Jack Bortz

September 26, 1953

Fabulous LAS VEGAS

Magazine



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ANY PERSON who was in Las Vegas during any part of the year 1905 will never forget it. Of course, the first things that come to mind when one recalls those days when Las Vegas was struggling to survive were, in the order of their obnoxiousness (I hope that is a good word for a bad mess!) were flies, dust, heat and bad smells.

Flies there were by the million. A thousand, more or less, horses and mules were kept in various parts of Las Vegas between their trips as parts of 16- or 20-horse-mule teams hauling freight to the new mining camps of Bullfrog, Goldfield and Tonopah. And those flies had the least regard for their own safety of any flies I ever knew!

It was very evident they were tired of living off a diet of horse and mule and the more tender and succulent flesh of humans evidently was very appealing to their appetites. They would surround your face like a swarm of bees and seemingly had no fear of slaps or swatters made of newspapers (we had no others). If in a vicious mood one should kill a dozen flies at one slap, it made not the slightest difference—there were hundreds of thousands more swarming about seeking a chance to take their place and risk their lives for a taste of white man.

Inside the tents or shacks composing the town it was almost as bad as out of doors because the houses had plenty of cracks and crevices through which the flies could crawl, and the few bolts of mosquito netting we had were of little protection. At night it was a little better, but the flies were up and busy at the first streak of dawn.

When it came to dust, Las Vegas beat the world. It was not the simple dust blown from the desert that we now occasionally experience. It was a lighter, finer flour than Pillsbury ever produced, because it had been ground super-fine by the thousands of wagon-wheel tires constantly winding in and out and about town. Mixed with that finest of dust was plenty of microscopic particles of ground horse manure which attracted themselves to each particle of dust and gave it wings. In those days dust did not simply rise with the stirring of a passing wagon train, but it came up and stayed up.

We had to breathe it or suffocate, which it seemed sometimes we would almost do. Of course, when we had a desert breeze our atmosphere would drift away, only to be followed by a new supply of polluted air when the next freight team swung by.

There was one feature that ameliorated the situation slightly. Of course we all perspired profusely and the dust settled on our faces and necks until it formed a coating almost impervious to flies. But that did not bother the flies too much for they could always concentrate their attack on our eyes.

Along with our super-abundance of flies and dust we had the heat of a very hot summer to contend with. Of course, the idea of cooling or air-conditioning our houses had never been thought of. It would have done but very little good since, as I remarked before, most of our homes and business houses were tent-houses; that is, a wooden floor and a framework over which a tent was stretched, but with plenty of cracks and crevices.

The canvas roofs, of course, kept the direct rays of the sun from us, but that canvas seemed to collect every possible degree of heat that the sun poured down and conducted it into the room where we were trying to live.

It really was hot in the day time, but there was some compensation in the fact that the shacks cooled off quickly when the sun set. Along about 11 o'clock or a little later it really cooled enough so we could sleep—if the mosquitos, which had begun to torment us along in midsummer, would let us.

Oh, yes! Even in this dry desert there were plenty of mosquitos because the water company had been slow in piping water in from the big springs and everybody was using for drinking and all domestic purposes water from shallow wells, six to ten feet in depth, dug in the back yards, of necessity, near cesspools. It was an ideal setup for the merry and festive mosquito.

Also threatening the life of the railroad townsite, Clark's Las Vegas Townsite, was the old town, now Westside, which had been subdivided and put on the market almost a year before the railroad townsite. Several hundred lots had been sold and the enterprising pur-

(Continued on Page 33)

there's nothing like it in Las Vegas
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The Adventures of Dave Barry



IN CASE the hotel owners of Las Vegas are wondering whether there might be a slump in business in the near future, I am ready to take the blame. Last week I ran a crap game at my house. I had about nine friends over for a poker and, after we all decided to quit, they still had the yen to gamble.

As it so happened, I had a pair of dice left over from my last visit to Nevada, and we formed a "players ring." I carefully closed all the shutters, put the chain lock in place, and the game was on.

Paul, who is one of the wealthiest manufacturers in the city, rolled four dollars. Leo, a gambling fool if ever I saw one, immediately covered two dollars. Recklessly, I plunged in and faded the other two. On the very first roll, one of the dice got caught in a crack where my wall to wall carpeting meets the wall. This caused a slight delay but fortunately the dice was recovered, the dust wiped off and handed back to Paul.

He then backed up to wave his arms before thrusting, and fell over one of my dining room chairs. This delayed the game slightly while we brought him to. After taking a second look, we decided to let him lay there. Unable to throw the dice from a prone position, he took his four dollars back and passed the dice to Jules, another gambling guest who is one of the most successful business executives in Los Angeles.

He shot a dollar. He came out with a SEVEN, picked up the two dollars, excused himself, claiming he had to get up early, and fled in panic. Naturally, I unlocked the door first.

Getting quickly back to the dining room, I could see that the game was in high gear. Everybody was yawning. Boy, this was really living! I thought to myself: "Why go to Nevada, suffer from the heat, scurry around for last-minute accommodations, when one can enjoy the thrill, the excitement of gambling right in one's home?"

This thought had somehow never occurred to me before. Why. this might very well be the answer to combat my losses in the enchanted desert paradise. Who knows? It might even catch on. After all, where else can one find the comfort and conveniences that one does in one's home? It differs only slightly from Las Vegas. You could make your own house compare favorably with any of the famous Nevada hotels. You fill your bath tub (swimming pool), have dinner next to the television set (floor show), then walk into the room where your crap game is going on (casino).

These exciting thoughts raced through my brain as I watched my next guest pick up the dice. His name was Maurie. He was a fat one. When he laughed, so much of him had such a good time. His cigar ashes kept falling on his chest. His stomach was so big, when he rolled the dice on the floor we had to tell him what his point was.

His point was nine. For the next half hour he rolled every number but SEVEN and NINE. The rest of us were so exhausted from retrieving the dice and handing them back, that no one cared to find out how it came out and we all staggered into the kitchen for coffee.

We took inventory. We discovered that a total of eight dollars had changed hands. Paul was still lying back there on the floor, Maurie was still rolling the dice and retrieving them himself with a shovel, and his coffee was getting cold.

My wife, who had just returned from a poker game with the girls, was giving me dirty looks and trying to signal me to get the guys out of the house so we could go to sleep. The water in the bath tub was running over, the television tube had gone haywire and the neighbors were complaining that we were making too much noise.

What excitement! What fun! What a mess! I poured out the coffee, right over my guests, picked up Paul and threw him at Maurie and wheelbarrowed them both out the door. I left the others at the table, turned off the lights and went to sleep.

I whispered to my wife: "You know, honey, the next time I want to gam there's only one place to go." She told me where!

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IS HALF
THE FUN----

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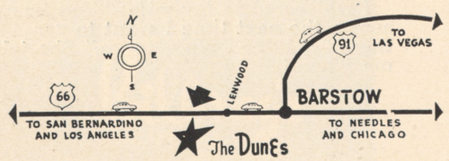
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OUR NEWS ITEMS are going to be on the brief side this week owing to the fact that Yours Truly has been feeling under the weather. Have been complaining that I have not been able to take a vacation but this one was forced on me and I must say I don't like it a bit. Incidentally, thanks for the many phone calls and "Get Well" cards . . . I'm looking forward to being back in harness very soon . . . and that's for sure!

The "new" opening of the LAS VEGAS PARK RACE TRACK Saturday, September 26, will be a tremendous success, we hope. LOU SMITH, AL LUKE, IRA HAMILBURG and associates deserve nothing less. We in Las Vegas should help this project in every way possible as every new successful business venture benefits the entire community. The unfavorable occurrences of the former opening were most unfortunate. However, steps have been taken to assure the fact that nothing will go wrong this time. Be there for the official opening September 26th!

We wish to make a retraction of a statement in last week's issue. STU and MAE ALBERTSON are the new managers, not the owners, of the BAR-W RANCH. We were misinformed. BYRON FOY is still the owner. Our apologies, and we hope this clears up any misunderstandings.

Owing to unforeseen events, the new MERRY-GO ROUND BAR on The Strip was unable to open on schedule. We hope, however, it will be open next week as it should be one of the town's coziest rendezvous.

Watch for a new TV show, "CALL BOY," starting September 28 at 7:30, sponsored by WILBUR CLARK'S DESERT INN. It stars the terrific trio now playing at the LADY LUCK BAR—the GROVER SHORE TRIO. Congrats to the boys—LANNY, BUDDY and MAX —who also celebrate their first year anniversary September 30 at the DESERT INN.

Good luck to RICHARD E. HILLS, bartender of the GAY '90s BAR, on his marriage Tuesday, September 22, to JEAN OBRODOWICK of New York City, now honeymooning in San Francisco. Their many friends wish them the best of luck. Oh, yes! Just in case you didn't know, the Gay '90s Bar is located in the Hotel Last Frontier, and is the place to see, hear and enjoy THE MARY KAYE TRIO!

Thanks to A. J. RUBENSTIEN of DENVER for sending us a clipping from the ROCKY MOUNTAIN NEWS featuring a write-up about our good friend DAVE CHUVEN, chief security officer at the FLAMINGO. Quite an article, Dave! Wish we had space to re-print same.

IDA LUPINO and HOWARD DUFF are second-honeymooning in the High Sierras near Lake Tahoe.

Craziest of crazy men SPIKE JONES has just acquired a new truck for his "MUSICAL INSANITIES" show. On the underside of the truck is a large sign which reads: "YOU HAVE JUST BEEN RUN OVER BY THE CRAZIEST SHOW ON EARTH."

It comes as no surprise to his many friends in Las Vegas that VICTOR BORGE has a one-man show lined up for opening at the GOLDEN THEATER in New York October 2. This DYNAMO DANE will establish a precedent by doing a two and a half hour show ALONE!

Heard quite a bit about the ROCKING HORSE BAR grand reopening last Tuesday . . . Understand the "joint" was loaded with fun seekers until the wee hours of dawn. Big topic of conversation was how inviting the place is and the great job HENRIETTA MURPHY and AL BRAMLET did in the remodeling department. We'll be out there some time next week for dinner, Henrietta and Al—one of your sensational chicken dinners!

We spread the welcome mat for MR. and Mrs. CHORMAN of SAN FRANCISCO, who are planning on becoming permanent residents of LAS VEGAS. They have been frequent visitors over the past few years and they are now so anxious to stay they went right out and bought Nevada plates for their car. They are the owners of MARIANN'S DRESS SHOP in SAN FRANCISCO. A branch store will open in Las Vegas

(Continued on Page 31)

★

THE

MARY KAYE TRIO

★



NIGHTLY IN THE

GAY '90 BAR HOTEL LAST FRONTIER

TURN NIGHT INTO PLAY —— MIDNIGHT 'TIL DAWN

VISIT THE BRIGHT AND GAY SHOW SPOT ON THE FABULOUS STRIP

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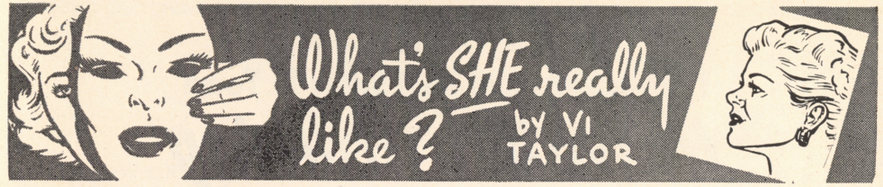


NEW MANAGEMENT

Hosts: Stu & Mae Albertson

DINING ROOM

COCKTAIL LOUNGE



TODAY is your birthday, Kitty Wyth, though few people know you by that name. You have made and literally given away fortunes in your long and glorious career, Kitty, selling that always - in - demand commodity, NOSTALGIA. So let us turn the tables and take YOU down memory lane on your natal date . . .

Born in Kansas and orphaned at birth, your Grandmother Anne Wyth took you to Cedar Falls, Iowa. Yours was a happy childhood, your beauty and musical talents endearing you to the whole town. You won a scholarship to the Cosmopolitan School of Music in Chicago, but your Grandmother would not let you accept it, so you borrowed money from a clerk in your uncle's grocery store and went anyway.

In Chicago you were to know fame, fortune and tragedy. You numbered among your friends in the musical world Rosa Ponselle, Fritz Kreisler, Serge Rachmaninoff, Herbert Witherspoon, Caruso and many others. Little did you realize when you were a struggling music student that someday you'd be the wife of a fabulously rich LaSalle Street broker—but it did happen.

You dripped with diamonds and wore your sables with that casual flair, and all eyes were turned on you whether you played golf at the fashionable French Lick in Indiana or strolled around at the annual Kentucky Derby, or just drove your Pierce Arrow roadster around the block.

Then tragedy wound its tentacles around you. Your seven-year-old son was "snatched" while playing in the park. Your grief was undescribable, as days and months and years passed with no clues. Then your husband died in the fire of your Gold Coast mansion on East Chestnut Street. You and your Japanese butler were submitted to the "third degree" and the story headlined for weeks.

To keep from losing your mind you went to work at the Moulin Rouge, then later at the Kit Kat Club, where Sophie Tucker introduced you to an audience that fell in love with you. It was here that you met your next and last husband. Chicago Examiner reporter George W. Clarke, who later became the first city editor of the New York Daily Mirror, a newspaper that was born in your living room at the Ogden Hotel in New York, where fourth estaters, playwrights and producers hung out to eat the corned beef and cabbage you prepared so well. (Walter Howey, Gene Fowler, Charley Washburn, Herman Shulman, Nick Kenny, Richard Maney, Cornelius Vanderbilt, do you remember?) Across the street lived a little guy and his bride who loved to ride in the rumble seat of your Pierce Arrow—his name was Lee Mortimer.

Lou Irwin (now a tenpercenter) got you your first job in New York at Woodmansten Inn on the old Merrick Road, Valley Stream, Long Island. From there you made history in show biz in all its facets. You played the Roxy, the Palace, the finest clubs, and you were featured on the CBS network as "The Girl o' Yesterday," with such famous men as David Ross, Harry Von Zell, Roman Brokenshire, Ted Husing and Andre Baruch as your announcers from time to time.

Then came the most sensational success of your entire career! As Captain Kay of the S. S. "Bear Mountain" showboat on the Hudson River, a venture that lasted seven years, you made for its owner a million dollars. Ah! Those were the wonderful days! Remember leaving the Battery around 9 p. m., already loaded to the gunwales, then stopping at the 132nd Street pier for another load, with hundreds of eager customers left behind? Off you sailed under a summer moon, and when you passed under the pearl necklace of the George Washington Bridge, that was your cue to start the folks in a community sing that could be heard on Riverside Drive! You booked the finest talent in show biz for your productions, some of whom are headliners today.

Lovers' knots were tied under the moon and stars on the "spooning deck"; countless lads and lassies discovered they could sing because of your gentle prodding to "open up your pipes." Sailors from ships of foreign lands spent their spare time on the showboat, as did thousands of tourists, because no one in those days would dare admit they'd been to New York and not gone on Captain Kay's Showboat! Yes, you made the '30s glorious in little old New York!

In the winter months you worked with Billy Rose at his Casa Manana in the Palm Beach Bar, giving folks an hour of old-fashioned happiness, with

(Continued on page 30)

EDDIE FOX PRESENTS

The Funniest and Best Show in Town

Hawaiian Holiday

"A SOUTH SEA ISLAND SAFARI"

STARRING

KALANTAN

Dancing Star of R.K.O.'s "Son of Sinbad"

HANK HENRY — The Funniest Guy in the World

ALL NEW SKITS ★ GAGS ★ LAUGHS

SHOW TIMES: 9 P. M. — 11 P. M. — 1 A. M. — 2:30 A. M.

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DEPART LAS VEGAS . . . 1:40 A.M.

ARRIVE CHICAGO . . . . . 9:15 A.M.

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NOW I KNOW why I've been so tired all these past summer months! . . . It has just been brought to my attention that I lost an hour's sleep last April. According to the pep some of you people have, you must have brought that hour back into the fold somehow . . . but I'm afraid the one I lost is still "unfolded"! . . . However, this Sunday, September 27, we go back on Pacific Standard Time and I'm gonna regain that hour. BUT . . . I wonder if the lead in my listless lower region will actually disappear with Daylight Saving Time! I've got a horrible hunch that sweetening my sleep with 60 minutes of shuttered eyeballs, for just one day, won't alleviate the situation for me one iota. (Now get this!) "IOTA get more sleep in the first place!" . . . (sorry!).

This week-end marks the reopening of the track and we wish all the luck in the world to the LAS VEGAS JOCKEY CLUB in the success, and the greatness, of their bold and relentless venture, LAS VEGAS PARK. These men have fought all kinds of odds to bring this fine addition to our fast growing community and one by one they have defeated those odds. At this point it seems that everyone should get in line and do all they can to help make a success of it. The fiasco of the first opening has proved to be a large lesson to a lot of people and will all the more strengthen the backbone of the organization. Time and Totalisator alone will tell . . . To Mr. LOU SMITH, Gen. IRA HAMILBURG and their myriad of associates . . . good luck!

I guess Fall has fallen, according to the thermometer these evenings, and the racks of BONNIE BEST's shop are loaded with fall lines for the little lady. Instead of waiting until the frigid air starts freezing your . . . don't wait until it REALLY gets cold . . . now's the time to start getting those winter things. You say the styles might change? Okay, so you wait to have style . . and influenza!

The opening of the ROCKING HORSE BAR and GUEST RANCH was a huge success last Tuesday evening. I was there, and so were about 500 others during the course of the night. Congratulations to HENRIETTA MURPHY and AL BRAMLET for a job well done . . . and to NICK PODAR for the wonderful buffet he had arranged for the guests of the evening. The swimming pool out there is really going to be something now since they've installed the filter system and painted it from stem to stern . . or does a pool have a stem and a stern? Anyway, if you haven't been out there since these people have taken over you would hardly recognize the place. They've got a riding stable on the grounds, too! Well, it's only about five minutes out Paradise Valley Road, so why don't you drive out some evening?

Heard some fine bongo beats one night last week! FRANK HUDEC was passing some time with CY COLEMAN at the Casbar of the Sahara and rhythm really ran rampant for a spell . . . The MARY WOOD TRIO, which also plays at the Casbar, is one of the most versatile combos you'll hear here'bouts. The three have been together for about six years and know one another's tricks to a tee, when ad libbing. On the other hand, they seldom ad lib! Their book covers almost all phases of music. No matter what your particular tastes might be, they'll soon get around to playing something in just the way you like listening . . . play 'em correct, too!

This week-end marks the beginning of the grand exodus from all over the nation in the general direction of the World Series . . . nonetheless from Las Vegas. MIKE RENIS and FRANK LOPATIC have taken a month and are already gone. The CONIGLIOS go this week, and so do GEORGE RIFF and BARNEY MORRIS from the Sahara . . and no tellin' how many more . . . just to see the ball games?

JANE and TODDY DILLARD's Mom and Dad got in from Texas last week and are seeing the sights with their two lovely daughters. Can't get over the way the town has changed since they were here last. Hope you get to meet them 'cause they're wonderful folks!

Certainly hated to see the SKYLARKS leave after their six weeks tour of duty with GEORGE MORO at the Sahara. There's five of the finest young people we've ever met. They'll rest for a week, then to New York and a week's rehearsal before opening at the Palace with the tremendous BETTY HUTTON.

Nothing can take the place of a family reunion! We have a small one every Christmas. I'm looking forward to the

(Continued on Page 33)



LANNY - BUDDY - MAX

NOW . . .

Aside from our nightly appearance in the Hotel we "T" off with a new T. V. show for Your Enjoyment

STARTING . . .

MONDAY, SEPTEMBER 28

Tune in to KLAS-TV
Channel 8

7:30 to 7:45

AS WE INTRODUCE FOR THE FIRST TIME - - -

"CALL BOARD"

BROUGHT TO YOU BY THE DESERT INN FOR YOUR VIEWING PLEASURE

OUR SINCERE THANGS TO
WILBUR CLARK AND HIS ASSOCIATES
FOR BEING SUCH SWELL GUYS

This Is Our 3rd Trip
to "Fabulous" Las Vegas

NEXT WEDNESDAY, SEPTEMBER
30th WE CELEBRATE

ONE FULL YEAR
OF OUR PRESENT
ENGAGEMENT IN THE

Lady Luck Lounge

OF

WILBUR CLARK'S

DESERT INN

GROVER · SHORE
TRIO

"CURTAIN TIME"

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

Flamingo

September 10 thru September 30
Show: The Andrews Sisters, Lenny Kent, The DuPree Trio, Barbara Perry
Line: Flamingo Starlets
Orch.: Torris Brand
Mural Room Lounge: Bobby Page and Orchestra

They're back on home grounds! "America's Top Singing Trio," THE ANDREWS SISTERS, are once again on the stage of the Flamingo Room and once again they are packing them in as they did a few years back when they originally opened this room. Maxene, Patty and LaVerne have long been national favorites, and most certainly they are, and will remain to be, Las Vegas favorites! These three vivacious fountains of fun are using a little different

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LAST FRONTIER

September 14 thru October 4
Show: Xavier Cugat and his world famous Latin-American Orchestra, Abbe Lane, Charles Carts, Juan Manuel, The Garcias, Tina & Coco, El Gringo, Diabolito and Carmencita
Line: Merriel Abbott Dancers
Gay 90's Bar: Starring the antics and music of the MARY KAYE TRIO; also the trios of Buster Hallet and Billy Britt

Las Vegas will "go Latin" in a beeg, beeg way for the next three weeks. Senor CUGAT and company is in town —and more twisting and turning of derrieres you've never seen before! The genial caballero possesses shrewd showmanship and, on his third trip to the Romano Room, he presents a revue different from anything he's ever produced. The one and only CUGAT has come a long way since he was assistant to the immortal Caruso. His introduction of the rumba in America has made Latin-American dances as standard as "swing" and Dixieland." He really tops himself this time with special arrangements of "Cochita" and "Jungle," the latter number featuring his Filipino flute player, with DIABLITO making with the jungle noise so realistically that one can hear laughing hyenas, chattering monkeys, birds and elephants in a wild cacophony of sound intermingled with magnificent orchestration. Universal-International's beautiful baby, ABBE LANE (Mrs. Xavier Cugat), of the tempestuous hips and tantalizing cleavage, was never more gorgeous! Gowned in a svelte-bronze bugled beaded creation of her own design, made of material she purchased in the Orient, the brown-eyed redhead set the audience on fire with her rendition of "Say Si Si." She scores mightily with "C'est Magnifique." "Anna" and a medley of "Pye Negro" and "Cumbanchero." ABBE could just

(Continued on Page 25)

El Rancho Vegas

September 23 thru October 6
(Not a Review)
Show: Ben Blue and Company, the Harmonica Rascals
Line: Dottie Dee's El Rancho Dancers
Orch: Bob Ellis
Stage Door Lounge: Steve Gibson's Red Caps, Landis & DeStefano, Miranda & Gordos

BEN BLUE is back, and bringing an abundance of belly-laffs to showgoers in the Theater Restaurant each night. Ben has his own company of entertainers with him for this show. Each knows his part to perfection so that the show moves along speedily. To this writer. Ben Blue has always been one of the funniest comedians of our times . . . and especially when it comes to pantomime! When Ben dances you'll see some exceptionally smooth footwork, but put to use in a style you'll see only



when he, himself, is doing the dancing. . . . HELD OVER for this fun-packed show are those hilarious Hohner harpers, Borrah Minevitch's HARMONICA RASCALS, featuring the prodigious pranks of pixie-pussed JOHNNY PULEO. In this lovable little character

(Continued on Page 27)

Wilbur Clark's DESERT INN

September 15 thru September 28

Show: Billy Gray, Patti Moore and Ben Lessy, Raul and Eva Reyes

Donn Arden dancers featuring singer Arthur Johnson and specialties by Evee Lynn, Joyce Skylar, Fluff Gould and Sandra and Sonia Warner.

Orch.: Carlton Hayes

Lady Luck Bar: Grover-Shore Trio; Bob Baring Trio and Herbie May Trio—Dorita in the Sky Room

In their third return appearance at this spot, the highly volatile combination of BILLY GRAY, PATTI MOORE and BEN LESSY provides a 60-minute explosion. This terrific trio has come in with a load of new material which matches, if not surpasses, that which we were fortunate enough to see and hear on their previous visits. Patti and Ben are a team whose antics are fast becoming legendary in the field of show business, and Gray is one of the funniest comics ever to visit Las Vegas. He and his two madcap teammates will provide outstanding merriment in the Painted Desert Room for the next two weeks. The elaborate presentation at the Inn features the special production numbers by DONN ARDEN which have won high favor with their unveiling in the previous show. "DOORWAY BLUES," a spectacular dance presentation set to "Slaughter on 10th Avenue" and featuring the artistry of FLUFF GOULD, is undoubtedly one of the greatest divertissements ever to be offered locally. "AUTUMN IN THE AIR" and "SANS SOUCI" are the other

(Continued on Page 31)

SAHARA

September 22 thru October 19

Show: Lauritz Melchior, George Roth, Angelene Collins

Line: Sa-Harem Dancers

Orch: Cee Davidson

Casbar: Mary Wood Trio, Cy Coleman Trio, Al Day Trio, Sando Deems, Three Majors

LAURITZ MELCHIOR returns to the Congo Room in a blaze of glory. The great singer of the Metropolitan Opera again introduces some of the nation's outstanding youthful singers. His Festival of Music features the pianistics of GEORGE ROTH, whose rendition of Ravel's "Bolero" establishes Mr. Roth as one of the country's top pianists. Mr.

(Continued on Page 29)

The Sands

September 16 thru October 6

Show: Betty and Jane Kean, Louis Jordan, Johnny Bachemin, Y-Knot Twirlers

Line: Copa Beauties, featuring dancer Roy Palmer and singer Charles Nelson

Orch.: Ray Sinatra Orchestra, music and lyrics by Sidney Shaw

Silver Queen Bar: Ernie Stewart, Teddy Noell, Gene Englund

The queens of comedy, BETTY and JANE KEAN, have returned once again to the fabulous COPA ROOM. Their dynamic personalities and merry mirthmaking make the COPA ROOM sound like the occurrence of another atomic explosion. The very beautiful Jane acts as a straight to the very un-



predictable antics of her older (?) sister Betty, and between the two of them they turn out a magnificent job of entertaining. Their flair for comedy has made them one of the most outstanding teams in the country. They are also joined by LOUIS JORDAN and his TYMPANY FIVE who are making their first appearance at THE SANDS. Mr. Jordan has surrounded himself with some very excellent musicians, each being a master in his own field. And speaking of masters . . . none can touch LOUIS JORDAN when it comes to interpreting those special tunes for which he is famous. We can expect this group to add to the many howls that will be heard. Another newcomer to the COPA ROOM is the up and coming, bright

(Continued on Page 27)

Thunderbird

September 24 thru October 7
(Not a Review)

Show: Mills Brothers, Arren & Broderick

Line: Kathryn Duffy Dansations

M. C. Barney Rawlings

Orch: Al Jahns

Navajo Lounge: Jack Martin Five, Normandie Boys

The world famous MILLS BROTHERS are here again in full force, and filling the room each night with eager listeners to a brand of entertainment which they alone can supply. Here are "four boys and a guitar" who have many times been imitated, but never copied. We who remember their entering the door of fame would like to hear more of the brand of entertainment that put them there . . . that of imitating the various instruments of an orchestra, a feat they made popular, and in which they were never equalled. . . . We also welcome back that favorite of comedy teams, ARREN & BRODERICK . . . two towers of personality

(Continued on Page 27)

El Cortez

September 24 thru October 7
(Not a Review)

Show: Helen Boice, Donna Kaye, Vic Marchese

Orch: Eddie Skrivanek's Sextette From Hunger

Buccaneer Bar: The Instrumentalists, The Star-Kings

HELEN BOICE is a clever comedienne who uses a very small piano for a couple of her numbers. Queen of cafe comediennes, with hilarious routines that have made her a popular favorite at such outstanding night clubs as Larry Potter's Supper Club, for six

(Continued on Page 27)

SILVER SLIPPER SALOON

September 11 thru September 24

Show: Kalantan, Hank Henry in an Eddie Fox presentation, "Hawaiian Holiday," with a cast of 17

Line: Marah Gates' Palominos

M. C.: Jimmy Cavanaugh

Orch.: George Redman

It's a new super-extravaganza for the patrons of the Silver Slipper, and from past performances of these great performers we don't have to tell any of you that it will be another sensational laff riot. Written and staged by Hank Henry and Bill Willard, "Hawaiian Holiday" promises to be another continual sell-out on ALL FOUR SHOWS nightly for its entire run . . . Exotic KALANTAN is held over and is the star of this new revue. Most of you need not be told that here is one of the finest little interpreters of the exotic dance that we have had the pleasure of ever

(Continued on Page 25)

"Cheerio, Las Vegas!"

BILLY GRAY





PATTI MOORE

AND

BEN LESSY

As usual, it's been wonderful
for our
third return engagement
to
Wilbur Clark's DESERT INN

LARRY GREEN

MANAGER AND CONDUCTOR

BEN BLUE



AND HIS

NEW T. V. REVUE

Introducing his new talent

MURIEL LANDERS

TONY FONTAINE

JOAN ELMS

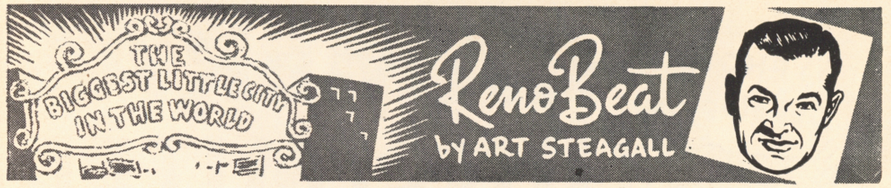
GEORGINE DARCY

AND

His Old Reliable

SID FIELDS

CURRENTLY HOTEL EL RANCHO VEGAS



TWO BIG ATTRACTIONS furnished enough activity for the Reno area this week-end. The first of the annual WASHOE County fairs and the annual NORTHERN CALIFORNIA and RENO GOLF OPEN. The fair, a huge success, was topped off by SENATOR PAT McCARRAN DAY on Saturday.

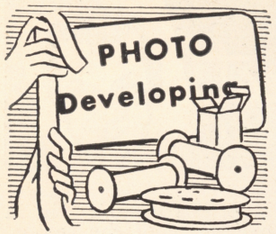
The celebration started off with a luncheon in the MAPES SKYROOM, and moved right on through the day until the wind-up at midnight at the Reno Rodeo Grounds, home of the county fair. Leading song writers of the United States staged the same show that they had put on for the Washington, D. C., Press Club.

JACK NORWORTH, L. WOLFE GILBERT, SAMMY FAIN, HOAGY CARMICHAEL, HARRY RUBY and NACIO HERB BROWN were all on hand, playing and singing their own songs that have lived through the years. It was a triple celebration, the senator's 77th birthday, 50th wedding anniversary and his 50th year of public service to Nevada . .

The golf open, held for four days, was won by ERIC MONTE, pro from Los Angeles. ZELL EATON, shooting out of Montebello, finished two strokes behind MONTE to take second-place money.

A. G. V. A.: ELLA MAE MORSE is back in Reno after a smashing engagement at the TIFFANY ROOM in L. A. . . . BEATRICE KAY at her ranch here after two weeks at the WOLHURST CLUB in Denver; CALGARY next stop . . BILL CLIFFORD, orchestra leader at the RIVERSIDE, hospitalized to repair some damage done to his leg while in service . . . JO FRIEDMAN planed back to N. Y. to visit her folks, expects to return to RENO very shortly . . . WHITEY JUHL doing a great job on the piano at the WILLOWS on South Virginia Street . . . WALTER HART, the male SOPHIE TUCKER, still packin' 'em in at the JOLLY JOLLY CLUB His late show (around 5 ayem) is really a riot . . . JOHN DREW followed DOC STACHER and DAVE HIGH in withdrawing his application for a 25 percent interest in the GOLDEN BANK CLUB . . . Congrats to Reno High School Huskies for their win in the first football game of the season. They topped FALLON 14-0 . . . Very sorry to hear of the death of Mr. EMERY C. WALTER of Sioux City, Iowa. Mr. WALTER was the father of HAROLD WALTER, owner of the WALDORF CLUB here . . . CHARLES MAPES was a very, very busy man the past few weeks, getting all the loose ends together for the SENATOR PAT McCARRAN DAY celebration at the Washoe County Fair. CHARLES did a great job on a very tough task . . . VERONICA PATAKY reached Reno from her home in Beverly Hills to start production of the Nevada Day pageant, to be held the last of October. Miss PATAKY, a TV star, is better known for her success in the staging of spectacles . . . "WILD BILL" ELLIOTT, his lovely wife, and JACK FUGITT, owner of the Donner Trail Ranch, dropped out to our ranch last Wednesday evening to say hello. WILD BILL had his world champion cutting horse, "RED BOY," in competition at the Washoe County Fair . . . The annual ORVIS RING PET SHOW attracted many gaily costumed children with equally bedecked pets. The show was preceded by a parade through downtown Reno . . . "MR. ROBERTS," to me one of the greatest comedies of all time. opened an extended engagement at the newly enlarged Reno Little Theater this week. The production is a must on any theatergoer's list . . . ROBERT S. ALLEN, columnist, newspaper reporter and lecturer, in town to address the Executive Club. Mr. ALLEN was one of the originators of the "Washington Merry-Go-Round" . . . FORREST TUCKER, who opened at the MAPES SKYROOM last Thursday, came to town early to play in the Northern California-Reno Golf Open. FORREST played as an amateur. JACK CARSON, who preceded TUCKER in the SKYROOM, also played as an amateur in the tourney . . . Must be something to this: Last year, just before the annual golf open, SMILEY QUICK checked into the BEATRICE KAY GUEST RANCH. SMILEY is a great pro from L. A. He proved his greatness by breaking the course record with a torrid 63. This year SMILEY turned to the ranch and brought ZELL EATON,

(Continued on Page 31)



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Soft Drinks—Hot Dogs
Amusement Games for All Ages
Museum of Mechanical Pianos
Souvenir Photos and Records



WHAT PEOPLE WILL DO: Watch for many irate Democrats to read Eleanor Roosevelt completely out of the party! . . . Howard Hughes will sponsor the first nonstop jet flight around the world early in 1954! . . .

Russ Arno, Richard Burton and Roger Gallo will be the three top singers of 1954 . . . College enrollment will be greater this year than last due to the offering of many specialized subjects and trades in the regular routine of study courses . . . Malenkov, Russia's Mr. No. 1, will pass from the political scene within the next 90 days . . . Baby blue will be the good color for automobiles next year . . . President Eisenhower will make a most shocking pronouncement concerning our new foreign policy in regard to India and Iran . . . The late Senator Robert Taft will have his official biography released next March with the full story told for the first time on the famous Taft-Hartley law . . . Arlone Twyman will show a complete house with the modern dynamic design based on the elegant 1880 style . . . Santa Claus red will be the new shade for men's ties, belts and suspenders . . . The Kinsey Report will show that it is the woman over 45 who gets her man and is able to hold him against all competition . . . Mary Pickford will be voted the greatest name in theatrical history by the world-wide voting of the guilds . . . Queen Elizabeth II should watch her health . . . Watch for a series of carefully organized and carefully planned bank robberies to hit your front pages . . . The Sertoma Clubs will spearhead a drive for the care of widows before pension age is reached . . .

HOW TO MAKE MONEY AT HOME: D. V. of Belleville, Ill., writes: "For many years I have been able to make quite a bit of money selling items from door to door until my health became so poor that I could not even walk, and then I started a mail-order business direct from my home. I sell individually printed calling cards, mail boxes, greeting cards, knitting needles and yarn, toys, clothing and fancy work. In fact, my list is growing so large that I am issuing a catalogue annually."

Jane R. of Wichita, Kan., writes: "I have many regular customers for whom I make nosegay hair ornaments out of ribbon, tinsel or flowers. I sell these to the beauty shops in the area and they, in turn, are able to make quite a profit on them. We can all make money at home but great care should be taken that we do not work for nothing!"

Next week I will tell you of a new home industry that is bringing profit to thousands!

WATCH OUT FOR THIS FRAUD: If you live in a city of less than 25,000 here is a fraud that is being worked on the unsuspecting this very moment. A very dynamic and executive looking man will call on you and tell you that he is the vice president of a huge chain store which plans to open in your city. He asks locations and area problems, which convinces even the most skeptical. You are asked to invest in this new store in your community and he even promises you a very highly paid job or a relative of yours may be offered this position. You invest up to five or ten thousand, and later find that this "chain store" has changed its mind. Needless to say, the stock is worthless. If this crook is in your area with his crew of salesmen, call the police or the Better Business Bureau at once!

FOR PEOPLE AND PLACES: Winston Churchill: You are scheduled for retirement in spite of your objection! . . . Lewis B. Hershey: You will reduce the draft call for November-December. . . . Stalin: Your devoted followers will soon flee Russia for their very lives . . . Jo Stafford: You face a new surge of popularity through your new recordings of all the famous hymns . . . Adlai Stevenson: You will fade from the political spotlight for the present . . . Rep. Joe Martin: You will have full congressional strength behind you in December . . . Lawyers: If you have been active in Communist Party affairs you will be disbarred in spite of anything you can do . . . Western Union: You will reduce your rates on business telegrams in a special drive slated for 1956 . . . Spencer Tracy: You will retire after many long years of movie-making . . . Doctors: Expect the new nitro-

(Continued on Page 29)



"Muchas Gracias!"

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MINIATURE GOLF — ARCHERY — PING PONG — MACHINE ARCADE

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FLAMINGO:

(Continued from Page 15)

format for their show this season . . . a program which takes them all the way through their recording career. Starting with platter No. 1 "Bie Mir Bist du Schoen," they sing and clown their way right through a fast moving program which embodies no less than 18 or 20 tunes. During their fabulous career they had chalked up an enviable record of having received EIGHT gold records (equivalent of an "Oscar" in recording realms) . . . LENNY KENT is HELD OVER! And rightfully so! This young comedian has taken great strides in recent months. So great was his acceptance by local audiences early in the last engagement that he was immediately signed to stay over for this current run with the Andrews Sisters. Lenny's "revised" Texas bit is a knockout, and when he gives a fast rundown of the show to an inevitable latecomer you'll realize this man's talent . . . We welcome back the great little dance threesome THE DUPREE TRIO. Here is a trio of fast stepping little perfectionists of tap-artistry that will amaze you with their delightful dexterity . . . BARBARA PERRY is another beautiful danseuse whose terpsichorean talents will have you calling for more of the same . . . SEYMOUR FELIX is in charge of the new production work in these shows and with TEN attractive young ladies and FOUR young men making up the new FLAMINGO STARLETS we feel that you can expect much . . . and that you'll get it! In the musical background section you will hear the perennially perfect TORRIS BRAND and his ORCHESTRA.

SILVER SLIPPER:

(Continued from Page 17)

witnessing on any local stage. Kalantan is currently interpreting her now famous "Dance of Desire" . . . The THREE Ds" is a fast moving trio of entertainers consisting of two fellows and a girl. This young lady has a singing voice which could become one of the greatest blues voices of our times, if "discovered"! The two young men with her give a fast display of intricate tap artistry . . . You will see an exhibition of Tahitian knife dancing such as you've never seen before when you see the artful FREDDIE LETULI perform this ritual dance of the islanders . . . and those knives are SHARP! . . . Pretty little DIANA LIND does a soft and smooth interpretation of the beautiful Hawaiian dance, as well as singing a song of the islands in the native tongue . . . Also new to this stage will be an old friend of yours and mine, JOHNNY O'BRIEN, as well as a beautiful addition to the scenery under the name of LISA STARR . . . Don't think we've forgotten our favorite funny man, HANK HENRY, without whom there would be no Silver Slipper, and that "Big Little Comedian," SPARKY KAYE, who along with Hank makes up one of the finest comedy duos of all time . . . In the all important master of ceremonies section we have the ever present, smilin' JIMMY CAVANAUGH . . . The HOLLYWOOD PALOMINOS supply the buck and whing-ding part of the revue and these tow-headed ladies of the line have become a big part of each and every show . . . Last, but far from least, is the music of GEORGE REDMAN and his fine little aggregation of musicians who cut these nightly shows to the Nth degree of perfection.

LAST FRONTIER:

(Continued from Page 15)

stand before an audience and roll her beautiful eyes and be spectacular. As it is, she sings, dances and acts, and one wonders how so many parts can move in so many directions and stay synchronized! No wonder Universal Studios consider her their No. 1 choice for star grooming! Tongues will be wagging for many years to come as this bundle of fire streaks across the firmament to latch on to permament stardom. The entire CUGAT REVUE moves at a fast pace in order to feature the wonderful array of talent with which the great maestro has surrounded himself. THE GARCIAS, a dance team of more twirls, whirls and hip movements than a dozen others put together, are gorgeous to look at and unbelievably swift. MR. GARCIA dances with a glass of water atop his noggin, varying from top speeds to broken-record tempos, said glass remaining on said noggin throughout the performance. MRS. GARCIA of the retrosse nose and gamin pertness is a symphony of grace in the Latin-American rhythms that require intricate coordination. TINA & COCO, dainty gypsy twins, whose Spanish dances have to be seen to be believed, are an atomic heat wave. Their flashing feet and castanets are exceeded only by their flashing black eyes . . . JUAN MANUEL sang his way into the hearts of the audience the minute he hit the long tones of "Guadalajara," and a medley of Latin-American favorites. "April in Portugal" provided romance for the femmes

(Continued on Page 27)

"GET LUCKY WITH BUCKLEY"

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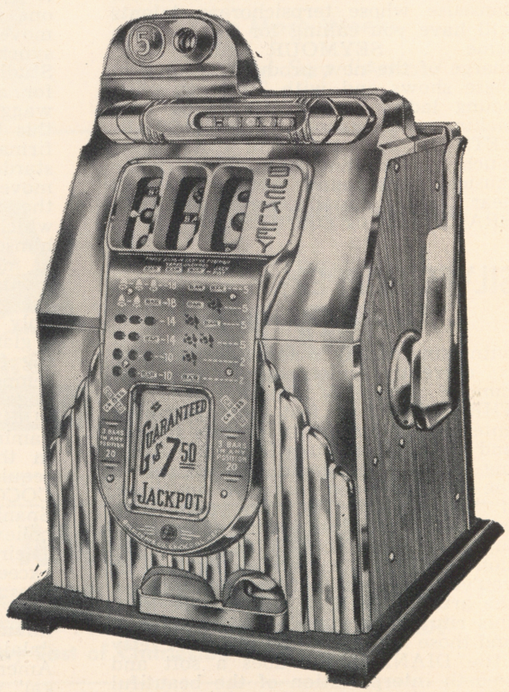
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LAST FRONTIER:

(Continued from Page 25)

to the point of much swooning. An insatiable audience screamed "More! More!" and the gracious tenor wrapped it up with "Kiss of Fire." He's a No. 1 show-stopper! EL GRINGO, a tantalizing tambourine player-juggler and dancer, bigclicks with his great dexterity, never missing a beat of an extremely fast tempo, catching the flying tambourine on the tip of his forefinger with accuracy and grace. CHARLES CARTS is undoubtedly the most spectacular prestidigator to ever hit Las Vegas. His memory for spots and numbers on a deck of cards would amaze fellow magicians, much less seasoned reviews. He has that wonderful continental savoir-faire that comes across beautifully and naturally, without the oily manner of speech and gestures so frequently associated with a Continental. THE MERRIEL ABBOT DANCERS will have a long, long run at the Ramona room if their first night appearance is exemplary of their accomplishments. Las Vegas hasn't seen such amazing precision in many a moon. These charmers have delighted European crowds seven times, the only dancing line that has been re-engaged that often for gala European engagements.

EL CORTEZ:

(Continued from Page 17)

months; the Bar of Music in Hollywood for a straight year and a half, she played a recent return engagement of nine months at the Zebra Club in Honolulu, and held sway at her own Santa Monica club for nine years . . . DONNA KAYE opens loud and fast with an accordion turn, then plays "Darktown Strutters Ball" on a smaller squeezebox while doing serial walkovers, chest rolls onto a table, handstand and split, twisting back bend, head stand and some aerial spotters. She works atop a table for part of the act. . . . VIC MARCHESE is a true dramatic tenor. He was re-discovered when working at Farmers Market in Hollywood. He entered the talent showcase at the Mocambo nightclub and was an immediate hit and was held over by the Mocambo owner, Charles Morrison. In due time a contract was signed with MGM Records. His latest MGM release is the beloved Cole Porter song "In the Still of the Night." . . . EDDIE SKRIVANEK and his SEXTETTE FROM HUNGER are still doing a big job of supplying danceable music for the patrons of the Pirates Den and backing the three shows nightly.

SANDS HOTEL:

(Continued from page 17)

young dancing star, JOHNNY BACHEMIN. It has been some time since Johnny has been to our town, but the last time he was here he was almost certain to stop the show each and every night. Here is a fast, hard-working tap dancer who also sings and plays piano with equal ability. As an added attraction to the production numbers, you will find the Y-KNOT TWIRLERS with their square dance numbers that have made them famous on the West Coast. The lovely COPA GIRLS make an impressive appearance and their intricate choreography is a compliment to producer JACK ENTRATTER. Handsome singer CHARLES NELSON is featured in the routine—and what glorious voice this lad possesses! . . . RAY SINATRA and his superb Ork offer excellent background for the performers and continue same for patron hoofing.

THUNDERBIRD:

(Continued from page 17)

whose act is loaded with the unpredictable. "Opera in the Ruff" is putting it mildly. What with all the kidding around, you'll be pleasantly surprised when Charlotte sings a serious number and winds it up with a note so high that it can only be heard best by tall dogs . . . Of course you'll see "America's most versatile dancers," the KATHRYN DUFFY DANSATIONS, in another of their miniature musicals amid colorful choreography and choral accompaniment by your singing master of ceremonies, BARNEY RAWLINGS, and the perennial NORMANDIE BOYS.

EL RANCHO VEGAS:

(Continued from page 16)

you will find mountainous talents . . . acting (both comedy and pathos), the rare faculty of timing for comedy, rhythm, dancing ability, musicianship, and a gentleman all the way down the line. Here is an act you can see many times over and still enjoy it each time. . . . Dottie Dee's EL RANCHO DANCERS dance in decimal designs to fill the small stage with beauty and charm. Miss Dee deserves decided credit for all that she accomplishes in this department . . . As usual, the music for the occasion is ably and capably carried out by BOB ELLIS and his ORCHESTRA.



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BY SEYMOUR FELIX

LAST FRONTIER

OCTOBER 5 THRU 18
SAMMY KAYE
AND ORK
FEATURING
HIS ALL STAR RADIO
AND T.V. SHOW

El Rancho Vegas

OCTOBER 21
BILLY DANIELS

DESERT INN

SEPTEMBER 29
JIMMY NELSON
JOHNNY DESMOND

SAHARA

OCTOBER 20 thru NOVEMBER 2
HORACE HEIDT
HIS ORK & REVUE
for Lucky Strike

The Sands

OCTOBER 7
FRANK SINATRA

Thunderbird

OCTOBER 8
ARREN & BRODERICK
HELENE FRANCOIS

THE SAHARA:

(Continued from page 16)

Roth, in conjunction with Bill Heathcock, orchestrated the entire musical revue. The fiery ANGELENE COLLINS, lovely soprano, is another featured veteran of the Melchior company. Coming into her own spotlight as an outstanding songstress, Angelene's voice is beautifully thrilling and her delivery carries the true emotions of a great star. Lauritz Melchior's voice, as always, is outstanding and his dramatic and comedy ability make him one of the finest singing entertaining personalities in a multiple field of show business. Melchior has the magic touch of knowing people and music, and he has another hit to the liking of the public in general. The show is divided into two sections, with each artist displaying his outstanding and beautiful voice. George Moro again shows his great artistry and production ingenuity by intermittently weaving the talented Sa-Harem Dancers throughout the musical production into a brilliant musical extravaganza. The Cee Davidson Orchestra has been augmented by the Melchior string section, backing a difficult show to perfection.

CRISWELL PREDICTS:

(Continued from page 23)

furans to completely revolutionize the treating of contagious diseases . . . Cincinnati University: You will profit with a new building given by one of your most famous students now making his last will and testament . . . Bankers: You will be pleased with the new federal rulings on stocks and bonds . . . Garden Lovers: You can now buy a complete greenhouse for less than $500 for your year-round pleasure . . . Cats: Your population will grow to new proportions in 1954! . . . Alan Ladd: You will win an Academy Award for your portrayal of Shane . . . Jane Wyman: You will win an Academy Award for your portrayal of Saline in "So Big" . . . House Owners: You will be able to buy cheaper fire insurance in 1954 . . . James Warner Bellah: Your next novel will deal with the life and times of "Johnny Appleseed" . . . Hedy Lamarr: Watch your health!

YOUR HEADLINES OF THE FUTURE: National sales tax voted for 1954 when income tax rates are cut . . . Automobile manufacturers rush new models on market, causing price war on used cars nationwide . . . Colored TV in your home by Christmas! . . . Universal fingerprinting voted by Congress for 1954 to ferret out dangerous aliens in our midst . . . Income tax drive finds thousands who never paid tax . . . Anti-hunting laws against all game to be enacted by many western states next year . . . Tuesday and Wednesday safest days on road for automobiles . . . Woven ties sweep market for men . . . Beef prices decline . . . New comets terrorize South American population . . . New and potent way to collect debts voted by Congress outlawing the many dodges now legally used . . . Coal prices rise in November . . . Beware of raging forest fires in October!

A VERY FAMOUS PREDICTION: When I was a boy back on the Indiana farm in the Patoka River bottoms, our custom was always to dump a triple handful of seed in the last row of corn we planted for the "Indians," who would bring us good luck with the crop. One year this was neglected and all summer the corn suffered from blight, lack of water and for some unknown reason would die at the roots. The other fields around us showed no damage. We had a very poor crop that year, but the following year we followed the "Indian" custom and had our usual bumper return. As children we often heard the moan of the Indian braves burying their dead in the mound by the river, and in some way these men of another century still controlled the crops in our area. Some are still visual today at twilight!

Fabulous
LAS VEGAS
magazine

$5.00
per year



P. O. BOX 748

WHAT'S SHE LIKE:

(Continued from page 11)

Billy advertising: "Come on and sing! The town's too damned dignified anyhow!"

You lived in a penthouse on 54th Avenue and First Avenue so large you grew sweet corn in the summers and had an ice skating rink in the winters, and all the greats and near-greats in all walks of life ate your corn, skated on your rink, drank your champagne and worried the socks off your colored cook, "Wiggins."

Cook Eleanor Wiggins had a small son, Gerald, who was so talented you took time out to give him his first music lessons. He became accompanist to Lena Horne. (Gerald, do you remember "Bingo" the ringtailed monkey, "Foo" the lovable chow, and that pesky parrot "Yacoo"?)

Your greatest thrill was the day a student at Vanderbilt University telephoned you and said: "I just read a book called 'City Editor' by Stanley Walker and he mentions you in it and that you're the wife of the city editor of the N. Y. Daily Mirror. I remember as a little boy that the only thing they'd tell me about my real mother was that she was the wife of Mr. Clarke on the Mirror—so, could it possibly be that you're my Mother—and I do hope you are!" It turned out to be a fact and what a glorious reunion that was!

Since that memorable day he has made you most proud, becoming a major in the 6th Air Force during World War II, acting as aide-de-camp to Maj. Gen. Ralph H. Wooten, while you were entertaining at USO camps all over the world. He married and now you have two lovely grandchildren, whose love is making up for those lost years without your little son.

Space does not permit writing of all your memories—it would stretch to book length. But we must mention your loyal friend, Ben Gross, who all through the years has remained your fabulous supporter—even when you lost your hearing and you thought your career had ended—but he knew you could overcome it—and you did.

Yes, you've known fame, fortune and staunch friends and you've made many people happy—and you're still at it in Las Vegas. The boys from Nellis, Desert Rock and Indian Springs gather nightly around your piano and sing their hearts out. It was a wonderful day when genial George Parry built the room around you and your talents for making folks feel at home. Mothers everywhere write to you thanking you for what you've done for their sons—

(Continued on Page 32)

ROCKING HORSE BAR
& GUEST RANCH



Five Minutes from The Strip on
Paradise Valley Road

HORSEBACK RIDING BAR SWIMMING

NOW OPEN 24 HOURS A DAY

UNDER NEW MANAGEMENT
Henrietta Murphy – Al Bramlet

"Where Rounders Round Out an Evening"

THAT'S FOR SURE:

(Continued from Page 9)

soon, featuring all exclusive dresses, suits, etc. The plan is to remain open seven days a week, 24 hours a day. This will truly be in keeping with the tempo of Las Vegas living! It will be one of the new stores located on The Strip next to the AMERICAN LEGION . . . and the first of its kind to offer 24-hour shopping service for milady.

Our best wishes to two new business ventures: "LIBBY'S EAR-RING BAR," featuring costume jewelry, ceramics, novelties, etc., operated by the attractive Mrs. LIBBY STEPHENSON; also "THE TURF COFFEE SHOP" on South Fifth, where a new restaurant is much needed.

The beautiful MISS KELLY, dancing at the FLAMINGO HOTEL with the SEYMOUR FELIX PRODUCTIONS, is the sister of the famous movie star NANCY KELLY. From all indications, the younger MISS KELLY will soon attain stardom in her own right.

Got a glimpse of MR. LLOYD WALSH Jr.. a dead ringer for his Dad. The proud father is LLOYD WALSH of the LAS VEGAS CLUB. We kinda hoped Baby would have mother TRUDY'S flaming red hair!

A verbal bouquet to MR. HERB McDONALD, managing director of the LAST FRONTIER VILLAGE, who treats his employes as friends, not as subordinates. No wonder he is so well liked.

Another bouquet is well deserved by MR. JOHNNY GATES, swing shift shill boss at the WESTERNER CLUB. By no means a man of means, he will always spare the price of a meal or room for anyone needing it. A word of advice. JOHNNY: YOU CAN BE TOO GOOD FOR YOUR OWN GOOD! . . . But 'tis your nature to be that way. Bless you, Johnny, you're one in a million . . .

The new non-stop flights to Chicago is the latest service rendered to Las Vegas by TWA. This new flight will be an invaluable asset to our tourist community.

Another fine service for the tourists and local residents is the WILLIS TRAVEL AGENCY, located on North Third Street. When planning a trip regardless of your destination, you will be wise to leave all the details in the capable hands of this helpful agency. Particularly anxious to please is MIKE COLE, who does much, much more than is necessary to accommodate any traveler . . . and that's for sure!

RENO BEAT

(Continued from Page 21)

another pro, with him. ZELL checked in and went right to work on SMILEY'S record—result 63, a tie . . . DOROTHY SHAY next at the RIVERSIDE THEATER RESTAURANT . . . SELBY CALKINS, popular Chamber of Commerce executive, saying hello to friends in the downtown MAPES CASINO . . .

CURRENT SHOWS: The new GOLD ROOM of the HOTEL GOLDEN opened a new show on Wednesday. Set for two weeks, the show features two boys who did big here the last time they played: FELO and BRUNO and their wonderful piano; lovely little YVONNE MORAY, "Miss Dyna-Mite," the dancing of THE GARCIAS and the singing of FULTON BURLEY, plus the GOLDEN GIRLS and the music of STERLING YOUNG and his Orchestra.

The SKYROOM of the MAPES HOTEL opened on Thursday with FORREST TUCKER, with JOE ROMANO and a special added attraction in the person of MARY McCARTY, the lovely MAPES SKYLETTES and EDDIE FITZPATRICK and his Orchestra.

THE VAGABONDS continue to hold down the RIVERSIDE THEATRE RESTAURANT, going into their second big week. The show moves right from the opening downbeat to the beg-off. The RIVERSIDE STARLETS open, then the VAGABONDS take over for a brief introduction of themselves. They introduce CONDOS and BRANDOW, followed by the great playing of MARIA NEGLIA, then the VAGABONDS break it up with their playing and comedy. BILL CLIFFORD and his orchestra provide the show music and play for your dancing pleasure . . .

SEE YOU NEXT WEEK . . . try and see MR. ROBERTS at the Reno Little Theatre.

ART STEAGALL . . . Reno 2-2658.

DESERT INN:

(Continued from page 16)

Arden specialties which for sheer beauty of staging and lighting rank as unforgettable in local show annals. Once again Las Vegans are happy to welcome back the dancing of RAUL and EVA REYES, whose three rhythm numbers literally rock the house. This team fully merits its advance notice as being one of the finer Latin American dance combinations. CARLTON HAYES and his Orchestra offer music both for the show and for dancing and ARTHUR JOHNSON vocalizes in the production numbers.

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At $10.00 Per Share
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SNYDER'S
SLACKS SUITS
SPORTSWEAR
Tailor Made to Your Measure
FOR MEN AND WOMEN
421 South 5th St. Phone 6644

WHAT'S SHE LIKE:

(Continued from page 30)

everything from throwing birthday parties to bailing them out of the pokey. Oldsters love your KLAS radio program, too, which provides nostalgic binges that the human heart always demands. I suppose a hundred years from now, somewhere on Cloud 9, you'll be leading the angels in community sings!

When God fashioned you he scooped up a handful of black diamonds for your beautiful eyes; used the Milky Way for your complexion; borrowed celestial music for your talents, and with great quantities of love and generosity made your heart.

So, happy birthday, KAY PARSONS, and tonight when you're playing the old 88 at the PLAYLAND BAR sing with joy because people all over the world still remember and love you and will never forget the happiness you've strewn their way.

Johnny's Super Market
Meats - Groceries - Produce
OPEN FROM 8 A.M. 'TIL MIDNIGHT
2200 E. Charleston Blvd.

Lillian's
SMART WEAR
Exclusive But Not Expensive
100% Pure Virgin Wool
Knit Dresses in Pastel
Colors
116 No. 4th St.—Just Off Fremont

VILLAGE SWEET SHOP
Last Frontier Village
OLD FASHIONED CANDIES

PAGE "13":

(Continued from Page 13)

one like JEAN COHEN is going home to celebrate. She leaves October 1 for Cincinnati, Ohio, to be home for the celebration of her Mother and Dad's FIFTIETH WEDDING anniversary. Mr. and Mrs DONATO DeSTEFANO have lived in Cincinnati for the past 52 years. Jean and her husband, PHIL, will be away for a couple of weeks. Lucky people!

OSCAR, who vocally vends the Review-Journal in the wee ayem, enlisted the aid of another Strip performer in his sales department a few mornings back. BETTY KEAN did the hustling of the pulp while Oscar entertained the late clientele at the Silver Queen bar of the SANDS. Then the two of them got together and did a double which lasted up to a half hour. Music for the occasion was put forth by the equally entertaining trio of ERNIE STEWART on the podium. I wonder if I've chosen the wrong racket?

A sincere word of thanks to the men who park cars at the various hotels. These men are experts in their line, and when you stop to consider the fact that theirs is a feast and famine job, their courtesies should be rewarded by appreciation. Prior to show times they are really busy. During the show time they have a little let-up. When the show breaks, everyone wants their car at once. That's when these men show their true mettle. How they manage to keep it systemized I'll never understand. To these men at the FLAMINGO, SANDS, DESERT INN and SAHARA . . a great, big SALUTE!

I think my Telechron blew a bearing just as I began to write my column! Leastwise I've had to put up with that continual "dut-dut-dut-dut" sound all night long. The only relief I got was when my noisy Norge cut in to decrease the temperature inside the box. At least that unearthly din has been a diversion! Well . . . whataya gonna do? Those $5 electric time tellers just don't hold up after two or three years, it seems! . . . Get a new one? . . . Not ME! I'm the kind of a guy who'll spend $10 fixing up a $5 thing! But I'LL FIX IT!

Don't forget to set your clocks BACK an hour Sunday night or you might show up at work an hour early and the boss will get suspicious. Speaking of setting clocks back . . I think I'll get the one I was talkin' about, and set it back right now . . . in the ALLEY!

Pick me up again next week around "Page 13" and maybe I'll have something a little more "interesting" to chin about . . . 'Til then . . . your ever lovin'

JOHNNY.

POP SQUIRES:

(Continued from Page 5)

chasers put up tent houses and stores and starting what for many months was the business and residential section of Las Vegas.

The busy, bustling business street was Railroad Street, extending along the railroad track north of the present Bonanza Road underpass. It had saloons, gambling houses, grocery stores, hotels and lodging houses, and everything that a pioneer town of the western desert is supposed to have. And when lots in the railroad townsite were sold at auction many people doubted that the new town would ever amount to anything because Old Town (generally called "Rag Town") had a year's start. Moreover, the people who had bought lots in the McWilliams townsite were determined to make that the real town of Las Vegas.

Ragtown made a heroic struggle for supremacy. Its people had put their very last dollars into Ragtown. They planned and advertised a new theater and amusement place with the pretentious name "The Trocadero" on what now is Bonanza Road.

They had the first bank and the first big mercantile establishments, and a majority of the corrals, which assured them the business of the teamsters, as well as a majority of the saloons and brothels. I must confess that some of us were wondering if, after all, we would have to move over to Ragtown.

Then along in the middle of the summer the big, partly finished "Trocadero" caught fire and was totally destroyed. No, there was no suspicion of any of us fellows in the new town. The fire occurred in the forenoon and probably was started by some careless pipe-smoking worker.

The things in Ragtown rather dragged along uncertainly until one evening in early September there was a great fire, lighting up the whole country for miles around, which burned all that was worth while of the business district of Ragtown.

The few business houses (saloons) left moved over to Clark's Las Vegas Townsite if they could. The railroad townsite of Las Vegas became the big town and, not through any particular efforts of our own, we survived and dominated Westside, which once had a good start over us.

All of which is, perhaps, of no particular interest to this great and modern Las Vegas. But it is entertaining to recall the difficulties those earliest settlers in Las Vegas had to live through.

... in the Fabulous COPA Room

JACK ENTRATTER PRESENTS

The Town Prepares
A Pair of Crowns
For a Pair of Clowns,
Those Brilliant Comedy Stars

BETTY and JANE KEAN

LOUIS JORDAN

AND HIS TYMPANY FIVE

JOHNNY BACHEMIN

Y-KNOT TWIRLERS

Music and Lyrics by SIDNEY SHAW

RAY SINATRA

AND HIS ORCHESTRA

The Most Beautiful Girls in the West

TWO SHOWS NIGHTLY AT 8:15 AND 11:15
LATE SHOW SATURDAY NIGHT AT 1:15

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Entertainment to 6 A. M.

CHINESE FOOD
Served in the Garden
Room From Midnite
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THOSE LAS VEGAS FAVORITES ARE BACK!

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In Spectacular and Original Presentations

CARLTON HAYES & ORK

Show Times 8:30 and 11:30 — Saturday only 1:30 a.m.
NO COVER — NO MINIMUM

Wilbur Clark's

DESERT INN





CUGAT . . .

Famous Cugats receive accolades from packed house.

—HOLLYWOOD REPORTER

In the copious Last Frontier, people are indulging in an emotional binge to the pulsating rhythms of Cugat.

—LAS VEGAS SUN

Pulsating rhythm of Xavier Cugat at Last Frontier in a smash opening . . .

L. V. REVIEW-JOURNAL

Xavier Cugat has a slick new show at the Last Frontier.

—ERSKINE JOHNSON, L. A. NEWS

Cugat will maintain top attendance with his fast moving show.

—PANORAMA

The one and only genial Cugat possesses shrewd showmanship . . . the entire Cugat Revue moves at a fast pace in order to feature the wonderful array of talent with which the great maestro has surrounded himself.

—FABULOUS LAS VEGAS

ABBE LANE . . .

Abbe Lane, striking study of personality and sex, scores strongly. Male whistles indicate that Miss Lane has won her points.

—HOLLYWOOD REPORTER

Abbe Lane, a poised and polished young lady who gives stage-siders a veritable eye-lashing, exudes magnetism.

—LAS VEGAS SUN

Coupling an unusual voice with a sinuous body, Abbe Lane has emerged a big time star . . .

—L. V. REVIEW-JOURNAL

Abbe Lane, of the tempestuous hips and tantalizing cleavage, was never more gorgeous!

—FABULOUS LAS VEGAS

Tempestuous Abbe Lane is better than ever!

—PANORAMA

AT THE . . .

Hotel LAST FRONTIER

WITH

THE GARCIAS — CARMENCITA

CHARLES CARTS — TINA — COCA

EL GRINGO **DIABLITO**