Jack Bortz'

March 14, 1953

Fabulous LAS VEGAS Magazine



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MARCH 14, 1953

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TABLE HOPPING with MARY JANE

ART EDITOR — DENNIS STEPHENSON

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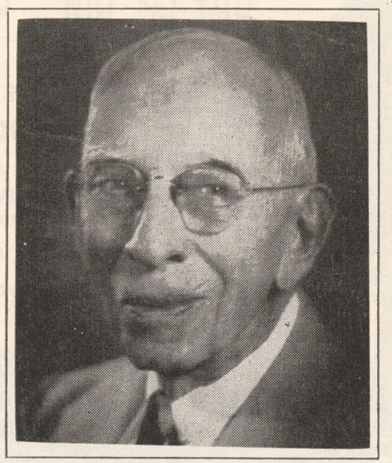
OBSERVATIONS . . . by CHARLES P. "POP" SQUIRES



SATURDAY of last week I had the pleasure of attending the annual meeting of Nevada State Press Association at Reno. The important features of the meeting, so far as the readers of Fabulous Las Vegas are concerned, were two. John Cahlan of Las Vegas Review-Journal was elected president and, to make the occasion complete, Las Vegas was chosen as the meeting place for the next annual meeting.

All of which is of more than ordinary interest to you people of the entertainment world, because, we hope, the hundred, more or less, members of the association have the amazing power to "make or break" us of Southern Nevada.

I am anxious to show those fine people of Reno and the North that we of Las Vegas are average, good and conscientious people, anxious to help promote the interests of all Nevada.

I can hardly believe that the phenomenal growth of Las Vegas and the South has taken anything from Reno and the North.

On the contrary, it seems to me that the vigorous support of the Colorado River development project, dating from as early as 1905, and the constant efforts of the Southern Nevada area during the many years when the North was not in the least interested, finally brought to Nevada the greatest asset the state has ever received, save, possibly, the great mining developments at Virginia City, Ely, Goldfield and Tonopah.

But with this difference: Any mining development is of limited life. Hoover Dam and the astonishing development it has brought to our state is one of those things that does not fade nor die with use, but that gains strength and value and usefulness, in which the entire state participated, for years to come—perhaps until atomic energy may be applied in industry as cheaper or more convenient than electrical power.

I feel sure that the old jealousy Reno held for many years regarding the development of the South is gone. When Reno was in the path of the great stream of millions of dollars a year from the Comstock, Tonopah and Goldfield, it was hard for them to vision any source of similar wealth developing for the enrichment of the desolate and useless area of Southern Nevada and so they could not help but deride us and smile when we down here made claims of possible development. Now I notice much more of a friendly attitude than there was 40 years ago.

On the other hand, instead of the South depending on the North, mutual interests have developed. Down here we are contributing very generously to the welfare of the entire state, and those people up north realize it.

I hope our great and glorious hotels will help the Las Vegas Press Club and John Cahlan, president of Nevada State Press Association, to entertain Nevada editors next year better, if possible, than we did when they met with us before. It was in 1949, I think, and the newspaper people really enjoyed their visit to Las Vegas then.

By the way, the press association was delightfully entertained this time by the Reno folks with John Sanford, outgoing president, and Al Higginbotham, secretary (perpetual I hope) of the association, applying the power.

Governor and Mrs. Charles Russell entertained delightfully at The Mansion in Carson City Friday evening. The closing banquet and closing meeting was held at the Riverside Hotel, where we were entertained by "Les Compagnons de la Chanson," who were recently among our great entertainers in Las Vegas.

Forty years ago it was considerable of an effort to make the trip to Reno, although the two cities were then connected by railroad. It took one day to make it from Las Vegas to Goldfield, where we remained overnight.

(Continued on Page 29)



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RANDOM THOUGHTS

. . . By B. B. BARTON

ONE of the most favorite topics of conversation in our country is the weather. We brag, boast or cuss it. However, and this may come as quite a shock, there are approximately 230,000,000 persons who do not even breathe a word about this subject. These are the Mohammedans. They don't dare mention the elements for fear that someone will think they are criticizing Allah's decisions . . .

Do you want to keep peddlers and panhandlers away from your front door? Just put up a sign: "Look out for the Agapanthus." Most people will take it at face value and hightail in the other direction. But, you might have to contend with a literary genius who will know that Webster defines the "Agapanthus" as the ordinary garden lily . . .

Out in Joliet, Illinois, a pedestrian really has to watch his behavior if he doesn't want to be subjected to public derision. When a Joliet policeman sees a jaywalker, he blows his whistle and stops traffic. Then he walks over and escorts the law breaker across the street. Can you imagine how a husky, healthy guy would feel with all that attention? . . .

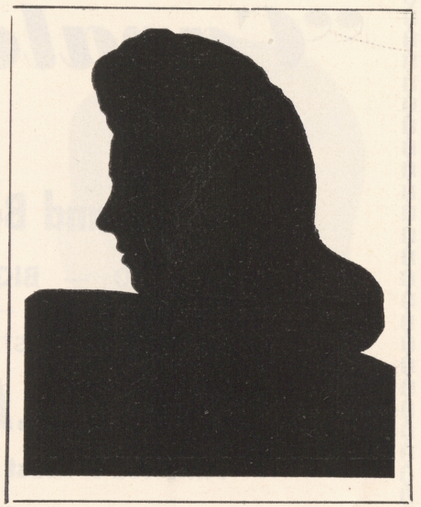
Did you know that everyone believed that men went around with one rib missing, right up until the Middle Ages? The theory was based on the Biblical story of Adam and Eve. When the anatomists put their minds to it, they discovered that every man had all the ribs he should have . . .

Then there's the tale about the woman who wanted a divorce because she didn't think her husband treated her very well while she was ill. The beast sent an undertaker to see her and ordered funeral wreaths. Nice chap! . . .

I think a woman is better off alone than with a husband whose temper makes him a bad sport. One gal was granted a divorce because her husband would upset the checker-board whenever he saw he was going to lose the game . . .

Of course, men get divorces for unusual reasons also. One poor deluded male told the judge he fell down the cellar steps. When his wife ran out to see what happened, she just looked at him, lying in a half-conscious state and told him to put some coal in the furnace while he was down there . . .

A few years ago, a friend of mine returned to the states after a European tour. We fell into a discussion of the interesting methods used by various men of the church to get the congregations interested in attending and hearing their sermons. The most ingenious gentleman delivers his sermons through a ventriloquist's dummy. Clever? . . .



Pity the poor woman who had to get a divorce so she wouldn't remain a vegetarian all her natural born life. Her husband loved to see steak and onions on the table for dinner. He would proceed to gulp all of the meat and leave the onions for his harassed frau. Such a considerate person! . . .

Some people get their revenge in courts, others derive some satisfaction from strange wills. One loveable gentleman left a coil of rope for his wife and legally stated he was sure she would know how to use it . . .

As far as wills are concerned, it's a known fact that they have been written on coins, table cloths, egg-shells and even cheese. Despite the substitution for paper, the courts have upheld these wills, as long as they were properly attested . . .

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THAT'S FOR SURE . . . by JACK CORTEZ

WHILE WATCHING TELEVISION during our recent visit to the Coast, we were pleasantly surprised to catch PAUL COATES' filmed reproduction of his interview at the FLAMINGO HOTEL. The glamorous ZSA ZSA GABOR and publicist ABE SCHILLER made it a highly interesting program.

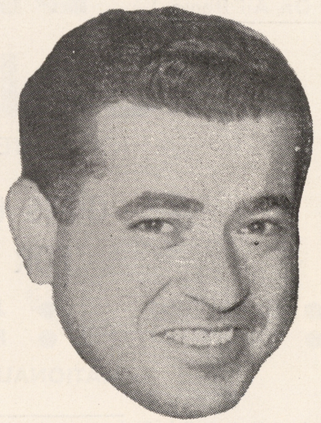
Although BUDDY LESTER has appeared in our fabulous town on many previous occasions, this is the first time his wife has accompanied him. In between his performances at the HOTEL LAST FRONTIER, Buddy is squiring his wife to all the local spots. Although this is her initial visit, Mrs. Lester has informed us that she was familiar with all of Las Vegas' hotels and clubs through our magazine. Thank you, lovely lady!

One gentleman who takes his job most seriously and comes up with the finest results is AL FREEMAN, public relations man of the SANDS HOTEL. To exemplify that opinion, Mr. Freeman sent out seven-line telegrams, inviting the press to EZIO PINZA'S opening night. This is merely one of the numerous details that Al attends. When you give the subject some thought, you wonder how he finds time for these "details" with so many greater tasks to fulfill.

That "Brute from Butte" is back again! Leaving the cold climes of Montana behind them, MARY and JIM HANNIFIN are visiting with MR. and MRS. MILTON PRELL and basking in the warmth of the sun at the HOTEL SAHARA pool. Now, to clarify the opening of this paragraph: When we used the term "brute," we weren't referring to Mr. Hannifin, in his entirety. If you've met the gentleman, you'll know what we mean. It is his handshake that stimulates the use of the word "brute." Man! Where does he get that tremendous, hearty grasp?

A communication from MONIQUE DE MONTIGNY informs us that she has spent quite some time in Florida and is heading for Cuba. The mademoiselle was last seen working at our HOTEL EL RANCHO VEGAS. Monique writes that the weather in Florida was of a sad nature for the last two months. Hope the Floridians don't gang up on us now. We're merely quoting.

One of the busiest of the downtown clubs is the CALIFORNIA CLUB. You just can't pass that spot at any time of day without seeing people crowd around the various tables and highlights of the interior. Tourists and locales seem highly intrigued with the "Girl in the Fishbowl." Our crystal ball tells us that the reason the California Club has become so popular is through the direct efforts of its manager, HARRY FARNOW. When Harry turns his twinkling welcome upon a customer, you can safely wager the visitor will return again.



We're glad to see EDDIE SHANE back in our midst again and happy to report that the lad's health is up to par again. We're only hoping that Eddie will settle down in some sort of business here and join the list of permanents again.

It's so true that you sort of become immune to the attributes of your town unless you can leave it for a spell and make comparisons. While in Hollywood we visited the leading night clubs and were amazed at the difference in their patronage. Our dining rooms are always filled to capacity, regardless of the week day. On the Coast it takes a spectacular occasion to fill the niteries. If a person suffers insomnia he can usually drive to one of the spots here and visit with some friends. In Hollywood the places close at an early hour —that is, it's too early to turn in but too late to visit a friend's home. Oh, well, maybe we should just chalk it all up to Old Man Habit!

One of the bosses taking the good-natured gibing of lovable JIMMY DURANTE at the DESERT INN was MORRIS KLEINMAN. Mr. Kleinman was sporting one of those tans that

(Continued on Page 25)

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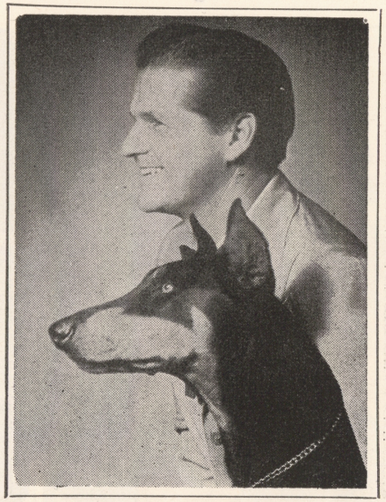
WHAT'S DOIN'?

. . . with JOHNNY UHLMAN

BEAUTIFUL WEATHER! You know, when we are having fine weather like this, I feel as though I could live to such a ripe old age that we'd have to class Methuselah as being of the kindergarten category! I know I'm sticking my neck out by talking about the weather this way at this particular time of the year. You see, at the time I'm writing this mighty missive to immemorable immortality, the weather is U. S. Grade AAA, BUT . . . by the time it's printed up and delivered to you, there might be a slight breeze could have come up, and I'd have to carry a steamship anchor to go outside and pick up the evening paper . . . This good weather is also reminding me that it will soon be swimmin' trunks time, and I'm totin' a tire around my tummy that's totally demoralizin'! The slack in my slacks is sadly missing! The parts of my pants that are pookin' out used to pucker! Isn't that one of the strangest quirks of life, though? When you finally reach that point where you can afford to eat the things you wanta . . . ya can't! I've been though, and I'm bulgin'!

A few days ago I was shown through one of the finest layouts for luxurious living that I've seen in a long, long time. That is, when it comes to living in a hotel room. This coming Tuesday, March 17, St. Patrick's Day, the day the next atom bomb goes off, WILBUR CLARK and TONY MARTINOLICH will officially open their cozy, yet colossal COLONIAL HOUSE. Located in the heart of the Strip, on Hiway 91, this hostelry promises to be the epitome of class. SIXTY rentable units with a heated swimming pool, men's shop, ladies' shop, cocktail lounge, food service, and complete hotel services throughout. The rooms are large and comfortable with telephone and free radio in each, large closets, combination tub and showers with sliding glass doors, individual heating and cooling systems, and each overlooking the large patio with trees, shrubbery and grass already growing. In the center is the beautiful pool with lounging furniture, and the tables and chairs on the terrace for food service and drinks. I guess one of the reasons I'm kinda hepped up about this place of Wilbur and Toni's is 'cause it more closely resembles the kind of place I'd always had in mind that I'd like to put up, if and when I ever got the "angel"! Yeh, this is a mighty pretty little place. You'll have to stop in and see it yourself.

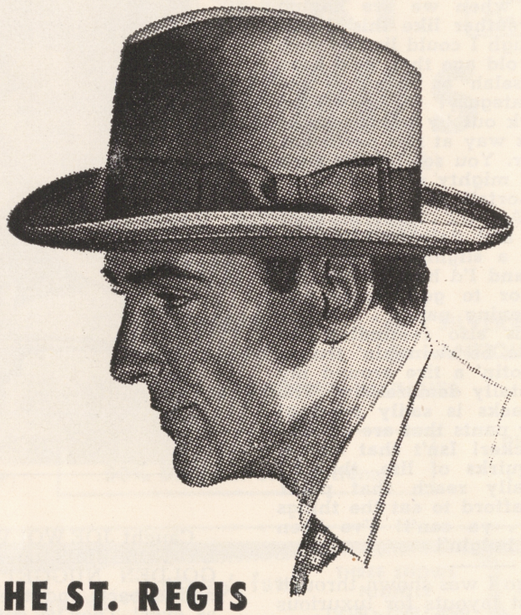


Caught JOE WOLVERTON and POLLY POSSUM'S opening down at the GOLDEN NUGGET SALOON a few nights back and they're still as great as ever! They've got a couple of new men with the group: BUDDY O'DELL on bass and vocals, and AL VERNON on steel guitar. Now, this Al plays a lot of steel; between him and Joe (on standard) they take about all the versions of a chorus that can be taken. And when it comes to tempo and background, very few can stay with Polly. She's got a terrific right hand on guitar! No, I haven't forgotten "TEX" SMITH. This little lady is the only one of the original group to return with Joe and Polly. Tex plays violin on most of the tunes, and plays "fiddle" on the hoe-downs! The night they opened the Nugget was packed from before they played their first set until after they had quit for the night. They play from 10 p.m. 'til 4 a.m.

Pretty MURIEL DEITCH has been forced into hoping for warm weather from here on in. It seems that some cagey codger cased her cottage until he had her "come and go" schedule down to a tee! Then last Sunday it happened. She returned home after picking up Morry, her husband, from work, and found that the closet was minus her minks! This pilfering punk had purloined the pelts to the tune of around $7000! This is not alfalfa! How-

(Continued on Page 26)

good looks and distinction...



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by STETSON

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THE WATCHBIRD

. . . by LADY MICHAEL
(Michael Neale)

HERE'S Been Some Changes Made Dept: Despite the fact that we've been running the picture of a brunette Lady for the past year, folks were more astonished, terribly taken aback, and more than slightly grey around the gills when they looked at US the other pee-em and said casually: "Dahling, you've changed! What have you done to yourself lately?" We, of course answered in our usual dulcet tones (the conversational level of a steel foundery going full blast) "Dahlings, we've gone back to our natural colr (hair, that is) . . . We took the big step of becoming a brunette once more, not because we were tired of being a blonde (are blondes ever?) but because we were going bald. Now that we no longer feel like a harridan one can expect some pretty sedate answers . . .

We don't know if its the "pace" that gives us the thrill but whatever it is, an evening with JIMMY (the impecable boulevardier) DURANTE leaves us positively breathless. The man keeps up a rapid fire tempo for forty five minutes which includes smashing a few pianos, singing and strutting with EDDY JACKSON, and hugging and squeezing a few assorted Cover Girls. After seeing Jimmy on stage, one is deliciously exhausted . . .

Rumor hath it that PAMELA MASON wired ZSA ZSA on her opening night: "No matter how lousy you are you're still prettier than anyone else" . . . ROCKY COLUCCIO, who accompanies BETTY and JANE KEAN at the piano, is the husband of BONNY HUNT, Desert Inn choreographer . . . Wonder if Zsa Zsa has glimpsed the satire of the Gabor family that Betty and Jane do? . . . SID and JACK SLATE take over the Hi-Hat Club on the strip and will do a show plus being your hosts. This should really become the show-folk hangout . . . The Villa Venice reopens April first with SAM and LUIGI BAKER in charge of the cuisine. HICKEY KAMM will have the casino. This doesn't mean Hickey's given up his job at the Thunderbird. Heck no! He's ambitious, that one, and will keep both . . .

Did everyone know that blonde beauty TALLY RICHARDS. who celebrated her birthday March 11th, was one of the contestants for "Miss World" in Europe last year? . . . Spotted MARION COLBY and her ex-spouse JACKIE BARNET having an amicable drink at the Desert Inn . . . JACK CARSON returns to the El Rancho come March



18th . . . Those of you who have inquired as to the whereabouts of GARWOOD VAN will find he and the ork filed under the Westward Ho Hotel in Phoenix . . . AUDREY WOOD of the Desert Inn line has officially changed her name back to MERRIDETH, so please refer to her as same in the future . . . Universal picked up BUDDY HACKETT'S option for another year after seeing the great job he did in his first film "Walking My Baby Back Home." Incidentally Buddy, we ran into a dahling Chinese waiter in Chinatown, N. Y., who has stolen your act verbatim, and does it damb well too . . .

KAY THOMPSON assisted by those four clean-cut WILLIAMS FRERES, is as fabulous as ever. We do love the new cap-cut . . . EDDIE OLIVER, orchestra leader at the Mocambo, will portray, of all things, an orchestra leader in "Easy to Love" . . . The real reason VITTORIO GASSMAN wasn't in Hollywood with SHELLEY when the baby was born was because he's posing a la MARILYN MONROE for a 90 foot mural for a cemetery which will out-Woodlawn Woodlawn, and Gassman fans have already retained plots near the mural . . .

BERT COURTNEY, who has the Men's Shop in Wilbur Clarks new Colonial House will also retain his shops in Hollywood and New York. The official opening of this one is March 14th. Pip pip and good luck . . .

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"CURTAIN TIME"

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

Flamingo

March 5 through March 18

Show: "Folies Parisienne," starring Zsa Zsa Gabor with cast of 30 and Joey Adams
Line: Dorothy Dorben's Parisianettes
Orch: Torris Brand
Mural Room: Bobby Page and Orch.

Star of the current extravaganza, "Folies Parisienne," in the Flamingo Room is the Toast of Two Continents, Miss ZSA ZSA GABOR, who is not only an exciting blonde and very beautiful, but has some of the most beautiful gowns you have ever seen. Miss Gabor's bubbling personality is ever present as she appears in various spots throughout the show . . . Appearing as an extra added attraction is a fast man with the comedy chatter, JOEY ADAMS. This versatile young man not only does his own spot in the show but somehow manages to do a bit with most everyone else on the bill. He does a dance routine with THE ROCKETS, three young men who do some fine tap work and whose outstanding bit is where they all three line up, front to

(Continued on Page 27)

LAST FRONTIER

March 2 through March 15

Show: Kay Thompson and the Williams Brothers, Buddy Lester
Line: The Devlyn Dancers, featuring Bill Damian and D. Frazzini
Orch: Bob Millar
Intermission Organ Music: Emile Buzaid

Marking a triumphant return to our local scene, KAY THOMPSON and the WILLIAMS BROTHERS opened to a capacity-filled Ramona Room. "Sensational," the adjective that has been used loosely in words of praise, just falls a million miles short of the accolaim these top-notch performers deserve. Kay and her masculine retinue have an art all their own and their unique stylings of song and dance will never be surpassed. No reviewer could perform sufficient justice with words. To fully appreciate the gifted Kay and the Williams Brothers one must see them, listen to their songs and watch their antics. They are a press agent's dream come true . . . Capably equipped with his perilous pronunciation of "Cheez" is lovable, laughable BUDDY LESTER. He is a comedian who has full control of the marvelous sense of comedy that audiences desire. Buddy's patter is swiftly penetrating. His humor-filled impressions infect his listeners with spontaneous merriment. We honestly feel that Buddy can make the saddest sad-sack break out into a big, wide grin.

El Rancho Vegas

February 18 through March 17

Show: Billy Daniels, Jimmy Vey, the Shaw Dancers
Orch: Bob Ellis
Intermission Music: Guy Landis and Jim DiStephano

Starring in this revue is BILLY DANIELS, the lad whose every performance receives the complete admiration of his viewers. He 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 is unbeatable . . . JIMMY VEY, a popular young favorite, never fails to surprise audiences with his versatility. The handsome young man combines wonderful xylophone rhythms with



smooth tap dancing to provide high entertainment. When Jimmy wheels his musical instrument onstage and sets his feet to tapping an accompaniment, he reaps rich and deserved applause. Once you see Jimmy Vey you'll become his

(Continued on Page 27)

Wilbur Clark's DESERT INN

March 10 through March 30

Show: Jimmy Durante, with Eddie Jackson and the Hollywood Cover Girls, the De Mattiazzis, Kathy Barr
Line: Donn Arden Dancers
M.C.: Don McKay
Orch: Carlton Hayes
Lady Luck Lounge: Grover-Shore Trio
Danny Cassella Orchestra and Bobby Stevenson Trio

One of the greatest comedians of all time, the inimitable star JIMMY DURANTE is once more appearing in the Painted Desert Room in person. Here is a performer whom you can't help but love from the moment he walks on stage. When he and his partner, EDDIE JACKSON, go into one of their numbers together you are seeing a bit of perfection in the lovable old art of vaudeville. When Jimmy is working with the Hollywood Cover Girls you are seeing an artist at work, with his masterful delivery of punch lines. Oftimes imitated but never completely copied, there will always be just one Durante! . . . Two blondes, two brunettes, and a head-head! That's the HOLLYWOOD COVER GIRLS, and they present a very attractive picture as they offer up their interpretation of some very smart material . . . The DeMattiazzis is a "mechanical doll" act with a big surprise in store at the finish, if you haven't seen the act before. Very clever. How Dorothy ever does it I'll never understand . . . KATHY BARR is an auburn-haired soprano whose well trained voice and coquettish manner of presentation sells her from the beginning. We still like her interpretation of The Bell Song . . .

(Continued on page 28)

SAHARA

March 10 through March 23

Show: Jeanette MacDonald, Mickey Sharp, Yvonne Moray, the Adaros
Line: Moro-Landis Sa-Harem Dancers, featuring Louis & Sky and the Dewey Sisters
Orch: Cee Davidson
Casbar: Mike Werner, Three Majors and Al Day-Tempo Trios

Looking as though she had stepped from a picture frame, MISS JEANETTE MacDONALD made her local debut attired in a very chic, chartreuse outfit. Despite her obviously attractive appearance, all attention was riveted upon the star's voice the moment she began to sing. Although the glamorous Jeanette has been in the public limelight for many years, her tonal qualities seem to have developed added luster and a greater depth of emotion. We were completely fascinated by her unbelievable retention of the high notes and rode the wave of nostalgia when she presented songs that are associated with her popular name. When Jeanette MacDonald walked off stage the resounding applause proved that people will never tire of good music and accomplished voice . . . MICKEY SHARP is a newcomer in these parts. He has some very clever material and very good stage presence. He sells himself

(Continued on Page 27)

The Sands

Opening March 12
(Not a review)

Show: Ezio Pinza, Betty and Jane Kean, Dominque
Line: The Copa Beauties
Orch: Ray Sinatra

EZIO PINZA, the gentleman whose voice set many feminine hearts a-fluttering, heads this cast. Mr. Pinza became a well-known stage personality when he stepped into the New York

production of "South Pacific." That musical paved the way to Hollywood and roles that endeared him to many devoted fans. Not only is Mr. Pinza admired by the fair sex, the men in his audience strongly support him and his outstanding voice. We are anxiously looking forward to his presentation and will be among those who appreciate his ability . . . BETTY and JANE KEAN are those dynamic young ladies of comedy and son. The attractive lassies seem to acquire greater stage presence and sense of comedy with their every appearance. They combine the zany with well-selected material and tunes.

(Continued on Page 27)

Thunderbird

March 12 through April 1

Show: James Barton, Estelle Loring, the Bassis, Earl Barton
Line: Kathryn Duffy Dansations
M.C.: Barney Rawlings
Orch: Al Jahns
Navajo Lounge: Jack Martin Five, Normandie Boys

JAMES BARTON . . . Here is a man who is capable of doing anything there is to do in the line of show business . . . has DONE it . . . and is STILL doing it! Synonymous with the name of James Barton are "Vaudeville . . . the drunk act and the soft shoe routine." The Broadway shows and musicals in which he has appeared are far too numerous to be touched in mention here, but a great portion of his career was to do almost five years as Jeeter Lester in "Tobacco Road." His latest Broadway success, "Paint Your Wagon." . . . Miss ESTELLE LORING comes to the Thunderbird direct from successive successful appearances on the New York musical comedy stages and on television. Advance information brings us to looking forward to great entertainment from this dynamic songstress . . . This is a return engagement to this room for THE BASSIS. and those of you who saw them here last need no re-

(Continued on page 28)

El Cortez

March 12 through March 25
(Not a review)

Show: Joaquin Garay, Betty Black, Jill Adams
Orch: George DeCarl
Buccaneer Bar: Instrumentalists, Star-Kings

JOAQUIN GARAY, internationally famous singing star of stage, screen and radio, has appeared in the finest show places in the country as well as abroad. He has a bright and fast style, and his swing tunes, Latin tunes and popular ballads are sung with a facility that has made him one of the country's outstanding singing stars and personali-

(Continued on page 28)

SILVER SLIPPER SALOON

February 23 through March 19

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

KALANTAN is one of the finest exotic dancers we have ever seen. Her new routine, which is called "Cobra," calls for exceptional timing, rhythm and muscular control. Her style is her own and we have yet to see anyone approach her in duplication . . . 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 fixtures in this room, while also taking part in the scenes and blackouts . . . Marah Gates' FIVE PALOMINOS are a quintet of assorted blonde babes of the ballet who make a

(Continued on Page 27)

WILBUR CLARK

March 14, 1953

Dear Friends:

This is an invitation for you to stop in and see the COLONIAL HOUSE, the newest addition to the Strip area.

The Colonial House marks another step in my own progress in friendly Las Vegas, and I am proud to tell you that Tony Martinolich, my associate, and I plan to open this sixty unit hotel-type inn on Tuesday, March 17. Won't you please stop by and inspect the premises, which contain deluxe rooms and suites; a heated swimming pool; a smart men's shop; an exquisite ladies' shop; and a cocktail lounge.

The Colonial House is designed for your pleasure. I hope you will agree that it ranks among the smartest and finest hotel-type inns in the West.

Cordially,

Wilbur Clark

Colonial House

HIWAY 91 LAS VEGAS, NEVADA

TABLE-HOPPING

. . . By MARY JANE BURROUGHS

CELEBRATING their SIXTH WEDDING ANNIVERSARY . . . "RED" and RUBY KERR . . . making their party a foursome were MR. and MRS. CLETUS MASON OF DOT'S FLOWER SHOP . . . somewhat of a double celebration for RUBY KERR as she will be leaving shortly for MIAMI BEACH, FLORIDA, to spend six weeks or so visiting with her sister. . . .

Happiest couple?? . . . KENNETH and PAT ROSS . . . REASON? . . . MAJOR KENNETH of the MARINE CORPS . . . just home from two years overseas . . . nine months of it was in KOREA . . . WELCOME HOME, KENNY! . . .

Vacationing here for the past weekend were RALPH SPARKS and PETE BOGAN from MONTEBELLO GOLF CLUB, which is known as "The Home of Champions" . . . four in two years . . . SPARKS and BOGAN have been playing the DESERT INN COUNTRY CLUB course and complimented our city on having such a fine GOLF COURSE, in the middle of the desert . . . MR. BOGAN is present holder of SOUTHERN CALIFORNIA LINKS CHAMPION . . . L. A. CITY CHAMPION . . . and NATIONAL PUBLIC LINKS CHAMPION . . . quite a showing for a young lad to win three such titles in one year!! . . .

For her many friends and those who inquire . . . DOROTHY BON-DURANT . . . formerly with Thunderbird SMOKE SHOP . . . can now be seen at MINA-MANSION . . . which reopens Saturday, March 14 . . . under the new management of JESS and EDNA ABBOTT . . . In addition to fine food they now have a BAR . . . Hours will be noon until ! ! . . . Any, and every day! . . . GOOD LUCK! . . . MINA-MANSION.

Understand MISS BEVERLY QUINN of the EL CORTEZ HOTEL will "fly over" to spend a few days in PALM SPRINGS . . . my, my, doesn't this independent little gal get around? . . .

Seen at the THUNDERBIRD . . . DICK and the lovely MRS. SHERIDAN with their guests, MRS. (LA VEEDA) TUTOR SCHERER . . . enjoying dinner and the show . . . LA VEEDA all smiles . . . happy in her anticipation. . . .

FAYE WILEY was in town this past week visiting her long-time friend MARY CAROLA . . . FAYE has been in MEXICO CITY but plans to be at the



LAKE again this summer, returning to the NORTH SHORE CLUB at her former position as cashier . . . Speaking of MARY CAROLA . . . there is a little lady with big ideas and achievements . . . latest accomplishment . . . PAINTING HER HOUSE . . . yes, entirely by herself . . . she painted the outside of her home, and completed the job in four days! . . .

Doesn't ANNIE RICHARDS look smart in her short hair-cut? . . . ANN and MERLE have truly found the "road to happiness" . . . first, in their new home . . . now in this "most unusual" . . . "wonderful" baby of theirs . . . they thoroughly convinced me . . . "there's only ONE baby like this" . . .

So surprised to see BOBBIE and JOE WHITE of RIALTO, CALIF. . . . BOBBIE and I were friends in CHICAGO . . . in 1940!! . . . JOE was speculating . . . (crap tables, too!) . . . on some property here in LAS VEGAS . . may be a permanent resident . . . small world, huh. . . .

That's it for this week . . . I haven't done much TABLE HOPPING . . . too busy at my own work . . . here at the THUNDERBIRD!!



APPEARING
WITH THE GREAT

BILLY DANIELS

FOR THE PAST
TWO WEEKS
HAS BEEN

A SPECIAL THRILL FOR ME!

JIMMY VEY

MY THANKS TO THE MANAGEMENT OF

HOTEL EL RANCHO VEGAS



DICK SHERIDAN'S

STRIP RACE BOOK

HI-WAY 91 (The Strip)

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

SOUTHWEST BEAT

. . . by CARL PAIGE

VISITING WITH YOU once again from our corner here in Arizona—YUMA. Main point of interest personally this past week was a peek at some very dear Las Vegans: MR. and MRS. R. K. VAN HOUTEN and their two sons, George and John. They took a few days and traveled the 280 from their beautiful Bonanza Village home to Yuma. Grand to see them again and what a time was had! They got a glimpse of our PAIGE estate here in the valley, the Yuma niteries, MEXICO, the Colorado River, traveled the one mile over the California line to Winterhaven, and all the rest that goes to make up a swell trip to the Southwest. Come back soon!

With a new Studebaker auto on its way, it's hard for yours truly to settle down this week. Mine is due by the 10th. You've taken a look at the hardtop and club coupe styles this year? Really nice! Local plug goes to DONKERSLEY STUDEBAKER, while if you are shopping there in Vegas see it at KETCHAM STUDEBAKER on Fremont Street.

Speaking of new cars — Station KYMA will soon be, if not by press time, sporting a new NASH Rambler station wagon — sharp!

LOCAL NOTES: One of the finest clothing sales in this area took place last week at BROUSSARD'S on the Mesa. Almost half prices prevailed on all merchandise. Thanks to BOB, wife MARGIE and, above all, MRS. BROUSSARD (one of our most constant and faithful readers of "S. W. BEAT"). We are looking forward to another sale like that one — of course, you can't miss any time in that modern shop with the new merchandise arriving daily. By the by, when you go, the kiddies are in for a real treat, too, because in the huge parking area BAYLESS MARKET has erected their musical MERRY-GO-ROUND, free rides all day long!

Progress on the new DRIVE-IN LIQUOR STORE has been made in the past two weeks, too. Located at 2200 on the Mesa, this $75,000 establishment will be one of the most LUSH in the Southwest.

JAZZ lovers are to be treated again this Sunday as RAY CUTLER reminded us of the JAM SESSION that takes place every Sunday afternoon at 2 in the SAN CARLOS HOTEL. All the local talent gets involved, plus the visiting firemen. Might be an idea for a hotel there in Las Vegas to take up. If you do, contact HAL MORELLI at 120 telephone in Las Vegas — he's the world's leading authority on JAZZ, ya' know. At least we've certainly had a load of fun telling him he was — great guy, we miss him.

Other entertainment around the Southwest Beat this week stays just about the same. The VALLEY HOTEL hasn't as yet replaced RUTH VALENTI in the PALM ROOM, but we'll let you know.

GARY HAYES, leader of a grand local ork and head man on the Good Neighbor Club, took a sudden leave of absence due to an illness in the family. Certainly hope everything works out well and that GARY is soon on the local scene again. Your gals miss you, man!

Best night-time show downtown is still at the SAN CARLOS, and on the Mesa visit the FLAMINGO CLUB in the new FLAMINGO HOTEL. Another note of interest: KENT'S Dress Shop in the Flamingo group of shops and stores is under new management. Drop in and see ALICE. Almost all new items are in and there's a wide selection.

TIP TOP cleaners are moving into town — more businesses for this ever-growing Yuma.

Yuma's first annual FAIR is just one month off, and what plans have been made! Nineteen local contestants have been entered in the QUEEN contest for this five-day event. Folks from all over are planning to make Yuma headquarters, starting APRIL 8! In the weeks to come we'll be bringing you quite a bit of news of the fair and the local activities. Our CHAMBER OF COMMERCE is going all-out on this and doing a superb job so far — they plan to make this quite a thing, not only in 1953 but for years ahead. Seems like every firm in town has a booth for display, or acreage rented for a showing of some nature.

More names and news next week. Right now let's close this section.

LAS VEGAS NOTES: The following has to be read fast sometimes and slower other times to actually rhyme, but it was in us and had to come out — so with apologies in advance:

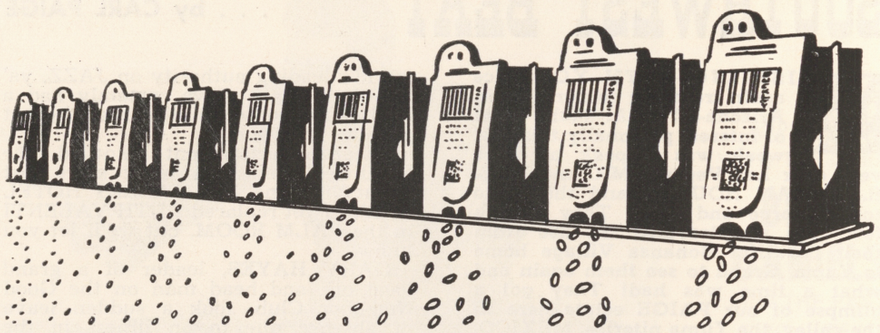
Dedicated to MERLE, ANN and CHRISTINE MARIE RICHARDS.

Here 'tis:

She was smart, petite, and always charmin',
That was Ann, shopping, sweeping or farmin'

Busy, rushing, and always workin',
That was Merle, devoted to camera, never shirkin'
Now with little cries in the night,

(Continued on Page 29)



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BUCKLEY BETTORS BAG BIGGER BOUNTY

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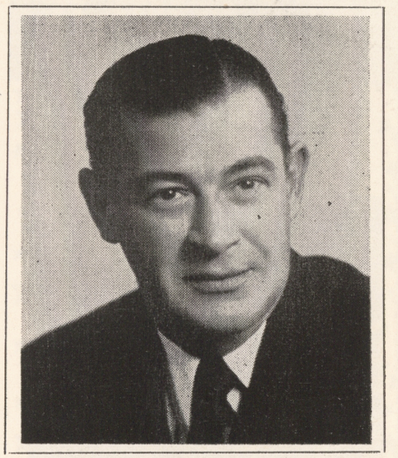
RENO BEAT . . .

by ART STEAGALL

THIS PAST WEEK has been a very busy one for at least eight of the most beautiful and talented young ladies in Reno. Tonight, March 14, they will all be at the RENO HIGH SCHOOL to compete in the MISS RENO PAGEANT. Out of this contest MISS RENO will be selected and she in turn will go on to compete for the title of MISS NEVADA. For the past few weeks the publicity pictures have been breaking in local papers, and, believe me, I would not like the job of making a choice among these lovely candidates.



BETTY STODDARD, of Radio Station KATO, will serve as mistress of ceremonies. The eight young ladies, one of whom will be MISS RENO by the time you read this, are the Misses BEVERLY GRIGGS, JEANNE PLUMMER, MYRTLE COATES, NADINE COLEMAN, BETTY LOUGARIS, BONNIE GOFF, YVONNE SORENSEN and SHIRLEY ARMSTRONG. "RED" ESPLIN has done a great job handling the over-all publicity for this contest and has his work cut out for him in the MISS NEVADA contest to follow.

AGVA: BEATRICE KAY and husband SYLVAN GREEN, at their ranch here for a week before invading LAS VEGAS . . . NINA HINDS, pianist, back in Reno for a while, having just closed in MODESTO, CALIF. . . . HAROLD SMITH JR., of the HAROLD'S CLUB SMITHS, in town on a short leave from the Coast Guard. He has been stationed with a destroyer escort for the past few months and is now at San Diego. He has a year and a half to go . . . No, I refuse to write a CHRISTINE joke, but I do love the definition of a CHARACTER — have you heard it? It's a JERK with PERSONALITY . . . STERLING YOUNG, leader at the HOTEL GOLDEN, bows out MAY 19, to be replaced by GARWOOD VAN and his Orchestra . . . STERLING was out of the show for a few days with the flu. LOUIE LE VITT, leader of the regular relief band, did a swell job carrying on for STERLING . . . CHARLIE KALEY and his boys filled in at the RIVERSIDE THEATRE RESTAURANT for a four day shift after ERNIE HECKSHER closed, and before BILL CLIFFORD opened . . . two, not one, but two accidents struck the current show at the RIVERSIDE. One of the beautiful STARLETS suffered a broken ankle in a nasty ski accident on her first attempt to conquer Mt. Rose, and one of the boys in LES COMPAGNONS de la CHANSON company is hospitalized with a broken knee in a freak accident while horseback riding. An expert horseman, he was thrown against the side of the stable while attempting to head off a horse his friend was riding.

Somethin' new has been added to BILL CLIFFORD'S BAND, beautiful BETTY HOLT, vocalist . . . looks like GARY COOPER will be the winner of the SILVER SPURS AWARD this year for his remarkable work in STANLEY KRAMER'S "HIGH NOON." The three day festival will be held here early in MAY . . . How about that basketball upset? DOUGLAS COUNTY HIGH SCHOOL, the smallest in NEVADA, just 87 students, reached its greatest moment in athletic glory by winning the 1953 Western Conference Basketball Tournament by beating the heavy favorite RENO five . . . Plans were approved and bids are coming in for work on the Reno Rodeo Grounds . . . MR. and MRS. JIM PECKHAM, due back from Hawaii, and their 50th wedding anniversary celebration . . . thanx to ROY POWERS of the RIVERSIDE for that nice mention . . . Lots of big names being booked here for the summer season.

CURRENT SHOWS: The GOLD ROOM of the HOTEL GOLDEN, sticking to their "one week only" policy, opened WEDNESDAY with the singing star of the Lucky Strike Hit Pa-

(Continued on page 26)



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"FABULOUS
LAS VEGAS"
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$5.00 PER YEAR

THAT'S FOR SURE:

(Continued from page 9)

most people wait for for years and never attain. We wonder what his secret is. Morris came in to town to make certain he attended Jimmy's opening. The gentlemen have been friends for many years as one could judge from Jimmy's remarks on stage.

Congratulations to AL BENEDICT, who recently took over the FRONTIER SPORTSDROME. Al knows many sport personalities and will bring the best talents available to this spot. We have a strong hunch that it won't be long before the Sportsdrome plays host to a world championship bout.

JIMMY STEWART has always nursed a frustrated desire to pilot his P-51 Mustang on speed dashes across the nation. Well, he still can't fulfill that ambition but has been signed to portray an ace pilot in Paramount's "Strategic Air Command." Jimmy is one of the top flyers and won't have any difficulty in playing this part.

While making the rounds and catching up on the shows in town, we saw ALTA and ART HAM, SR. talking earnestly over steaming cups of coffee. As we passed by, we couldn't help but think that this esteemed gentleman has done much for our fabuluous town. The elder Mr. Ham has been extremely instrumental in the progress of Las Vegas from an unknown name to a magnetic, well-established center of activity. He takes a definite interest in many civic enterprises and can always be called upon to support our growing city.

FERN and JAKE KOZLOFF have returned from their trip to Honolulu. The general manager of the HOTEL LAST FRONTIER and his frau had a wonderful time on this, their first real vacation in some time. When they arrived on the island Jake headed for the Chamber of Commerce. There he made friends instantly and the place was his. Incidentally, if you don't see Fern around the local spots for a couple of weeks it won't be because Jake gained 10 pounds on their vacation—but (and don't say this too loudly) because Mrs. K. added four more pounds than her husband acquired. Forget the weight and come on out, gal. Everyone still loves you!

In our estimation, Hollywood's CRESCENDO CLUB is the most beautiful we've ever seen. On the main floor is the club itself. Upstairs, in a penthouse setting, is the INTERLUDE ROOM. The latter was what intrigued us. It is glass enclosed with French doors that open on to a large veranda,

(Continued on Page 29)

COMING Attractions ON THE STRIP

FLAMINGO HOTEL
MARCH 19 THRU APRIL 1
THE BROADWAY REVUE
ANNIE GET YOUR GUN
APRIL 2 THRU APRIL 15
Russ Morgan and
His Orch.
Monica Lewis
Jackie Kannon

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

HOTEL EL RANCHO VEGAS
MARCH 18 THRU MARCH 30
JACK CARSON AND
HIS SHOW
MARCH 31
GUY LOMBARDO

WILBUR CLARK'S DESERT INN
MARCH 31
LATIN QUARTER
REVUE

HOTEL SAHARA
MARCH 24 THRU APRIL 6
BEATRICE KAY
APRIL 7
NELSON EDDY

THE SANDS
APRIL 2 THRU APRIL 15
ANN JEFFRIES AND
BOB STERLING

THUNDERBIRD HOTEL
OPENING APRIL 2
ROBERT Q. LEWIS

WHAT'S DOIN'?

(Continued from page 11)

ever, the inteligentsia who are making these back door collections are one day bound to become foolish, slip, and realize that their I.Q. is practically nil.

Tall, blonde and pulchritudinous GLORIA PALL has been chosen to take the place of JO ANN MALONE in the cast of players at the SILVER SLIPPER. Jo Ann is once more taking time out to bolster the family roll call of her and hubby, HANK HENRY. Might not be a bad idea for the rest of you fellows, sans family, to start taking all your meals at the SILVER SLIPPER RESTAURANT, along with Hank!

Kinda anxious to see what JACK CARSON is going to come up with when he comes into the El Rancho with his own show for one week following BILLY DANIELS. He'll open Wednesday night, March 18. Jack's a master at timing punch lines!

Had quite a jam session at the HI-HO CLUB last Tuesday night; seein' as how it was on such a short notice. MIKE MARCHESE was so well pleased with the turn-out that he's all for doing it over again next week, same night. Personally, I'd like to see this session thing get to rolling once more. Here, a year or so ago, we had more sessions going than you could shake a stick at. TOO many, as it turned out! And none of them run quite right. Now for a long time we've had NONE. We, along with a lot of other folks, feel the need, and nothing's been happening. Stop out to the Hi-Ho next Tuesday night!

The last time I talked with ERNIE STEWART he was ready to start "WHITEY" POTICHER on bass and COLE SWEENEY on guitar in his trio at the SANDS at his spot behind the bar. It's good to see all these local men going into these spots. Employers are beginning to realize that there are a lot of fine musicians in Local 369 who can do a job for them, and give them a lot less trouble! You'd be surprised if you knew how many of the groups that entertain you in the night spots are made up of local men.

Congratulations to KEN McDONALD on getting under way with his club out in Pittman, on Boulder Hiway. It used to be called RED'S SALOON, but Ken has changed the name to KEN'S HIDE-A-WAY CLUB. The thing he's most proud of at the moment is the fact he has a fine Italian chef in his kitchen. DANTE MAZZARI is his name and he hails from New York. Ken serves a complete lunch at the Hide-a-Way at noon for only $1 and he claims you can't match it anywhere. He has dinners from $1.50 up. In the evening you'll find continuous dancing from 9 p.m. on . . .!

One of the most entertaining trios on the Strip at the moment is the BOBBY STEVENSON TRIO at the LADY LUCK BAR of the Desert Inn. You'll find BOB MITCHELL on guitar, and BOB FOSTER on bass. D'ja notice that they're all named "Bob"! This Bobby Stevenson plays some of the finest piano I've ever listened to! Style? You name it. Tempo? You set it, These boys do 'em all!

I guess that about winds up the jaw waggin' for this week! Funny thing, I stayed awake the whole time I was writing it. How 'bout you? Seeya! Your ever lovin' . . . —JOHNNY.

RENO BEAT:

(Continued from Page 23)

rade, EILEEN WILSON; PAT PATRICK, the ERCIL TWING of Radio fame, and an amazing novelty act, MANNY GATES; STERLING YOUNG and his Orchestra, plus the 12 GORGEOUS GIRLS. At the GOLD BAR, JULIE LLOYD and DON PALMER share the entertainment from 4 p.m. 'til . . .

MAPES SKYROOM: RUDY VALLEE, THE BLACKBURN TWINS and MARION COLBY, just concluding a successful two week stint at Wilbur Clark's Desert Inn in Las Vegas, are the current headliners at this spot. Show should be a great attraction and pack the Skyroom for each and every performance. Rounding out the bill will be the lovely MAPES SKYLETTES and the music of EDDIE FITZPATRICK and his Orchestra.

The RIVERSIDE THEATER RESTAURANT swings into a second good week with that terrific French singing group of nine men, LES COMPAGNONS de la CHANSON, staged with a great deal of production. They are introduced by the RIVERSIDE STARLETS with the addition of GENE NASH, in a most novel GEORGE MORO number . . . The boys are great, their voices, their humor and their pantomime all blend as one . . . Featured in the show are LANDRE and VERNA in some of the most remarkable, brilliant breath-taking dance routines seen in some time. The above mentioned STARLETS, the return of popular BILL CLIFFORD and his Orchestra rounds out the show which runs through March 18, with JANICE PAIGE set to follow.

RENO LITTLE THEATER held over "FIRST LADY" after a smash first week.

See you next week — ART STEAGALL, Reno 2-2658.

FLAMINGO:

(Continued from page 15)

back, and do some extra fancy footwork while in such very close quarters . . . One of the high spots of the show is when the great little AL KELLY is introduced and comes forth to talk on some very interesting business and his double-talk impressions are priceless. When he and Joey Adams start throwing lines at each other, you are in for a real treat! No matter who throws the lead line the other knows the answer, etc. . . . THE APPLETONS consist of two girls and a young man who do a realistic Apache dance, scenery and all; the heart interest, the jealousy, the fight, and finally the killing. This hard-working little trio does do a few different phases of lifts and throws that you may have seen done . . . THE ZERBYS' opening number is a black velvet back drop routine, and is handled very nicely in the illusion it presents. For their second number in the show they do some soft shoe and some very fast turns with lifts that are very well executed . . . DOROTHY DORBEN'S PARISIANETTES are beautiful girls and beautifully costumed. Added to their talented dancing is the great voice of HAL ROSS who handles the vocals . . . The musical portion is properly portrayed by TORRIS BRAND and his Orchestra.

EL RANCHO VEGAS:

(Continued from page 16)

fan . . . The exciting SHAW DANCERS are two handsome couples whose sparkling choreography and personalities will win your approval. The Shaws execute the most perfectly-timed interpretive routines. Their low-down blues is sensuously exact and their Calypso sequence is nonpareil. We heartily endorse these accomplished exponents of the dance.

SAHARA:

(Continued from page 16)

completely when he turns to his skilled impersonations. With a bit of imagination, Mickey causes the viewers to feel they are gazing directly upon the personalities he is imitating. Wait until you see him offer his interpretation of our former President and a gentleman from behind the Iron Curtain. They're really terrific! . . . Little YVONNE MORAY has lost none of the spice that labels her "Miss Tiny Dynamite." The petite little gal just bubbles over with personality and humor. She has an endearing air that just reaches out to envelop all within earshot. Yvonne sings a lot of song for one so small in stature. Her selection of tunes is most usually accompanied by a smile and is always appreciated. Catch this little bundle of vivacious talent! . . . THE ADAROS live up to their billing of "Sensational Equilibrists." They are a team comprised of mother, father and daughter. Each of this breathtaking team is highly adept at causing breaths to catch and hearts to skip a beat. Their head stands and balancing are nothing short of perfection. The climax of their performance will leave you astonished. It is excellent! . . . We're just running out of accolades for the exciting MORO-LANDIS DANCERS and their elite production numbers. You just can't find any flaws when these gals go through their precise choreography. Outstanding is their show business routine, with the young ladies tossing in some very capable impersonations. Featured with the line are LOUIS and SKY, two young gentlemen who look good and offer a brand of dancing that marks them for a future as a dual act instead of supporting roles. The same can be said of the DEWEY SISTERS whose acrobatics and choreography make them outstanding in any production. The young ladies are capable performers and win your hearts with their ready smiles . . . CEE DAVIDSON and his ORK cut an exceptionally smooth background that we feel he and his men deserve the highest recognition. Nice going, gentlemen of music!

SANDS HOTEL:

(Continued from page 17)

The KEAN Sisters are always working — a very good sign of leading talent in this field of star-studded show business . . . We're happy to report that the young, affable DOMINQUE and his array of mystic tricks has been held over. The lad is well schooled in the art of bringing appreciation to his audience and has prepared some novel twists for this extended engagement.

SILVER SLIPPER:

(Continued from page 17)

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!

EL CORTEZ:

(Continued from page 17)

ties, as well as a most entertaining master of ceremonies . . . BETTE BLACK is properly called the "Little Princess of Song" because of her Royal Manner of presentation of witty songs, and material that is smart and sophisticated without being risque. This, in addition to her blonde, young freshness and chic appearance combine to make an evening of Royal Entertainment . . . JILL ADAMS created a furore at the Rio Cabana in Chicago with her latest dance divertissements. Her unique style is acknowledged everywhere as the finest in the American theater, or for hotel and nightclub floor. She recently appeared in Los Angeles over KTLA-TV on the Ina Ray Hutton All-Girl Show . . . Held over for an extended engagement is GEORGE DeCARL and his DIXIELAND BAND.

DESERT INN:

(Continued from page 16)

The DONN ARDEN DANCERS open the show with a cute routine based on "Oh, You Beautiful Doll." Their second offering is "Salome with the Seven Veils" from the Broadway show "Hazel Flagg." In these they feature the dancing feet of FLUFF CHARLETON and the voice of your new singing master of ceremonies, DON McKAY! . . . CARLTON HAYES has augmented his orchestra with two violins for this show, which he and his men play without a hitch. Good show!

THUNDERBIRD:

(Continued from page 17)

minding of their sensationalism! These three artists juggle everything with their feet. But EVERYTHING! You'll see! . . . We're happy to state that the terrific talent of terpsichore in EARL BARTON has been held over once more to be presented in this new show . . . The KATHRYN DUFFY DANSATIONS are presenting numbers from the Broadway hit "Paint Your Wagon," featuring the dancing of Miss CHRISTINA CARSON and the vocal lift of BARNEY RAWLINGS, who also acts as your singing master of ceremonies.

HELD OVER
ONE MORE WEEK
BY POPULAR DEMAND
ALL GIRL SHOW
CHUCK WOODS'
7th
ONE
DINING — DANCING
COCKTAILS — CASINO
FEATURING
LA COUNTESSA
INTERNATIONAL DANCING STAR
★ DOTTIE ATES
—Comedienne and Singing Mistress of Ceremonies
★ TONY LAUREL
—Ballerina of Exotic Dancing Direct from the Chez Paree
★ ART KINNEY and his BAND
BOULDER HIWAY
PITTMAN. NEVADA
"Fifteen Minutes from Vegas"

THAT'S FOR SURE:

(Continued from Page 25)

with a fireplace. From that veranda one can stand and look over the entire town. The club is owned by BILL DOOR, who supplies binoculars for those who wish to see close-ups of various landmarks. Sharing our enthusiasm was TOM KETTERING, amusement editor of the Los Angeles "Mirror." Currently engaged at the Crescendo are ALAN DALE and the FOUR JOKERS.

Before retiring from show business, MAX SCHWARTZ (now with the DESERT GALLERIES), established an enviable reputation as a harmonica player. He is extremely adept with this instrument and can easily handle the classic or pops. Mr. Schwartz appeared on many radio shows and his talent was heard by an untold number of people. If you can, try to coax a little tune out of him, next time you visit the Desert Galleries.

My, how time flys! Summer is definitely on its way, especially if you see the preparations going on at Lake Tahoe. The TAHOE-BILTMORE will reopen this summer under the banner of SANFORD ADLER and CHARLIE RESNIK (who also operate the CAL-NEVA LODGE).

GENE MURPHY, publicist of the DESERT INN, is trying desparately to obtain boat reservations for TONI and WILBUR CLARK on the March 23 trip to Honolulu. Already scheduled for passage are the HARRY S. TRUMANS and that's the reason the Clarks wish to leave at that time. The Clarks and Trumans are friends and plan to see the sights together. Gene might have one strong point in his favor—he knows the president of the steamship line and this little detail just might swing the deal.

We're almost positive that there will be quite a large shindig in the house of WOODY KOZLOFF, come March 14 (today). Young Mr. Kozloff is practicing to blow out four birthday candles on that day. Daddy BILL (general manager of the SILVER SLIPPER) and mother MAXINE are planning a memorable event for their son (youngest of their four children). We're wondering if a piece of that birthday cake might get lost somewhere in the vicinity of the Cortez home.

From Hot Springs National Park in Arkansas comes regards from DAVE and TRUDY WILLNER to their friends. (Dave is the manager of the card room in the GOLDEN NUGGET.) They mention encountering BETTY and JOE BERNSTEIN and quite a few of the dealers who worked around Las Vegas. According to the Willners, "the town is wide open" up thar!

This is the month we should all join forces and march to the assistance of the RED CROSS. To many people the name itself stimulates the thought of blood plasma for our armed forces. This is true, of course, but the Red Cross collects blood for civilian use as well. Our servicemen receive assistance in emergencies from Red Cross field directors. The organization trains thousands of volunteer nurses' aides. Vividly outstanding in our memory is the relief the Red Cross provided when floods caused serious disasters. The Junior Red Cross sends gift boxes and relief shipments overseas. Many women receive training in home nursing to provide good care for the sick who do not require hospitalization. The Red Cross safety services conserve life through first aid and water safety training. All of this requires financial backing. Every penny, dime, dollar or check that we contribute will find its way to helping the needy. Won't you take part in this worthy cause and perhaps save a person's life? Your contribution is vital . . . and that's for sure.

POP SQUIRES:

(Continued from Page 5)

Next day, leaving Goldfield at 7:30 in the morning, we arrived at Reno at 7:30 in the evening. The length of this part of the journey was made to seem short by the fact that when the train arrived at Mina the S. P. added a club car to the train. From there on the passengers became pleasant and very sociable, because accompanying the club car was a very elegant and genial colored steward.

Now, traveling with Dr. William A. Redenbaugh and his daughter in her Chrysler, over smoothly paved highways, it was quick, pleasant and easy travel.

I hope those jolly newspaper editors from the North enjoy their trip to Las Vegas next year as much as we did going to Reno this time.

SOUTHWEST:

(Continued from Page 19)

Is it all such a happy plight?

Yes, Merle still works those 24 —
But now somehow, it seems like more!

And Ann is still the happy elf,
But not a split-second to herself!

But we still love you, don't ya' see?
Friendship that was double, is now for three!

Ah-h-h C. Marie!

Till next time on our Southwest Beat.

... in the Fabulous COPA Room

For an . . .

Enchanted Evening

EZIO PINZA

★

BETTY and JANE KEAN

★

HELD OVER!

DOMINQUE

★

RAY SINATRA ORCH.

AND

The Most Beautiful Girls in the West

— NO COVER — NO MINIMUM —

2 SHOWS NIGHTLY:
8:30 and 11:30 P. M.
LATE SHOW SATURDAY AT 1:30 A. M.

FOR RESERVATIONS
CALL JOAQUIN AT 7100

The Sands

LAS VEGAS, NEVADA

NEVER A COVER

NEVER A MINIMUM

NOW IN THE RAMONA ROOM . . .

KAY THOMPSON

AND

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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Hotel LAST FRONTIER

LAS VEGAS, NEVADA



THE Flamingo HOTEL

NO COVER OR MINIMUM

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NOW IN THE FABULOUS FLAMINGO ROOM

ZSA ZSA GABOR

IN

FOLIES PARISIENNE

WITH

AL KELLY
THREE ROCKETS
THE APPLETONS
THE ZERBYS

FEATURING

DOROTHY DORBEN PARISIANETTES

EXTRA ADDED ATTRACTIONS

JOEY ADAMS

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.

"Thanks"

for inviting us back!

"Thanks"

for holding us over!

"Thanks"

to
everyone
for making
these
FOUR
WEEKS
at

HOTEL
EL RANCHO VEGAS

an
ALL TIME
RECORD BREAKING
ENGAGEMENT



BILLY
DANIELS

ME TOO:
BENNY PAYNE