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MARCH 13, 1954

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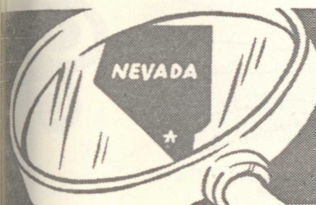
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Observations

BY CHARLES P. "POP" SQUIRES



VEGAS IN 1909: The year 1909 was an important one in the life of the young city of Las Vegas. In looking over the files of Las Vegas Age recently I noted some items which interested me even at this late date when this modern Las Vegas has overgrown and almost expunged the memories of 45 years ago.

The first and most important item in the news of 1909 was our winning of the fight of several years to divide Lincoln County and create the new county of Clark with Las Vegas as the county seat.

In the issue of the Age of March 6, 1909 was the formation of a Boosters Club by the businessmen. This committee to organize the club included E. W. Griffith, W. R. Thomas, M. S. Beal, M. C. Thomas and Frank Clark. It was a live bunch and was preliminary to organizing our Chamber of Commerce. In the Age of March 30, 1909 is an important item—the announcement that the railroad had started work on the first building of the great shops which it had promised to build in Las Vegas. Fifty men were put to work, which meant prosperity for Las Vegas. Then there was the announcement that George Wingfield and John S. Cook, Goldfield capitalists, were here for the purpose of investing in Las Vegas property.

Then on April 10, 1909 was an account of a frightful explosion which, though we did not know it then, was to vitally affect Las Vegas. The story was of the train of oranges coming up the grade from Kelso to Cima with three engines. The front engine exploded. We quote:

"Harley Harmon of the wrecked engine and G. W. Hogue, fireman, had their first knowledge of the explosion

when they regained consciousness about 40 feet from the track where they had been hurled from the cab. They were uninjured except for some slight burns from escaping steam."

That explosion shaped Harley's career and the history of Clark County. For when the really big opportunity opened up with the organization and we needed a county clerk, Harley was ready for the job.

He started in as county clerk at a salary of \$1200 a year and advanced to a high position in state politics, and now his son Harley is a commissioner of the county which his father helped to organize. It proved down through the years to have been a far-echoing explosion.

And so we began in April 1909 to plan a celebration of the birth of the nation and the birth of Clark County on the Fourth of July. To quote again: "Vegas Plans a Celebration to Eclipse Anything in the State."

There were some promises we made to the voters and the legislature before the county division bill was passed. One promise was that the businessmen of Las Vegas would provide offices for the county government without cost to the taxpayers for the period of five years from the date the new county was organized.

A very few of our businessmen did not believe we should carry out that promise. We had a meeting in early April, decided to build a temporary court house on the court house block which the railroad company had promised us. The businessmen subscribed \$1800 and built the structure which still stands on Carson Street, between Second and Third.

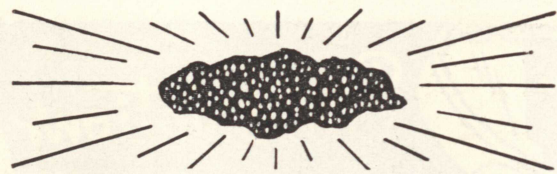
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The Adventures of Dave Barry



JUST READ an article in **VARIETY**, the trade paper of show business, that the comedians who tell jokes are on the way out in television. Every comic will have to turn to situation comedy in order to exist. They'll have to be actors from now on. No longer will the funnyman be allowed to look the audience in the faces. Too bad. A lot of the audiences' faces need looking into.

Imagine comedians as actors. They'll all have to work sideways. No more will they be able to stand still. They'll have to move around. This is good. They won't make a steady target.

I think I'll open a dramatic school for comedians who want to make good in television. First, they'll have to learn how to suffer. This is easily done. Teach the comedian to say a few lines without getting a laugh and will he suffer!

In drama, or playing sketches, at least several lines are required to build up to a snicker. So, the second lesson will be teaching the comics to avoid panic.

Most comedians must get a laugh on every line, or else they start sweating. So, the third lesson will be how to sweat properly. Now, after three months of lessons in suffering, avoiding panic, and sweating, they'll be ready for their first lesson in acting.

As you know, most comedians work by themselves and have never been on the stage with anyone else. In my school we put them on stage with a beautiful blonde. Then they start concentrating on lines. Hers. Yes, the comedian will have to learn how to stand next to another person without shoving them out of the way.

The comic will have to learn how to walk onstage without aiming for a microphone. He'll learn how to play characters, the kind of people he's had to play before all his life. Realizing he may miss the yoks he got as a standup comedian, he will be oriented in all types of "dubbed-in laughter."

For the benefit of those of you who don't know what this is, just pay closer attention to the next situation comedy show on your TV set. You'll notice that the laughter that greets each and every line borders on the hilarious side and

doesn't seem to phase the performers.

That, my innocent readers, is because the actors never hear the laughs. These hysterical outbursts are added to the sound track AFTER the entire show has been filmed! Fantastic, n'est-ce pas?

I often try to picture the poor guy who has to look at and listen to all these shows and insert the laughter. He is probably handed a list of all the jokes and a set of instructions on what type of laugh to give each. There he sits at the controls of recorded laughter and, after each line, he turns a knob releasing gales and gales of hysteria.

Boy, is he in the driver's seat! He has several records. Giggles, guffaws, belly-laughs, snickers, yoks and a record where one woman falls off her seat laughing.

You can have your writers, your brilliant directors and your genius producers. Just give me a laugh machine and a good mechanic. Then I'll gel a script. Who cares what kind of a script? As long as there are cues for the "Tom Edison" to roll the laughs off of.

Let me give you an idea. Here is a sample show starring me. (First laugh.) If you ever see it on television (second laugh) this is what you may expect: Presenting, "MAKE ROOM FOR OUR DAVE, WHOM WE LOVE." ((Tremendous applause, followed by a shot of the audience. Only ONE man sitting there . . . and he isn't even applauding.)

Opening scene, really different, the living room. My wife is getting the eight kids ready for school. (The sight of eight kids gets a terrific applause.) I walk in and say "Hello!" (Big laugh!) My wife says "Good morning." (Big laugh.) The kids say "Hi, Daddy!" (Eight big laughs.)

I say: "I'll pull the bus out of the garage and take the kids to school." (Five minute belly-laugh.) "Never mind," interrupts my wife, "one of the kids is old enough to drive!" (A yok like you never heard before.)

"In that case," I say, kissing my wife, "goodbye."

(As I exit, the applause is deafening, which causes my rating to pass Arthur Godfrey, which isn't difficult since he was grounded!)

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BY

Jack Bortz



HOW COULD YE POSSIBLY FIND two lovelier colleens who would prepare you for the coming of ST. PATRICK'S DAY than the adorables we have on our cover? We have been completely smitten by these future beauty queens and simply couldn't resist introducing them to the world at large. They are GAYLE LAURENE and ERIN KATHLEEN CALLERY. If you've been in our locale of late you may have seen the petite pixies peeking at you through the window of CALLERY'S GALLERY. GIFTS, the exquisite shop owned by their doting parents, DOROTHY and ED. We wouldn't be at all surprised if the leprechauns provided constant companionship for the Irish lassies. They have the typical charm and radiance associated with the offspring of Ireland and their winsome qualities endear them to all. St. Pat must have spilled his happiness into evidence when our cover girls were ushered into creation . . . and that's for shure!

On his morning program ARTHUR ODFREY frequently manages to impart many humorous gems that last in our memory, long after others have faded into obscurity. The other morning "The Redhead" came up with one quip that still brings us chuckles. He defined a really patriotic American as "A guy who whistles the Star Spangled Banner while filling out his income tax."

Last Saturday, while driving along the "Strip," we became involved in a traffic jam that seemed to have attained snail's pace. When we discovered the cause we weren't surprised at all. Reason for the slow moving motors was the body of the huge blimp, anchored along the roadside of Highway 91. This inflatable balloon is the clever method being used to extoll the virtues of the Grates Den in the HOTEL EL CORRAL. It's a wonderful advertising plan and folks just naturally exhibit curiosity over the skull and cross-bones displayed on the cigar-shaped airship.

One gal who has nothing but praise for matrimony is the former FLORANCE LADD, executive secretary at the FLAMINGO HOTEL. Florence walked the orange-blossom path on December 19, 1953 with LARRY HIELE and she still hasn't lost the bridal gleam. We're very happy that

such blissful harmony has entered Florence's life and wish the couple a future replete with continued felicity. (The bridegroom is employed by the UNION PACIFIC RAILROAD.)

The DESERT INN can be most proud of their maitre d'—PANCHE. Here is one of the most gracious hosts any supper club has ever boasted. Pancho has the continental savoir-faire that makes each guest feel important, regardless of rank or wealth. In our estimation this benevolent gentleman would have done credit to our country, if chosen to serve with our Diplomatic Corps. We also wish to salute his entire staff, each member of which is imbued with the courtesy and consideration that creates a steady, satisfied clientele.

Among the wonderful attractions slated for our town in the near future are favorites of all. To cite a couple: DANNY THOMAS will head in our direction to fulfill a contract at the SANDS HOTEL in May and our own "Last of the Red Hot Mamas," SOPHIE TUCKER, will smile her welcome at the HOTEL EL RANCHO VEGAS in June.

It never fails to amaze us when we witness the effects certain people create upon our local populace, after being in Las Vegas but a short time. One such person is MILTON STEVENS of the HOTEL LAST FRONTIER. Not too long ago we wrote of Mr. Stevens' arrival. Since then he has gained such tremendous popularity with his wonderful personality and thoughtfulness it wouldn't be at all surprising to learn he was voted "Man of the Year" in local circles.

In this week's mailbag there came a welcome letter from BARNEY OSTROW. Barney sends very warm wishes to his many Las Vegas friends. Although it was pleasant hearing from him, we were highly regretful to learn that Barney has been ill and must remain at the Veterans Hospital for a longer period. We think it would be a welcome gesture if the folks who know this nice person took time out to drop him a line. There's nothing with greater medicinal value than a few words penned by friends who care. Write Barney at: Ward E-11—Bed 34, Veterans Hospital, Long Beach, Calif. C'mon,

(Continued on Page 35)



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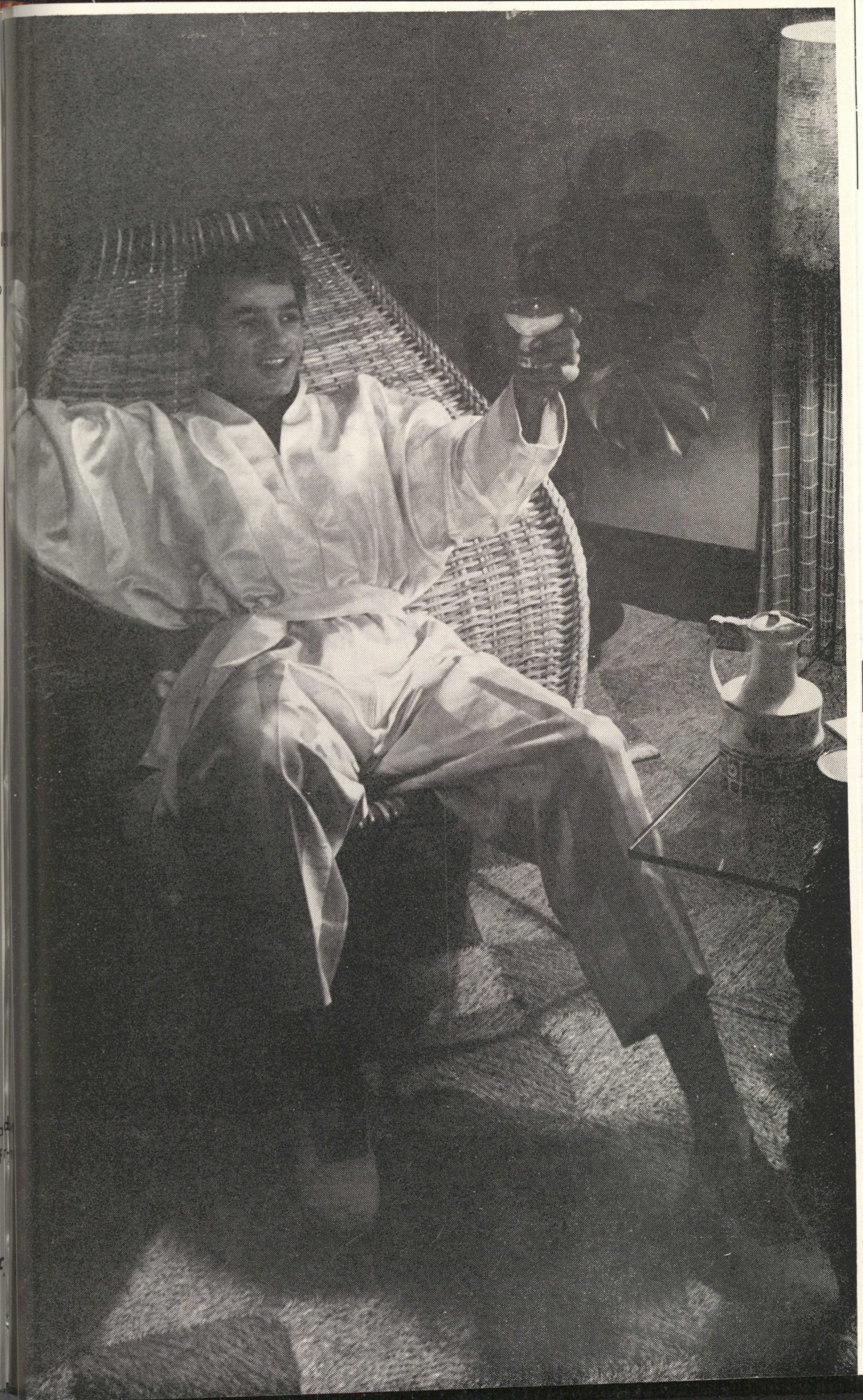
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FRANK PIMENTAL



WOULDN'T WANT TO SAY that the wind was blowing very hard this past week, but I've just about made up my mind to **BUILD** on the piece of property that blew onto mine during this last exchange of air from one pressure area to another! I could have told you to expect a wind or rain storm, however, as I went through the full complement of unerring indicators earlier in the week. Chili and I had been married for a week, and had decided that it was time we cleaned the house thoroughly; both cars were fairly filthy and needed washing... these most important of like chores we had barely accomplished before the barometer began to waste away and the winds of grime began to shift!... Oh, well, we can clean up again after the storm and feel fairly certain that we can enjoy a tidy household for at least a week.

Four bells for **BERT COURTNEY'S** windows at Courtney's Men's Shop, located in the Colonial House out of The Strip! Chocely done and with choice men's furnishings, Bert's shop is stocked to the rafters with a lot of new spring stuff but there's still room enough for you to roam around amongst 'em and see some of the smartest wearing apparel for ye gents that you can find anywhere in town. As a matter of fact, Bert has grown so much that he's making plans for remodeling and expanding for more room... expansion can only come from a goodly supply of satisfied customers!... You take it from here!

I gotta go to bat again for **BILL ORDEN** and the shows he's putting on out at his North Las Vegas quiver emporium! Bill is putting on bigger shows at the **EMBASSY CLUB** than have ever been staged in North Las Vegas before any time! Had a completely new one open last Monday night, and has been playing to capacity houses every show ever since. Listen to this line up: **LORLEI**, "The Girl with the Million Dollar Legs"; **EDDIE TROY**, a master comic who really knows his way around this kind of business; **BETTY SHAY**, an acrobatic strip known as "the 3-D girl"; **BARBARA BLISS**, sultry-voiced blonde chanteuse; **DANE REYNOLDS**, singing master of ceremonies; with the unusual feature of having a fine voice;

and **HELD OVER AGAIN** is our favorite photogenic... **TANA!**... Now, besides all this there are two trios of musicians for your dancing pleasures: **BOB LEE'S BAND**, who also back the shows, and **THE EMBASSY TRIO**, who'll play and sing for you... **ANY style!** There's four shows a night with the last one going on at 4:15 in the ayem.

JOE LOCO and his New York mambo group are leaving the Casbar of the **SAHARA** for a short time after having been on the podium for **SIXTEEN WEEKS** and playing some of the finest Latin type music you'll ever hear. Everything these men play is pre-arranged and learned by memory before it is played for you... and, brother, some of those arrangements take a lot of memory! **JOE** has a lot of hit records to his credit and on his own label, **TICO!**... From here they go to the Terrace Lounge in St. Louis, Mo., then to the Uptown Theatre in Philly, Pa., for four weeks, **THEN** two weeks of **ONE NITERS** with the one and only master **STAN KENTON**. According to last reading, Joe and his group should be back around these parts come the middle of July... Also leaving the Casbar the same night is the trio of **HORACE DIAZ**, who plays some of the cleanest piano we've heard in some time.

It looks like an early summer opening for the much talked-about **FUNLAND PARK**, a permanent amusement park to be located on the Boulder Hiway, just six miles from downtown Las Vegas. It will be built on a 20-acre plot with parking facilities for 750 cars. Not only do they plan to install many kiddie and adult rides (all new), but there will also be a roller coaster, picnic grounds, roller rink, dance pavilion, ferris wheel, miniature golf, a wild animal zoo, modern cafe and cocktail lounge. There will be no entrance fee to the park and picnic grounds, which will be open the year 'round. All I can say to you and your associates, Mr. **PEARLSTEIN**, is "Get with it!"

The **THREE DONS** and **GINNY** have been appearing on the Stage Bar of Hotel Flamingo ever since it came into being (13 weeks) and have grown to enjoy a wider popularity than almost any other like group in this area. Ex-

(Continued on Page 40)

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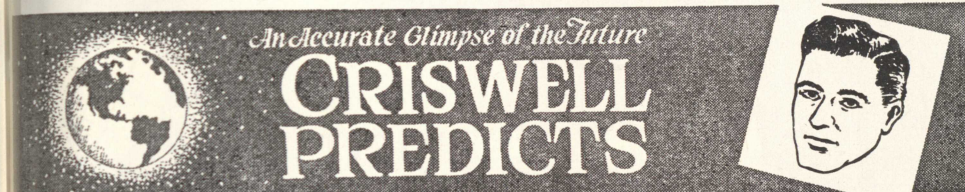
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WHAT PEOPLE WILL DO: President Eisenhower will announce his public health plan which will permit every man, woman and child in America to receive free adequate physical care and free medicine dispensed by federal health depots established in each and every area. Special attention will be paid to nutritional problems. This will be met with great opposition, but it is my prediction that the Eisenhower health plan will be adopted for a strong America must consist of healthy Americans.

South Carolina and Louisiana will be the Southern boom states in 1955 due to the coming heavy federal investments in war materials and their manufacture there! . . . Sigrid Macey, the cover girl, will be the official "Buckley Girl" for the coming worldwide campaign to make Las Vegas the "new" Monte Carlo, plus being Hollywood's newest and greatest "blonde bombshell!" . . . James Warner Bellah will present his series of dramatized short stories based on famous incidents of the Civil War for television audiences and for the first time school children will receive class credits for viewing these authentic historical films. This will be a milestone in American education! . . . Gov. Thomas E. Dewey of New York state will personally demand that each and every city and state employe sign a loyalty pledge or face instant dismissal through a bill which is soon to be passed by the state legislature.

Secretary Ezra Benson will come into great popularity with the farmers due to his new plan for parity which will guarantee rural America continued prosperity! . . . Janet Gaynor will return to the silver screen!

WOMEN WHO WILL MAKE NEWS. Lydia E. Pinkham, one of America's most famous women, will soon be the central figure of a Broadway musical dealing with the rise of the woman to equal rights with the men! . . . Elizabeth Bergner, the famous German dramatic star, will write of her turbulent life for fall publication! . . . Vivian Kellams, the manufacturer, will next lead a personal crusade against unions which will not admit women as full members and relegate them to a "second" listing! . . . Helen Kane, the boop-loopa-doop girl of the Flaming '20s,

will soon face a wholesale revival of her past recordings of such famous numbers as "I Want to Be Loved by You" and "Mean to Me" . . . Mary Roberts Rhinehart, the mystery writer, will soon publish her next novel based on the famous Halls-Mills murder case and will bring the story up to the present date with the children of the famous participants solving the 30-year-old puzzle! . . . Princess Margaret will again demand her rights for a private life in a series of fast hitting actions which will defy the crown!

The private papers and correspondence of the late Eva Peron will be made public by late August of this year and they will reveal the full story of her climb to fame with her husband, Dictator Peron! . . . Ada Martin, who conducts personal tours all over the world, will take a party of 100 to the North Pole in August, and this will mark the first time that a commercial tour has been booked for that area! . . . You women will have a greater record for safe driving in 1954 than men will! . . . Jeanette McDonald will make a sensational album of "Memory Songs" which will far outsell the present be-bop and swing which are due for a very fast decline!

COMING HUSH HUSH EVENTS: One of our largest detective bureaus serving private citizens and huge companies will soon dismiss the greater number of their male employes and replace them with women, for under strain and duress it is found that women stand up better, and the natural inquisitive gift of women make them superior detectives in every way. Heretofore this nationally famous firm only employed men and boldly advertised the fact, and this soon to happen right-about-face is really a feather in the cap of every woman! . . . Your Parent-Teachers Association will slowly push and make its strength known for increased salaries and more liberal pensions to school teachers, correcting a grave injustice to this wonderful profession which has existed for many years!

WATCH OUT FOR THIS FRAUD: I am shocked at a racket which is being pulled right this very minute. A sales crew will hit your city selling "club

(Continued on Page 31)

VISIT

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AND BRILLIANT

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All New . . .

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"The Friendliest Corner in the West"

What's Doin' Downtown...

by

HARRY INGRAHAM



SEVERAL people have asked me lately where JOHNNY UHLMAN has been keeping himself. Now that is a good question! For weeks he hasn't mentioned a thing about his lawn or his dog, and folks are beginning to wonder. How are we gonna know if the grass is up if he doesn't tell us? Maybe he has given it up as a bad job. We both live at the same address so when I stop by next week I'll see if anything new has developed and let you know.

I hope you read J. C.'s column last week. He sure gave me a great write-up. You know I wasn't really a champion wrestler, and my "lumberjacking" was quite limited—however, I'm not one to "bite the hand that feeds me" . . . Entertainment at the GOLDEN NUGGET has certainly improved lately and the man responsible for this is none other than CLYDE BALDSCHUN. Clyde makes his home in Hollywood and commutes each week to take care of his job as entertainment director here at the G.N. Hats off to you, Mr. B., for a real fine job . . . Glad to see petite, blonde KAY MITCHELL back on the job cocktail waitressing at the GOLDEN NUGGET . . . New to this same spot and to Las Vegas is swing waitress NEL WILSON. She used to be a credit collector for the L.A. TIMES. Well! . . . The man in charge of the ANNUAL BARTENDERS BALL and publication is JOE WILLIAMS. Joe is doing a tremendous job and we know that his efforts will be greatly rewarded. Much more on the Ball (which will be held at the SHAMROCK) later . . . Incidentally, in addition to this work for his union, Joe "walks the boards a steady eight" at the NEW CALIFORNIA CLUB swingshift . . . Did You Know Dept. . . . SNAX 5TH AVENUE does more biz in one day than a similar restaurant of the same size in Hollywood does in one week . . . J. K. CRISWELL visited L.V. recently and predicted a great future for yours truly. He says I will marry a wealthy widow 10 years my elder and very soon. CRISWELL'S predictions are 87 per cent accurate, so if she turns out to be 7 per cent rich, ha! I should tell you the rest? . . . Native Las Vegas CARMEN BRAVO and TISH (a cute dish) LABIDEAUX are both employed at the NEW CALIFORNIA CLUB. The girls

they hire there are the "most" . . . Rumor has it that a Hollywood star has been offered \$20,000 a week at a local bistro, and in the event she develops an act (with music yet) there will be an additional \$10,000 bonus. That sounds like something JAY JASON would say. I have seen this comedian at EL CORTEZ five times and he has never used the same material twice . . . PAUL GARLAND, day casino manager at the HORSESHOE CLUB, tells me faro bank winnings have been extremely heavy lately. This is probably because the Horseshoe has the largest faro limit in the state of Nevada . . . Caught MARTIN BLACK'S TV show last week and who should be his guest but the very popular JAY SALERNO. Jay sang (and I mean sang) three songs. I heard later the many phone calls he received were from localites advising him to head back to Show Biz. Stop by DUFFY'S ITALIAN RESTAURANT some night and meet this charming young man. Either FRANK CABERTO or STAN RESLER will sign the check (of course) . . . JEAN DRAPER is the new likeable clerk at FRANK PIMENTAL'S CORK 'N BOTTLE liquor store. She worked previously at the BOULDER CLUB and is quite well known. Her husband is a dealer at the MONTE CARLO. LARRY PIMENTAL, Frank's wife, is devoting much of her time lately to develop her rose garden and many beautiful flower beds. Her rose collection is one of the rarest in Nevada . . . LARRY MUSHKIN (owner of LARRY'S SHOES) has his new selection of British Walker shoes in stock. I can't see how he keeps the prices on his merchandise, both men and women's, so ridiculously low . . . JACK CASON, of the CASON AND BAILEY gas stations, and three other gentlemen have formed a corporation (DESERT STATIONS, INC.) and recently purchased three additional local gas stations. A chain of five super stations, one on each hi-way to Las Vegas, makes this quite an enterprise . . . More Did You Know: The affable, ambitious JACK RICHARDSON (RICH'S Department Store) is a colonel in the Air Force Reserve and recently completed two years active duty as post exchange officer of NEL-LIS AIR FORCE BASE. His store is amazing—you can find everything there from A to Z . . . CECIL LYNCH (of

(Continued on Page 39)

Fay Ross'

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after March 17

Completely New —

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Museum of Mechanical Pianos

Souvenir Photos and Records

"CURTAIN TIME"

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

Flamingo

March 11 thru March 24

(Not a Review)

SHOW: Ben Blue, Sid Fields, Jean Marshall,
Kay Scott, the Smith Twins, Sammy
Wolfe

LINE: Flamingo Starlets in Ron Fletcher Pro-
ductions

ORCH: Torris Brand

There's hilarious hi-jinks and classical comedy in store for the patrons of the Flamingo Room for these next two weeks as the master pantomime artist of all times is on hand with another of his smash revues! BEN BLUE is on the scene again with an array of new performers and artists to add to the enjoyable entertainment that is ever present with an engagement featuring the antics of this masterful comic. A comic who doesn't NEED new material as his

(Continued on Page 41)

LAST FRONTIER

March 1 thru March 14

SHOW: MGM singing star Howard Keel, Car-
sony Brothers, Blackburn Twins and
Evelyn Ward

LINE: The Frontier Girls

ORCH: Garwood Van

A male movie star with a physique unexcelled by any Greek god, and with a bass singing voice that is unmatched—that's HOWARD KEEL! "He's great, great, great—but then I am not surprised!" stated movie star Louis Calhern, who was among the star-studded audience opening night. "Never has Keel sung greater!" exclaimed handsome movie star Jeff Chandler. "How

can words describe such a voice?" This reviewer and the entire audience heartily agreed! From the moment KEEL'S glorious voice sounded the first note of "Oklahoma!" the audience was enthralled and burst into spontaneous ovation. Generously he sang 12 numbers chosen from his former Broadway stage and screen successes, embracing medleys from "Show Boat," "Annie Get Your Gun," "Oklahoma!" and "Kiss Me, Kate." His swashbuckling rendition of Petruchio of MGM's screen version of the stage hit "Kiss Me, Kate" climaxed a repertoire of magnificent musical fare that will long remain as the most cherished memory in Las Vegas nightclub history. ANGEL MARLO, beautiful young non-professional singer discovered by KEEL at the studios of their mutual voice coach, Leon Ceppara of Hollywood, scored mightily, dueting with KEEL in the Show Boat and Kiss

(Continued on Page 41)

El Rancho Vegas

March 10 thru March 23

(Not a Review)

SHOW: Les Paul and Mary Ford, Artie Dann

LINE: El Rancho Girls

ORCH: Bob Ellis

We've waited a long time for a return engagement of these two artistic instrumentalists who've astounded the listening audiences with their unusual arrangements and outstanding talents. LES PAUL and MARY FORD are two names that stand alone in their particular field of entertainment; two amplified guitars that are made to sound as if there was a full orchestra playing. What will amaze you is the smooth accomplishment of Mary Ford's multiple vocals from this stage, as well as her accomplishment of proving herself a good match for the one and only Les Paul in the finger, string and fret department. You've undoubtedly enjoyed all of their unusual records, but you'll find those same records doubly enjoyable after you've once seen these artists



"CURTAIN TIME"



perform in person . . . New to the local scene is the comedy cut-ups of the "Clown Prince of Comedy," ARTIE DANN, who seems to have no trouble in finding what each audience enjoys the most, and drawing from his wealth of material to supply them with the

(Continued on Page 40)

Walter Clark's
DESERT INN

Show Opening March 2

SHOW: Carmen Miranda, Billy Vine, Lebrac and Bernice

LINE: Donn Arden Dancers

ORCH: Carlton Hayes

CARMEN MIRANDA, the favorite "Souise" American, is back and the telephone operators at this bistro are being besieged by a steady stream of callers who refuse to pass up this show. We have as yet to meet one person who isn't a staunch admirer of this stellar performer. Her diminutive stature is rife with dynamic talent. Miss Miranda combines a delightful accent with pixie-like comedy, strong vocal projection and an endearing stage personality. Her colorful costumes are a trademark known to all and her bombastic qualities insure her of success with every audience. (Miss Miranda is backed up by the BANDA DA LUO BOYS) . . . To listen to BILLY VINE'S brand of humor is to be regaled with one of the outstanding treats Show Business has to offer. This lad uncannily displays a psychic quality as he selects a store of repartee and wit that reaches everyone's sense of appreciation. You must be somewhat of a miracle man to be able to please the multitudes. Billy is an artist in his own field. It takes a degree of genius to transport folks from their earthly concerns to a land of happiness and laughter. And that's what Billy is—a genius and a master comedian . . . rounding out the bill are LE-

(Continued on Page 29)



SAHARA

February 23 thru March 15

SHOW: Sonja Henie and her Ice Revue

ORCH: Cee Davidson

If you want to see a modern-day "Alice in Wonderland" take a good long look at SONJA HENIE on this magnificently adorned stage and you'll want to return as often as reservations permit. The beautiful Miss Henie is an exquisite portrait of perfect timing. She glides through her enchanting choreography on feet so fleet it would seem she were a feather, borne by the wind. Even Mercury would be envious to note her agile, competent movements. Can

(Continued on Page 41)



The Sands

March 10 thru March 30
(Not a Review)

SHOW: Robert Merrill, Herbert and Saxon, the Clark Brothers

LINE: Copa Girls, featuring singer Chuck Nelson

ORCH: Ray Sinatra

The Copa Room proudly presents its new entertainment revue, "Fiesta Time," starring ROBERT MERRILL. The handsome singer will weave a musical Mardi Gras for the delight of patrons. Mr. Merrill is well known to opera lovers and his name is familiar to all. Not only has the Metropolitan Opera House known his marvelous performance but radio has provided millions the opportunity of hearing his outstanding renditions. The singing star

(Continued on Page 39)

Thunderbird

March 11 thru March 31

(Not a Review)

SHOW: Les Compagnons de la Chanson, Mata and Hari, Los Gatos

LINE: Kathryn Duffy Dansations

ORCH: Al Jahns

Those nine fine fellows from France have been brought back for a much requested return engagement and are expected to break their own records with this current show. LES COMPAGNONS DE LA CHANSON (singing buddies) have new and novel means of presentation that lend a meaning to the songs they sing, especially when they do some tune that is so familiar to us all, but do it in French and in their own style. These famed international singers are exclusive Columbia recording artists and have been making tremendous hits all over the country on the medium of television and stage . . . as an extra added attraction you will

(Continued on Page 29)

El Cortez

(Not a Review)

March 11 thru March 24

SHOW: Charley Chaney, Beverly Richards, Roberto, Wild Bill Davis Trio

ORCH: Eddie Skrivanek and His Sextette from Hunger

This marks the return engagement of the unpredictable CHARLEY CHANEY. Acclaimed by critics for his remarkable change of pace, Charlie changes from the true artistry of a fine musician to the zany antics of a very clever comic. The talented pianist has played many of the major nightclubs in

the nation, including the Park Plaza in St. Louis and Lee 'n Eddie's in Detroit . . . Doubly blessed is beautiful BEVERLY RICHARDS. With a face and figure that make her one of the loveliest of today's young singing stars is combined a seductive voice. MISS RICHARDS has toured the country as one of Jimmy McHugh's singing stars, and has also been featured on such outstanding television shows as the Kate Smith Show, Ed Sullivan's Toast of the Town and Peter Potter's TV Show . . . In a featured spot is ROBERTO, one of the world's foremost puppeteers. His life-like marionettes are put through musical revues that are breath-takingly realistic . . . EDDIE SKRIVANEK and his SEXTETTE FROM HUNGER occupy the bandstand and furnish specialty numbers as well as excellent show backing . . . The WILD BILL DAVIS TRIO continues to entertain patrons with the "newest sound in music" from 11 p.m. to 5 a.m.

GOLDEN NUGGET

March 3 thru March 17

SHOW: Mary Martha Briney and Bob Carter, Jill Adams, Dude Kimball

ORCH: Joe Vanuti, Lisa Alonso and her Tropicares

Completing their second week at this spot are singers MARY MARTHA BRINEY and BOB CARTER. An extensive repertoire of light classics and show tunes has made this duo very popular with local show-goers . . . Pert dansuese JILL ADAMS distinguishes herself as a songstress and a clever dancer as she opens the show with a couple of sultry selections . . . Headlining this trio of entertainment is "The Country Plumber," DUDE KIMBALL. He has taken ordinary plumbing equipment and ingeniously turned them into musical instruments. Only a top-flight musician like DUDE could

(Continued on Page 40)



All my thanks to everyone at

Wilbur Clark's

DESERT INN

"If you like me, tell your friends!
If you don't like me,

Don't Spoil My Business!"

I'll be back
again soon,
'cause I love
Las Vegas —

Love and Kisses,

Carmen

MIRANDA



Hollywood Happenings

BING CROSBY adamantly denies he will go into surgery for what the newspapers reported would be a major operation—soon after *Der Bingle* completes "Country Girl" with **WILLIAM HOLDEN** and **GRACE KELLY** for Paramount, he will take off for a vacation . . . In Lima, Peru, motion picture audiences applaud wildly when they like a scene in a picture—and then the projectionist stops his machines, rewinds the film, and shows the scene over again—wonder how many times the audience will demand to see Paramount's "Secret of the Incas" (which was shot in the Inca Indian country of Peru)?—might just wear the film out since their countrywoman, songbird **YMA SUMAC**, is co-starred in the picture with **CHARLTON HESTON** and **NICOLE MAUREY** (**MOE RAY**.)

Passing thought: apparently **GRETA GARBO** has never heard the old saying, "Fame is fleeting"—she's still headline news more than 10 years after her last picture . . . Quotable Quote from **ALFRED HITCHCOCK** on his Paramount "Rear Window" set: "Life should be worn like a loose garment" . . . Vivacious, electric-type blonde **SHEREE NORTH** who danced her way from the **MARTIN** and **LEWIS** "Living It Up" set at Paramount into the living rooms of America via **BING CROSBY'S** teevee show, is trying desperately to locate her father whom she has never seen.

JERRY LEWIS tells us that the electron weather eye controlling the top on his new convertible is sooooo sensitive that every time he sneezes the top flies up . . . **WILLIAM HOLDEN'S** nomination for the best actor award due to his excellent performance of the "heel-turned-hero" in **BILLY WILDER'S** "Stalag 17" has hiked his autograph market price to the highest quotation ever given for his signature—the teen-agers who deal in stars' autographs now quote Bill's as worth one for four of the most famous names in Hollywood.

Whether you live in Cucamonga or Hollywood, **RHONDA FLEMING** thinks you should have a plan of life. Rhonda compares her "plan of living" with a road map. It's like starting out on a long trip through new country—most everyone will take along the best

map they can secure covering the territory through which they will be traveling.

"Why not do the same thing?" reasons the beautiful red head, "when starting a new year of life?"

It's sound reasoning, too—don't you agree? January first marks the beginning of a new trip and, unless some definite goal is in mind, the point of life loses the thrill and excitement of achievement.

Of course, most people will not find a "hard and fast" plan as necessary as **Miss Fleming** does. Her motion picture work imposes a rather strict schedule on her time—of necessity, she must aim for periods of relaxation as well as for times she can devote to her new home.

When **Rhonda** completed her co-starring role with **FERNANDO LAMAS** before Paramount's technicolor cameras for the **PINE-THOMAS** production of "Jivaro" (**Hee VAH Row**), she knew that she must devote several weeks to settling her family in the new Beverly Hills home. Her plan for the year covered the situation and, with a minimum expenditure of energy and thought, she has completed the task and is waiting for another assignment call from producers **Bill Thomas** and **Bill Pine**.

But there must be a place in each one's life for fun—for work—and for devotion to family. At least, that's the way it works out for **Rhonda**. She enjoys toiling, if you can call it such, before the motion picture cameras, but when the work is over she must be able to forget the hustle and bustle of picture production and turn her thoughts to home and family. Because **Rhonda** insists on adhering to her plan her busy life is simplified since her plan takes care of tomorrow.

What kind of motion picture do you like to see best—a love story—drama—historical or costume piece—maybe a western or a swashbuckling tale of the sea? If it's the latter, you're pretty normal. Nothing seems to attract the minds and imaginations of as many people as a story of the men who ply their trade combatting their exciting opponent—the open sea and its weather.

Perhaps that is why Hollywood furnishes a constant stream of lively sea

(Continued on Page 29)



THE UNIVERSITY OF NEVADA'S WINTER CARNIVAL lived up to all of its advance notices. Helped by perfect weather, both for skier and spectator, the four-day carnival was the most successful ever staged here. The runs on Slide Mountain were packed heavy with plenty of powdered snow on the surface.

One of the individual stars of the meet was **PAT MYERS**, chunky University of Nevada senior, truly a "dark horse" in the downhill dash competition. Going up against established Olympic and FIS ski artists, **MYERS** flashed down the 220-yard run at a speed of more than a mile a minute to bring his team a first real upset.

The University of Denver, a heavy favorite, was in first place at the end of the four-day meet and the over-all winner, topped by a victory in the jumping event held at **SKY TAVERN** on Sunday afternoon. Fifteen teams, some from as far away as Maine, took part in this 15th annual Winter Carnival.

AGVA: NEWT CRUMLEY, owner of the Ranchin and Commercial hotels in Elko, is in a hospital in Salt Lake City as a result of an accident while skiing near here . . . The **RENO LITTLE THEATRE** came up with another great production in "STREET SCENE" . . . **RUDY VALLEE** flew in to replace **ALLAN JONES** at the **RIVERSIDE**. **JONES** opened Thursday but was forced to close the following day when his throat went bad . . . **ELIZABETH BAXTER**, winner of the **MBC** show "Queen for a Day," in **RENO** as part of her prize . . . Movie actor **DICK POWELL**, now a director for **RKO**—a movie director, that is—in town to look at locations for a film to be made shortly by his company . . . **MITZI GAYNOR**, lovely 20th Century movie star, in town as the official hostess at the **Reno Ski Bowl** for the **NCAA** during the **WINTER CARNIVAL** . . . **San Francisco Ballet** to appear here Monday evening . . . A big remodeling job has started at the **PALACE CLUB** here. Many improvements are in the making . . . Sure glad that the people of **Reno** saw fit to pass the school bond issue. The rapid growth of the town had caught up with the school facilities and something just had to be done . . . the

LIL' RED BARN on South Virginia Road has come up with a cute idea. Every Wednesday the kitchen is closed so the guests are invited to roast "hot dogs" in their huge open fireplace—and the idea has caught on . . . **PAT O'BRIEN** and an all-Irish revue set for the **MAPES SKYROOM** for early summer . . . The fish are still biting at **Pyramid Lake** . . . **MAJ. GEN. WILLIAM DEAN** headed a long list of important military notables here last Thursday for services honoring **Washoe County Korean war vets** . . . Aside to **JOHNNY UHLMAN**: My grass looks beautiful, just started to turn real green—in fact, the kids play badminton "barefoot."

CURRENT SHOWS: The **GOLD ROOM** of the **GOLDEN** opened on Wednesday of last week with the **Capitol** recording stars, the **FOUR KNIGHTS**, plus **JOE CAPPO**, the **CARRIBBEANS** and **STERLING YOUNG** and his orchestra.

The **MAPES SKYROOM** opened a new show on Thursday of last week. **RUSTY DRAPER** brings his **GAMBLIN' GUITAR** to town for two weeks. In the show with **RUSTY** is **RUDY CARDENAS**, the **MAPES SKYLETES** and **EDDIE FITZPATRICK** and his orchestra.

The **RIVERSIDE THEATRE RESTAURANT** is in the final week of the show that opened with **ALLAN JONES** headlining. **JONES** was forced to cancel out due to a strep throat and was replaced by **RUDY VALLEE**, the great act of the **HONEY BROTHERS** and the **GEORGE PRENTIS** family plus **BILL CLIFFORD** and his orchestra and the **RIVERSIDE STARLETS**.

See you next week . . .

ART STEAGALL, Reno 2-9736.

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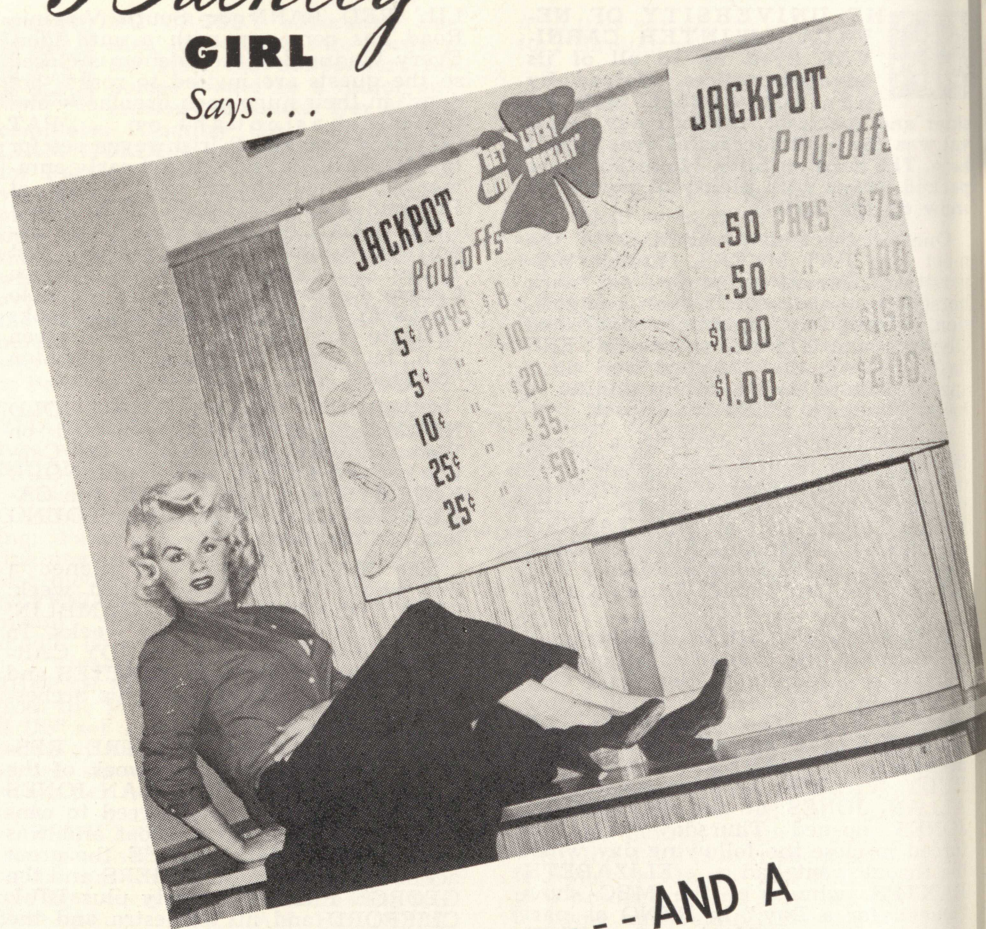
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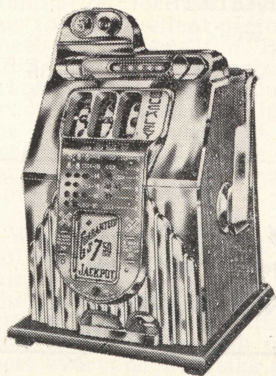
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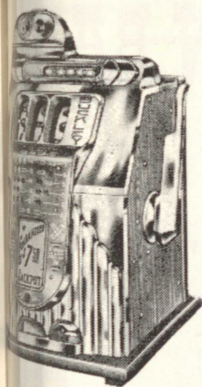
GOOD LUCK
ALWAYS ---



--- AND A



Very Happy



St. Patrick's Day
To You Too!



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BUCKLEY'S

JACKPOT CLUB

DOWNTOWN

WEDNESDAY,
MARCH 17, 1954



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HOT HORS D'OEUVRES SERVED AT 5:30 P.M.

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YOU OWE YOURSELF THIS TREAT . . .
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Served in the Garden Room
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Open Daily Call 6000
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THUNDERBIRD:

(Continued from Page 21)

see the unusual and individually styled dancing ability of those two dancing stars of "The Show of Shows" . . . MATA and HARI, dancers par excellent. To exceptional music arranged and directed by LOTHAR PERL these two give vivid interpretations such as . . . We welcome back three very good friends of ours in the persons of a trio known as LOS GATOS, "Acro-Cats." Three energetic young men who do some of the fastest and amazing tumbling and hand-balancing you've ever seen. Their three-man pyramid is a thriller! . . . The KATHRYN DUFFY DANSATIONS present another spectacular miniature musical production which features the vocals of the "Glamazon of Song," LINDA BISHOP, and the flashing foot artistry of a dancing start from the great hit "Top Banana," HAL LOMAN . . . also featured are Christina Carson and Missie Doran.

POP SQUIRES:

(Continued from Page 5)

The contract for our new courthouse was let April 25, 1909 to W. K. Morse for \$1818 and that ended many of our worries. We elected our county officials at a special election May 11, and sat on the top of the world.

The Fourth of July 1909 was on Sunday, so the combined celebration was held on Monday the 5th. Our officials for the new County of Clark had been duly installed on the first. We had a new county government with not a dollar in its treasury.

There were some criminal trials which demanded trial by jury, and we had no money to pay the jurors. But we were happy just the same.

Clark County was born and definitely alive!

I have a snapshot taken by me of a great event in civic affairs. That was the planting of the first tree on the court house square near that first little court house. Most of those in the picture can be recognized, although there are but few people left to whom the names mean anything.

There was Judge E. J. L. Taber, our district judge, holding the tree; Ed W. Clark, wielding the shovel; Peter Buol, first mayor of Las Vegas; James G. Givens, president of our Chamber of Commerce; Frank Stewart, Charlie Ronnow, John S. Park, O. J. VanPelt, Harley A. Harmon and Henry M. Lillis.

They were once among our leading citizens. Few remember them now. I

am not sure that any of them are still alive. To be sure, we had our disagreements and our little troubles, but I revere the name of every one and wish they could see the Las Vegas of today for which, with great self-denial and effort, they helped lay the foundation. The picture was taken, I think, about March of 1910.

DESERT INN:

(Continued from Page 20)

BRAC and BERNICE, billed as "The Golden Wheel." Here is an act you simply must see. These daring individuals perform acrobatics atop a one-wheel bicycle that soars eight feet into the air. Man! There's something we wouldn't attempt without a thousand nets. Lebrac and his charming, blonde assistant provide many breath-taking moments . . . The DONN ARDEN DANCERS are literally stupendous. Their production numbers are so vivid and realistic the spectator feels as though he is drawn into living the magical sequence along with them. Mr. Arden never fails to inject the choreography that has made him outstanding . . . CARLTON HAYES and his aggregation provide a smooth, accomplished musical background and should be included when the bouquets are passed out.

HOLLYWOOD:

(Continued from Page 24)

adventures. Most interesting of the nautical sagas are centered around the early history of the hardy fishermen who attacked the rugged seas of Alaska in search of the elusive salmon.

Devotees of the salty air will be more than satisfied with the lusty recounting of the adventurous life of the "Alaska Seas" when Paramount releases the picture very soon. ROBERT RYAN, JAN STERLING, BRIAN KEITH and GENE BARRY are starred in this story centered around the turn of the century battle between the "good" fisherman and the "bad" fisherman.

The struggle for existence is waged by the "good guys" against the dishonest poaching activities of the "bad guys" led by Gene Barry.

"Alaska Seas" uses authentic films of the huge icebergs floating in Alaskan waters as well as actual large scale salmon-trap operations, as carried on under government supervision, to supply those of you who adventure in a comfortable theatre chair with the proper amount of wide open spaces for an unfettered imagination.



BEN BLUE

AND HIS
ALL NEW REVUE

featuring
Sid Fields

WITH
Jean Marshall Smith Twins
Kay Scott Sammy Wolfe

CURRENTLY APPEARING

THE Flamingo

CRISWELL PREDICTS:

(Continued from Page 15)

subscriptions" to various magazines and will offer a "free" gift to any one who will subscribe. You sign for the "free" gift and make your first payment of \$1, and within three days you are served with a court order which forces you to pay the entire amount. This fraud also works the same way with carpeting, furniture, television and radio sets and other household items. If this vicious sales crew is in your vicinity call the editor of this magazine or your police department at once and place these scoundrels behind bars where they belong. Their past actions will not stand investigation!

FOR WOMEN ONLY: Tom Douglas, the noted designer and theatrical producer, will introduce bleached maple in new and extremely feminine designs, styled for smartness and for dramatic effect! . . . The spider waist effect, which will be so favorably worn this summer, can be achieved by the wearing of flowers on each shoulder and a fuller ruffle at the bottom of your skirt. This is a secret which has been guarded most carefully by the dress manufacturers, and this simple effect can be gained if used with any dress you may have! . . . The new perfume odor to find popularity this fall will be the wild rose! . . . A very profitable way to make money for your church, club or organization is to plan a spring festival featuring fried spring chicken with all the trimmings, plus many prizes donated by your local merchants for the auction which follows! . . . If you will eat a cup full of unsweetened applesauce before each meal you will find that you will be able to lose weight easily and quickly, for the acid in the sauce will counteract the starch content of the other foods and give you excellent elimination! . . . One of America's most beautiful women who is well over 65 gave me the secret of her flawless skin which I would like to pass on to you girls: "Purchase a bottle of tincture of green soap, place a little on a complexion brush and scrub the face, neck and shoulders thoroughly in an upward movement. Use luke warm water and follow with a massage of chipped ice. You will find that a thorough scrubbing once a week will keep your skin in a radiant condition! . . . The next hostess fad will be the Hawaiian party complete with grass skirts, etc.

FOR PEOPLE AND PLACES: Mrs. Calvin Coolidge: Your official biography of your White House years will be a best seller! . . . Alan Hale, Jr.: You will be the next character star out of Hollywood! . . . Jane Cowl: Your unproduced play will be made into a top

movie with Ava Gardner in the top role! . . . St. Louis: Prepare for a tragic fire within the next 90 days! . . . Shreveport, La.: A future governor of your state is from your fair city! . . . Queen Elizabeth II: Watch for further scandal to touch your family through a new series of court testimony! . . . Portland, Ind.: A new industry will soon be brought to your area by your able chamber of commerce! . . . Errol Flynn: Your next movie will not be received by the critics and the public alike! . . . Fort Worth, Tex.: A new multi-million dollar hotel will be erected there in 1955! . . . Supreme Court Justice Warren: You will fight for the new reforms concerning narcotic traffic on the Canadian border! . . . Parlor Game Addicts: The successor to scrabble will be skip-across! . . . Newspaper Publishers: Get ready for the greatest tourist season in our history to be sold to the readers via black-and-white advertising space! . . . Salt Lake City: Prepare for the greatest church convention in your time! . . . Bangor, Maine: Your new suburb will be copied by many other cities! . . . Bruno of Berlin: Your new rainbow cloth will be the sensation of the fashion world! . . . Winston Churchill: Watch your health! Paris: Expect another drastic railway strike! . . . Stalin: Your new tomb will be open to the public by August 1, 1954, and a worldwide Communist holiday will be planned at that time! . . . Denver, Colo.: Expect wind damage!

TUTOR PREDICTS!

200,000 Population
for Clark County, Nevada
by 1960

Fabulous

LAS VEGAS
MAGAZINE

\$5.00
PER YEAR



"ANYWHERE IN THE
UNITED STATES"

POST OFFICE BOX 748



ANOTHER

Don Lopez
ORIGINAL

"Saratoga"

Imported silk faille. Sheath dress with bodice of pure silk polka-dot. Penpoint type jacket fully lined in matching polka-dots. Black, red and navy.

EXCLUSIVE AT

bonnie best

BEVERLY HILLS

LAS VEGAS

JUST SOUTH OF THE DESERT INN



DON

EDDIE

GINNY BUDDY

We've been here for

18 WEEKS

Thanks to everyone at

The Flamingo
HOTEL

and all you Vaganites
for making it a pleasure

THE

Three Dons

AND

Ginny

P.S. — We hope to meet more
of you as the weeks go by!

In Johnston - Murphy Tassels . . .

You get the best materials and
finest craftsmanship!



\$25.00

JOHNSTON - MURPHY

EXCLUSIVELY AT

Arnolds
ltd.

For the man who prefers only the finest"
320 FREMONT STREET

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BILL BORDEN'S

EMBASSY

club

"The Show Place
of
North Las Vegas"

4—SHOWS NITELY—
11:00 — 12:30 — 2:00 — 4:15

BARBARA BLISS



featuring —

LORELEI

"The Girl with Million
Dollar Legs"



BETTY SHAY

"The 3-D Girl" Acrostrip



BARBARA BLISS

Sultry-voiced Vocalist



DANE REYNOLDS

Singing Master of
Ceremonies

EXTRA ADDED ATTRACTION

EDDIE TROY

"A King of Komics"

AND

HELD OVER AGAIN
BY POPULAR DEMAND

TANA

"Miss Photogenic of 1953"

BOB LEE BAND — EMBASSY TRIO



THAT'S FOR SURE:

(Continued from Page 9)

Las Vegas, get out your pens or typewriters and send a bit of sunshine to Barney Ostrow. Your written efforts could well inspire him to leave Bed 34 in the near future.

One of the nicest persons one could hope to meet is FRED BROWN, currently visiting his friend JOE COPELAND of the STAR FURNITURE COMPANY. Fred, a youthful 74, is a mighty interesting fellow who knows full well the art of exciting conversation. He is known as "The Man From Monte Carlo." At one time he was singled out to operate MONTE CARLO for the Greek shipping industrialists. However, plans for this group to take over that famous spot did not materialize. Consequently, neither did the proposed post for Mr. Brown. Now that he has seen Las Vegas and savored its delightfully friendly atmosphere, Fred is planning to append his name to our list of permanent residents.

PARAMOUNT PICTURES recently purchased a novel that has thrown its executives into a dither. The studio wants to start production as soon as possible but is highly anxious to retain the original name of the tome. Decision must be passed by the Production Code Administration. If the title is cleared, the film will carry the name "The Magnificent Bastard." (And we are quoting—so don't go looking for the cake of soap!)

LARRY MUSHKIN certainly does his utmost to outshine the peacock when he takes his two-month son strolling along Fremont Street. His pride is indescribable. You can just see his happiness and contentment as he answers all questions about his heir's well-being. Greater love hath no man. (Mr. Mushkin owns LARRY'S SHOE SALON on Fremont Street.)

Have you visited BEN GOFFSTEIN'S office at the FLAMINGO HOTEL? (He is assistant to President GUS GREENBAUM.) Every wall of Benny's office is decorated with a variety of pictures, the subject of which is his beautiful daughter BENITA. Benny never tires when it comes to talk about his gorgeous heiress and you can't blame him. She is truly an exquisite creature. In the center of a group of Benita's photos is the scroll recently awarded the Flamingo Hotel for having the most outstanding "color and design for 1953." The hotel is highly deserving of such an award. It is a magnificent example of the splendor that can only be achieved by artistic and constant endeavor. Incidentally, the management has another surprise in store when the dining

room is completed, to complement the balance of the hotel's decor. At that time the seating capacity will be 1100.

Another pair of very, very happy parents are MURIEL and BERNIE ROTHKOPF. (Mr. R. recently acquired a 2½ per cent interest in the DESERT INN and works in the casino on the day shift.) The Rothkopfs display profound parental interest in their 3-month-old daughter and Muriel confesses the child has brought fulfillment to their marriage. Being as close to the personal side of Las Vegas as we are, it always makes us happy to enlighten out-of-towners with the fact that normalcy reigns in our home lives, despite our state having legality for gaming casinos. Gaming may be our industry but love and children are uppermost in our hearts, and the Rothkopfs can readily affirm that fact.

A gal who deserves a lot of credit is VI TAYLOR, secretary to publicist HARVEY DIEDERICH at the HOTEL LAST FRONTIER. Although Vi is known as Mr. D's "Girl Friday," we think her title should be a bit more expansive. She is always on the job and her brilliant mind is ever alert to iron out the snags that arise daily in order to relieve her boss of as many details as possible.

A very hearty welcome to another new restaurant on The "Strip." On March 8 localites and tourists attended the grand opening of ROCCO'S ITALIAN RESTAURANT. The turnout was highly gratifying and it looks as though success is in store for the management. The decor of this new place is very attractive and the cuisine marvelous! We'd like to add our well wishes to the many already proffered. Long may Rocco's enjoy a prosperous, flourishing business!

We just can't get over the versatility constantly displayed by FRANK HOWARD. He is a true artist as many of us have discovered. At this moment we wish to salute him for his talented contribution to the SONJA HENIE productions at the HOTEL SAHARA. It is Frank's voice that you hear in the background during the production numbers. We're hoping it won't be long before this handsome lad can write finis to his sessions with the plastic surgeon and return to the stage spotlight, where he belongs.

WALTER PARMAN'S CALIFORNIA CLUB is still going strong. Every time we visit this spot we can't help but return to this column to repeat that the influx of patrons still makes each day look like a gala opening. It's difficult for most folks to believe that any one professional establishment can have such drawing power. However, we'll

(Continued on Page 37)



Coming Attractions

ON THE FABULOUS STRIP



Flamingo

APRIL 1

NELSON EDDY
GEORGE DeWITT

DESERT INN

MARCH 16 THRU MARCH 29

JIMMY DURANTE

MARCH 30

PATTI PAGE

LAST FRONTIER

COMING

XAVIER CUGAT
TOMMY and JIMMY
DORSEY
HERB SHRINER

SAHARA

APRIL 6

AMES BROS.
GEORGE GOBEL

Thunderbird

APRIL 15

MILLS BROS.

El Rancho Vegas

APRIL 7 THRU APRIL 20

EARTHA KITT

APRIL 20

JOE E. LEWIS
LILI ST. CYR

The Sands

MARCH 24 THRU APRIL 20

PETER LIND HAYES
MARY HEALY



300 FREMONT ST. LAS VEGAS, NEV.

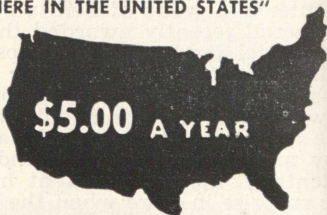
EASIEST
CREDIT TERMS
IN AMERICA

Fabulous

LAS VEGAS
MAGAZINE

POST OFFICE BOX 748

"ANYWHERE IN THE UNITED STATES"



\$5.00 A YEAR

THAT'S FOR SURE:

(Continued from Page 35)

give you a little tip! The reason for this tremendous success can be attributed directly to Mr. Parman and his partner GEORGE ARQUILLA, not to mention their goodwill ambassador, CHUCK LUFTIG. They certainly make this the friendliest corner in our town. Good-fellowship prevails here constantly. Small wonder the California Club is such a top favorite!

Sincere congratulations to MRS. GEORGIA CHRISTIERNSSON, who recently purchased the CIRCLE-C BEAUTY SALON at Fourth and Fremont Street. (Husband Ed manages CHRISTENSEN'S MEN'S WEAR in the heart of our downtown shopping district.) Georgia has been a local beautician for quite some time and we earnestly hope her friends and all of our well-groomed localites will lend full support in making Georgia's new enterprise a totally successful one. A note of interest for the femmes: Mrs. C. specializes in the new Italian hair style but promises to arrange your hair according to your personal desire. Here is one coiffeuse who doesn't believe everyone should follow the modern trend unless it suits the customer's personality and facial contours.

The news of DON FERGUSON was most distressing. We learned that the manager of ANDERSON'S DAIRY was confined to a local hospital this past week. He has been undergoing tests to determine the reason for his illness. We sincerely trust it is nothing too serious and that Don will shortly return to his home and his loved ones.

According to the talk going around town, the GERSHWIN CONCERT scheduled for March 25 should prove an entire sell-out. It has to be a victorious event with JEANNE WELBORN lending her discriminative voice to the occasion. When Jeanne sings the immortal Gershwin creations she weaves a hypnotic spell over all and we unabashedly confess her thrilling voice never fails to amaze us. There is a definite treat in store for all music lovers. So don't miss this concert!

CARMEN MIRANDA (currently starring at the DESERT INN) seems to have added agility as she bounces about the stage when hubby DAVE SEBASTIAN is in the audience. Dave arrived with a great deal of enthusiasm over a franchise recently granted him. His business involves farm implements. He just received the exclusive distributorship (for the entire western area) of the Rolls Royce tractor. This machine is known the world over and we're happy to acknowledge that Dave has been given this specific concession.

We had a very lovely visit with THELMA and CLAY MILLER and their daughter TEDDY when they arrived for their three-day holiday. (The Millers create those outstanding designs bearing the label of "Brass Ass Originals.") Speaking of franchises, this family has one on charm and talent. Ye Editor's Princess remarked that she wouldn't mind it at all if the stork left a girl like Teddy in her arms. No matter where they went, all the local tradespeople immediately recognized them from their pictures (in this publication's advertisements) and many of their hours were spent in the discussion of their fashions. Las Vegas was really "taken by storm" by the husband-wife outfits the Millers sported. Here is a couple who can make the most lax individual style-conscious. We're hoping it won't be long before they find another opportunity to return to our fabulous town.

Congratulations are in order for HELEN ADDELSON. This efficient lady has established the STRIP HOTEL SECRETARIAL SERVICE. We have long been of the opinion that such an office was a definite necessity here and extend wishes of success to the venture. Miss Addelson's headquarters are located in the HOTEL LAST FRONTIER.

It always displeases us to find the necessity to issue a retraction. However, when one is deserved we comply as graciously as possible. In his column last week our widely-read ROLAND HILL took a blast at the HOLIDAY INN MOTEL. Although his facts were correct, the name was erroneously printed. The motel at fault was NOT the Holiday Inn and we extend our regrets to the management of that establishment for playing them in such an undesirable light.

Seems as though AL FIRESTONE is establishing quite a reputation for himself. (He works in the casino at the HORSESHOE CLUB.) Whenever Al picks up the "galloping dominoes" spectators are ready to swear he has a "golden arm." Apparently Lady Luck guides his tosses in a manner most people just dream of and never realize.

Well, looks as though our friend PAUL BEACH has had a very heavy schedule this past week. (He is the western advertising manager of the UNION PACIFIC RAILROAD.) Mr. Beach has been with the U-P for 30 years and is well known for stimulating all luncheons with his interesting stories. He spoke at the Boulder City Rotary Club weekly luncheon Wednesday. On Thursday he held the attention of the Las Vegas Rotary Club. The following day he was scheduled to speak at the Henderson Rotary Club. Mr.

(Continued on Page 39)



Once again
I offer
my thanks
to all of
Las Vegas;

to Mr. Prell and the wonderful staff of

HOTEL

SAHARA

to the following disc jockies

for their fine cooperation:

Jimmy Blaine — Joe Julian — Henry Lewy — Hal Morelli

You've all
made these

16 WEEKS

a pleasant
engagement

JOE LOCO

AND HIS

NEW YORK MAMBO GROUP

THAT'S FOR SURE:

(Continued from Page 37)

Beach is one of the most ardent boosters Southern Nevada ever had, a fact supported by the data he provides in his speeches.

We're looking forward to a visit from a dear friend of ours who will leave her eastern climes to fly here April 5. She is MRS. CECILE CHIARELLI, a charming woman whose delightful French accent and sense of humor never fails to win admirers wherever she goes. Last year she spent her vacation with BETTY and JERRY BRADY (manager of Hialeah Park) in Florida. And we're happy she has decided to soak up some Las Vegas sunshine this year.

Local kegllettes are preparing to trek northward to Reno for the Nevada Women's State Bowling Tournament. Having a bowler in the family, we're hoping to wangle a few days to go along and join the rooting section. The contest will extend from March 16 through March 21 and Las Vegas will have very good representation. We wish everyone good luck and high scores.

Good news for PATTI PAGE fans. The lovely songstress is scheduled to play an engagement at the DESERT INN in the very near future. "The Rage of the Nation" has been very busy with her eastern television show and too many moons have passed since her last local appearance. Miss Page has become lighter by 18 pounds and will be a more delightful spotlight beauty than ever before . . . and that's for sure.

WHAT'S DOIN' . . .

(Continued from Page 17)

the FORTUNE CLUB) is the man responsible for the promotion of live wrestling here in our city. Every match he books is a top-flight, with the greatest names in the grappling world represented . . . Rumors are flying! Have you heard about the enormous shopping center being planned for NORTH LAS VEGAS? More about this when the news is officially released: HENRY FORD is supposed to build a plant between HENDERSON and BOULDER CITY, and the MAY COMPANY a store opposite SILL'S DRIVE-IN. Look out for that Big, Big Biz . . . Have you ever seen BEN LESSY watch another comedian at work? He almost puts on a better performance being an audience than he does on the stage . . . All about ROCCO'S: If what is said about all good things being copied is true, then you can expect the better eateries to take a tip from MRS. ROCKY CIC-

CHETTI for interior decorating. Seeing this beautiful Italian restaurant and eating the succulent food offered there is a treat that you will long remember. The atmosphere is intimate and friendly, touched off with the spice of Old New York. JOE JULIAN (local disc jockey and head of publicity) has this to say of the opening parties given there: "Last Friday over 70 bottles of champagne and more than 50 large pizzas were served to the press. Again at Monday's party for local friends and businessmen, nearly the same was repeated." A specialty of the house (and this is something for the books) is a Jewish dish called lox pizza. Irish pizza would be called Erinopizza. (Scotch) MacPizza. Yeah, well, what are you gonna do? Congratulations again, ROCCO'S, and I know your future success will be the envy of all restaurateurs . . . My diet really suffered last week. KAY PARSONS sent me a delicious box of chocolate fudge . . . That's about it for this week, friends, but before I "cut out" I want to leave this gem: Remember, always be nice to the people who live next door to you—they may turn out to be your neighbors. P.S. I wonder if AUDREY HEPBURN is a wealthy widow?

SANDS:

(Continued from Page 20)

is one of the leading showmen in the musical field and his program is one that includes favorites carefully selected to please all. You'll enjoy this stellar performer, so don't miss him . . . This is the first local visit for HERBERT and SAXON. Hence, we cannot pass along too much information before we catch their act. However, publicity releases identify them as a comedy team and further advise that these lads provide the type of humor that will one day bring them national fame. We are looking forward to our initial meeting with Herbert and Saxon . . . Rounding out the bill are the CLARK BROTHERS. You've seen them and applauded them, and they're back with more of the entertainment you desire. The twinkling feet of these accomplished dancers prove them masters of their profession and we welcome them for this return engagement . . . The COPA GIRLS will highlight the entire revue with their graceful choreography and pulchritude. Featured in the production numbers is the stirring voice of CHUCK NELSON . . . RAY SINATRA and his orchestra have spent tireless hours, rehearsing their musical background to provide your ears with perfection of timing.

PAGE 13:

(Continued from Page 13)

cellent musicians and vocalists, their versatility seems boundless. About their greatest compliment is the fact that they are admired by, and hold the attention of their tradesmen. We hope they remain with us for a long, long time to come!

BILL ELWELL made it last week! Had the grand opening of his top-flight rooms! The growing pains of remodeling are over and the all new FOURTH FLOOR is open for business. I wonder if Bill has the same plans for that expansive roof as I have in mind? Congratulations to you, Bill—maybe you'll go back to finding out what it's like to sleep nights!

Seventeen years ago, come April 2, CYNTHIA and BOB LEE signed a life contract that is one of the most understanding partnerships we've ever seen. They'll be married 17 years and have known nothing but happiness together. At present Cynthia is employed as purchasing agent for Eastern-Columbia in Los Angeles, while Bob is the man with the band at the Embassy Club in North Las Vegas. You should hear Cynthia sing an old-time torch tune. One of the greatest!

Come the 17th of Ireland will be the big opening of the new set-up at the BAR-W LODGE in Paradise Valley. Just saying Paradise Valley sounds as if it were an evening's drive to get there, but actually it's only a few minutes . . . ½ mile east of Paradise Valley Road on Bond Road . . . Easy? FAY ROSS and her brother JACK have gone all-out to remodel their lodge and have added a magnificent dining room where they'll serve the best in cosmopolitan food while specializing in Jewish and Hungarian dishes . . . and I might add that Fay has the knack and know-how of preparing these dishes. You can either order a complete dinner or order it a la carte, if you like. It's an ideal set-up for parties and the like. Just call Fay at 3277-M and she'll take care of the rest.

In case you happened to miss GENE DELMONT, our favorite gentleman, a short while back, he took unto himself a short vacation and hied him to the ARROWHEAD SPRINGS Health Spa in California. There he took advantage of the baths and the hikes, and everything they had to offer. All I can say is, if I thought I could feel half as great as Gene looks after this treatment I'd like to enroll in their activities for a semester!

You'll never see a more unified look of amazement and admiration in your life than that which you can see every night at the Desert Inn when our lovable Latin CARMEN MIRANDA comes back out on stage after having removed her hat. Her beautiful flowing hair is the envy of every girl in the place, and admired by every man (all men like long hair no-how.) She and devoted hubby DAVE SEBASTIAN are never too far apart, which is the way it ought to be, and each worships the ground trod by the other. Carmen is a trouper loved by all who have ever worked with her, and her pixie personality endears her to everyone.

Just thought of something else to gripe about! It's a good thing that the Southern Nevada Memorial Hospital is located at the joining of West Charleston and Rancho Road, 'cause one of these days there's going to be one of the messiest head-on crack-ups there that has ever taken place. That is, unless they decide to change the present "STOP" arrangement that now exists . . . Maybe I should go back to discussing the wind, or plain "just cussing" it!

On the other hand I should be saying goodbye for another week right 'long about here, and asking you to drop into "Page 13" again next week!

. . . 'Til then, your ever lovin' . . .

JOHNNY.

GOLDEN NUGGET:

(Continued from Page 21)

accomplish this . . . Musical background is furnished, as always, by JOE VENUTI and his fine orchestra . . . In-termissions are kept lively by LISA ALONSO and her TROPICAIREs, whose Latin rhythms are sure to please.

EL RANCHO VEGAS:

(Continued from Page 20)

laughs they seek . . . In the frill and formation section we find the beautiful ladies who make up the famous EL RANCHO GIRLS, whose outstanding choreography is in the hands of the very capable DOTTIE LEE. Ten delectable dolls who draw "ohs" and "ahs" with every performance . . . The band of BOB ELLIS brings the downbeat to back each show beautifully.

FLAMINGO:

(Continued from Page 19)

time-tested bits are always sure-fire, such as the "Pullman scene," the "mystic" (Cosgrove?), the "judge" and many more, all these are classics and even more so in the hands of this man. For this engagement he has brought with him his ever-present side-kick SID FIELDS, who is becoming synonymous with these shows; JEAN MARSHALL, KAY SCOTT, THE SMITH TWINS and SAMMY WOLFE; a line-up of people who know this kind of business from the top . . . The FLAMINGO STABLETS are presenting two new routines staged by the imaginative mind of Ron Fletcher, and executed with finesse by these dancers and singers who are each artists in their own right . . . Our main hope is that Mr. Blue will continue to use the bit in which he enlists the members of the entire cast to perform his impression of Fred Waring's Choir . . . a bit you'll long remember! . . . The man with the band is TORRIS BRAND.

LAST FRONTIER:

(Continued from Page 19)

Me, Kate numbers. The generous KEEL is to be commended for giving this lass her big break. The blending of their voices, the skill of their acting is a beautiful thing to see. The audience clamored noisily with much palm-pounding and shouts of "More!" The CARSONY BROTHERS, the younger two of whom are identical twins, and big brother PAUL CARSONY defy proper description. PAUL balances himself atop two champagne bottles that are neck to neck, simultaneously juggling rings in his mouth and on his hands and feet—not to mention the one-finger balance on a bowling ball magically teetering on a bowling pin! He then balances the combined weight of himself and one of the twins (325 pounds) upside-down with only a cane for support. All three do a one-hand on a walking stick, among many other unbelievable tricks, all of which you will have to see to believe. THE BLACKBURN TWINS and EVELYN WARD, held over for two more weeks, are even greater than during the Ronald Reagan engagement, if that is possible. "Baby, It's Cold Outside" and "Amy" register high on the applause meter, and prove the wisdom of the holdover. The handsome TWINS combine their talents in some fancy hoofing and blending of marvelous voices, joined by their vivacious and beautiful partner EVELYN WARD. This trio would do credit to any

stage by standing still and merely smiling, but when beauty is backed up by great singing and dancing talent—well, they're a complete show within themselves! Including good looking maestro GARWOOD VAN in the "Cold Outside" bit is clever and the TWINS' running line of chatter and ad-libbing draws a syndrome of yocks. Following in the wake of some of the prettiest and most talented gals around—Janet Blair, Martha Stewart and Vivian Blane—EVELYN WARD is just another proof positive that the BLACKBURN TWINS are not only great showmen, but have that sixth sense of choosin' beauty and talent in femme partners. HOWARD KEEL will do an SRO business and that he will do repeat engagements in Las Vegas for many years to come is an indisputable fact.

SAHARA:

(Continued from Page 20)

anyone actually challenge Miss Henie's right to the title of "Queen of Ice"? She is completely proficient and endowed with the coveted qualities that comprise a true showman. The skating star has a franchise on delicate pulchritude, talent and fluent grace. Miss Henie is one performer we could watch for months on end, without tiring . . . Comedian PAT HENNING is a local favorite who never wears out his welcome. Pat is the type of fellow who brings his audience close to him. He jumps the barrier of the microphone and introduces an atmosphere of friends at a home gathering. Comedy and quick wit come easily to this Henning lad. You just can't avoid the tickle-dust he sprinkles through the spectators. Pat controls your emotions, taking you from a grin and leading you to a point bordering on hysteria . . . Sensational is the dance team of PAMELA DRU and ALLAN DeJON. These youngsters exhibit a remarkable facility of swift, concise performance on the treacherous ice with nary a mishap. Their adagio sequence is stirring! . . . Backing Miss Henie is a group of Hawaiians, the EDDIE BUSH TRIO. Their music enhances the star's Hawaiian presentation . . . Compliments to TOM DOUGLAS for his artistic decoration of the stage. It is really a splendid example of his creative ability . . . CEE DAVIDSON and his men of music are also to be commended for their accomplished background for this production.

... in the Fabulous **COPA Room**

JACK ENTRATTER

PRESENTS

"Fiesta Time"

STARRING

ROBERT MERRILL

In a Musical Mardi Gras

WITH

HERBERT & SAXON

The Clark Brothers

RAY SINATRA & HIS ORK

The Most Beautiful Girls in The West

Late Show Saturday Nite—1:15 A.M.

2 Shows Nightly—8:15 & 11:15

FOR RESERVATIONS PHONE 7100

The **Sands**

LAS VEGAS, NEVADA



THE **Flamingo**
HOTEL

proudly presents

BEN BLUE
AND HIS NEW REVUE

FEATURING
SID FIELDS

Jean Marshall

Smith Twins

Kay Scott

Sammy Wolfe

FLAMINGO STARLETS
A RON FLETCHER PRODUCTION
TORRIS BRAND & ORK

☆ IN THE STAGE BAR ☆

Continuous Entertainment

3 DONS & GINNY
BOBBY PAGE & ORK
WINGY MANONE
CHUCK MILLER

Phone
4000

Show Times
8:30 - 11:30

Late Show
Sat. Nite
1:30 a.m.



IF YOU HAVEN'T SEEN THE FABULOUS FLAMINGO YOU HAVEN'T SEEN LAS VEGAS!

It's "Fun and Frolic" Time With

CARMEN MIRANDA

The "Soupe" American Latin Bombshell
with the Banda Da Luo Boys

BILLY VINE

The Funny Man Who Makes Comedians Laugh

The Golden Wheel
Lebrac and Bernice

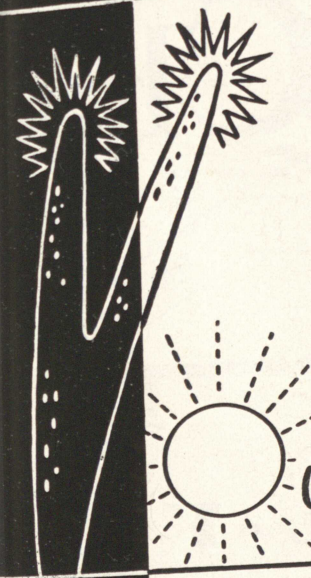
★ Don Arden
Dancers

Carlton Hayes and his Ork.

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

Wilbur Clark's

DÉSERT INN



FABULOUS LAS VEGAS

— 43 —

MARCH 13, 1954

★ SNACK BAR ★ GAMING ★ BAR ★

Join The Crowds

Meet
the
Friendly
Folks

At
The . . .



ALL NEW - - - VERY BEAUTIFUL

Walter  Parman's
California Club

CORNER IN

First and Fremont

- DOWNTOWN -

"THE FRIENDLIEST

THE WEST"

SLOT MACHINES

THAT

R - E - A - L - L - Y
PAY

★ PLUSH SURROUNDINGS ★ DELIGHTFUL ATMOSPHERE ★