Jack Portez'

February 14, 1953

Fabulous LAS VEGAS Magazine

My Valentine



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PUBLISHED WEEKLY VOL. 4, NO. 45
FEBRUARY 14, 1953

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I CAN'T HELP THINKING
By ANNA SOSENKO

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HIGH SPOTS

ON THE STRIP . . .

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DOWNTOWN . . .

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

BUCKLEY'S—The greatest variety of slot machines and race horse machines in Nevada. 20 Fremont street—downtown.

CALIFORNIA CLUB—First and Fremont. Slots, restaurant, bar, museum and replicas of gold rush.

EL CORTEZ HOTEL—600 Fremont. Gaming, cocktail lounge, dancing 'till 5 a. m. Phone 1500.

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

FORTUNE CLUB—109 Fremont. Slot machines. Where the wheel of fortune spins for you. Phone 565.

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

HORSESHOE—Second and Fremont. Las Vegas' newest plush club with casino and bar. Phone 6547. Restaurant phone 6548.

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

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

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

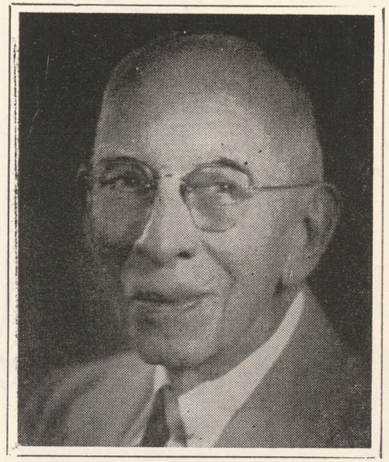
SHAMROCK HOTEL—Shillalah Room with nightly entertainment. 600 North Main. Phone 2200.

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

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

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

HERE WE ARE!



IT WAS February 13, 1905, that I strode through the flaps of Ladd's Hotel and stood in line for a chance to register my name and the name of my friends in Las Vegas' new hotel. The hotel was just opening for business, although I saw by the register that one person, Judge M. S. Beal, had been permitted to register the night before and there were two men ahead of me, ready to sign their names. The first signed "Victor Bame, Salt Lake." The second was "J. B. Horne, Chicago, Illinois."

Then it was my turn. I picked up the pen gingerly and wrote with all the formality I could have registered at one of our great Strip hotel:

Chas. P. Squires, Los Angeles.
Frank A. Waters, Los Angeles.
Chris. N. Brown, Los Angeles.
J. R. Hunter, Los Angeles.

The last, Captain Hunter, did not belong to our party, but somehow we connected up with him on our three days of travel and included him in the party.

Next came the name "Jake Decker, Baker City, Oregon," and then one who lived in Las Vegas the remainder of his life, "Walter R. Bracken, Las Vegas, Nevada." That was not Walter's first time in Las Vegas, but I suppose he just wanted to try out the palatial new beds.

And so, together, Ladd's New Tent Hotel, opened by permission of the railroad company, the first institution of the kind permitted to occupy a portion of the railroad property which later became Clark's Las Vegas Townsite, and our little party, started our Las Vegas careers here on the 13th day of February, 1905.

The railroad station was an old passenger coach located on the right of way near the location of the present depot. The hotel was located very close to what is now the corner of Main and Carson streets. A fence enclosed a large alfalfa field the south side of which extended from near the present corner of Main and Carson streets (no survey of town lots had been made at that time) across near what later became the corner of Fremont and Third streets and along that fence was the principal road down to the old Stewart Ranch. It was really a messy sort of place then and none of us could gain any idea of how the town would be located, although walking with one of the railroad officials along the railroad track one day, he stopped and said:

"Now, right along here somewhere, we will lay out the principal street of the town running out at right angles to the track." And that was the way it was done two or three months later.

Our trip up from Los Angeles had not been a pleasant one. We learned that the contractor for the railroad had no concern whatever about how travelers, if any, reached Las Vegas. They were free to stow away as best they could on the gondola cars of plows and scrapers and wagons and other dirt-moving appliances. However, we were a bit more fortunate than most, because we were traveling with Frank A. Waters, right-of-way and tax agent of the new railroad, and his presence brought us a little consideration.

Our journey from Daggatt to Kelso in the night, crouched in the shelter of the side of a gondola car, was bitter cold and terribly tiresome. We were barely able to get ourselves down out of the car at Kelso and climb the steps of an old freight car fitted up as a cook house. When I said, "Can we get something to eat?" this angel in disguise of a fat man who said, "Come on in! What you standing out there for?" and I became his firm friend for life.

We had fried potatoes, fried eggs, bacon and hot coffee and after paying for our food that fat angel whispered, "The conductor is going to put on a

(Continued on page 27)



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. . . both the Vegan and the visitor!

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RANDOM THOUGHTS

. . . By B. B. BARTON

SOME enterprising young man has hit upon a solution that might prove valuable in distracting would-be bank robbers long enough to allow the guards to disarm them. After some serious thought and thorough experimentation, the inventor obtained a patent on (what he calls) his "jet gas gun." It is intended for installation beneath a bank teller's window. If the cashier is handed a "turn over the money or else" note of instructions, he simply has to step on a connecting pedal. This action would release a steady spray of purple ammonium hydroxide which would hit the recipient at 2000 pounds of pressure. The resulting odor and color would be tenacious and all bystanders would believe that a little black kitty with a white stripe (skunk) was in the vicinity. . . .

I shudder to think of the embarrassment that could be caused an innocent depositor if a bank teller hit the pedal accidentally. The thought might send many back to "padding the mattress."

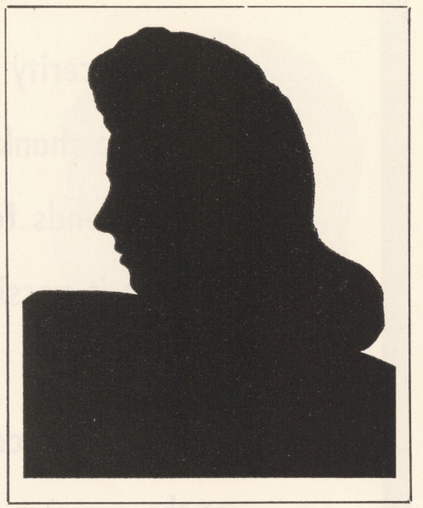
While passing a theatre the other day, we noticed the words "Bank Nite" on the marquee and were reminded of an ironic bit of fact that materialized in another show place. . . .

A certain gentleman's name was drawn for the $1000 prize in a midwestern theatre. When there was no response, the manager sent the absentee a telegram, offering condolences. He also stated that there would be a consolation prize of $10.00 for the theatre patron if he was present on the following "Bank Nite." Unfortunately, the chap couldn't make it either evening because a small matter of theft had landed him in the county brig. . . .

No matter how you try, you just can't fool a Texas policeman. That was proved not too long ago and circumstances held the reins. While walking his beat one night, a local gendarme stopped a young fellow whom he believed acted suspicious. . . .

The lad didn't hesitate one second before replying that he had just left his girl friend's house. With a hurt expression, he pointed out the home as being across the street from where they stood. That did it! Within seconds, the bracelets were on him and the bewildered "actor" was being hustled to the police station. He had unknowingly chosen the policeman's house when he pointed and the officer "didn't even have a daughter!" . . .

Then there is the one about the owner of a confectionery store. The police judge fined a thief $35 for stealing a slot machine from the candy shop. When the proprietor learned the machine had been located, he was bubbling over with happiness until he was notified that he had to pay a fine of $1000 for owning it. (That, of course, wasn't in the state of Nevada) . . .



This request was overwhelmingly belated—don't you think? A representative asked the State Legislature of Massachusetts to reverse a decision made in Salem, in 1692. That verdict sent 20 women and men to their death, for practicing witchcraft. What good would a reversal have done at this late date? . . .

Lately there have been quite a few printed items about drivers who have become lax in answering their summonses. One fellow had a pretty good record. However, feeling in a curious mood, he decided to ignore one, just to determine the results. He found out —but good! After hearing the lame explanation, the judge sent him to the workhouse for two months.

FABULOUS LAS VEGAS

$5.00 per year

In all sincerity

I wish to thank my

many friends for

making it possible for me

to break

all existing records

at the

Hotel Last Frontier

All my love,

Dottie Lamour

The same feelings are expressed by my

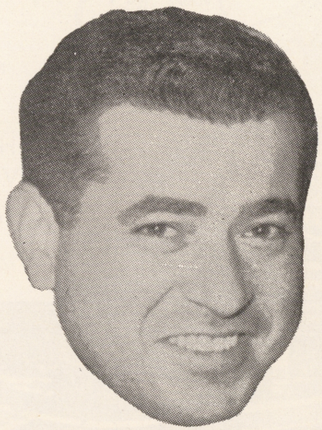
South Sea Islanders

and

Sam Mineo

THAT'S FOR SURE . . . by JACK CORTEZ

FORGIVE OUR sentimentality as we take time out to bid all sweethearts and friends a very happy ST. VALENTINE'S DAY. Despite the climes in various locales, there is always Spring in the heart and a friendly feeling toward fellow man when this day makes its entrance. We searched until we found what we thought was the best representative photo to use on our cover for this occasion. If those two youngsters don't look too perfect to be real, then you just aren't looking in the right place. Despite their manikin-appearance, the young man and young woman are very much of the animated family and are future voters of Las Vegas. The lassie is DEE DEE MANENTE, whose daddy (HARRY) is manager of the local First National Bank. The shy male is the "Dreamboat" of whom we've written in previous editions. His real name is DENNIS BORLA. Dennis' dad (Sylvio) works for Bernard's Public Meat Co. and his mother is Barbara, president of the Las Vegas Women's Bowling Association. We've tried to convince the parents of these youngsters to leave them on our doorstep, this February 14th — but — for some reason they vehemently refuse. After much contemplation, we finally decided it was asking a bit too much. Do you blame us for desiring such valentines for our very own? Any parents would be proud of them . . . and that's for sure.



We managed to head for Los Angeles and a few days of constant attendance at a hired television set. We certainly wish this entertainment medium would make its debut in Las Vegas — but quick! Everyone would appreciate it, especially housewives whose husbands have to work the late shifts. We seriously believe T. V. is a necessity and would bring the type of relaxation everyone needs and desires. If Tokyo could receive a grant for it — why not our fabulous town? The F. C. C. is having a momentous meeting next Wednesday, at which time radio station KRAM hopes to get approval.

We've known and admired ANNA SOSENKO (manageress of the incomparable HILDEGARDE, currently at the HOTEL EL RANCHO VEGAS) for many years. For the past 1825 days we have been coaxing and pleading with her to write a column for our publication. The charming lady finally consented and her first contribution can be read in this edition. Welcome to our staff, Miss Sosenko. We are honored beyond words of mere "thanks." We can only hope that your hectic schedule will allow you to meet our weekly deadline.

There's quite a bit of excitement over at the HOTEL SAHARA, these days. GEORGE RIFF (pit boss) is trying to think up something different in the way of celebrations. He and his wife are planning to observe their 20th wedding anniversary on February 28th. We offer our congratulations and best wishes.

Maybe it was just an "off day" but to us it seemed strictly routine. During the drive back from the coast, we saw poodle cuts, long bobs, chignons and page boys — but — no crew cuts. Howcum there are so many women drivers in California? Without exaggeration, we saw only three men piloting automobiles. Is this an example of how the women are taking over"?

When RUTH KATZMAN and PAUL SPERLING exchange their vows at the BEL-AIR HOTEL on February 15th, you can safely wager that Las Vegas will be well represented. One of the largest groups will be from the FLAMINGO HOTEL. If the list grows any longer, there just won't be enough planes to carry everyone.

We've written about the wonderful attributes of SHIKEY TOUSHIN (owner of the JEWEL BOX in the SANDS HOTEL) and just can't understand why anyone would deliberately hurt this marvelous man. Someone approached Shikey and asked him to join the local

(Continued on page 28)



YOUR LOCAL CREDIT JEWELER

Bond's Jewelers
"HOME OF QUALITY DIAMONDS"
300 FREMONT ST. LAS VEGAS, NEV.

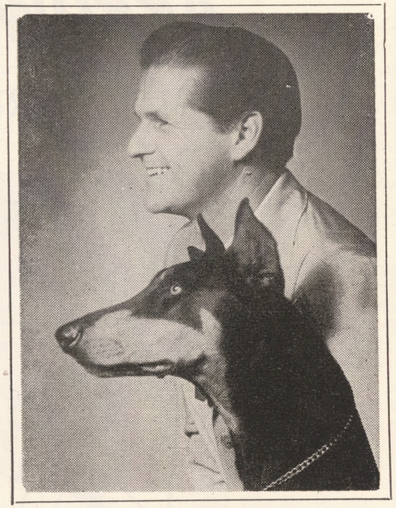
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ITALIAN FOOD
AND
CHARCOAL BROILED STEAKS and CHOPS
VISIT THE
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It still isn't too late to send those flowers by telegraph or telephone to your loved ones for
VALENTINE'S DAY
CALL . . .
DOT'S
FLOWER AND GIFT SHOP
PHONE 811
24 HOUR SERVICE
808 SOUTH FIFTH STREET

WHAT'S DOIN'?

. . . with JOHNNY UHLMAN



D'YA KNOW why "roast prime ribs of beef" is the most popular dinner entree served most anywhere in the country? Nine times out of ten that's the only thing listed on the average dinner menu of a smart club that you can READ, and know what you are going to GET! F'rinstance: I picked up a menu at one of our hotels the other evening and about the only thing I could recognize, besides the beef, was pie and coffee . . . Lemme read a few of these to you! . . . BAKED NEW YORK COUNTS ON HALF SHELL . . . I'm not the kind to eat the kind I know! Along with this you were to get some very nice "Bourguinonne" . . . ?? . . . Then there was GEBRATENE RINDERSBRUST BERRICHONNE, aided and abetted by "Marrow Grignoline" and "Dauphine" potatoes! . . . The next one was BONED POUSSIN GASTRONOME . . . with this you got some "Stewed Corn." (How'd that get on here?) . . . Now here's one I think I figured out! WIENER SCHNITZEL, SMITANE . . . That second word sounds and looks German, Germans are "Krauts," so I'm sayin' it means "weenies and sour-kraut," as we used to say it! The third word throws me though . . . sounds like it might be a liquid gas of some sort. (Come to think of it, it usually does follow after this particular dish) . . . Then came the prime ribs, which you could read from one end to the other (and the most expensive) . . . Oh, you should have seen some of the appetizers and soups that went with all this, too! Here's a couple of soups: COCKY LECKY SOUP and DAME BLANCHE GLACE . . . ! The prime ribs, pie and coffee, were very good!

A clean little intimate spot where you and your friends could go for a few drinks, dance if you like, sing if you like, do anything you like! This is the kind of late spot most of you are looking for and the SHAMROCK HOTEL has it. The "Shillalah Room" has everything you'll need! On hand to entertain you nightly is DON RIDLEY who is really on hand to help you entertain yourself. He surrounds himself with his piano, organ, and solovox and will play most any tune you want to mention. And if there's a tune you'd like to sing, just start singing it and he'll fall right in with the accompaniment. There's comfortable lounging chairs and the largest dance floor of any club in town. As I was saying, the SHILLALAH ROOM has everything you'll need for a fine evening of entertaining yourself and your friends.

The beginning of a success story! When I first met this young lady she was a hoofer with the line of girls at the Flamingo Hotel . . . a good year or or more ago. At that time she was telling me what she had in mind and wanted to do one day. Production and management was what she liked to do, and wanted more than anything else. Next Wednesday night a new line of girls will open at the Hotel El Rancho Vegas, known as the EL RANCHO DANCERS, and it will be a GENE SUMMERS PRODUCTION. Any person with the drive and ambition to achieve a goal, such as this young lady, deserves all the best that can come their way . . . and that's just what we wish for GENE SUMMERS . . . the best of everything there in your new venture! From this "starting gate" on, may you always break UP . . . never down!

A man was telling me about opening his new club the other evening and I asked him which one it was. "THE SEVENTH ONE" he tells me. "Stop me if I'm wrong," says I, "but do you mean to tell me that ——." That's what he meant to tell me! CHUCK WOODS is opening his seventh club . . . and that's what he's calling it, the

(Continued on page 21)

ARROW PAR

A SMART WHITE . . .



French or

Button Cuff . . . $3.95

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

PHONE 1001

OPEN SATURDAY NIGHTS
UNTIL 8:30

SOUTHWEST BEAT

. . . by CARL PAIGE

Yuma, Arizona.

HELLO LAS VEGAS! No, you haven't heard the last of me . . . even though I've changed home headquarters in this sandy desert country of the Southwest. This is our "bow-in" column for Jack and his fine magazine. I hope you'll enjoy it and read us each week. We'll be telling you of Yuma, of other cities here in the Southwest, of their entertainment, of places to see and things to do, of a lot of your friends, and of our weekly wanderings around these hyar parts.

Formerly with Las Vegas radio, I'm now commercial manager of station KYMA here in Yuma, and working with (not for) the finest manager ever —another ex-Las Vegan by the by. A lad I'm sure a lot of you Vegans knew and will remember—BILL LINDSEY. In case you didn't know, BUCK NEWSOME (formerly of KENO) and BARNEY FITZPATRICK (formerly of KLAS) were here too before buying their own station in Needles, California.

Right now it's RODEO time here in Yuma—time for the annual SILVER SPUR rodeo which starts tomorrow, February 14. It's comparable to L. V.'s Helldorado—it's comparable as are so many things here in this entire area. There's the familiar sight of the Kangaroo court, western attire, sheriff's mounted posse, big crowds, banners on the main streets, cowpokes and visitors from all parts of the Southwest, etc. If you would like to get in gear for Helldorado, drive down this week-end and join the fun (the mileage is only 280 from Las Vegas to Yuma). Along with all this celebrating, several of the local hotels and clubs have mighty fine entertainment. In downtown Yuma, the SAN CARLOS HOTEL is presenting the comedy antics and the music of the CLEVELAND-NICKERSON TRIO entertaining nightly. RAYMOND CUTTER is the man to thank for this show, an old timer in these parts. You'll be hearing more of him and the shows here. The VALLEY HOTEL has in their PALM ROOM the delightful organ stylings of RUTH VALENTI. The DEL SOL HOTEL has informed us that they are making plans for entertainment and big shows, but so far no announcement of who, when and what. The newest of the strip hotels here in Yuma is oddly enough named (a la L. V.) HOTEL FLAMINGO. No gambling of course, but everything else: Entertainment, swimming pool, dining room, exclusive dress shop, barber shop, even a realty company has offices there, a very modern bar in the club room, a camera and gift shop, a market produce association office. The helpful and competent manager is Al Talley. Of course, the neighbor city, Winterhaven, just one mile across the Colorado River (which borders this fair city) offers their own brand of gaiety until 3 a. m. each and every night. More on these places in our next edition to you.

Our next column will also tell you more of the neighboring territory and the many things to see and places to go. Most interesting especially to all you Las Vegans, I think. It's difficult, I know, for you folks in that city to decide where to go for a week-end or a vacation. With all that gaudy flash of hotels, gambling, 24 hour operation, big name stars and all the rest that attracts tourists, it tires the true Vegan and even with all that you eventually run out of things to do and places to go, if you have taken advantage of all L. V. has to offer. So, next issue, read the column and get a few new ideas on a great new territory for fun, sun and different sights.

RUBE JOLLEY, my former boss in Las Vegas, gave us a real pleasant surprise the other day by telephoning and saying: "Real nice town you got here, Carl!" Yes, he was in Yuma on his way to Mexicali and eventually to Mexico City. We had a fine talk. Rube and his lovely wife plan to stop again on their way back through.

In closing out this week, I'd like to take just half a page and thank my countless friends who were so wonderful to me my last few days in Las Vegas. When you are not employed locally, you really find out who your real friends are, too; Just to mention a few: THANKS TO: SANDS HOTEL for an offer of account executive; ROLLIE VAILE for wishing me well; BILL PURSEL for never letting me down on a job; DON PAYNE, ANNI-LEE GORDON, PERRY KNOWLES, GREGG GELHART and HAL MORELLI. For saying "good-bye" and "good luck": HARRY FARNO, JOHNNY DELUCA, JAKE VON TOBEL, EDDIE FOX, HERB MacDONALD, MARC WILKINSON, WILBUR CLARK, BERT PURDY, BEN GARTMAN, JAKE FREEDMAN, LLOYD TRITLE, BEN HOFFMAN, JACK OGILVIE, JACK CORTEZ for this opportunity too, for writing to you each week, and MANY,

(Continued on Page 23)



DICK SHERIDAN'S

STRIP RACE BOOK

HI-WAY 91 (The Strip)

- Results From All Major Tracks
- Direct Bus Service From Downtown
- Comfortable Atmosphere

PROUDLY ANNOUNCING

THE ALL NEW AND SUPER-TONIC

EL RANCHO DANCERS

A Gene Summers Production

Opening Wednesday, February 18

HOTEL EL RANCHO VEGAS

WITH THE EXCITING

BILLY DANIELS

"CURTAIN TIME"

SHOW REVIEWS OF STAGE AND SCREEN PERSONALITIES APPEARING THIS WEEK IN FABULOUS LAS VEGAS

Flamingo

February 5 through February 18

Show: Kay Starr, The Lancers
Line: Flamingo Starlets
M. C.: Herb Flemington
Orch. Torris Brand
Mural Room: Bobby Page and Orch.

That star of singing stars, KAY STARR, is once again starring in the Flamingo Room. Kay possesses a style and a quality that knows no duplication. Such outstanding recordings as "Wheel of Fortune," "Wabash Cannon Ball," "Three Letters," "Mama Goes Where Papa Goes," her latest Capitol Record hit, "Side by Side," and many, many more too numerous to mention, have been nation-wide favorites almost from the time of their release. Not only does Miss Starr sing with a beat that endears her to all musical lovers, but pours forth personality to overflowing when you see her in person . . . Appearing with Miss Starr once again are "her boys," THE LANCERS, whom you have heard many times as the vocal background group on many of her recordings. These four young men do a

(Continued on page 19)

LAST FRONTIER

February 16 through March 1
(Not a review)

Show: Buddy Rogers, Janis Paige, Four Jokers, Ben Wrigley
Line: The Devlyn Dancers
Orch.: Bob Millar
Intermission Organ Music: Emile Buzaid

All of his fans (and who isn't) are happy to welcome back the personable BUDDY ROGERS. "America's Boyfriend" can always be relied upon to purvey elite entertainment, as meticulously chosen as his garb. Buddy is a polished showman who is never at a loss in the spotlight. He is extremely versatile and will add a bit of spice to his presentation by working with other performers on the bill. When you see him, you'll know why success is his associate . . . The very lovely JANIS PAIGE brings with her the talents that won her a starring spot on the screen, stage and in the television world. The charming Miss Paige makes a provocative appearance and ingratiates herself to her listeners when she projects her well-trained voice. Janis possesses a wealth of poise and is skillful in retaining the attention of her audience. . . . We're glad to see the FOUR JOKERS on a local stage, once again. The fellows are full of rhythm and comedy and make for a fast-paced production. They utilize split second timing in their mimicry and turn out some mighty smooth music with their respective instruments . . . BEN WRIGLEY, the chap who appeared here in the not too distant past, rounds out this stellar revue. He is the fellow who can twist his body in such an unbelievable manner, one is prone to believe his

(Continued on page 19)

El Rancho Vegas

February 4 through February 24

Show: Hildegarde
Musical Director: Robert Norris
Second Piano Accompanist: Alphonse Semola
Intermission Music: Guy Landis and Jim De Stephano

"The Incomparable HILDEGARDE" was never more of an understatement than it is today! Many attempts have been made at imitation but there will always be just one Hildegarde. To us, the next best description would be "unpredicatable." This lovely lady possesses the power to whisk you to the heights of romantic emotion. Then, almost within the same breath, she has you laughing at some whimsical line she apparently thought of at that second. Hildegarde works with and talks to her audience as though they were an intimate group that had gathered in her living room for a happy and charm-



ing party. Except for magnificent light effects and proper orchestrations, it would appear that the entire program was impromptu. This makes for a most enjoyable evening of entertainment. This is HILDEGARDE—the incomparable—the unpredictable! Appearing with the talented songstress (who plays the majority of her own accompaniment at the piano) is her own superb orchestra, under the able direction of ROBERT NORRIS, with her second piano accompanist—ALPHONSE SEMOLA. Behind this whole marvelous production is a great power that stems only from genius—MISS ANNA SOSENKO.

Wilbur Clark's DESERT INN

February 10 through February 23

Show: Ethel Waters, Dean Murphy, Hal LeRoy
Line: Donn Arden Dancing Girls
M. C.: George Milan
Orch.: Carlton Hayes
Lady Luck Lounge: Grover-Shore Trio, Danny Cassella Orchestra and Bobby Stevenson Trio

Here, for the first time, we of Las Vegas are privileged to witness the gracious artistry of that grand lady of the "blues," ETHEL WATERS. From the moment of her entrance on stage, Miss Waters has the jam-packed audiences of the Painted Desert Room right with her in everything she does. And everything she does is something that practically everyone in the audience is familiar with. Hearing the interpretation of a familiar tune by a real artist makes for the best in entertainment . . . You'll find these things with ETHEL WATERS . . . Once again we welcome back one of America's foremost impressionists, DEAN MURPHY. This man's memory is amazing! When he comes to the place in his act where he impersonates Hildegarde, you'll find him calling to different people and parties in the audience with little remarks of remembrance. This is fact, not fiction! He memorizes these people's names, bits of information concerning them, and just where they are seated . . . just before each show! Aside from this, his lengthy discussion of politics and current events is really based on **current** events . . . The limber legs and nimble feet of HAL LEROY are turning out taps greater than ever before. Here is a man who, in our estimation, has never received the recognition he deserves. The ease, rapidity and clarity of his taps are a thrilling thing to see and hear . . . The DONN ARDEN DANCERS reopen with this show with wardrobe and routines that are wonderful. The solo dancing of FLUFF CHARLETON depicts a great wealth of talent . . . Your new singing master of ceremonies is GEORGE MILAN.

SAHARA

February 10 through February 23

Show: Alan Dale, Honey Brothers, The Donzas, The Cathalas
Line: Moro-Landis Sa-Harem Dancers
Orch.: Cee Davidson
Casbar: Mike Werner, Three Majors and the Bernie Lang Trios

The bells of S-U-C-C-E-S-S are ringing out for ALAN DALE, on the heels of his first starring role in a night club presentation. The handsome, extremely-gifted young gentleman who rose to national fame via the air waves, actually astounded first nighters with his polish and verve. Many are the artful mannerisms that can be utilized to capture the enthusiasm of onlookers. This boy used none. Instead he relied completely upon his natural personality, talents and sensational sense of humor. Alan is completely at ease onstage and we predict this singing star will reach achievements greater than conceived in any day dream . . . Laughter and merriment always reign when the zany HONEY BROTHERS trip into the spotlight. They very convincingly carry out the theme of "rehearsal before opening night." The boys are very adroit in executing their clever dance routines and their tumbling is highly commend-

(Continued on Page 19)

The Sands

February 12 through February 25
(Not a review)

Show: Billy Eckstine, Al Bernie, Chandra Kaly and His Dancers
Line: The Copa Beauties
Orch.: Ray Sinatra

The impeccable gentleman of song, BILLY ECKSTINE, is back in our midst once again, to keep the S.R.O. signs in evidence in the Copa Room. The great Mr. B. is well-known to all show goers and has reached an audience of millions through his records and personal appearance tours. His popular discs are best sellers and we earnestly believe his rendition of romantic ballads has brought many a swain to the point of proposal. Billy is a clever showman and satiates everyone's desire for fine entertainment . . . AL BERNIE is that lad who makes for hilarity every time he walks into the spotlight. He has a generous portion of fun stimulants at his fingertips and no one has to reach for "No-Doz" when he is unveiling his talented ability.

(Continued on Page 29)

Thunderbird

February 5 through February 25

Show: Les Compagnons de la Chanson, Jay Lawrence, Landre & Verna, Earl Barton
Line: Kathryn Duffy Dansations
M. C.: Barney Rawlings
Orch.: Al Jahns
Navajo Room: Jack Martin Five, Normandie Boys

Something completely new and different are LES COMPAGNONS DE LA CHANSON, a vocal group now headlining this show. Except for their opening number, in which one of the members plays a guitar, their entire act is done without musical background. These nine young men of France blend their voices, and phrase together, with such perfection that you almost feel as though they were being led by some mysterious, invisible conductor. At one point they surprise everyone by bringing musical instruments on stage and giving their impression of an American jazz group playing one of their French tunes . . . JAY LAWRENCE makes this another return trek to the Navajo Room to give his impressions of popular personalities and situations. His routine depicting the difference in opinions of fight commentators viewing the same fight will always be a favorite of ours . . . We also find LANDRE' & VERNA making a return engagement in this room with this show. Here is a dance team that does amazing things with one arm lifts and spins. Landre' brings his doll-like partner, Verna, from a raised, one armed spin, all the way to the floor for a picture finish in one of their routines . . . EARL BARTON is a newcomer to Las Vegas audiences. This young man is a pyramid of personality on stage and his prowess in interpretive dancing is unquestionable. Earl Barton is established as a welcome addition to any show! . . . The famous KATHRYN DUFFY DANSATIONS offer all new routines based on the Parisian theme,

(Continued on Page 19)

SILVER SLIPPER SALOON

January 30 through February 26

Show: "Follies of the Day"—Cast of 20
Line: Myra Gates' Five Blonde Bombshells
M. C.: Jimmy Cavanaugh
Orch.: George Redman

The exotic dancing of KALANTAN, and the soul-stirring music which accompanies her interpretations, has brought many a noisy audience to a point bordering mass hypnosis in their attentiveness, as they watch her perform each night. The dynamic crescendo of her routine has everyone at such a high pitch at its climax that they are all calling for more . . . HANK HENRY

(Continued on Page 24)

RENO BEAT . . .

by ART STEAGALL

NOT TOO MANY years ago TRUCKEE, located 30 miles west of here in the SIERRA NEVADA MOUNTAINS, was the winter movie capital so far as location was concerned. Many of the JACK LONDON adventure stories of the frozen North were filmed there against a backdrop of ice and snow, complete with dog sleds, Northern blizzards and NORTHWEST MOUNTIES.



Again this year TRUCKEE is in for a little of its former fame. JOHN WAYNE and a crew of a hundred actors and technicians are on location there filming a dramatic ARCTIC rescue picture. With the mild winter we have had, and are having, it is possible that an SOS will have to be sent out for an ice and snow machine but, regardless, you can get odds that on the screen as a finished product it will be very authentic looking. . . .

AGVA: ERNIE HECKSHER, currently playing at the RIVERSIDE here, off to SAN FRANCISCO for one night to play for the annual dance, the SPINSTERS BALL. This is an affair of great importance. CHARLEY KALEY and his boys will fill in here for him . . . JAY JASON, who just closed at the GOLDEN here, back east to DAYTON, OHIO . . . LLOYD NOLAN in town briefly . . . GRANT WITHERS married to ESTRELITA, former wife of JOHN WAYNE. The ceremony was performed here. The witness—you guessed it!—JOHN WAYNE . . . New backdrop at the RIVERSIDE is beautiful. It was done by RAY WARD . . . SILVER SPURS AWARD festival set for MAY 14, 15 and 16 . . . A big turnout enjoyed the talk by STARY GANGE at the 34th annual banquet of the Reno Chamber of Commerce this past Tuesday night. . . . The banquet, which featured the installation of new officers, was held in the REDWOOD ROOM of the RIVERSIDE . . . RENO YMCA, located next to the MAPES HOTEL, was destroyed by a boiler blast Saturday morning. Although the place was full of youngsters, only three were injured. . . . The MAPES HOTEL have been negotiating for the purchase of the building and have been trying to get permission from the city to close an alley that separates the two buildings . . . Our congratulations to BOB'S Cocktail Lounge on their FIRST ANNIVERSARY. BOB SCHMITT, the genial owner, tossed a beautiful FREE BUFFET spread to help celebrate. To me this room with its big, open fireplace and low, comfortable furniture, is one of the nicest rooms in town, a great place to relax . . . GLEN ROLFSON ringside at the RIVERSIDE Sunday night, and enjoying every minute of it . . . A note in the mail from the RADIO ROGUES, now in your town, VEGAS—two very nice guys . . . The SHRINERS are set to turn out in mass to honor their new potentate, LESTER HILP, at a Continental Breakfast later this month . . . THELMA FISHER back with the RIVERSIDE STARLETS after being in VEGAS for the past few months . . . JAN HOWARD, of that great team HELENE and HOWARD, tells me about his new Olive Ranch that he purchased near BAKERSFIELD, CALIF. . . . AL MARTINO, now at the GOLDEN here on his first swing west, goes to CIRO'S after this date . . . MAPES SKYROOM holding present show an extra day. DOODLES & SKEETER, set to follow, can't make it 'til Friday . . . NEVADA lost a great citizen this past week with the passing of CLAUDE SAVIERS . . . H. F. LINNECKE, Reno electrical contractor, recently purchased half interest in SKY TAVERN, Mount Rose Ski Lodge. . . .

CURRENT SHOWS: TERRACE ROOM, NEW GOLDEN HOTEL, into the second week of a highly entertaining show, and doing a nice business. Headlining the show is AL MARTINO, a real nice guy with a great singing

(Continued on Page 19)

FLAMINGO:

(Continued from page 15)

full spot of their own during the show in which they do some clever impressions of other singing groups, such as The Four Aces and The Mills Brothers; these they do almost to the letter. Later in the show they return to the stage to assist Miss Starr in doing some of their more popular recording arrangements. . . . The FLAMINGO STARLETS, and singing emcee, HERB FLEMINGTON, present two new Lindsay-Saphire Productions that are most colorful and very well executed . . . TORRIS BRAND and his fine aggregation of musicians do a great job on the show music as well as playing for your dancing.

LAST FRONTIER:

(Continued from page 15)

skeleton consists of rubber. You can't shut out the laughter when this delightful comic parades into view . . . The DEVLYN DANCERS have prepared two novel routines that should win them greater accolade. One is set in the scene of a theatrical booking office and the second embraces the entire cast in a cleverly contrived production.

THUNDERBIRD:

(Continued from page 17)

and feature the dancing feet of Miss CHRISTINA CARSON. Taking part in these productions are the NORMANDIE BOYS, EARL BARTON and the singing voice of BARNEY RAWLINGS, who makes his return to the Thunderbird stage with this show.

THE SAHARA

(Continued from page 16)

ed for those who wish to see perfect timing. We still think the poor fellow in the middle takes a lot of punishment but it makes for rollicking amusement. . . . THE DONZAS present dancing, reminiscent of the French Apache. They dexterously offer some mighty interesting twirls and thrilling lifts. The Donzas are an outstanding team and promise to give stiff competition to other noted partners of the dance . . . THE CATHALAS indulge in breath-taking balancing, juggling and acrobatics. We feel safe in saying some of their routines have never been viewed or attempted before. The strong man in the act proves himself highly trained in balance and skill. He has to be when he poses on a movable ball, shoulders a partner and juggles, all at the same time . . . Every member contributes high talent in this unusual but magnificent rendition of a backstage rehearsal. Our compliments to GEORGE MORO for the wonderful results of his untiring efforts.

RENO BEAT:

(Continued from Page 18)

voice and a most pleasing style. He is new to Reno as this is his first western tour. He tops off his selections with that great record that he made, "HERE IN MY HEART," and introduces another new recording that is sure to move to the top. The tune is "RACHEL." AL, backed by JOE SINATRA at the piano, is very pleased at the warm reception he has received here. They expect to play soon in Las Vegas, where JOE can join brother RAY, leader at the SANDS. JIMMY AMES, the sure-fire comic; PATTI ROSS, dancing sensation; STERLING YOUNG and his orchestra, plus the 12 GOLDEN GIRLS, complete this fine show . . . MAPES SKYROOM opened FRIDAY for a 13 day engagement with DOODLES & SKEETER, that top record act that just closed a 10 week engagement at the EL RANCHO; HARRY WOO WOO STEVENS, and the skating of WOODY and LORRAINE, plus the MAPES SKYLETTES and the fine music of EDDIE FITZPATRICK and his orchestra . . . The RIVERSIDE goes into its second week of a most entertaining show, headed by PAULA KELLY and the MODERNAIRES. That is the singing group that was with CLUB 15 for so long. Their MODERN version of "Juke Box Saturday Night" is tops . . . HELENE & HOWARD, an outstanding comedy dance act for the past few years, have really got the best act together that I have seen them do. Their comedy is refreshing and the mugging of HELENE is great, an act that you are sure to enjoy . . . The DEWEY SISTERS, acro-dancers, get the show off to a fast start . . . The RIVERSIDE STARLETS close the show with a beautiful VALENTINE number. The fine music of ERNIE HECKSHER and his orchestra add much to the show.

SOUTHWEST:

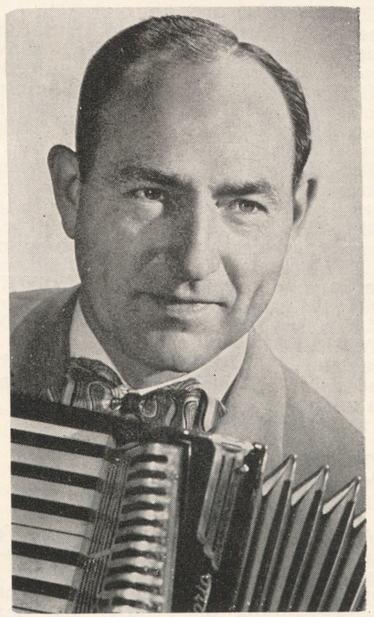
(Continued from Page 13)

MANY MORE. Thanks, too, to Las Vegas, Nevada, for five wonderful years—I enjoyed being a resident—but now if you're thinking of going into greener pastures—think of YUMA! Till next week then, on the SOUTHWEST BEAT.



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WHAT'S DOIN'?

(Continued from page 11)

SEVENTH ONE! I drove out to take a look at it. It's on the Boulder Highway in Pittman, Nev., which is about ten minutes from here in Vegas. Chuck has a fine bar, restaurant and set-up for dancing and shows. The exact opening date hasn't been set at this writing but it's going to be in the very near future. He's in no hurry. He's had the place for two years without even opening the doors. Little by little he has remodeled and redecorated until he has a really attractive little club out there. Watch for his official opening date of THE SEVENTH ONE!

HAZEL LYNCH and MICHAEL CORDAY have taken over the beauty salon at the Hotel El Rancho Vegas. Most of you know Michael and many of you will remember Hazel from her connection with beauty work here in Las Vegas some time ago before going to California. Recently she and her husband, Cecil, returned to Las Vegas to live; Cecil to manage the Fortune Club, and Hazel, too full of life to sit still, so she and Michael took over the beauty shop at the El Rancho. Good luck to both of my very good friends in their new partnership.

At this writing, the new policy for the HI-HO CLUB on Hiway 91 is set up for a steady flow of entertainment from 10 p. m., on into the night. Beautiful girls, comedy and fine dance music. Show productions are under the supervision of FREDDIE O'BRIEN who was formerly a producer of shows for Minsky in New York. Oh, yes, if all goes well MIKE MARCHESE plans to serve delicious charcoal broiled steaks from the all newly remodeled kitchen of the HI-HO. I give this man a great big "E" for effort for what he has done with this club and for what he is trying to do. He's new in the business and has made the usual mistakes, but he's seriously intent on success. I, for one, wish him all the success in the world.

MISTI FERER informs me that she is doing contract work for RAY AGNOLETTI & ASSOC., "builder of fine homes." He has been in this business for the past 15 years in California and comes to this area with the intention of building duplex dwellings in Paradise Valley. They plan to have a model completed within the next 30 days so if you're interested you might call Misti at 2460.

Watched GEORGE ASHTON MORGAN do a few caricatures of people in the SKY ROOM of the Desert Inn a few nights ago. This talented artist is doing nice work. His interesting sketches make fine souvenirs, as well as decorative additions to a den or home. The new Latin piano artistry in the room is that of AL GARCIA. Have you noticed those beautifully hand painted blouses the waitresses are wearing at the HOTEL SAHARA? (Don't try to tell ME you haven't). Just learned that they are all being done right here in Las Vegas by a beautiful young lady of great talent . . . SHIRLEY EGLASH, whose husband is JACK, a slide man with Torris Brand at the Flamingo.

Happy birthday to "Granny" ANN STARKS who is in town celebrating today (February 14th) with her very famous daughter Kay Starr, at the Flamingo. We wish you many more of the same, and may we have the good fortune to say so in person on the event of most of them.

This Sunday, the 15th, is the wedding day of two of my best friends . . . PAT GALLAGHER and BOB WESLEY. Until just recently, Pat had been hostess to the dining room of the Thunderbird since it opened and Bob is currently a captain at the Flamingo. Here are two of the greatest people you'll ever meet, and I envy them their happiness I know they will find.

I'm glad you came. See me again next week! . . . Your ever lovin' . . . Johnny.

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AND THE CAST OF THE SHOW

WE'VE HAD A WONDERFUL TIME

I CAN'T HELP THINKING . . . by ANNA SOSENKO

HOW INCONGRUOUS to see Edith Piaf, so celebrated a French artiste, come to the United States to perform in ordinary black dresses, cheap in design and in material! How strange, too, to see a famous French comedienne, Patachou, appear nightly in one of the smart hotel rooms of the world, clad in a plain black skirt and white silk shirt waist! How utterly, utterly incongruous, to me!

Paris is the fashion capital of the world! GOOD WILL in fashion is an integral part of its success. Paris REACHES OUT TO HAVE AMERICAN STARS wear their creations in public, private. on screen, on stage . . . EVERYWHERE! Yet, Paris pays little or no attention to her Piaf, Patachou, Lucienne Boyer and many of her other feminine stars. Far from being a good will clothes ambassador from Paris, expatriate Josephine Baker put French fashion into a ridiculous category by pretentiously exhibiting an array of costumes reminding one of the fantastic costumes worn by the Mummers in the famous Philadelphia New Year's Day Mummer's parade!

If one knows Paris well, one fully realizes that Piaf's songs are songs of the Paris streets, sung to the strains of the inevitable and haunting off key accordion. By Piaf's very gestures, those haunting, plaintive, despairing moods come to life as she sings, for Piaf not only lives her songs but is a fine and sensitive actress. There was a time when she barely earned enough to wear anything but the one black dress. (Paris was always and still IS notoriously poor at paying her actors). But, that was in the long ago. It is a far cry from those insecure, impoverished yesterdays and the year when the late, great theatrical agent and showman Clifford Fischer brought Piaf to debut at the Versailles in New York. Piaf earns tremendous salaries! She no longer needs to play realism to the bitter end by singing in the enforced tradition of her street singing days and to appear year in and year out, in the literal guise of a Paris street singer, when the whole world knows she is no longer anything of the kind! She now lives very elegantly in Paris. The poverties of Menilimontent and other narrow, twisting, winding neighborhood byways are far behind her.

I just can't help thinking Piaf doesn't need to UNDERPLAY the atmosphere of her songs by yielding with monotonous insistence to the wearing of nondescript black dresses. It wouldn't take one iota of artistry away from her greatness if, upon her annual return to this country, she brought some of the newest and most exciting glamour from the French fashion world with her! Carmen Miranda singing South American and Portuguese songs loses none of the illusion by dressing stunningly. On the contrary, her fantastic headgear which she takes on and off these days, adds unique distinction to her performance.

People who frequent expensive night clubs are people who want to forget realities; they want to lose themselves in the pleasures of good food, fine wine, beautiful music and good dancing. Where the artist is the ATTRACTION which automatically ups the ante, men and women alike are highly susceptible to the ultimate in presentation and appearance! It isn't enough to just be a great artist! **I just can't help thinking** important stars, who earn important money should LOOK like IMPORTANT STARS . . . should EXUDE the ULTIMATE in ILLUSION!

Far be it from me to quarrel with success, especially with box office but the day has never dawned when any of us are above constructive criticism, so **I can't help thinking** that Piaf, a divine French creation, would lose none of her superb, inimitable artistry. Like her fellow countryman, Chevalier, she could use a few props . . . such as a shawl, or a drab little black coat thrown OVER HER EVENING DRESS . . . and STILL CONVEY ALL OF THE ILLUSION NECESSARY! It would lend more variety, more intrigue, and even more stature to her "tour de chant." It would give her audiences more for their money and more to talk and think about to say nothing of HOW MUCH MORE FRENCH IT WOULD BE! RIGHT OR WRONG, **I CAN'T HELP THINKING!**

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SILVER SLIPPER:

(Continued from page 17)

is a very funny man! This fellow need but to walk on stage and the audience will howl. In the current show, he and diminutive comic, SPARKY KAYE, do a wonderful bit based on the song, "My Man" . . . Myra Gates' FIVE BLONDE BOMBSHELLS prove to be real dancers, as well as real good lookers. Five poodle pated peroxiders who are a genuine addition to any show . . . THE BEAU JESTERS bring a host of new songs, with a special lyrics, and are attaining a finer blend with each and every week. Their arrangements are as they should be, for the towering talents of a good quartet . . . Contributing her talents to the scenes and blackouts is the wonderful JO ANN MALONE, as well as master of ceremonies, JIMMY CAVANAUGH and Bill Willard . . . Music for these nightly productions is done masterfully in the capable hands of GEORGE REDMAN and his Silver Slipper Orchestra. Appearing as an extra added attraction with this show is the music mastery of that youthful comedian JOHNNY MATSON. This young man plays a lot of trumpet and accordion and has a few surprises up his sleeve while doing so.

HOLLYWOOD HAPPENINGS . . . by MARTIN LEWIS



HOLLYWOOD dress designers have finally discovered a new, more startling way, to fit sexy evening gowns and they used MARILYN MAXWELL'S curves to demonstrate the experiment. For a scene in Paramount's new BOB HOPE service comedy "Off Limits," MARILYN, who plays HOPE'S leading lady in the film, had a lace evening gown glued to her body.

The dress, which was designed by Acamedy Award winning costumer Edith Head, was constructed in one piece with an opening all the way down the back. Rather than chance unsightly zippers or bulky buttons spoiling the illusion of Marilyn poured into the dress, the actress' body was painted with liquid plastic skin adhesive and the gown carefully pressed into place.

"It fitted perfectly," said MARILYN, "but was a little hard to take off at the end of each day."

YOUNG BRITISH ACTRESS TAKES PUBLIC BATH—FOR THE SCREEN

AUDREY DALTON, one of the three young London girls appearing in Paramount's "Pleasure Island," is slightly shocked by what can happen to a movie starlet in Hollywood.

The 18-year-old beauty is still recovering from the ordeal of taking a bubble bath in front of more than 50 spectators, most of them men.

The "public" bubble bath was part of a sequence in "The Girls of Pleasure Island," but this did not make it easier for the carefully bred AUDREY who splashed around in the suds while a full crew of propmen, grips and electricians delightedly eyed every move.

To make matters worse, the young actress was cautioned not to blush. The director was afraid the Technicolor camera would register her embarrassment on the screen.

PEOPLE IN PICTURES

DEAN MARTIN brought a gang of friends to see JERRY LEWIS at Cedars of Lebanon Hospital, where he's recuperating from his recent motor-scooter spill. So much fun went on and so many guffaws emerged from his room that one wag tacked a sign on his door: "Preview to 'THE STOOGE' (Dean and Jerry's new comedy for Hal Wallis and Paramount). Admission: $5.00."

It can be told now that ROSEMARY CLOONEY was very reluctant to meet LAURITZ MELCHIOR on the set of Paramount's "The Stars Are Singing" that first day. She explains why. Once, not so long ago, she made the slip of introducing him on a TV show as Lawrence Tibbett. But she needn't have worried. MELCHIOR considered the entire thing as a great joke.

SHIRLEY BOOTH is the current darling of New York. Not only is she receiving rave attention for her performance in the Broadway production of "Time of the Cuckoo," but New York critics have singled her out for their loudest cheers for her portrayal of Lola Delaney in Hal Wallis' "Come Back, Little Sheba."

CORINNE CAN'T COOK

The scene was the kitchen of a Maharajah's palace, beautifully designed by Paramount's art department for "Thunder in the East." In this bit of action, players representing members of a British colony in India were having breakfast. Cooking for them were ALAN LADD and CORINNE CALVET. As things worked out in the scene, LADD was frying eggs while CORINNE was making biscuits. LADD'S eggs were great, but CORINNE'S biscuits were sent to American League headquarters to see if they wouldn't serve for baseballs. After taking one look at the biscuits, Charles Vidor, the director, asked CORINNE, "How is your cooking at home, CORINNE?"

With a wave of her French eyes, she replied: "Absolutely lousy."

"Merci beaucoup"

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POP SQUIRES:

(Continued from Page 5)

caboose from here to Las Vegas." That was quite heavenly.

Sure enough back came our engine with a caboose which was attached to the construction train and we were told to "get on." Everything was warm and comfortable and pleasant as we went on through the night from that place called Kelso toward Las Vegas. Then the train stopped and the conductor said, "You'll have to get off here and wait."

The place proved to be the siding which for so many years we have known as Jean. It was then perhaps two o'clock in the morning and the wind was blowing a gale from the north. For some mysterious purpose (which we later learned was to switch the caboose from the rear to the front of the train) our warm caboose left us. There we were in the bitter cold gale with no shelter. We organized after a fashion and pulled brush and made a fire, but to little avail.

A blaze of grease brush had no effect whatever in that cold north gale, but anyhow we needed the exercise.

In a couple of hours or so back came our train with the caboose on ahead. We were permitted to get aboard and spent the next hour trying to get warmed through. In the meantime the rattling train sped along at two or three miles an hour. Looking out the front door of the caboose, I noticed that morning was trying its best to make itself seen.

I went out on the front platform and stood beside the conductor. A world of golden glory was spilling over desert and mountains as we went cautiously down the temporary "shoo fly track." Far ahead I saw some tiny white specks on the horizon. "What are those," I asked of the conductor.

He cleared his throat and spat vigorously!

"That is Las Vegas," he replied.

And so in the golden mystery of that new morning of that strange and mysterious country called Las Vegas, I found the place which has claimed me now almost fifty years.

We were here that very first visit about two weeks as I remember. We all became enthusiastic about helping to build a city at Las Vegas. Among other things we realized that a bank would be needed and we interested several of the railroad officials in that. We needed building material so we arranged to establish a lumber yard. We needed building stone (we thought) and planned to get fine red sandstone from the mountains. The railroad officials were anxious to have a hotel ready for their auction sale of lots, and we planned that.

It seemed an endless time before the auction sale of lots could be held but finally on May 15, 1905, the sale was begun, and completed the next day. Our hotel was ready (30 rooms, pretty completely furnished, with dining room and kitchen—and cold beer) and Las Vegas was established.

When the old settlers of Caliente and Pioche and Searchlight all derided our new town and laughed in our faces when we faintly ventured to predict that someday Las Vegas would be the metropolis of Southern Nevada, it really hurt. But if ever a town had a loyal lot of promoters, Las Vegas had.

I lived in a 12x-16-foot tent until June 21, 1906, when I had our house on Fremont street completed and Delphine and the children came to live with me again. And, as yet, I have not been sorry I came to Las Vegas.

I have enjoyed seeing and having a hand in the creation of one of the most fascinating places in the whole country. I have traveled to many states and seen many cities but none so perfectly fabulous as our own Las Vegas.

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RESTAURANT

— FLOOR SHOWS —

BOULDER HIGHWAY
PITTMAN, NEVADA

THAT'S FOR SURE:

(Continued from page 9)

Footprinters Association. In view of the fact that he has been here but a short time, Shikey was deeply moved and definitely accepted. However, when his check and application for membership were placed before the association, they were curtly returned. Why? The man's reputation is beyond reproach and he would be a valuable asset to any organization.

Amicable JAY SALERNO is now a host in the SILVER SLIPPER RESTAURANT from 10 p. m. to 6 a. m. His many friends patronize the place and it isn't unusual to hear some person remark that it looks just like "Lindy's" of Broadway (N. Y. C.)

JOE PRITSKER, salesman for BILL GOOD (owner of the WOLFORD PRESS) and TED SALLY, famous commercial artist, are visiting at WILBUR CLARK'S DESERT INN. The two gentlemen are setting up a campaign to bring success to the DAMON RUNYON GOLF TOURNAMENT (in April). A special souvenir edition will be printed for the occasion, with Mr. Sally donating his artistic talents for this worthy cause.

The $15,000 wardrobe DOROTHY LAMOUR wears onstage at the HOTEL LAST FRONTIER includes 16 gowns designed for her by ERNIE ADLER, famous Hollywood designer. The glamorous songstress wears a different gown for each appearance.

We're awfully sorry that our own MOM and POP SQUIRES have been battling bad cases of that nasty flu. To add to their discomfort was the loss of two people near and dear to them. One was Pop's brother and the other — J. K. McDONALD, owner of the Red-Rose Drive-In in Stockton, Calif. Our condolences to those bereaved. We were deeply regretful to learn of the passing of these two fine gentlemen.

Belated congratulations to a mother and daughter who celebrated their birthdays on the same day — February 4th. Mother (MRS. YANCEY) saw the 74th candle added to her birthday cake while her daughter, MRS. CHARLES BLAKE, lighted the 47th candle on her own. (Mrs. Blake's husband is the day manager of the PIONEER CLUB.)

Very happy over the Broadway success of "Fifth Season" is production coordinator, ARLYN ROBERTS. The play was directed by GREGORY RATOFF and stars MINASHA SKULNIK and RICHARD WHORF. Prominently featured in this vehicle (centered around the clothing industry. are four of New York's top models. The girls gave up their fabulous salaries in order to appear in this production. Miss Roberts leaves Las Vegas for Los Angeles in the next day or two where she will complete pressing business transactions. T. V. or motion pictures and producing them is her goal.

JOANNE GILBERT, the young singer who won overnight stardom a few months ago (recently at the HOTEL EL RANCHO VEGAS) will make her movie bow in "Red Garters," co-starred with another delightful songstress, ROSEMARY CLOONEY.

BOB BROOKS has changed the name from DOMENIC'S to the CHIANTI. Along with the marvelous Italian cuisine, he has added charcoal broiled meats. The reason Bob and his blonderful wife haven't been on the local scene lately is impending parenthood. The couple just might have welcomed their addition(s) just about the time this comes off the press. Seems the doctors believe that twins are a definite possibility.

Included in the many new plans at WILBUR CLARK'S DESERT INN is an edifice of 130 rooms. JAC LESSMAN has designed a multiple story structure to adjoin the north wing of the central building.

Today is a very happy one for comic JOE E. BROWN. His daughters MARY and KATHRYN are wearing bridal gowns in double ring ceremonies. Congratulations have been steadily pouring into their Bel-Air home all week. This is a real Valentine Day for the Brown household.

According to the swiftly-moving grapevine, former N. Y. Mayor (and ambassador to Mexico) WILLIAM O'DWYER will definitely become a citizen of Mexico and the czar of government controlled gambling when Mexico legalizes games of chance at Agua Caliente, for the purpose of raising additional revenue for government needs.

CHARLES KANDEL, one of the owners of the SANDS HOTEL, is really setting his roots deeper into the soil of Las Vegas. He recently joined our local V. F. W., and plans to become an active member.

MARION PERLMAN, the gal who was a hostess at the SILVER SLIPPER, has taken her wonderful personality over to the Garden Room of the SANDS HOTEL. She fills the same type of position at that bistro. Lots of luck, gal.

We just can't understand why the GARY COOPERS haven't made a formal announcement of their reconciliation. They have been on a second honeymoon in Mexico. We're happy that all has turned out so well for this nice couple.

NICK KELLY, the genial gent who as JACK ENTRATTER'S "right-arm" at New York's COPACABANA, is in

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THAT'S FOR SURE:

(Continued from page 28)

town and can be seen at the SANDS HOTEL. We wonder of Nick will hold the same capacity at this local spot as he did in New York? He has a host of friends and knows more people than any four ambassadors.

Our LADY MICHAEL has gone off on another vacation. Lucky gal! This time she will be gone for two or three weeks. Her column will be missing for that length of time but "Mike" promises to divulge all the news upon her return.

MARGIE and JIMMY BLAKE are excitedly looking forward to their 17th wedding anniversary on February 21st. It just doesn't seem possible! But — if they say so — we have to believe it's been that long. Margie is that thoughtful waitress at LOUIGI'S CHARCOAL BROILER and Jimmy is affiliated with the STRIP RACE BOOK. Drink a toast for us, will you, nice people?

Back from their honeymoon are CANDY and BOB MILLER (he is resident manager of the HOTEL SAHARA). The couple toured through California and Mexico, immediately after their wedding ceremony in JUDGE FRANK McNAMEE'S home. We enjoyed hearing of their experiences of driving and will never forget Bob's version of his new "Dad."

From a highly reliable source, we learned that MARIO LANZA had to turn down an offer made him by the SANDS HOTEL (with a $20,000 weekly salary). METRO GOLDWYN MAYER has him on an exclusive contract and will only permit him to make RCA Victor recordings — no other work schedules okayed. This is something you can believe — it came from someone close to the studio operations . . . and that's for sure.

SANDS HOTEL:

(Continued from page 17)

When Al Bernie imparts his specially-written material—look out. That isn't the place for long faces . . . CHANDRA KALY and his dancers prove remarkably outstanding in a field that is overflowing with numerous exponents of the dance. They feature the classical oriental routines that brought them to the height of popularity and distinction. If you haven't seen them before this, don't miss them.

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March 18
GUY LOMBARDO

WILBUR CLARK'S DESERT INN

February 24 thru March 9
MITZI GREEN
RUDY VALLEE
March 10 thru March 30
JIMMY DURANTE

HOTEL SAHARA

March 10 thru March 23
DICK POWELL
March 24 thru April 6
BELLE BAKER

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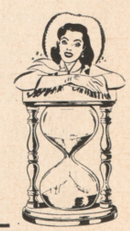
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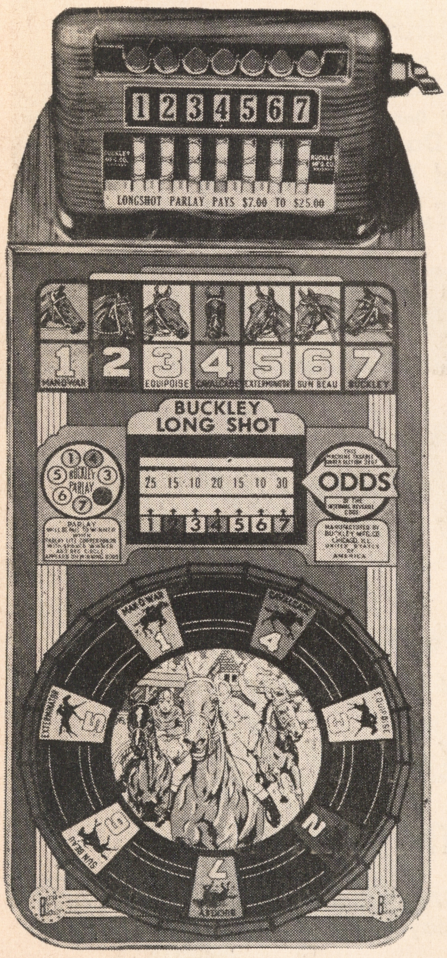
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