Jack Cortez

February 28, 1953

Fabulous LAS VEGAS

Magazine



15c

NOW IN THE OPERA HOUSE-THEATRE RESTAURANT



BILLY DANIELS

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BIANCHI MOSCA AND CO.

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BOB ELLIS AND ORCH.

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For Reservations Phone 1300

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

HOTEL

EL RANCHO VEGAS

"Stop at the sign of the windmill"

NEVER A COVER

NEVER A MINIMUM

OPENING MONDAY, MARCH 2

KAY THOMPSON

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THE WILLIAMS BROTHERS

BUDDY LESTER

THE DEVLYN GIRLS

BOB MILLAR and His ORK

EMILE BUZAID at the Hammond Organ

Late Show Saturday Night — 1:15 a. m.

SHOW TIMES
8:30 & 11:30 PM

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HE'S BACK!

THE INTERNATIONALLY FAMOUS

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AND HIS SHOW

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SA-HAREM DANCERS

A Moro-Landis Production

★

DEWEY SISTERS

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CEE DAVIDSON

And His Orchestra

★

Produced and Directed by
George Moro

SHOW TIMES

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

Extra Late Show Sat. Night - 1:15 A. M.

HOTEL

SAHARA

Congo room

NO COVER

NO MINIMUM

HIWAY 91 • LAS VEGAS • NEVADA

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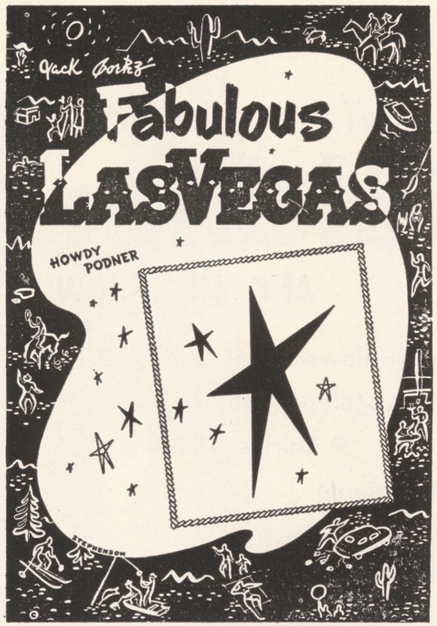

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WHAT'S DOIN' by JOHNNY UHLMAN
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SOUTHWEST BEAT by CARL PAIGE
TABLE HOPPING with MARY JANE
ART EDITOR — DENNIS STEPHENSON

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HIGH SPOTS

ON THE STRIP . . .

EL RANCHO VEGAS—Dining, dancing, swimming, gaming casino. Famed Wagon buffet and breakfast. Phone 1300.

FLAMINGO HOTEL—Nevada's most beautiful wedding chapel. Heated swimming pool. Dining, dancing, gaming casino. Phone 4000.

THE LAST FRONTIER—Dining, dancing, swimming, gaming casino, floor shows nightly. Hunt breakfast Sundays. Phone 1800.

SILVER SLIPPER SALOON—Gay '90 atmosphere. Shows, dining, dancing, casino. Hiway 91—Phone 1800.

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

WILBUR CLARK'S DESERT INN—Dining, dancing, swimming, gaming casino. Phone 6000.

HOTEL SAHARA — Dining, dancing, swimming, gaming, casino, floor shows nightly. Midnight buffet. Phone 6800.

THE SANDS—Dining, dancing, swimming, gaming, casino, floor shows nightly. Phone 7100.

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BOB BROOKS' CHIANTI ITALIAN RESTAURANT—Featuring the finest of continental and domestic cuisine. Phone 4571.

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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

IN THOSE THREE MONTHS just before the auction sale of lots in the railroad townsite of Las Vegas in the year 1905, the center of the business and social activity of the settlement — it could at that early date hardly have been called a community — the center of everything was "The Original Townsite of Las Vegas" (now Westside), subdivided by J. T. McWilliams. At that time it was to many people, obviously, the center of future growth of Las Vegas.

To be sure, the railroad company had a large acreage of the Stewart Ranch and water rights, but there had been so much unexpected delay in getting the rails laid and opening the road for traffic that the smart fellows could see that McWilliamstown had all the best of the start.

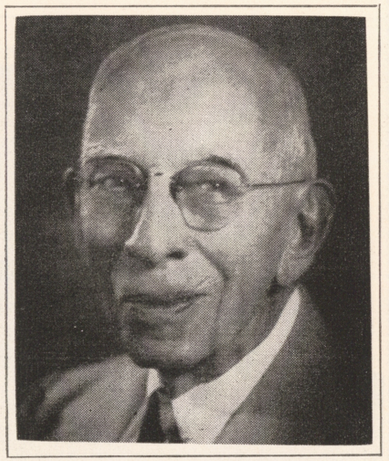
Many lots had been sold by McWilliams and there was quite a little city under canvas (even some shacks built of real lumber). Along Railroad Street facing the railroad right-of-way there was just about a block of business houses, saloons, stores, lodging houses, etc., and a block or two back from the railroad were several large corrals where the horses and mules comprising the 16 or 20 mule freight teams were kept.

Everybody knew McWilliamstown, whereas the railroad had yet not even subdivided its land. Oh yes, McWilliams had beaten the railroad people — stolen the march on them, so to speak, and those who had bought lots there were quite jubilant.

One of the ways in which those people could show their confidence was to engage in some social and community activities. In the first place they established several newspapers which were being printed there and circulated regularly. The Las Vegas Times, the Las Vegas Age and the Las Vegas Advocate each started publication as weeklies during that historic month of April 1905.

The first copy of a newspaper printed in Las Vegas was the Las Vegas Times, April 1, 1905 and its leading front page article was a list of about 25 business buildings, particular stress being placed on the ones which showed such evidence of permanence as to have corrugated iron roofs.

An abvious effort to grab the reins of government was the publication by The Times of the entire list of county officials although the seat of government was at Pioche, about 155 miles of hard travel away from Las Vegas.



The advertising in the new paper was generous and heartening. Especially prominent on the front page was the ad of "Las Vegas Bank & Trust Company, Capital $30,000." George F. Polenz was named as cashier and the ad really seemed to carry the air of financial strength and integrity.

For the railroad, still under construction, A. L. Jones, division engineer, John Conway, general foreman, and G. W. Myers, trainmaster, were induced to print a railroad timetable showing when the contractor would operate trains between Caliente and Las Vegas. To have its name on a railroad timetable was really an outstanding victory.

Realizing even at that early date that water was important, a group of citizens had banded together to develop a supply of water from the water mounds west of the Big Springs, thus proving that the action of the railroad in seizing the Big Springs meant nothing at all, because there was plenty of other sources of water.

To my mind the crowning glory of the first page of that first newspaper printed in Las Vegas, was the story with the double bank heading:

WAS A GREAT EVENT
Ball Given Under Auspices of the Employers Club

"The great social event of Las Vegas was one of splendor.

"The ball given under the auspices of the Employers Club is one that will be ever memorable to those happy par-

(Continued on page 28)

hat luxury...



THE TIJUANA

by STETSON



has a South-of-the-border nonchalance that makes it the favorite of men who want a hat that's different, yet very smart. Its richly crafted soft suede finish and boldly laced brim and band combine a look of originality with supreme hat luxury. **$15**

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

PHONE 1001

OPEN SATURDAY NIGHTS
UNTIL 8:30

RANDOM THOUGHTS

. . . By B. B. BARTON

THE DEAR PEOPLE of Scotland are always elected as the recipients of barbs about penny-pinching and the like. It isn't unusual to hear a person who hates to part with money being referred to as "Scotch." . . .

Knowing these everyday associations, it was rather amazing to discover the donation of money to newlyweds actually had its beginning in old Scotland.

Many, many years ago the custom was inaugurated in that land. It first began when Scotsmen noticed that many of the young couples who were altar-bound were in sad financial condition. Someone came up with the idea of sending invitations to a "Penny Wedding." At such an affair the guests would toss in some cash to help the young folks set up housekeeping in fairly good style. . . .

When the practice became an established one, the engaged couples became quite bold, to say the very least. One ancient magazine carried an announcement that was written by a fellow and his future bride. We won't quote it verbatim but will paraphrase a bit.

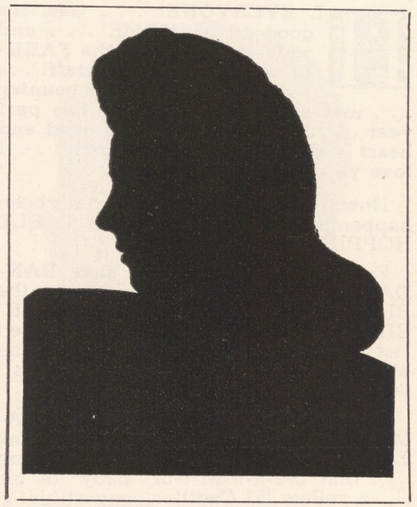
It followed these lines: "In preparation for our wedding day, we will hold an affair two weeks prior to it. We will be very happy to have you attend our pre-nuptial celebration. Your generosity on this occasion will be thoroughly appreciated and acknowledged. If such a situation ever arises in your household, we shall reciprocate, in turn." . . .

Seems to me the couple could just as well have said: "We're getting married. Have no money. Bring some!" . . .

People who attended these pre-nuptial celebrations were shamed unmercifully, if their hands were empty. A violinist was ever-present. If his sharp eyes discovered a guest who hadn't contributed to the wedding "loot," he would just stroll over and sing a little ditty that relayed the oversight to everyone present. Must have been some mighty red faces in those days. . . .

In the old records of Greek customs, the gentlemen of the family had to wait until their sisters were safely married before they could even dream of proposing to their lady loves. As a result, the brothers began cramming their sisters' hope chests with trousseaus, in order to get the gals out of the house and pave the way to their own marriages. . . .

Did you ever hear of the manner in which American Indians used to express their betrothal? They merely crossed hands over a stream and — bingo — they were engaged! . . .



Pity some of the poor gals who had to accept a man's proposal of marriage in the tradition of some African tribes. The procedure was for the man to wash his hands in a jar of water. If the gal accepted, she would lift the jar to her lips and drink — in the presence of witnesses, of course. . . .

A Malayan gentleman doesn't need to spend six weeks in Reno or Las Vegas to dissolve his marriage. All he has to do is lift three fingers. The little gesture means his "wife" is no longer in his domestic or romantic employ. . . .

for the BEST in
ITALIAN FOOD
AND
CHARCOAL BROILED
STEAKS and CHOPS
VISIT THE
Chianti Restaurant
"At the Sign of the Golden Wheel"
Hiway 91 Phone 4571

TABLE-HOPPING

. . . By MARY JANE

HI, EVERYONE! . . . Gee, it's good to be HOME . . . and welcomed back to the FABULOUS LAS VEGAS staff! . . . I've covered a lot of country . . . met a lot of people . . . this past year . . . but always . . . my head and heart were turning homeward! . . . I love ya . . . LAS VEGAS!

Now to settle down . . . see what's been happening since my return to TABLE HOPPING . . .

For a beginner . . . we have RANDALL PRITCHETT . . . third boy for the BILL PRITCHETTS . . . (THUNDERBIRD'S boxman) . . . RANDY arrived last Tuesday . . . which accounts for the big grin BILL has been wearing all week!

Another big grin . . . that of FLAMINGO'S MAITRE D' . . . handsome JACK DENNISON . . . reason being . . . that b-e-a-u-t-i-f-ul "baby" of his . . . a yellow '53 Cadillac convertible!

Visited with LAST FRONTIER'S assistant manager, HAROLD O'HARA, and his charming wife, PEGGY (who looks younger each year — must be those "little girl" bangs-haircut) . . . they were entertaining DON HOYL, assistant manager at the BEVERLY-WILSHIRE HOTEL in Los Angeles.

Wonder what goes with THUNDERBIRD'S JIMMY SCHUYLER and JACK NELSON who are in Phoenix for the golf tournament? . . . Only word received thus far was that JACK was second-low Friday, the day they qualified . . . let's keep our fingers crossed.

Now, for my favorite department . . . ROMANCE! . . . 'Pears the "love-bug" is out early this year . . .

Little LEE SIMMONS (former DESERT INN cocktail girl) and WAYNE ANDERSON (runs his own TEXACO STATION) . . . said their "I Dos" . . . and LEE has left the glamour "STRIP" . . . to be a "more glamorous" wife!

Never attended a more beautiful wedding and reception than that of BOB WESLEY (FLAMINGO captain) and PAT GALLAGHER (THUNDERBIRD hostess) . . . took their vows in the little FLAMINGO CHAPEL last Sunday . . . afterwards all motored down to CHIANTI for the reception party! . . . And it was a party! . . . BOB and PAT will be home after the big holiday-weekend.



Now for "OUR" wedding . . . THUNDERBIRD'S own JACK METTLER . . . I say "OUR" because it was MR. and MRS. METTLER'S 26th wedding anniversary and daughter ALICE'S wedding . . . all in one big gala party! . . . The groom is a former Las Vegan, though he has made his home in Reno for the past few years . . . MORRY BRODSKY. Never have I seen two lovelier "brides" than MRS. METTLER and daughter ALICE . . . both radiated with such happiness! I know each and all of you join me in wishing these people the very best of everything that the future has to offer.

EL RANCHO hostess BONNIE SIBLER isn't married yet . . . and doesn't look like she will be for at least two more months . . . CAPTAIN MICHAEL PHILLIPS just can't make it before then . . . he happens to be in MANCHURIA! So BONNIE will continue her letters and hostess duties . . . until May or June.

While we're at the EL RANCHO . . . have some news not so happy to report . . . we are losing our little maitre d' DOROTHY TSOURAS . . . Yes, after six years . . . DOROTHY has handed in her resignation . . . I don't know of a person in Las Vegas who is better known, or better loved, than this tiny

(Continued on Page 28)

THAT'S FOR SURE . . .

by JACK CORTEZ

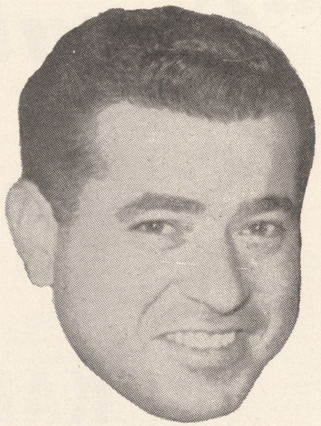
IF YOU LISTEN to your radio, read the papers, or enter into any conversation with friends, then you are well aware that the 1953 HEART FUND CAMPAIGN is now under way. Heart disease took the tool of 763,000 American lives last year, proving it is still the nation's No. 1 killer. Many cynics wonder why they should contribute. feeling that a sufferer of this disease just might as well resign himself to meeting his final hour.

That's not a true outlook. Many heart sufferers can prolong their lives with the proper medical attention and virtually all can be alleviated of great pain through the same channels. Thus every penny that you contribute will definitely find its way into the heart of a person who needs it. Great strides are being made in the prevention and treatment of heart diseases—but there is still so much to be accomplished. Your money is needed for research. This campaign brings to mind a song in which is contained these words: "Opon up your heart and let the love shine through." If you open up your heart and give to the HEART FUND your generosity will help one or more persons. You never can tell when someone close to you might have cause to call in a medical authority for such a disorder . . . and that's for sure.

It looks like a March wedding for the lovely screen star ANN BLYTHE and DR. JAMES McNULTY. The handsome couple have been devoting all their spare time to each other for more than a year. The doctor's older brother is well known to screen and radio fans under the nom de plume of DENNIS DAY.

Recently we reported that SHIKEY TOUSHIN (owner of the JEWEL BOX of the SANDS HOTEL) was turned down as a future member of the FOOTPRINTERS' organization. Well, it seems our information was not too accurate. To date, Shikey is still sort of in between yes and no. According to established members of the organization, proposed members are voted on during their meetings. At their next gathering of the clan the Footprinters will cast their ballots and Mr. Toushin will be notified of their decision. Just another of those formal procedures practiced by such associations.

Just as most celebrities have frustrated ambitions quite different from their successful endeavors, JERRY LEWIS' secret ambition has always been to become a part of grand opera.



A well-known representative of the SAN FRANCISCO OPERA COMPANY (name of the gentleman is withheld—publicity shy) claims that Jerry has six of the seven necessary attributes for opera and lists them thusly: Personality — Good musical ear — Well-controlled speaking voice — Heart — Intelligence and excellent diction. The only thing lacking is a good singing voice. Perhaps we're wrong — but we heard Jerry sing back in New York before he became a national favorite and we thought his voice fairly good. But, of course, that was when he sang a few ballads — nothing from the classics.

Certainly is good seeing CHUCK MERCER back in town. This gentleman looks very well, considering the fact that he spent 18 months in a tuberculosis sanatorium. Chuck is working four days weekly as a dealer at WILBUR CLARK'S DESERT INN. Welcome home, Mr. M.

A name that has become synonymous with show business is that of BILL MILLER, owner of the RIVIERA in Fort Lee, N. J., and Miami Beach. The latter club was formerly known as COPA CITY, Well, Bill is now associated with the HOTEL SAHARA and will lend his hand in the booking of shows at that spot. This well-known Eastern personality is expected in town when this edition hits the news stands.

Quite a few people have remarked about the attractive new post cards

(Continued on page 31)

NEW SHOW!

"Cavalcade Of Fun"

Funniest and Best Show in Town

10 — BIG ACTS — 10

STARRING

KALANTAN

"America's Most Beautiful Danseuse"

JOHNNY MATSON
"Youthful Humorist"

HANK HENRY
"World's Greatest Comic"

SPARKY KAYE
"Laughs—Laughs—Laughs"

BEAU JESTERS
"Gay '90 Quartette"

JO-ANN MALONE
"Still Shows Plenty"

JIMMY CAVANAUGH
"A Smile a Minute"

BILL WILLARD
"Ham, Incorporated"

FIVE PALOMINOS
"Beauty on Parade"

GEORGE REDMAN AND HIS ORK.

Silver Slipper Saloon

LAST FRONTIER VILLAGE

Showtimes
9:00 - 11:00 - 1:00 - 3:00

FREE PARKING
FOR 500 CARS

No Cover or Minimum
Phone 1800

RENO BEAT . . .

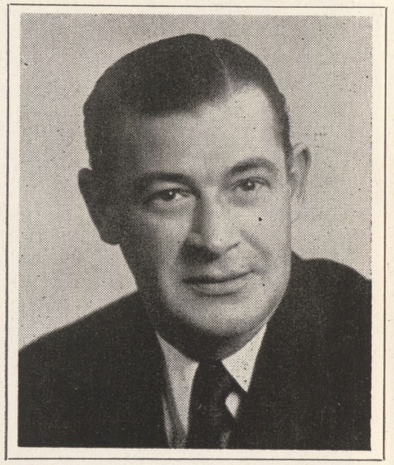
by ART STEAGALL

RENO SWARMED the past week-end with one of the biggest mid-winter crowds in history of the city. A combination of events led to this. Monday was a legal holiday in California, giving the people there an extra day away from home. The ideal weather, the University of Nevada Winter Ski Carnival, the perfect ski conditions on Mt. Rose, the Shrine Convention, over 500 Elks from San Francisco, plus the normal amount of week-end visitors, brought an estimated 9000 persons into the city.

GUY LENT, general manager of HAROLD'S CLUB, said that some 16,000 persons were recorded as entering the club during Saturday. The all time high for one day is 19,000. The Reno Chamber of Commerce housing desk did a remarkable job in finding sleeping accommodations for our visitors.

While the amount of people in town did not reach a new high, many casino operators agree that it was the busiest week-end that they can remember. . . The Marriage License Bureau issued over 300 licenses over the week-end, compared with a normal 100 for the past few weeks. We hope our friends from out of town enjoyed themselves. We enjoyed having them. Come back soon. . .

AGVA: MORTON DOWNEY, Irish tenor and veep of the Coca Cola company, with his lovely wife in town for a few days, also took time out on his way to N. Y. to stop and say hello to some friends in CARSON CITY . . . Death struck a sad note Sunday evening when HARRY DuPRAW, sax man and vocalist with Eddie Fitzpatrick's orch at the Mapes Hotel, collapsed while shaving and died two hours later in a hospital . . . HARRY had been with Fitzpatrick for the last two years and was well liked by everyone . . . Many friends of NEWT CRUMLEY reading with interest of his experience on a stormy sea off the coast of the BAHAMAS. MR. and MRS. CRUMLEY and their three daughters were flown by seaplane to the mainland after their yacht had run aground . . . MISS NADINE COLEMAN is newest addition in the long list of contestants for the title MISS RENO. MISS COLEMAN, a beautiful blonde of 19, is a student at the university here. She is sponsored by HERMANN & WILSON, local Chrysler dealer . . . Note from Chicago, and a friend of mine from away back, EILEEN MACK. When I first knew her EILEEN was covering the shows for



VARIETY. Now she is working with JACK EIGEN, helping set up his broadcasts from the CHEZ LOUNGE of the CHEZ PAREE in the Windy City . . . This show, six nights a week over WMAQ and NBC, is one of the most popular shows on the air. We're glad to know that EILEEN listens to the air shot from the SANDS every Saturday night. She says that it sounds like everyone is having a good time. That's right—they are! . . . Try and catch JACK, 11:15 to 1:00 a.m., Tuesday through Sunday . . . Reno's No. 1 community project, the SLIDE MOUNTAIN winter resort development, is off to a good start with subscriptions of $100,000 so far . . . In order to have the winter playground in operation by next winter a total of $350,000 is needed . . . NELLIE LUTCHER off to San Diego after closing at the GOLDEN here . . . As expected, the DENVER UNIVERSITY ski team took first place in the Winter Carnival Ski Meet . . . Two good boxing shows staged this past week at the University Gym . . . IRENE HADO and her friend, MARJORIE HENDRICKSON, both on the nursing staff at BELLEVUE HOSPITAL in N. Y., stop-over visitors here, being shown the town by MRS. MARY WHEELER and her charming daughter, JOANNE. MISS WHEELER was associated with her two friends in N. Y. . . . MURIEL HIKKA of Oakland was married to MARTIN MOORE Sunday in a beautiful ceremony at the BEATRICE

(Continued on Page 33)



DOWNTOWN

YOUR LOCAL CREDIT JEWELER

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

PAY AS LITTLE AS $1.00 WEEKLY

in the center of Reno's fun

ETHEL WATERS
NOW THRU MARCH 3
MICKEY SHARP ● BEN YOST COLLEENS
12 — GORGEOUS GOLDEN GIRLS — 12
Sterling Young and His Ork.

At the Gold Bar
4 P. M. — JONNI MARLOWE
12 P. M. — DON PALMER

Terrace Bar - Coffee Shop
Slot Machine Bar - Casinos
Three Shows Nightly
10:00 - 1:00 - 3:00

Terrace Room
HOTEL GOLDEN BANK CLUB IN RENO
BILL GRAHAM MANAGING DIRECTOR

WHAT'S DOIN'?

. . . with JOHNNY UHLMAN

I'M A GEMINI! I've been boning up on my Astrological Forecast for 1953! Says, "What is for me in '53!" If the guy who wrote out this thing for people under my birth sign knew what he was talking about . . . I'm on my way! In fact, he makes it sound so good, I'm tempted to go back and get the forecasts for the rest of the signs and see if he says the same things about them! Several opportunities open up for me to realize my dreams and ambitions. Now that ain't bad . . . ain't bad at all! According to this outline there will be people standing in line waiting to help me with all the plans and ambitions I've had all my life. Here it is the first of March and there's no one camped on my front lawn as yet!



Here's one admonition that it warns about a little late, however; says I should watch my diet the latter half of '53. I can hardly zip my zippers right NOW! I hafta take a deep breath to get my hand into my side pocket! Of course that deep breath doesn't exactly pull in the part that's protruding the most prominently, but it helps. So far, this forecast has been making me a happy man; then I skip over to take a peek at what's doin' for March. Now I'm in trouble! I'll be better off if I stay home all next month. I'm gonna have to fight to defend my rights; be careful who I talk to; double check everything I write; poor time for social activities; shouldn't try to help any of my friends who might be having a little trouble; hafta keep on my toes in business deals; romance for this month? . . . says here it STINKS! Why should this thing single out the month of March? I could go back a long, long way and prove to this prophet that a pole-cat oozes of cologne as compared to the odiferous consistency of my latent love life!! Lemme sneak a peek at some of the months to follow regarding this matter: APRIL; not so good, says I'd better be particular! MAY; a-ah HAH! Promising! Something to look forward to! JUNE; I unknowingly make an important contact. (TWO MONTHS from now, and I don't even know someone's giving me the eye!) JULY; things are beginning to move, but I gotta just listen and keep my mouth shut. (About now I am dyin'!) AUGUST; I gotta be careful. I could open my yap and blow the whole deal. SEPTEMBER; indications of important developments. (Let's GO!) OCTOBER; this is beginning to turn out to be someone I've known for a long time! NOVEMBER; AH! Satisfaction and pleasure! DECEMBER; Somethin's gonna boomerang! (Now I don't care!) There may be more in '54!!

I drove over for a look at the model home in the MADSEN MANOR tract a few evenings ago and ran into PAUL FERGUSON who showed me through. FERGUSON FURNITURE is supplying the furniture for this model home. Some really fine looking stuff they've got there, too. Paul showed me how their decorator, MARGE WILSON, had gone about matching things to present a perfect picture. The LITTLE things that can be done that make all the difference in the world, if you know your business. Miss Wilson knows her business! As a matter of fact, before she came to be a part of the Ferguson firm, she travelled throughout the 14 western states giving lectures on the subject of furniture coordination and interior decorating. Has written for national magazines on the subject, as well as having authored a few books of her own. Paul introduced me to another new member of the Ferguson family, too. GEORGE G. GARRETT was a school buddy of his, and for the past six years had been operating his own furniture store in Santa Barbara, Calif. With the building boom here, and Paul needing reliable help, George sold out

(Continued on Page 27)

TO: LAS VEGAS

AND THE

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BUDDY JOE RICKY

BILL

The JOKERS

"CURTAIN TIME"

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

Flamingo

February 19 through March 4

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

FOURTH and final week of an all time, record breaking engagement! . . . That star of singing stars, KAY STARR. 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 re-

(Continued on Page 29)

LAST FRONTIER

Last 2 Days

Show: Janis Paige, Buddy Rogers, Four Jokers
Line: The Devlyn Dancers, featuring Bill Damian and D. Frazzini
Orch.: Bob Millar
Intermission Organ Music: Emile Buzaid

Opening on March 2 for a two-week stint will be a production that supper clubbers have awaited. Returning to the town where she enjoyed tremendous success will be KAY THOMPSON and the WILLIAMS BROTHERS. This leading group of showmen turn out song, pantomime and original choreography. Their precision timing is above reproach and they set a pace that doesn't slow down for one single instant. Excitement permeates the very atmosphere when Kay and the boys send their skillful performance across the footlights to you . . . BUDDY LESTER, the comedian, whose pronunciation of "Cheez" sends the hearts of T.V. engineers into fearful tailspins, has compiled some new routines and brushed up old favorites for his local fans. This return engagement of his boasts the shortest interim period of any performer for the past two years at this spot. That, in itself, speaks for Buddy's popularity . . . The DEVLYN DANCERS have prepared two new routines that are sure to meet with your approval. Each differs from the other, making for some enjoyable versatility.

El Rancho Vegas

February 18 through March 17

Show: Billy Daniels, Bianchi Mosca and Company
Line: Gene Summer's El Rancho Dancers
Orch.: Bob Ellis
Intermission Music: Guy Landis and Jim Di Stephano

BILLY DANIERS, the gentleman who can send his audience to a pitch of frenzied admiration, stars in this new production. Here is one of the most accomplished showmen of our time. Not only does Billy have talented vocal chords, his stage personality is so ingratiatingly humble not one eye strays while he stands in the spotlight. Mr. Daniels weaves a magic spell with his selection of the nostalgic, popular ballads. Of course, he can't leave the stage without projecting his sensational version of "Old Black Magic." Billy is capably accompanied by pianist BEN PAYNE, who arranges all of the singer's numbers and also lends his voice to some of the songs. Together they turn out remarkable entertainment that seems unbeatable. First nighters rose to their feet and roared their approval. Looks like the name of Billy Daniels will long remain in the annals of show

"CURTAIN TIME"

business . . . BIANCHI MOSCA and COMPANY are a group consisting of four men and a woman. Three of the gentlemen beat out rhythms on bongo drums while the fourth proves his excellence as a flutist. The charming young lady offers classic interpretations of the dance.

Wilbur Clark's DESERT INN

February 24 through March 9

Show: Rudy Vallee, Mitzi Green, Blackburn Twins and Marion Colby
Line: Donn Arden Dancers
M. C.: George Milan
Orch.: Carlton Hayes
Lady Luck Lounge: Grover-Shore Trio, Danny Cassella Orchestra and Bobby Stevenson Trio

RUDY VALLEE is proving to be, as we knew he would, one of the finest comedians of the day! His material is fine, and the suave, sophisticated manner of delivery that is Rudy Vallee himself could never be duplicated. His comparable reflections on life concerning the attributes of "age 20" versus "age 40" has each audience howling with their realism. "Nostalgia" is the word for Vallee's song selections. In these he proves to one and all that he is still 'way high on the list when it comes to the area of crooning . . . A clever "hello" bit offers MITZI GREEN the opportunity to introduce you to her acting prowess from the moment she walks on-stage. The lyrics to her "I Married an All-American" are the sharpest, but it's still her old stand-by, "The Two a Day," for which you will remember Mitzi Green. This lovely little comedienne **becomes** the people she is portraying! . . . The BLACKBURN TWINS are grooming another little lady for stardom! Shapely and sultry-voiced MARION COLBY was selected by the boys some months back and is now working wtih them as though she had been with them from the beginning. "One Man Woman" is very cute and the "sight-seeing" bit is a real production. Of course, to see the BLACKBURN TWINS is to see their "Reflections in a Mirror" routine, which they do with immaculate timing . . . The DONN ARDEN DANCERS offer a new routine, featuring the wonderful FLUFF CHARLETON, which is based on "Walking My Baby Back Home," and hold "Coffee Time" over from the last show. In these GEORGE MILAN does the vocal refrains, as well as acting as emcee for the entire show . . . Enough could never be said regarding the music of CARLTON HAYES and his fine bunch of musicians when it comes to cutting a show. The best!

SAHARA

February 24 through March 9

Show: Lauritz Melchior and his Show
Line: Moro-Landis Sa-Harem Dancers
Orch.: Cee Davidson
Casbar: Mike Werner, Three Majors and Al Day-Tempo Trios

Here it is, Las Vegas! You asked for it and we're extremely happy to once again see the internationally famous LAURITZ MELCHIOR and his talented crew on hand. It isn't very often that these humble ears can hear such a magnificent interpretation of the classics and popular melodies. The entire production is replete with rich harmony and the blending of beautifully trained voices. Mr. Melchior and his company offer melodies that literally magnetize the listeners. You just can't escape the tremendous effect of their music. Personally we'd think you strange if you even tried. Each of the performers with the opera star deserves individual laurels. SHIRLEE EMMONS won the Marian Anderson award in 1952; ANGELENE COLLINS can boast of winning the Walter W. Naumberg Award; ALAN WERNER is always a popular singing favorite; VAL VALENTE is the nation's popular tenor; you might have seen DENNIS LOVE in "Kiss Me, Kate." The gentleman with the amazing bass range is EDWARD WILLIAMS . . . SADLOWSKI and ROTH comprise the outstanding piano duo. Their extremely agile fingers won the Paderewski Foundation Award in 1952. Supper-clubbers cheer lustily when

(Continued on Page 29)

The Sands

February 26 through March 11
(Not a review)

Show: Nanette Fabray, Frank Fontaine, Dominique, The De Marlos
Line: The Copa Beauties
Orch.: Ray Sinatra

NANETTE FABRAY, the petite songstress who caused blase New Yorkers to sit up and take notice when she made her stage debut, heads this new production of famous and welcome performers. Miss Fabray is the lovely lady who had her name in lights on Broadway, when she appeared in "Bloomer Girl," and "High Button Shoes," among others. In the near future you will see and hear the gal in "The Bandwagon" with Fred Astaire. Aside from being lovely to look at, Miss Fabray is quite talented as you will observe when she makes her Las Vegas debut . . . One of the funniest exponents of comicry is FRANK FONTAINE. He never fails to stimulate merriment when he is on-stage. Frank is very popular with our local audiences and has made an en-

(Continued on Page 29)

Thunderbird

(Not a review)
February 26 through March 11

Show: Joyce Bryant, Mickey Deems, Bob Copsey Dancers, Earl Barton
Line: Kathryn Duffy Dansations
M. C.: Barney Rawlings
Orch.: Al Jahns
Navajo Bar: Jack Martain Five, Normandie Boys

It's been quite some time since JOYCE BRYANT first appeared in Las Vegas, and since that time she has been steadily climbing the ladder of success until now she is returning as the star of this new show in the Navajo Room. Miss Bryant possesses a beautiful voice of most unusual range and of varying qualities, according to her own wishes. Through this versatility of vocal talent she is able to offer a wide choice of selections and do them all as they should be done . . . MICKEY DEEMS is a mad-cap man of comedy whom we feel you will enjoy to the utmost. All this young man has to do is half-way measure up to advance notices to become a frequent repeater to Las Vegas stages . . . The BOB COPSEY DANCERS make another return engagement to this nightclub stage after all too long an absence. Their East Indian interpretations are par excellent and we personally hope that they do the "Frankie and Johnnie" number again this trip. . . . EARL BARTON certainly took his place in the favor of local audiences and has been held over from the last show. This young man with the flashing feet and flying frame has promise of becoming a great interpretive dancer.

SILVER SLIPPER SALOON

February 23 through March 9

Show: "Cavalcade of Fune"—10 Big Acts
Line: Myra Gates' Five Palominos
M. C.: Jimmy Cavanaugh
Orch.: George Redman

The exotic dance stylings of the alluring KALANTAN hold the stellar spot in his new show. This beautiful young lady is one of the fastest rising exponents of exotic dancing to be found anywhere in the country today. Hers is a style of her own origin and defies duplication . . . JOHNNY MATSON is a youthful musical humorist who will part your hair with his trumpet blasts while, at the same time, smoking two cigars! And accompanying himself on an accordion! . . . HANK HENRY is billed as the "world's greatest comic" and we go along with just that. Here is one of those rare talents in comedy where the man need only to walk on-stage, and the audience begins to laugh. In most of the comedy scenes with Hank you will see the mitey man of maniacal mirth. SPARKY KAYE . . . The BEAU JESTERS are a gay '90s quartet that have become permanent

(Continued on Page 29)

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SPORTSMANSHIP

. . . By ETTA CORTEZ

PERHAPS I've been sailing along on the sea of delusion for the five years my name has been on the bowling records, but this gal was under the impression that good sportsmanship and fair play went hand in hand.

For three seasons, I've watched various attitudes in our local ten-pin circles, without committing my reaction. Seems that everybody eventually reaches the bursting point and this is mine! Most of the local keglers really want their bowling associations to keep abreast with larger ones that are more firmly established. However, there are some who have invaded the field with the thought of selfishness and the desire to inject some of their own misery into the other bowlers.

Perhaps that previous statement rings a rather strong note — but unfortunately it has been proven correct. How else can you judge another, save by his actions? I fully realize I'm sticking my dainty neck into the noose of disapproval but it's extremely tiresome to sit back and let the whining individuals destroy both private and bowling reputations by envious remarks and accusations.

Not too long ago a young lady who is tops on the popularity lists of bowling and social circles stood up at a meeting. With carefully chosen words, she intelligently voiced her impression of certain phases of the bowling field. Viewing her statements in objectivity, one could easily acquiesce her sagacity.

Of course, a sour note was introduced by those who accepted her words on a purely personal basis. Result? This gal who has always exerted her energies in the behalf of others now has accumulated vicious foes. Why? Well, perhaps psychologists could trace this reaction to "stunted adolescence" in individuals who are parents of growing or grown children.

Another reigning example of poor sportsmanship involves a local male bowler and his bowling ball. Top regulation weight of bowling balls is 16 pounds. The gentleman to whom I have reference uses a bowling ball that is lighter than the maximum weight.

If he were a 130 average kegler, there would undoubtedly be no back fence remarks. However, this particular bowler is one of our highest average keglers.

If I may, I would like to interject one little bit of food for thought. In any field of competition, an active member uses the utensils that are required.

If he has the proper equipment and knows how to handle it, why should he suffer barbs and snickers from competitors who boast about using the top bowling ball weight and can't do as well? It's a horrible feeling to allow envy to creep into your recreational activities.

If you can't smile when you are beaten, the best suggestion is for you to get out of the competition. Competition is a healthy part of everyday living and there is no place for the constant "whiner."

Gossip is always associated with the feminine contingent and will undoubtedly remain thus although there are many of our male counterparts who delve more than lightly into this practice.

Harmless gossip is excusable but vicious slander is disgraceful and should be confined to the imprisonment of silence.

I fervently pray that I shall be spared further whispered calumny that makes the rounds. When a person slinks up to me in a highly confidential manner, I'm making for the nearest exit — but quick.

It makes me sink into profound misery when someone attempts to undermine the reputation of a woman or man whom I admire. It is none of my business what another does in his personal life. When I go down to the bowling center to bowl — that's all I want to do!

I like people who are honest and forthright and can't understand why there are some who thrive on the vilification of others.

If you are so infernally curious about a friend's reputation, speak to her (or him) about it. Don't take the long way around, ruining his happiness and freedom by fabricating to the best of your imagination.

This article will undoubtedly stir resentment in the hearts of some members of our bowling world. For that, I am most regretful. However, those who might take offense should study their reaction first to see if it was stimulated by a slightly guilty conscience.

If you haven't been guilty of poor sportsmanship and envy of your fellow competitor, then you'll know this was not meant for you. If you feel the hair prickling down your spine, let your little old conscience be your guide.

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SOUTHWEST BEAT

. . . by CARL PAIGE

YUMA CHIT-CHAT once again, news of people and places here in the Southwest. Most of this week it's been fun to see travel weary folks coming back in from Tucson after celebrating their rodeo over there. But now it's FAIR time here — in just about six more weeks the entire county will be turning out for the big five-day affair.

Mr. KEN BAKER is in charge locally and helping out considerably in the Queen plans and aiding the local service clubs that will participate. So far all plans laid weeks ago have had to be changed to enlarge all areas.

For instance, in the display of the farm machinery alone, 750 feet more of frontage had to be allocated as it was all purchased with more representatives wanting space. INTERNATIONAL HARVESTER, JOHN DEERE, J. I. CASE and many more national firms will be here.

Naturally it means loads of top-flight daily entertainment and in about two more issues we'll name for you the stars who will be here for the five days. Quite an array. The list looks like all Las Vegas Strip hotel entertainment lined up together and then doubled!

In our wanderings, sorry to see RUTH VALENTI leaving the PALM ROOM of the VALLEY HOTEL. After 10 weeks now, Ruth is going next week to Colorado and after one month of rest will be headed toward home base — NEW YORK. She is booked there, with her famous organ artistry, 'til next winter time, when we hope she'll be back in our midst.

Sincere sympathy to all friends of EDDIE RODRIGUEZ, the drummer in GARY HAYES' ork. The lad was killed in an auto accident last week. HAYES' outfit is currently playing here in Yuma at the Country Club. Some sharp Yuma or Vegas gal should snap this Gary boy up—personality, talent, looks and above all, LOUD clothes!

A thought of Las Vegas now—we'd like to congratulate, belatedly, MERLE and ANN RICHARDS! Just about a month ago their beautiful Huntridge mansion took a lot of added "glow" with the arrival of little CHRISTINE MARIE, a real doll . . . We understand from all her friends. Certainly hope we get to get a "peek" when we get up to Las Vegas in about a month now. Even though we didn't get a chance to say "bye-bye" officially to MERLE or ANN, we certainly didn't mean to overlook them. They were mighty wonderful friends and, more than that, they were real PEOPLE. PEOPLE, we'll see ya soon.

While enjoying the music and funfest the other night, at our SAN CARLOS HOTEL here in Yuma, of the CLEVELAND-NICKERSON trio found out some interestin' news. STELLA CARRUTH, the manager and owner of the bar section, knows a lot about our Las Vegas; and say, how lucky you folks are there! You have two grand Yumans in your midst—stop by HOTEL SAHARA and say hello. They're OAKLAND TOWNSEND, pit boss there, and also a lad by the name of "COCKY" PAMRIS. STELLA told us, too, of a very wonderful trip to take in Northern Arizona and we'll tell you more of that later. Sounds great!

MAE MORRIS is the blonderful bartender at the SAN CARLOS in case you've wondered. If you Las Vegans come down, be sure to say, "HI!"

"AL," bartender at the ARIZONA BAR, wants all to know he's got a cold. I think more interesting is the fact that when Al is under the weather little PHYLLIS takes over and serves the customers.

To wind it up this week, another comparison: Vegas has for quite some time ballyhooed LAKE MEAD, its fishing, its facilities — and only 30 miles away! The largest man-made body of water, etc. GAD! Come to Yuma! We're bounded on almost two sides of our city by the COLORADO RIVER. To a REAL fisherman, need I say more? (It's about five minutes' drive from any place in Yuma, and it's naturally the world's finest.) Till next time on our Southwest Beat — BYE!

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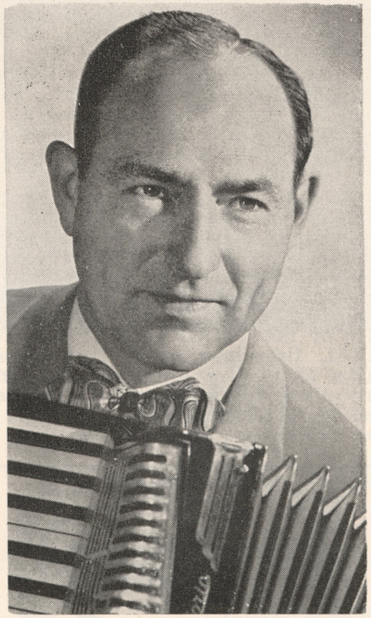

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HOLLYWOOD HAPPENINGS ... by MARTIN LEWIS

THE GREATEST MOMENT in BURT LANCASTER'S career happened in a tiny office of a radio producer high up in a New York skyscraper. It was in 1945, shortly before Burt's release from the Armed Forces. It happened when he answered a phone call from a stranger. Here's the story:

Burt had been an acrobat, a night-club performer, a ditch digger, a salesman in the lingerie department of a big New York department store and was just about to take a job with the Community Concerts Bureau of the Columbia Broadcasting System, selling concert series to small towns, when he was tapped by his draft board for active service. Burt, who is currently starred with SHIRLEY BOOTH in Hal Wallis' "Come Back, Little Sheba," was told to come back after his service hitch was finished.

Three years later, and still in uniform, he took an elevator to an office building on the 11th floor to call on a girl he knew who was working for a radio producer. A stranger kept eyeing him appraisingly on the way up, and he had been in the office only a couple of minutes when the man in the elevator, who turned out to be an associate of Irving Jacobs, who was casting for the play "A Sound of Hunting," asked him if he'd be interested in reading for the play.

Burt grabbed the chance, thrilled at the opportunity and, although the play closed on Broadway in three weeks, Burt netted seven Hollywood offers for his performance. Hal Wallis signed him, and Burt Lancaster was on his way up. But it was that strange phone call high up in a New York skyscraper that turned the trick.

PORTRAIT OF A STAR

A Broadway wise-cracker had this to say about EDDIE MAYEHOFF:

"Eddie," the guy said, "parlayed a hobby into a bundle."

A "bundle," it should be pointed out fast, is money — lots of money.

Eddie's hobby, the one he started for fun, but which later brought him fame and fortune, was the study of people — any people — wherever he found them.

Mayehoff, who won first film fame in Hal Wallis' "That's My Boy," the MARTIN and LEWIS classic, and who is repeating his success in Hal Wallis' "The Stooge," latest monkey-business on film by MARTIN and LEWIS, recently completed his third film, Paramount's "Off Limits," starring BOB HOPE and MICKEY ROONEY.



He's definitely on his way to greatness as a droll, loveable comedian, and all because he had a genuine and lasting interest in the people he met. Here, in brief, is his story, or at least as much of it as affects his professional life.

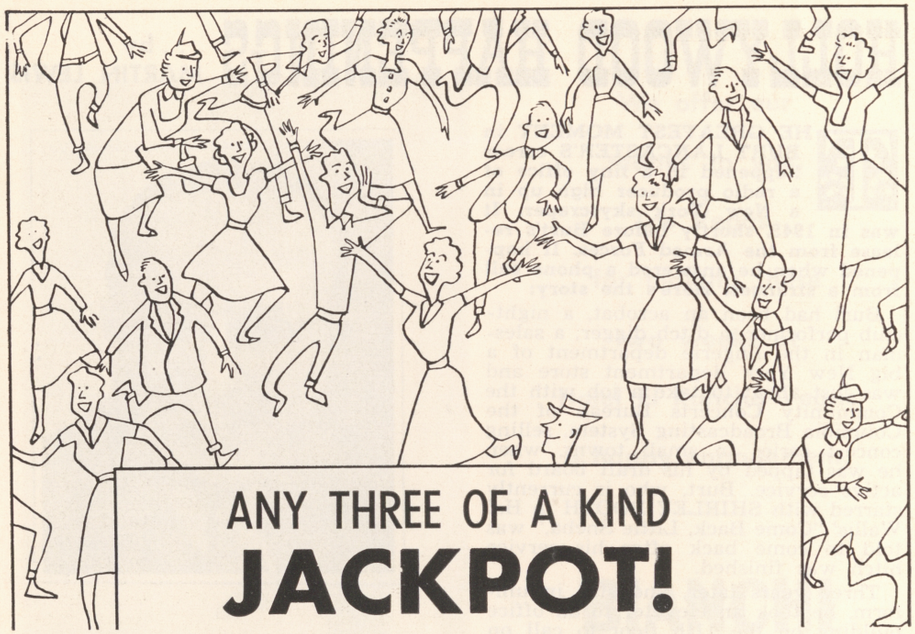
After the usual schooling, topped off by a session with the School of Music at Yale, Eddie started fiddling around with The Collegians, RUDY VALLEE'S old dance band. Fiddling wasn't exactly the right word, because Eddie played about every instrument but the fiddle. His specialties were piano, banjo, cornet and trombone.

Out of school and out of work, Eddie tried various jobs until, at last, he again landed with another orchestra, which he conducted for the next six years. Music was a great part of Eddie's life, but his real interest was the study of people, the kind of people you meet on the streets every day.

So Eddie played with his band in the evenings, and in the daytime he'd wander the streets of New York asking people all kinds of questions. He'd take notes on their answers, and also mental notes on the way they answered them.

Whenever he got a chance he'd record his impressions on a wire recorder. He became, as one admirer said, a thousand people, as he recreated the

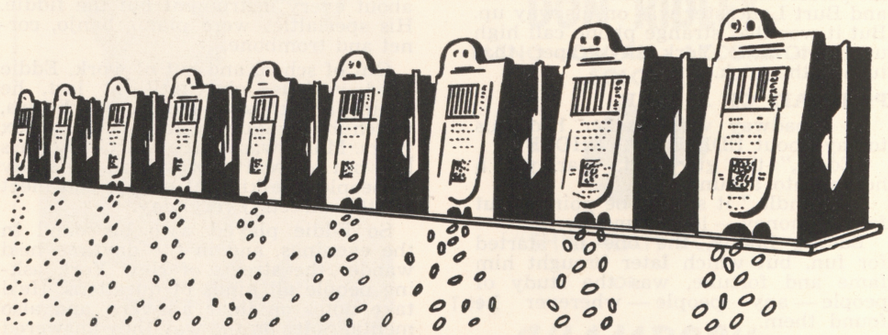
(Continued on Page 25)



ANY THREE OF A KIND

JACKPOT!

BUCKLEY'S



"ORGINAL GUARANTEED JACKPOTS"

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Favorite Recipes

of the Stars

From PAULINE KESSINGER
Manager Cafe Continental

First impressions are usually the most lasting. In serving a meal the first course can set the keynote to an entire dinner. Unfortunately, few people spend enough time considering the importance of the decorative value of an appetizer in addition to its taste value.

CHARLTON HESTON, star of Paramount's "Pony Express," is a man who is quick to admit that food must have eye appeal as well as taste appeal. Among Heston's favorite first courses that are quick, easy and colorful are the following:

For a change try half an artichoke, either hot or cold, with mustard dressing. For that added touch of color place a dab of caviar on the top of the mustard sauce.

The mere satisfaction of hunger is not enough, but a woman who is queen in the kitchen should take pleasure in the food she serves artistically, emotionally and imaginatively, according to Charlton Heston. For example, a simple dish like the following can set the pace for an enticing dinner: As a first course, serve avocado balls. Use Russian dressing with the avocado balls and crumble crisp bacon on top of it.

While we are on the subject of avocados, another favorite of Heston's is the following: Scoop out a half of small avocado. Fill it with a good brand of canned crab meat that has been mixed with thousand island dressing. Serve this on a bed of lettuce, and it is sure to be an eye delight as well as a taste delight.

When you want to combine soup and salad or fruit and still demonstrate your ability for color, here's one that never fails: When in season, take half a cantaloupe and fill it with any good canned jellied consomme. Use homemade consomme, of course, if you have the inclination. Sprinkle the consomme with chopped parsley and a dab of sour cream.

HOLLYWOOD HAPPENINGS:

(Continued from Page 23)

reactions of the people with whom he talked.

Tired of dance music, he took his recordings to the office of Norman Corwin, the radio writer-producer, who was thrilled by them and made Eddie a part of his stock company of actors for the next two years. This led to the Mutual Broadcasting Company in "Eddie Mayehoff on the Town," which was beamed over 300 stations here and in Canada. Eddie's interest in people was beginning to pay off in grand style.

From the big network show, Eddie turned to supper club appearances in New York and key cities throughout the country, and then to four big Broadway shows: "Let Freedom Sing," "Early to Bed," "Rhapsody" and Billy Rose's "Concert Varieties," in which his importance gained ground and his audience became more and more attached to him.

Although he had appeared in TV as early as 1941, by 1946 Eddie had his own video show entitled "The Adventures of Fenimore J. Mayehoff," in which he boiled down all of his caricatures into one main character; a man who represented the majority of the people in America — the white collar worker.

Says Eddie Mayehoff about his work: "I always strive to make my sketches sympathetic, for that's the way I feel about the characters I've created."

For the record, it should be noted that EDDIE MAYEHOFF has succeeded mightily. Eddie's characterizations are as true as life, because they are a slice of life itself. His interest in people has paid him handsomely, and he deserves all the success he's achieved.

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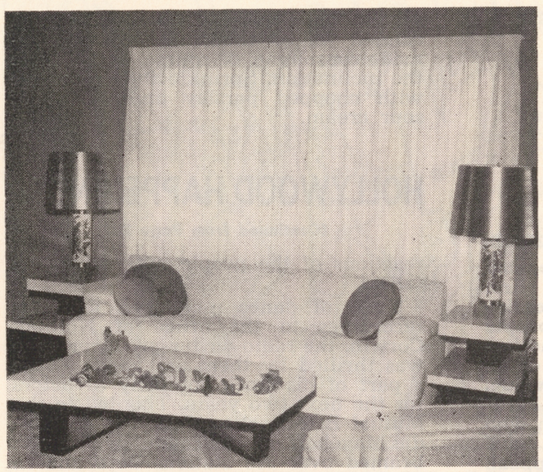

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WHAT'S DOIN'?

(Continued from Page 13)

his store and came here to join in. These are the kind of people you'll be talking to when you deal with Ferguson's. They KNOW!

The old Desert Juice stand is now known as the CHIC'N BOX! Here's a concern that had its origin only two short years ago and under the sharp generalship of its founder, DAVE McNEIL, now has four outlets in Salt Lake City, one in Ogden, Utah, a few over in California, and now this one in Las Vegas. Mainly their forte is fried chicken, but they also have shrimps, etc. ALSO mainly, not only have they built the firm on good food, but on super-sonic service as well! TWO MINUTE SERVICE, they boast. We of Las Vegas welcome this new drive-in and wish them well. I, for one, am going to make them prove this two minute service challenge of theirs. Join me? . . . They've got 'em "to go." too!

It's nothing unusual these early morning hours to drop into the SHILLALAH ROOM of the SHAMROCK HOTEL and find a flock o' folks in a huddle, DON RIDLEY playing his accordion, and everyone singing their hearts out. This kind of fun you'll FIND . . . it never happens intentional! People get together, the mood moves in and away you go!

Was standing around swapping lies with ALAN KRAUSE down at BUCKLEY'S JACKPOT CLUB a few days ago, at the same time munchin' one each hot dog, when some guy bounces through the door with the announcement that he'd just found a nickel on the sidewalk outside and figured to play it in one of the machines. So what else could happen to someone else besides ME? This joker hit the Jackpot; took it off and played for a while longer, winding up with a hat full of loot. I'm still munchin' this hot dog!!

Using the word "joker" just then reminded me . . . howya like THE JOKERS now appearing at the Last Frontier with Janis Paige and Buddy Rogers? I like an ad lib outfit like this! An act that has a format but, maybe they stick to it, and maybe they don't. I'm glad to see these particular young men getting ahead with their act. They are all real nice guys! They go into the CRESCENDO in Hollywood after they leave our fair city.

Have you taken the quick trek out to THE SEVENTH ONE in Pittman as yet? It's only a 15 minutes ride at the most. "Smiley" JACKSON is using a new gimik in the show starting this week-end. Ought to prove right interestin'! At this writing I haven't seen it, but, I'm goin' to! Had a good steak out there a few evenings ago. Sure they serve food! They've got dinners, drinks, casino, dancing, shows, and all the trimmings. Odd name for a club, isn't it? This is the 7th club that CHUCK WOODS has opened . . . so he calls it the SEVENTH ONE!

Welcome home to THE JOHNNY WHITE TRIO, now playing nightly at the Sands. Johnny has been down in L. A. where he has been doing some record work with the Mills Bros. . . . a few of his own tunes, no less! Here's hopin' they're hits, John!

Met IRVING FIELDS three or four days ago (this's a difrunt one). This one is a brother-in-law to MAX GOOT. Irv has only been in town a few days and has already gone into business. He bought into the LAS VEGAS BOOTERY next to the Fremont Theater.

How much trouble can one sincere guy have at one time? MIKE MARCHESE, owner of the HI-HO CLUB out on the Strip is NOT a politician. In time past he had been to Las Vegas on frequent occasions, deposited his share of the wealth, and had come to love this town, and our way of life. Recently he sold everything he had in California and took over the old Red Rooster, Remodeled it extensively and was like a kid with a new toy when he finally got open, with the thought of becoming a part of our life here in Las Vegas. Right away pressure came to bear. "Hearsay" was printed. Misunderstandings came about. There's room enough for everyone . . . and I'm always for the under-dog . . . if I think he's right!

My friend NICK PODAR is doing an A-1 job in his new capacity at the GOLDEN NUGGET RESTAURANT. I had a bite with him a while back and he was telling me he had just gotten back from a fast trip to San Francisco. En route home he stopped off for dinner with GARWOOD VAN at the El Rancho in Fresno. Gar sends his hellos to all of you here in Las Vegas.

"Mitch" MITCHELL has a real performer at the EMBASSY CLUB BURLESQUE in North Las Vegas at the moment. LIZETTE is her name. Cute as a button full of fire! Catch her this week-end; also appearing on the same show are: ANITA GRAY, "The Body Beautiful," DOC STARR, FRANKIE AYRUD, and BOB LEE'S BAND.

Saw a picture of JOAN GILBERT on the front cover of a magazine the other day. For the life of me I can't remember the name of the mag at the moment, but I know someone who could tell you in a jiffy; RONNIE GILBERT

(Continued on Page 33)

POP SQUIRES:

(Continued from Page 5)

ticipants who regaled themselves with a measure of joy and pleasure that can only be felt, not described.

"It was an exemplification of those characteristics betokening what is best and most genial in life. In spirit, deeds and accomplishments the participants were an expression of these unexcellible and to the credit of those who were responsible for the gala time not too much praise can be bestowed.

"To the observer those merrymakers presented handsomely gowned ladies and gentlemen. As these to the airy tunes of the orchestra moved to and fro in those combinations that were expressive of the spirit of the occasion a vivid picture was presented.

"The feature of these scenes, the style and happiness expressed and those attributes that pertain to the enjoyable and gracious participants were such as to place this first great social time of Las Vegas side by side with the best similar events of the country.

"From the sunny south to the north land — and from ocean to ocean — there has been nothing to surpass it."

There was a little more of the article written by Jim Brown with whom I later became good friends. The above social item indicates the style with which Jim presented about all matters of interest to Las Vegas. It really is no wonder, after such a start, that Las Vegas became great.

Regarding social events I remember that several months after the present Las Vegas was started there was still a flair for high society. The wife of one of our important business people, in an effort to add to the popularity of her husband's enterprise, issued handbills inviting everybody to a grand ball in Aplin's Hall on Main Street. Refreshments were announced as an incentive. Grand march was set for 9 o'clock.

It was a great success so far as attendance was concerned. Literally "everybody" in town was there. When 9 o'clock arrived, many of the guests having already imbibed of the refreshments, a tall rather dignified man obviously wearing his best suit, stepped forward and bowed to the hostess, offering his arm for the Grand March. Other couples quickly found places in the line and the music started. With dignity and grace our hostess and her partner marched down the center of the hall and the great event was on. I was there so I really feel competent to judge.

Quite a group of officials of the railroad showed their good faith toward Las Vegas by coming up from Los Angeles to attend the ball and they all joined heartily in the affair from Grand March to Home Sweet Home.

After the ball one of the visiting social belles asked:

"Who was the gentleman who led the Grand March with our hostess?"

That, I said, was Mr. So and So.

"What does he do?" persisted the visitor.

"Who, Mr. So and So has the contract for removing the garbage and cleaning the cesspools," I replied rather diffidently.

That society belle almost fainted at the thought that she had been dancing with our popular garbage collector and cesspool cleaner.

She got out of there just as fast as she could and never again were Las Vegas society events graced by her presence.

You see, our earliest society had both advantages and disadvantages, neither of which seemed to stick to us or permeate very deeply. We had the important job of making a civilized community out of the roughness of the west.

Somehow I think Las Vegas has made good.

TABLE HOPPING:

(Continued from Page 8)

girl . . . who has been doing a man-sized job for so long . . . To my knowledge she is the ONLY woman maitre d' in the country! . . . "Hats off" to DOROTHY . . . and let's wish her a much-deserved rest . . . and a happy future . . . in whatever field she decides to conquer next!

WHO was the handsome army pilot seen with BEVERLY QUINN (EL CORTEZ cocktail girl) . . . did she look dreamy . . . or was it just loss of sleep? One never knows, with MISS QUINN.

Like to ask a special favor . . . our friend "RED" MORGAN (EL CORTEZ pit boss) is taking over the gambling at the CINNABAR as of March 3 . . . how about going down to say "hello" . . . every little bit counts in a new venture . . . how about it . . . huh?

That about covers it for this week . . . like to see you . . . I'm at the THUNDERBIRD . . . come in . . . otherwise . . . I'll see you . . . TABLE HOPPING.

FABULOUS LAS VEGAS

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SANDS HOTEL:

(Continued from page 17)

viable niche for himself in radio and T.V., aside from the stage. We always chuckle lustily over his interpretation of a "Sweepstakes Winner" . . . DOMINIQUE is also making his Las Vegas debut. The suave gentleman is a sleight-of-hand artist and, being lovers of legerdemain, we're looking forward to his presentation. He last appeared in Reno and the natives "up there" have naught by the best adjectives for Dominique . . . THE DE MARLOS and their sophisticated dancing are always a welcome addition to any of our hotel stages. They are a handsome young couple who will twirl their way into your appreciation.

FLAMINGO:

(Continued from page 15)

.cordings. These four young men do a 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.

SILVER SLIPPER:

(Continued from page 17)

fixtures in this room, while also taking part in the scenes and blackouts . . . Myra Gates' FIVE PALOMINOS are a quintet of assorted blonde babes of the ballet who make a mighty cute acquisition to any show . . . Rounding out this talented cast of characters there are JO-ANN MALONE, B. WILLARD, JIMMY CAVANAUGH and the man behind the music, GEORGE REDMAN. . . . The shows these people put on for you and me are consistently the funniest in town. The more you see them the more you appreciate them. This is the real McCoy in burlesque and old time vaudeville!

SAHARA:

(Continued from page 16)

they hear the accomplished pianists perform. Sadlowski and Roth are perfection in motion . . . THE MORO-LANDIS SA-HAREM DANCERS live up to their reputation of outstanding production and choreography . . . CEE DAVIDSON and his collection of music makers prove their versatility via excellent background music.

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THAT'S FOR SURE:

(Continued from page 9)

put out by the EL CORTEZ HOTEL. Featured on the pictorial side is a view of their new casino. If you look closely you will see that the cocktail waitress in the photo is JERRY BOTTOM, dressed in dashing pirate's garb. During her off-moments Jerry devotes a lot of her time to the ten-pin game and is one of the leading woman bowlers in our city.

Last week the property at Fifth and Oakey Boulevard was purchased for the sum of $300,000. At present architects are devising plans for a large shopping center. One of the projects will be a modern super market. Aside from this, there will be 10 other stores included in the center.

Like most folks, we always enjoy finding new and different slogans. Perhaps you will share our reaction to this one. Outside of a Hollywood church is this poster: "Don't be half safe. Come on in."

If you walk past the Fremont window of BOND'S JEWELERS you'll see one of the most beautiful diamonds that ever found its way into our city. It is a 22 carat ring that was originally purchased for $38,000. STAN FAYMAN has been commissioned to sell the stone. The owners of the ring claim this is the ideal market for it and are offering it at a sacrifice. If you're in the upper income bracket it would be a nice little gift to bring home to your lovelight.

KAY STARR, the gal with personality in her voice, is currently breaking all records ever established at the FLAMINGO HOTEL dining room since its opening. Last Saturday the three shows were presented to overflowing audiences that totalled more than 2200. This gal has the "it" that most people wish for.

We're very happy to hear that STEVE PAPPAS is associated with BENNY BINION'S HORSESHOE CLUB. As you probably know, Steve owned the LA RUE RESTAURANT on the site where the SANDS HOTEL now stands. Steve is now the credit manager and trouble-shooter at the Horseshoe Club.

The scheduled atomic blast to take place next month is purported to be the largest ever attempted. It will, no doubt, attract a greater number of tourists than already have accommodations. Owners of hotels and motels are preparing (as well as they can) for the overflowing crowds.

Among the famous personalities in

(Continued on page 32)

COMING Attractions ON THE STRIP

FLAMINGO HOTEL
MARCH 5 THRU MARCH 18
ZSA ZSA GABOR
IN
Folies Parisienne

HOTEL LAST FRONTIER
MARCH 23 THRU APRIL 12
MARILYN MAXWELL
AND
NOONAN & MARSHALL

HOTEL EL RANCHO VEGAS
MARCH 18
GUY LOMBARDO

WILBUR CLARK'S DESERT INN
MARCH 10 THRU MARCH 30
JIMMY DURANTE

HOTEL SAHARA
MARCH 10 THRU MARCH 23
JEANETTE MacDONALD
MARCH 24 THRU APRIL 6
BEATRICE KAY

THE SANDS
MARCH 12 THRU APRIL 1
EZIO PINZA
APRIL 2 THRU APRIL 15
ANN JEFFRIES and BOB STERLING

THUNDERBIRD HOTEL
MARCH 12
JAMES BARTON

THAT'S FOR SURE:

(Continued from page 31)

town is CONNIE IMMERMAN, another gentleman who is well known to followers of show business. Mr. Immerman established a remarkable reputation as a star discoverer. Among those to whom he gave a "break" in this field is ETHEL MERMAN. He is also a nightclub impresario and, from all indications, is heading for an association with the HOTEL SAHARA.

We must confess that DOLORES MARXEN looks far from our interpretation of an expectant mother. Mrs. M. is displaying another of her enviable tans. Any sun-tan lotion company would see its stocks soar skyward if they used her pic on the labels. The lovely lady's husband, LEONARD, is auditor of the HOTEL EL RANCHO VEGAS. At present there are two sons in the Marxen household and they are all hoping for a pink bundle this time.

We received an outstanding clipping of the HAVANA POST, a periodical of Cuba. It offered many words of applause to the showmanship and direction of PHIL SPITALNY and the performance of his ALL-GIRL HOUR OF CHARM. Needless to say, we were happy to see that the Cubans appreciate this wonderful group as much as we, who claim them as our very own citizens.

At this point we'd like to welcome MARY JANE BURROUGHS back to our town and our publication. The lovely blonde lassie rejoined our staff of writers and her interesting "TABLE HOPPING" column will once again reach the eyes of our readers.

Many of the localites are in a dilemma over the marital status of one LEONARD WOOD, slot machine mechanic at the DESERT INN. If you bear with us, we'll attempt to clarify the confusion for you. On February 10 he and BETTY received their decree to wend their separate ways. Three days later Betty married ROBERT HABENDANK. Just eight days following the ceremony the new Mrs. Habendank was back in the courtroom, holding the papers that severed her relationship from the short-lived marriage. Now, Betty and Leonard are a constant duo once more and the wedding bells for their re-marriage will chime in the very near future. It looks as though the Wood household will be more closely-knit and their five children are happy to see "mommie" and "daddie" happy again.

GEORGE MORO, producer of the shows at the HOTEL SAHARA, has been contracted to stage and direct the LOS ANGELES POLICE SHOW at the SHRINE AUDITORIUM May 7. It will be a stellar production, scheduled to last for an approximate two hours or more. George will feature 20 dancing girls, four show girls and four specialty-dancing couples. George also has some clever plans for the June 2 opening of RAY BOLGER at the Sahara. It is the same day of the coronation of England's new Queen Elizabeth II and the program will carry out the coronation theme.

The marital split in the DEAN MARTIN household appears to be a permanent one. However, some good news just might reach the singer-comedian in the near future. He has been paying heavy alimony to his first wife, BETTY, and their four children. From all indications, Betty is planning to remarry Dean, thus cancelling out the alimony angle.

RANDY ROBSON. lovely chorine now at the SANDS HOTEL, played hostess at a celebration of her son's birthday. Well, perhaps we shouldn't call it a "birthday," exactly. Young MICHAEL STEWART IRELAND was just six months old on February 21. His famous uncle is JOHN IRELAND of cinema fame.

MILDRED and AL MANGARELLI (owners of AL'S RENDEZVOUS) are dusting off the cradle and doing all the things folks do while waiting the impending visit of Sir Stork. Their one-year-old, Mari, has been caught up in the excitement and is telling everyone she is going to have a visit from her "baby brother."

The SILVER SLIPPER is certainly a melting pot for all who love activity. Contributing to the attractive features is ART ROZEN'S "atomic action" bingo and BILL KOZLOFF'S hosting abilities, the fine restaurant fare and, of course, the fast-paced shows. Any time you drop in you'll see the familiar faces of the rounders.

Last week we itemed a mention of the rumor that BENNY BINION had planned to move his HORSESHOE CLUB to another location. We did state the report was erroneous but failed to mention that Mr. Binion did lease the FRONTIER DELICATESSEN property from DR. M. BERNSTEIN. That was undoubtedly the source for the aforementioned scuttlebutt. At present Benny's plans for his newly leased land are indefinite but he is giving them some active thought. Place may be turned into an entertainment center for the downtown area, featuring big shows.

Here's something that should swell the chests of proud Nevadans. ELKO COUNTY, NEVADA boasts a greater number of cattle than any other county

(Continued on Page 33)

THAT'S FOR SURE:

(Continued from Page 32)

in the United States — that includes Texas, SUH! Now, we have some form of retaliation when the drawling Southerners sound off on their holdings. Here's one fact they just can't top!

Looks like there will be some pretty, shimmering candles on a decorated cake come February 28 (today). The birthday celebrant is MURIEL DEITCH, whose husband, MORRY, is a box man at the GOLDEN NUGGET. We have a hunch that Muriel will be pleasantly surprised when the party takes place.

FRANK SCHIVO, pit boss of the HOTEL SAHARA, has left for Butte, Mont. He will return with his parents who intend to establish permanent residence here after selling their Butte home.

Since FERN and JAKE KOZLOFF left for their Honolulu vacation, MIKE BENEDICT has been working double shifts at the HOTEL LAST FRONTIER. We are watching the mails closely waiting for word from Fern. She promised to send us a picture of Jake wearing the traditional grass skirt. If Mrs. Kozloff can manage such a photo she's a miracle worker, indeed.

JACQUE SCHWARTZ, owner of the DESERT GALLERIES, left town last week on a selling tour. He made his first large sale in Texas, where he sold a large quantity of silverware to the NEIMAN-MARCUS stores. While Jacque and his wife are absent, his brother MAX is in full charge of the Desert Galleries. Business — as usual!

Friends of MARIO LANZA fear that the singer's screen career may be nearing termination. The popular star has regained his 235 pound weight (or more). Studio officials admit that the $700,000 that has already been invested in his flicker "Student Prince" may be marked as a loss, as a result.

BUD MORGAN, purchasing agent of the HOTEL SAHARA, recently bought a 1953 Lincoln Capri for his wife. He, himself, drives around in a 1950 vintage automobile. Greater love hath no man . . . and that's for sure.

HECHT'S
410 FREMONT ST.
MISSES' AND
WOMEN'S APPAREL

WHAT'S DOIN'?

(Continued from Page 27)

in the bingo games at the LAS VEGAS CLUB. This is his kid sister, Joan, who graduated from our local high school in 1949, (not the one recently of the Rancho). OUR Joan is currently in New York where she is vocalist with TED PHILLIPS ORCHESTRA and is also making records.

And with that he tucked away his typewriter and toddled off to bed! . . G'nite!

Your ever lovin' . . . Johnny.

RENO BEAT:

(Continued from page 11)

KAY GUEST RANCH. They will make their home in MR. MOORE'S home town, SACRAMENTO. . .

CURRENT SHOWS: TERRACE ROOM at the NEW GOLDEN HOTEL opened Wednesday with a new headliner. The rest of the show remains intact. ETHEL WATERS replaces NELLIE LUTCHER in the top spot. Held over are the BEN YOST COLLEENS, four beautiful girls with beautiful voices well blended in the top musical selections of the day, plus the refreshing comedy of MICKEY SHARP, the GOLDEN GIRLS and STERLING YOUNG and his fine Orchestra. THE MAPES SKYROOM opened Thursday with a new show headed by those two fine singing stars JON and SONDRA STEELE, singing your favorites. The MARGARET SISTERS and BRUNO, a new continental trio, offers some difficult lifts and brilliant dances, and the comedy juggling of the JOHNSON BROTHERS plus the MAPES SKYLETTES and the music of EDDIE FITZPATRICK and his Orchestra . . . At the RIVERSIDE CASINO the SONS OF THE PIONEERS lead a great show into a capacity second week. These boys need no introduction to the audiences around the country. Called the ARISTOCRATS OF THE RANGE, they are beyond a doubt the greatest singing group of their type. Tall JAYNE MANNERS sells her comedy and songs very well, closing with the hit songs from "Gentlemen Prefer Blondes." GEORGE NICHOLLS and RENE present a very clever magic act. You will enjoy them. Two beautiful routines by the RIVERSIDE STARLETS and the fine music of ERNIE HECKSHER round out the show. . .

See you next week . . . ART STEAGALL — RENO 2-2658.

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"BLOOMER GIRL"

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★

FRANK FONTAINE

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DOMINIQUE

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THE DE MARLOS

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A Lindsay-Sapphire Production

TORRIS BRAND and ORCHESTRA

BOBBY PAGE and ORCHESTRA
IN THE MURAL ROOM

SHOWTIMES — 8:15 - 11:30 P. M.
LATE SHOW SAT. NIGHT: 1:15 A. M.



We're so happy to be back again!
To two more happy weeks at Hotel Sahara

Lauritz Melchior

AND COMPANY