANDY ROCKNE, local wrestling promoter, in a huddle with ED QUINN, top wrestling promoter from Canada, while the press were interviewing JACK SHARKEY, former heavyweight champion of the world. . . ED and JACK were guests at the BEATRICE KAY GUEST RANCH on a stop-over in RENO on their way back east. . .

CURRENT SHOWS: RENO LITTLE THEATER opened its season with a great production of the hit play, STALAG 17. MARK CURTIS does a great job in this play, but may be he wasn't acting. He "played" in the original setting in Germany for two years!!! CHARLES MAPES comes up with a great show to welcome back the MAPES SKYLETTES—headed by the MARY KAYE TRIO, each act had to beg off on both shows I caught. DAVE BARRY, comic, does a great job with his refreshing material, easy style and rapid delivery. The Romanos open the show with a fast tumbling routine. The MARY KAYE TRIO hold down the closing spot in their own unique way. The MAPES SKYLETTES, back from a two-week vacation, do a real great closing number, RENEE MOLNAR, featured dancer, doing a solo routine, backed up the singing of LA VERNE McDONALD. EDDIE FITZPATRICK does a great job playing the show and for dancing. . . RIVERSIDE opened Thursday with three top comedy stars. BILLY GRAY, PATTI MOORE and BEN LESSY and the CHEERLEADERS, unusual song stylists.

GOTTA GO NOW. It's still NEW YEAR'S EVE in RENO. SEE YOU NEXT WEEK. . .

ART STEAGALL . . . RENO 2-2658.

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Flamingo

September 18 through October 1
(Not a review)

This is the first time on any Las Vegas stage for "Radio's All-time Favorite," Smilin' JACK SMITH, the man whose listening audiences on radio include people of all ages, and all walks of life. With BUDDY PEPPER at the piano, Jack will give you what you want to hear, before he finishes his part of the program, because this young man can sing any type of tune. Here's a man who not only sings with a smile on his lips, but within his voice as well. . . . As an extra added attraction on this bill is the famous team of JOE SMITH and CHARLIE DALE who will present their equally famous "DR. KRONKHITE" Skit. This hilarious bit is synonymous with the team of SMITH and DALE. . . The FLAMINGO STARLETS present two new numbers the

(Continued on Page 27)

El Rancho Vegas

September 17 through September 30
(Not a review)

Starring in this new production is a man who endeared himself to millions of moviegoers, the lovable JACK HALEY. If you've seen him on the screen, you'll know that Mr. Haley is a comedian who knows how to add the right amount of spice to make a joke strike a humorous chord and an expression, tickle the fancy. It will be his first local appearance on one of our night club stages and we're looking forward to it. . . Co-starring on the same bill is the lovely HELEN O'CONNELL. Here's one gal who has been our favorite for as long as we've heard her records. She has a way with a song that endears her to all within hearing range and we're mighty happy to see Miss O'Connell in the spotlight once again. . . A hearty welcome to ALLAN & ASHTON. They are a couple of dancers who have prepared many sensational routines to please all who witness their presentation. They are fired with the zest of youth and talent. . . Offering his usual brand of fine background is TED FIO RITO and his ORK, who continue to delight the patrons with dancing feet.

Thunderbird

September 18 through October 1
(Not a review)

Starring in the new show in the Navajo Room is JEAN SABLON, International Ambassador of Song, direct from Paris and making this his first appearance on his return to the United States. Mr. Sablon is a Capitol Recording artist and one of the most romantic singers in the entertainment world. This will be his first Las Vegas appearance. . . Featured on the bill is the unmatched GIL LAMB, well known comedy star who is currently working on a picture for R.K.O. in Hollywood. Gil is a master pantomimist and his harmonica bit is one you will never forget once you've seen it. Very clever! . . . You are also certain to enjoy the work of ANDRE, ANDREE & BONNIE, The Dancing Mannequins. This is a trio of outstanding dancers in a most unusual style. These girls approach almost perfection in the art of immobility. . . Also on the bill is SARI, an exotic and accomplished abrobatic stylist. . . The KATHRYN DUFFY DANSATIONS present an all

(Continued on Page 27)

El Cortez

September 11 through September 24

"The HOLLYWOOD SCANDALS OF 1953" have taken over completely in the new SUPPER CLUB, with a cast of 15 or more, which includes some well-known names in the field of show business; CULLY RICHARDS, BILLY REED, JOE KIRK, LAVERNE PEARSON, VIRGINIA DEW, BILL BAIRD, THE BEN YOST COLLEENS and NAPPY LAMARE and his DIXIELAND BAND. Except for Bill Baird and the Colleens this show is one fast series of blackouts, scenes and gags, many of which you have seen but will enjoy seeing again. LAVERNE PEARSON takes her place at the mike for a couple of solos and displays a well cultivated soprano with beautiful placement. . . VIRGINIA DEW sings the productions and takes part in the skits, besides having a pair of the most beautiful blue eyes we've ever seen. . . Magician BILL BAIRD has to work practically on top of the ringside tables but is such a clever artist with his hands that he has no trouble at all. Especially clever with cards and the red and white cue balls! . . . The BEN YOST COLLEENS are better than their rendition of song favorites. . . AMES and ARNO add to the lustre of the spotlight with their well-timed comedy antics. . . . The dancing of GENII is sufficient inducement to lovers of the art. . . NEDRA is a lovely exponent of the dance who will delight your sense of beauty. . . . ISABEL DWAN combines her smooth vocalizing with clever comedy to stimulate your appreciation. . . JIMMY CAVANAUGH takes part in some of the skits and does a commendable job, emceeing the production. . . DOLLY'S CAN CAN GIRLS add just the right touch of pulchritude. . . GEORGE REDMAN and his ORK afford the musical background and continue for patron dancing. . . BILL WILLARD is an added attraction.

Last Frontier

September 19 through October 3
(Not a review)

We're certain you will be very happy to learn that "Mr. President," himself, EDWARD ARNOLD, will star in this production, along with his company in the "Diamond Jim Brady" revue. Just the mention of Mr. Arnold's name is sufficient to perk up the ears of all who are interested in the finest entertainment. He is well known to film, radio and television fans. If there is anyone more versatile than Edward Arnold, we'd like to meet him. The actor is quite adept whether in Shakespearean performance or comedy role. There are a lot of surprises in store for you—don't miss them. . . Returning after too long an absence is BUDDY

(Continued on Page 27)

Wilbur Clark's DESERT INN

September 9 through October 6

The "PEEP SHOW OF 1953," a fast moving, gay musical revue with girls, gags, blackouts, dancing and music! Starring in this revue are THE MERRY MACS, three young men and a cute little gal who sing and dance their way through some close four-part harmonizing. I still like their rendition of "I'm Forever Blowing Bubbles" as it might have been done by four stuttering songsters, an oldie but a goodie! Their medley of tunes they've made famous through their records was also a hit

(Continued on page 25)

Silver Slipper Saloon

If you're looking for a spot that will offer you a full evening's entertainment, jump into your flivver and head for the Silver Slipper Saloon. . . The management is presenting ten acts, comprised of people well-schooled in bringing you constant enjoyment. . . WOO WOO STEVENS combines his banjo playing and sense of humor to evoke laughter and some good community pleasure. . . HANK HENRY and his comedy skits makes for some man-sized chuckles. Here's a guy who knows just what to say at the right moment. . . The BARBARY COAST BOYS heighten the evening's fun with

(Continued on page 27)

Personal Confession

. . . by VICTOR BORGE

Television's Favorite Two-Legged Great Dane

With so many panel shows, everybody asks questions these days. Perhaps you might enjoy some that came my way in the last few weeks.

Question: What's the funniest thing that ever happened to you on television?

Answer: The funniest thing in TV happened on radio. Yes, a few months ago on Tallulah's show. I was leaning backwards from the piano. Some people say I do this because I hate music. That's wrong — I always exercise to music and like people to watch. Tallulah was sitting in an arm-chair about four feet back of me, probably entranced. But as my head went back, she grabbed it and held on. She's quick! Tallu held my head for two or three days, or so it seemed, because my back was almost broken, and Chopin was waiting. The audience howled. It was perfect television but wasted on radio. When I got straightened up all I could say was "Man overboard, with broken back." On television that wrestling would have continued for some crazy ad-libs.

Q. How long have you lived in America?

A. Eleven years if you count the first one when I died of starvation. Ever since then I have been allergic to no food.

Q. Does America still seem strange to you?

A. Only when I hear other comedians. Some other occasions too. For years I lived in the San Fernando Valley, next to Lucille Ball and Desi Arnaz. Swimming pools grow out there but I never had one. Now I am lord of a pheasant farm in Connecticut and I've got a pool. Who in the world ever heard of a swimmnig pool in Connecticut, except in America?

Q. What do you know about raising pheasants?

A. Nothing. But you would be surprised—the pheasants know plenty about that.

Q. Have you ever been hurt falling off the piano bench?

A. Only when I hit the floor. If you want to try it, train first as a wrestler. Any TV set will serve as a gymnasium. But recently, in the Philadelphia Municipal Stadium, on a show with TV people, I played the piano 20 feet in the air. My platform was on top of a truck —that's where I did an impression of Johnnie Ray. I fell to the floor and continued rolling right over the edge, 20 feet to the grass. The 92,000 people there thought it was in the act but I almost broke my neck. I remember someone yelling, "You fell for yourself that time."

Q. Do you think our TV sets will elect the next president?

A. Only if they are 21 years of age or older.

Q. Do you enjoy making a burlesque of music immortals?

A. Burlesque? What has Gypsy Rose Lee got to do with this?

Q. Why don't you play more "straight" music?

A. It's written crooked, isn't it? Why doesn't Durante chop off the Schnozzola? Let's play a little game. You name one pianist, one violinist, one piccolo player, any instrumentalist, who was ever built up by radio or television. The way Crosby, Sinatra or Como were. Ask your favorite panel that one. When you get the answer send it to me, and I'll come to your house and play straight any day.

Q. Would you rather be a Horowitz or a musical satirist?

A. I have no choice—I am a Borge. A few days ago in New Orleans, television critic Ed Brooks came to a pop concert and had a fine time. He wrote a nice notice and added, "Borge is no Horowitz but who cares when he can do what no other concert pianist can do: Make an audience laugh like crazy." That night I told the audience that according to the paper, "I am no Horowitz. How grateful I am for that. Because it would have been extremely embarrassing for my father as well as for my mother if I had been a Horowitz!"

THAT'S FOR SURE:

(Continued from Page 9)

pass through the mind of a youngster, on the eve of a new school season? Well, we found out what was uppermost in one boy's mind. FERN and JAKE KOZLOFF were practically frantic when they couldn't locate their son, 9-year-old CHICKI, the evening before he was to return to school. Every section of the HOTEL LAST FRONTIER was combed thin, in an effort to discover the lad. Just as they were finally convinced the sheriff should be called upon, Jake remembered they hadn't checked the stables. The disturbed parents rushed to the final unexplored place and were brought up short by the scene in front of them. There was young Chicki, sitting right near his horse, "Dodger." The young face was damp with tears and a trembling voice kept repeating a sad farewell. The Kozloffs' youngest son, BERT (5 years), has joined Chickie and TEDDY in attending the ELSINORE MILITARY ACADEMY in California. Looks like Fern and Jake will be kinda lonesome with the three boys away from home.

We have a hunch that JAKIE FREEDMAN, owner of the SANDS HOTEL, is mighty happy as a result of choosing MATT HOWARD for his assistant. Mr. Howard is one of the busiest men in town. He is diligently extending his every effort to make certain all will go well when that bistro finally opens its doors to the public. Hr. Howard is proving the old maxim: "When you want something done, give it to a busy man and you will have your results." We never knew a man could accomplish so much with the amount of hours allotted to every day.

Did you know that PAT BUCKLEY'S manufacturing company in Chicago is the only concern currently manufacturing slot machines? His machines are in evidence in all the principal cities of Europe. You can find them in Paris, London, Amsterdam and many other locations. Guess they enjoy such popularity because they apparently ring up more jackpots than other machines do. Don't take our word for it. Just listen to the people who have enjoyed a great deal of satisfaction at his spot on Fremont street.

PERRY DI RIENZO, owner of the HOTEL EL RANCHO VEGAS BARBER SHOP, has blossomed into a perpetual smile. He recently purchased a home in Henderson for his parents who were living in New Jersey. His Dad was a shoe builder in the East. It always gives you a nice inner glow when you see a family re-united, doesn't it?

Although the food at DOMENIC'S is sufficient inducement for gourmets to patronize the popular spot, the sincere personality who greets you, lends the extra incentive. We mean, of course, JAY SALERNO, maitre d' who is proving himself invaluable. He is so capable, Domenic admits he can finally take time out of his busy schedule to breathe. Jay is well-known to our localites and there aren't many tourists whom he hasn't met. How can you beat such a winning combination?

Those of you who know GEORGE WILMOT, formerly a deputy at the FLAMINGO HOTEL, will be happy to learn he has branched out and gone into business for himself. He is now coowner of the local representative firm of the PRUDENTIAL FOOD PLAN. George has been active in this enterprise for a month now and the results have been gratifying. We took a looksee and were very impressed with what we learned. Whenever a customer purchases one of their freezers. he is immediately entitled to food—at WHOLESALE prices. If you're in the market for a freezer, you couldn't ask for a better deal.

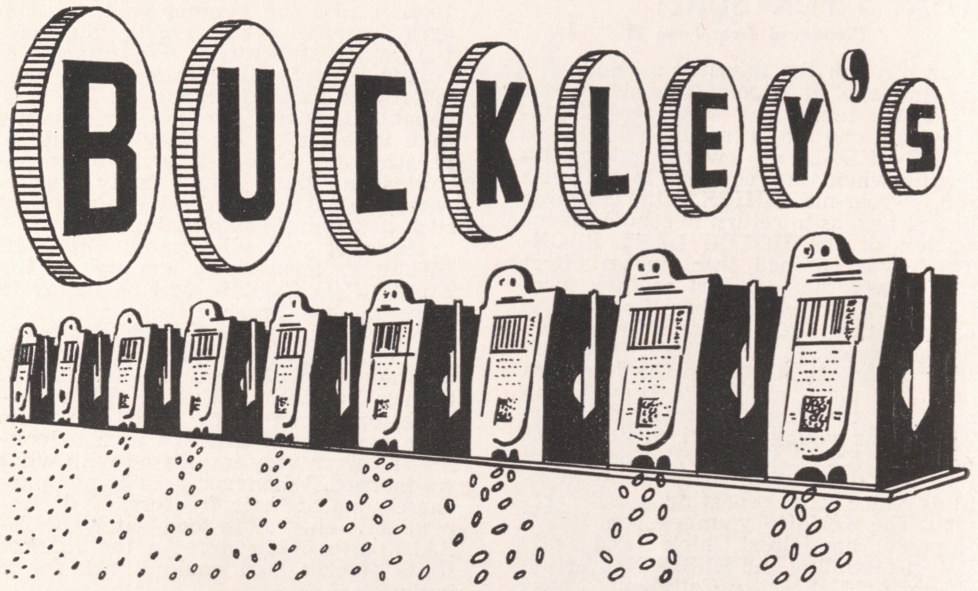
We had a very nice chat with ADOLPH SCHERKLE, captain at WILBUR CLARK'S DESERT INN. After 15 years of service at the AMBASSADOR HOTEL in California. Mr. Scherkle decided to surrender his seniority at that spot and work with his friend, PANCHO. again. Speaking from experience, we were completely delighted with the salad that Adolph personally tossed for us. If you're in the mood for some salad in the afternoon, drop into the CACTUS ROOM and Adolph will prove his talents.

When COUNTESS DE CORDOBA recently paid our town a visit, she was intrigued by the quality of the material in the shirt worn by EUGENE WARNER (H.R.H.). Eugene was so captivated by her attention, he immediately ordered 10 yards of the material from his tailor and presented his gift to the Countess.

VENETA ATKINS, cocktail waitress at the HOTEL LAST FRONTIER, and VINCE VELZONE, trumpet player at the EL CORTEZ HOTEL, were recently married in the LITTLE CHURCH OF THE WEST. We certainly wish the pair all the luck they could possibly have, garnished with years of happiness. Veneta underwent surgery not too long ago and the operation successfully eliminated her limp. Live long—live well and live happily.

Another recent visitor who took pleasant memories with him was GREGORY PIATIGORSKI, the world's greatest cello soloist. Lovers of the classic will readily recognize his name,

(Continued on page 23)



"ORIGINAL GUARANTEED JACKPOTS"

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THAT'S FOR SURE:

(Continued from Page 21)

having heard him on recordings, along with Heifitz and Rubenstein. Although a long-hair by profession, Mr. Piatigorski enjoyed everything about Las Vegas and had many kind words to say about our local musicians.

On Tuesday, September 23, RITA IRVING and ALEX KOHLER will pledge their vows in the LITTLE CHURCH OF THE WEST. Alex is a bingo dealer at the LAS VEGAS CLUB and Rita, a waitress at DOMENIC'S. We understand Alex recently invested quite a sum of money in a juke box venture. Our sincerest wishes for their happiness to be long-lived and their business affiliations to be fruitful.

Looks like JACK ENTRATTA (of New York's famed COPACABANA) will arrive shortly to begin his publicity and entertainment chores for the SANDS HOTEL. It will be good to see Mr. Entratta again and have a good session of reminiscing about days gone by.

We hope it won't be much longer before BENNY GOFFSTEIN will be back home again. He is assistant to GUS GREENBAUM, president of the FLAMINGO HOTEL, INC. Benny is taking a necessary mid-season vacation and has been suffering below-par health. Hurry back, B. G. We miss you, fella.

This past week, CHARLES CHAPLIN left with his family to make his first viist to England, in years. It is his native land and will be the locale of the world premiere of his latest film. When the premiere is completed, the children will attend private school while Charles and his OONA tour the continent.

Looks like JOHNNY RAY is certainly playing the role of a masculine Cinderella. In 1949, the singer made $550 as a performer and song writer. This year, his estimated earnings hit the $1,000,000 mark. His share of that is $650,000. When the government takes its share, Johnny will retain $100,000. How sweet it is! Aside from his vocalizing. Johnny makes a pretty penny with his RAY ENTERPRISES, INC. This concern gets a royalty on products such as sport shirts, a "teardrop suit," and a "crykerchief." Mr. Ray has so many fans, eager to have any product he endorses, they've even demanded a Johnny Ray hearing aid but Ray Enterprises have refused to license this latter request. Regardless of the conflicting reactions to Johnny Ray, everyone has to admit the boy has made a definite dent in the hearts of Americans.

CARL COHEN'S son, ALLAN, is working at the HOTEL EL RANCHO VEGAS as a busboy. Knowing how much it has been costing Dad to provide him with a good education, Allan insisted upon working in that capacity for two weeks, in order to make his own spending money. The chap recently completed an eight-week summer course in law at Harvard and returns to U.C.L.A. on the 22nd of this month.

ABE SCHILLER, public relations man of the FLAMINGO HOTEL, did a wonderful job, handling the matter of KAY STARR'S illness. A few California papers who insisted upon printing an item, stating Kay suffered the loss of her child, will have red faces when the stork shows up, per schedule. The truth was that Miss Starr actually developed a strep throat which caused hew to bow out of her contract with the Flamingo.

CORINNE CALVET and ZSA ZSA GABOR have been keeping columnists on the East and West coasts quite busy with their feud (if you can call it that). Seems the entire thing was started when Zsa Zsa said something about Corinne's being English—not French. That did it! Lovely Corinne retaliated with a million dollar law suit. When the ball was tossed back at La Gabor, she was quoted by a columnist as saying: "I met Miss Calvet only once in my life and I found her rather nice." Ho hum! We don't believe this situation will reach the nail-gouging stage.

Looks like AL GARBIAN (manager of the local bingo parlors) certainly married a talented gal. His frau, LILLIAN, has become a licensed real estate agent and is working with POP SQUIRES over at COLE REALTY. Lots of luck, Mrs. G.

TORRIS BRAND (whose brother R. V. is the drummer with the CARLTON HAYES ORK at the D. I.) has formed his own orchestra and will open in the FLAMINGO HOTEL. November 27. Torris has had a lot of experience in the field of music and we're hoping he will be highly successful. He has played with the original GLENN MILLER ORK—with TOMMY DORSEY'S outfit and also with JIMMY DORSEY'S aggregation. Torris was also band manager for CHARLIE SPIVAK.

It's always a treat to see GEORGE GORDON, of Cleveland, in our midst. George is the type of person who does what he wants to do—when he wants to do it. At times, he'll be conversing with a friend back home when he suddenly decides to fly to Las Vegas. When Mrs. Gordon receives a long distance call, it's just hubby George, reporting on his trip and telling his better half he'll be away for a few days. The last "few days" ran into 17.

Comparing the present-day appearance of the LAS VEGAS WHOLESALERS AUTO LOT on Fifth street to that of a few months ago, one would be inclined to believe an artist came

(Continued on page 25)

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THE WATCHBIRD:

(Continued from page 11)

off to New York to visit his old stamping grounds (Lindy's and Jacobs Beach) and to see his wife MARA LYNN, featured dancer now appearing at the Copacabana . . . ILSE BEY and TRAVIS KLEEFELD have discovered each other. And by the way, Ilse's local friends will be happy to know that she has just been signed by Warner Brothers to play the featured femme lead in "The Last Train West" . . . BARBARA HUTTON'S son LANCE REVENTLOW will make his film debut in "Dream Wife" with his favorite actor and ex-step father CARY GRANT . . . ROSEMARY CLOONEY, who made such a hit in her first film "The Stars Are Singing" is now taking dancing lessons. Some of the stories Paramount has in mind for her require terping too . . .

LOOK ALIKES: DWIGHT EISENHOWER and DADDY WARBUCKS (who is Little Orphan Annie's Dad in cartoon life, in case you didn't know.

THAT'S FOR SURE:

(Continued from Page 22)

along and left his mark on it. ART ROZEN has certainly done a marvelous job in cleaning up the lot and displaying the cars to their full advantage. The automobiles gleam like diamonds under the glare of the spotlights.

SARAH HOWELL, cocktail waitress at the D. I., was certainly thrilled by the birthday celebration accorded her by her many friends. The event took place at the JUNGLE CLUB and hosts JIMMY BLAKE and DICK SHERIDAN extended every courtesy to insure a good time for all.

Another welcome visitor in town is JOHNNY MARSHALL of Chicago. However, we were disappointed in not seeing his beautiful wife, DARLENE, this trip. Another countenance we missed was that of Johnny's friend, that wonderful guy, BEN SCOTT. As most of the localites know, Ben is the genial owner of Chicago's famous IMPERIAL HOUSE.

MR. JACK RATTINOFF, of New York City, and MR. PERIN CLARKE, of Los Angeles, arrived in town last week. Accompanying the gentlemen were their wives and a fabulous collection of gems. You see, the Messrs. Rattinoff and Clarke are representatives of New York Jeweler, HARRY WINSTON. They brought with them the multi-million dollar display of diamonds that can be seen in the casino of the HOTEL LAST FRONTIER. The display was made possible under the auspices of DESERT GALLERIES. You will be able to feast your eyes on some of the most exquisite diamonds in creation, during the run of the DIAMOND JIM BRADY production in the RAMONA ROOM. It will be worth your while just to drop over to glimpse this beautiful perfection of jewelry . . . and that's for sure.

DESERT INN:

(Continued from Page 18)

. . . The VING MERLIN and his Enchanted Violins were very well received. They're different! Four very attractive girls and Mr. Merlin himself, all playing violins and going through various dance movements at the same time. Such numbers as "Fiddle Faddle," "Blue Tango," "Hot Canary" and 'Bumble Boogie," in which they feature their own fine piano accompanist. . . . THE ALBINS take their feature spot in the show to perform their "Pain in the Ballet" as done by them in the original Peep Show in the Winter Garden. Andy gets laughs just by walking on stage. Perfect timing shows these two to be the artists they are . . . TITO and LOUISA dance beautifully to Schubert's Serenade, supplied by the combination of the orchestra and the violins of the Merlin group. Utilizing a huge, flowing silk veil and working under a soft blue spot, they present quite a moving picture . . . "RED" MARSHALL and BEN HAMILTON are featured in the blackouts throughout the show, without which there would be no "peep show"; slapstick bits that are always enjoyed. . . Joining the show in the past week was the KANIZAWAS,, a trio of artists who have appeared in Las Vegas on a couple of other occasions and are a highly entertaining group. Two of the trio can do more with their feet than you or I can do with our hands and the "little man on top" has to know his business, too! . . . Featured vocally in the production numbers of the ensemble is the voice of LINDA BISHOP. . . The ensemble's most outstanding production was the "Cat Ballet" which features all the girls and four male dancers, all wearing "cat's-eye" masks. These numbers were staged by TITO and the whole show is a FRANK SENNES PRODUCTION . . . As for music, what else is there to say but that CARLTON HAYES and his wonderful band have once again proven themselves among the best there are in the field. . . At the Lady Luck Bar you will listen to the music of THE RIST BROTHERS TRIO and the DANNY CASSELLA ORK, with the CONTINENTALS in the Sky Room.

NEW GUNS FOR SALE

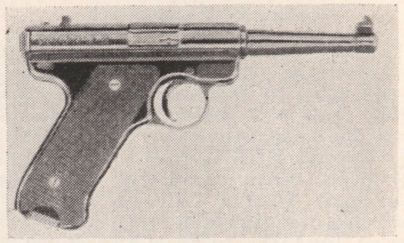
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POP SQUIRES:

(Continued from page 5)

tended in recent years. Like Las Vegas, Reno now has large areas of pleasant homes of modern construction. A prominent businessman of Reno remarked the other day:

"Reno needs a live and vigorous Chamber of Commerce like that at Las Vegas to bring to Reno's South Virginia Street a lot of great resort hotels like those on the Strip at Las Vegas. . ."

Almost fifty years ago when I first saw Reno she was a proud little city, fattening on the stream of yellow gold from Goldfield. Any idea that Las Vegas could ever match her in population and wealth, to say nothing of culture, was out of the question. Reno as a place for visitors to enjoy themselves had the great population of California to draw on and highways of a sort to bring them over the mountains. It was something like twenty years after I first saw Reno before we had passable highways to connect us with California. And then Southern California began to grow in industries. population and wealth until now the south is the big end of the state. far excelling in population the north. Los Angeles County now has more than four million population, with something like two million more in Southern California and we now have fine highways to bring them to us—highways without the difficulties of ice and snow to hinder traffic.

So we in Las Vegas are entitled to prosper. It will take a long time for six million people to come to Las Vegas to drop a nickel or two in our slot machines.

FLAMINGO:

(Continued from Page 18)

first of which is based on two old standards and is a fast paced rhythm number, "Sweet Georgia Brown," and "Ballin' the Jack." The second is based on the beautiful "Deep Purple". . . HERB FLEMINGTON does the vocals in these new LINDSAY-SAPHIRE productions and is also your genial master of ceremonies for the evening. . . . Music is by IKE CARPENTER, his piano and ORCHESTRA, an organization which has been cutting some very good shows lately. . . In the Mural Room is the "easy listening" music of BOBBY PAGE and his ORCHESTRA.

LAST FRONTIER:

(Continued from Page 18)

LESTER, a favorite of night club goers. He is also familiar to radio and television audiences. You know Buddy is in the vicinity when you hear his famous: "Down, Boy!" He is a very breezy comedian equipped with the type of comicry you'll enjoy . . . TULARA LEE is the young lady who had the featured comedy spot in "The Daughter of Rosie O'Grady." The name of Miss Lee's partner hasn't been divulged, but we're promised a surprise element in this act. . . Rounding out the bill is JOY LANE, a newcomer to Las Vegas. We have never enjoyed one of this young lady's performances but understand she has a mystery voice. . . The DEVLYN GIRLS have worked diligently on two new revues, featuring EDDIE GALLAGHER and DOLORES FRAZZINI. We are quite eager to see their "Diamond Jim For President" routine. . . On the podium, the very capable GARWOOD VAN aggregation of musicians cut the background and continue with music to please dancing patrons.

THUNDERBIRD:

(Continued from page 19)

new miniature musical with special music and lyrics, elaborate costumes, and especially designed routines along the French theme. JOHNNY O'BRIEN is featured in "Lucky Pierre"; BABS WARDEN in "Girls from Maxims" and CHRISTINA CARSON in "Blues from an American in Paris." The NORMANDIE BOYS also assist in these productions.

EL CORTEZ:

(Continued from Page 19)

we've ever heard them before. Singing some special material things, as well as some plain old "barber shop," they have to beg off with almost every show. Four attractive belles who are a sight to see and hear! . . . As for the SKITS! Wait 'til you see Billy Reed and Cully Richards in "My Man!" . . . NAPPY LAMARE provides the music background and plays for dancing. . . Patrons of the Buccaneer Bar are entertained nightly by the INSTRUMENTALISTS and the STAR-KINGS from 5 p.m. to a.m. . . .



WILL SEE YOU SOON!

'SOME OF THESE DAYS'

SOPHIE TUCKER

WHAT'S DOIN'?

(Continued from page 13)

and take a look at 'em. They're cute as well as being an asset to any dinner table.

The attractive little seller of cigarettes who relieves popular MARY BECKER at the Flamingo on week ends is her sister-in-law, SHIRLEY BECKER (they married brothers who are both piano men). FRITZ belongs to Mary and plays at the Thunderbird. EARL is still in the east but will join Shirley here soon, where they plan to make their home. (Don't know if you can make heads or tails of that item or not). . . Say, you gals who are always on the prowl for stylish footwear, give a listen. LARRY'S on North Fourth Street has shoes that are the end, and at prices that you won't believe; up to 60% below regular prices. NO KIDDIN'!! High grade shoes, too! Go in and let him tell you how it's done and see if you don't find something you're looking for. . . Well, another of my buddies took the leap last week! This is Leap Year, you know! (for some people, anyway.) He got a real fine gal, too. She used to be VENETA ATKINS and is now MRS. VINCENTE FALZONE; married last Sunday, the 15th, at the Little Church. I finally caught up with them at the reception and she wouldn't even pucker when I kissed the bride, but said, "Like I'm really married, man, this is the greatest." Wonderful, kids. Congratulations! . . . The STORM finally got here! Mother Nature had nothing to do with it, either! It was "the Lady with the scales and the blind-fold" that held up the TEMPEST this time! She opened this week-end at THE EMBASSY CLUB in North Las Vegas. TEMPEST STORM is here again and more beautiful than ever. On the bill along with her is another weather report by the name of STORMY DAWN who is really a dancer. Don't miss this little lady, either. Of course your old friend DOC STARR is on hand and doing a fine job as usual as master of ceremonies and thrushing torchy tunes. Music is by BOB LEE'S BAND. The 2 and 4 a.m. shows are for all you rounders and there should be plenty of you there to see THIS show. . . Been waitin' all this time for ELLEN RICHARDS and RAY ANDREWS to set the date and found out a few nights ago that they "did it" two weeks ago!! How ya gonna keep up with people like that? Ray's with Carlton Hayes and she's a changed girl. They met about a year and a half ago at the Desert Inn and you can SEE what happened. Couldn't have happened to two nicer people, either. Loads o' Luck!! . . . EVERY DAY IS LADIES DAY AT BUCKLEY'S!! That slogan has become almost as much heard as the one about, "Get Lucky With Buckley." And they're both TRUE! Always a flock of females at the machines in the place. Mainly because the place is always clean, cool, comfortable. and the hospitality is overflowing. Then, too, the fact that the machines are as loose as a Swami's sheet has a lot to do with it, I might add. . . Got another surprise a few days ago! LUCILLE PERSHING presented daddy, EVERETT, with an 8-pound boy. Last Saturday, September 13th! I didn't even know she . . . I hadn't seen her for . . . They're gonna call him Tommy, for short!! . . . JOE MAIZE and the CORDSMEN are back at the GOLDEN NUGGET SALOON and packing the joint with every show. Or did I need to say that they were? If you saw them the last time they were here, you know what a pack of entertainment they are. Drop in and say your "hello's" . . . DICK HAYMES celebrated his birthday while he was here at the Flamingo this time. Wife NORA flew up with daughter, DEIDRE, for a few days. Dick's a lucky guy. Nora gets more beautiful every time I see her. Good luck, and hurry back, Richard!! . . . I guess that's about all I can think of for this week, and besides I'm about to the bottom of the sheet of paper I'm typing on; . . . and besides I'm late to catch an opening of a friend of mine out on the Strip; . . . and besides, whatever betides, I'd better glide to the printers with this, before he of the same should frown on me as I press through his portals at such a late hour with my missive to mortality. . . Man, I'm more tired than I thought I was! . . . See ya later . . .

—JOHNNY.

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Portrait of a Star . . .

When you walk into the Cafe Continental, the Commissary at Paramount Studio, you're just as likely as not to see a whole table of set designers, or carpenters, or film editors and one dazzling movie star. And that movie star is bound to be DOROTHY LAMOUR . . . because Dottie is "everybody's pal" on the movie lot.

There's a good reason for all this, according to the way Dorothy thinks. "It's been the so-called 'little people' at the studio who've made it possible for me to get ahead," she says. "The grips, the hair dressers, the carpenters, the make-up men . . . everybody! It was the encouragement they all gave me . . . the good criticism they didn't hesitate to hand out, and their always-ready hand-of-friendship which made me feel I belonged. And when you've got so many friends, how can you miss?"

There are those who'll tell you it takes "two-to-make-a-bargain," that Dottie's ready smile and down-to-earth manner make it easy to be friends with her. Even the people in the circus, who worked in Cecil B. DeMille's technicolor epic "The Greatest Show on Earth," were amazed at how easily Dottie made friends. They were all wary, at first, for suddenly their lives had become intertwined with a whole flock of Hollywood stars. But first thing you know, Dottie was calling the trainers, the riggers, the tent-boys by their first names, and everybody was loving her!

Of course, what Barnum did for the circus, Dorothy Lamour did for the sarong! And at the moment she's working again with BING CROSBY and BOB HOPE on another of the trio's famous "Road" pictures . . . "Road to Bali!"

Although Dottie had been an entertainer for several years, it was when she was temporarily "at liberty" and working as an elevator operator in a Chicago department store that "the big break" came. A friend on the staff of the Morrison hotel persuaded her to sing at "celebrity night," and bandleader Herbie Kay, who heard her that night, signed her immediately to sing with his band. Eventually, she was the featured singer on a coast-to-coast radio program, and it was this which brought her to Hollywood.

The point-of-origination for the program was moved to the West Coast, and Dottie came along with the show. Paramount executives, who had been encircling her picture in magazines for months, proposed a screen test, and the result was a Paramount contract.

The rest is history! Dottie was an instant screen success. She made one Paramount hit after another, and when she wasn't working in Paramount pictures, the studio loaned her to Sam Goldwyn, to Twentieth Century Fox, and to other film makers.

One reason, besides her beauty, talent, and friendliness, for her screen success is because she's not afraid to try anything! When Louella Parsons vacationed from her radio program, Dottie accepted the chance to become a substitute gossip - columnist - of - the - airwaves. She was scared stiff, she said, but listeners agreed she was terrific!

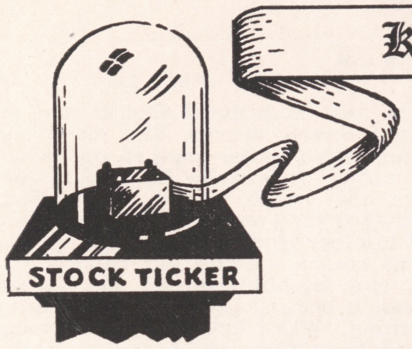
C. B. DeMille paged her for the "girl-with-the-iron-jaw" in "The Greatest Show on Earth." "You'll have to spin, hanging by your teeth, you know," C. B. told her. "If I can keep 'em from chattering, I'll do it!" quipped Dorothy. And she did, too! She worked like the trouper she is, taking special exercises to strengthen her neck, for suspending the weight of your body while hanging by your teeth puts quite a strain on the neck muscles. "I went to see my dentist too," laughed Dottie, "because if any of my teeth were in a mood to get loose, I wanted 'em to get loose before I spun around like a pinwheel way up there in the air!" But "The Greatest Show on Earth" was made without mishap either to Dottie or to Betty Hutton who also risked her life high above the tanbark.

Dorothy's quite a family gal too! She's happily married to William Ross Howard, III, scion of a prominent Baltimore family. They have two young sons, John Ridgeley and Thomas, and it's generally conceded that the four of them make up one of Hollywood's happiest families! Both boys, as well as her adoring husband, are proud of "Mommie" . . . and well they might be, for Dorothy Lamour is a credit, not only to her loved ones, but to the entire movie industry.

Most non-college people believe:
1. That professors wear goatees, and are absent-minded.
2. That football players live in luxury.
3. That college men never wear hats, garters or long underwear.
4. That c o a c h e s have protruding jaws, fighting hearts and give pep talks between duck shoots.

What makes it so silly, is that they're right.

—IOWA STATE GREEN GANDER.



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Weekly Fashion Letter

from EDITH HEAD

Paramount Fashion Designer

Do you have a wardrobe full of various colored skirts? Are you tired of just wearing them with matching or contrasting blouses? Then perhaps you'll be happy to know that, for the fall or winter wardrobe, vests are fast coming into fashion. Yes, with the acquisition of this one simple garment, you can literally transfer your old wardrobe into something quite new-looking and attractive.

Have you seen JANE WYMAN with BING CROSBY in Paramount's technicolor musical "Just for You," yet? If you haven't, by all means do, because there's a perfect example of what we're talking about in the picture. In "Just for You," Jane Wyman wears a full skirt, black in color, and a wonderful vest of scarlet velvet. It's an eye-catching outfit all right, and very practical too.

For example, this same vest can be worn as a daytime or cocktail suit accessory. At cocktail time, for example, it can be worn with a very full skirt as a halter. For daytime wear, the addition of a soft white shirt gives it that smartly tailored look.

Another "vest addict" is lovely JANE RUSSELL who wore them all the time when she was at Paramount making "Son of Paleface" with Bob Hope. Jane loves suede vests in bright jewel colors with all her suits, and she wears matching suede gloves as an added color note.

Your vest, of course, can be made of velvet, ribbed silk, or any suitable material. Perhaps you might even want one with a fancy pattern in the cloth as a contrast with your plain-colored skirt.

Whatever you choose, remember vests are a bright fashion note in the fall picture. And they'll help keep you warm too!

"What in the world makes your tongue so black?"

"Oh, my shoes needed shining and I couldn't find the brush."

—CAMP WETMORE NEWS.

Prof.: "Why did Hannibal cross the Alps?"

Bewildered summer student: "Because he didn't know how to stop an elephant."

—BREWSTER BLADE.

Weekly Beauty Letter

from WALLY WESTMORE,

Well, all the excitement of vacation-time is over for most people, and with the holiday season still two months off, many women are experiencing a "let-down." ETHEL BARRYMORE and Paramount's Makeup Director Wally Westmore were discussing this fact together at Lake Arrowhead the other day where Paramount was holding the world premiere of its thrilling, tuneful technicolor movie "Just for You." Ethel, of course, is one of the stars, along with Bing Crosby and Jane Wyman.

She was telling Westmore that she's observed many women tend to let their wardrobe and make-up reflect their mood when they're feeling "mighty low," and Westmore agreed. So here's some good advice from both of them!

"When the mood is blue, get into bright colors," Westmore says.

And Miss Barrymore agrees! Says she: "I've noticed that when a woman is depressed or emotionally upset she tends to choose drab colors or old dresses to wear. All she's accomplishing by this careless habit is to make herself feel worse, as well as inspiring and 'I don't care' attitude that hinders really good grooming." And, continues Miss Barrymore, "at times like this it's important that a woman be even more careful of her hair and make-up, and not indifferent to her choice of perfumes if she uses them!"

Westmore smiled and added that his advice, provided the family budget could stand it, would be for women to march right out and buy a new hat and a gay dress when life seems pointless for the moment. "After all," he adds, "you not only bring gaiety to yourself, but to all those about you!"

So be wise! Let psychology go to work for you color-wise, and you'll find that, with a little care and thought, you can turn the darkest moments into bright ones, with added compliments on your appearance!

Patient: "Doctor, do you remember last summer you recommended that I go out with girls to get my mind off my business?"

Doctor: "Yes."

Patient: "Well—can you prescribe something to get my mind back on business?"

RAM-BULLER.

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