Jack Ortez'

15¢

JULY 31, 1954

Fabulous

© LAS VEGAS Magazine



EL RANCHO VEGAS

OPERA HOUSE

THEATRE RESTAURANT

America's Most Beloved Comedian

JOE E. LEWIS

WITH

AUSTIN MACK AT THE PIANO

GLORIA DeHAVEN

Singing Star of 20th Century-Fox Films

Staged by LeRoy Prinz

DOODLES & SKEETER

EL RANCHO GIRLS
Choreography by
DOTTIE DEE

RESERVATIONS
Phone 1300

BOB ELLIS
ORCHESTRA

SHOW TIMES: 8:15 P.M. - 11:15 P.M.

NEVER A COVER

NEVER A MINIMUM

HELD OVER!

BREAKING ALL RECORDS

THE HOOSIER HUMORIST

HERB SHRINER

Singing Star

CONNIE RUSSELL

FRONTIER GIRLS

GARWOOD VAN AND ORK.

SHOW TIMES
8:30 & 11:30 PM

PHONE 1800
FOR RESERVATIONS

Hotel LAST FRONTIER

LAS VEGAS, NEVADA



BILL MILLER

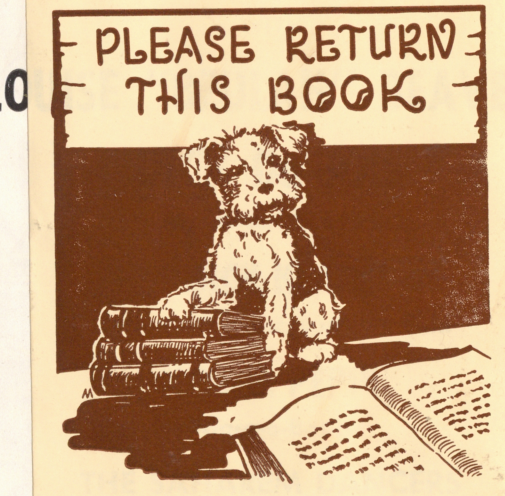
Proudly Presents

The Premiere Appearance of

MAE WEST

PRODUCED AND DIRECTED BY

LO RS



DOROTHY DOROTHY

CEE DAVIDSON & HIS ORK.

Special Material by Joe Erens and Alan Alch
Music by Bob Thompson

SHOWTIMES 8:30 — 11:30 P. M.

HOTEL SAHARA

HIWAY 91 • LAS VEGAS • NEVADA

NO COVER OR MINIMUM • RESERVATIONS: PHONE 6800

HORSESHOE CLUB'S

NEVADA ROOM

NEVADA'S FINEST RESTAURANT



DOWNTOWN · LAS VEGAS, NEVADA



RAGTOWN — Fifty years ago this very summer Senator William A. Clark of Montana and Mr. Harriman, president of the Union Pacific Railroad, were settling their railroad "right of way war" whereby, it was disclosed later, Mr. Harriman took from Senator Clark 51 percent of the stock in Clark's San Pedro, Los Angeles & Salt Lake Railroad.

The result made it sure, however, that Clark's railroad would be built through Las Vegas and several hundred adventurers from all over the country drifted into Las Vegas to wait for the big boom that would come with the railroad.

J. T. McWilliams, a young surveyor who lived in Goodsprings, was hired by Mrs. Helen J. Stewart, owner of the old Stewart Ranch, to do some surveying. In the process of that work he noted some tracts of land which nobody had thought enough of to locate, so McWilliams located it for himself, probably as part remuneration for his work.

As the track crews neared Las Vegas, in the summer of 1904, interest in the newly opened country revived and "sooners" greatly increased in numbers and activity. To accommodate them McWilliams decided to lay out a townsite. He surveyed his land into lots and named the tract "Original Townsite of Las Vegas."

His enterprise was an immediate success and, as the lots were priced at $50 each, many were sold. On Railroad Avenue, nearest street to the railroad and running parallel with it, McWilliams established the business district. There sprung up half a dozen or more saloons, two or three stores, several lodging houses, and other lines of business, all in tents. It was a lively town, with many brawls and other disorders arising mostly from the saloons and bawdy houses, but no worse than is usual in such circumstances.

The track laying crew from the east reached Las Vegas October 4, 1904 and great was the rejoicing. The sheriff at Pioche, the county seat, was induced to appoint a deputy sheriff who really became The King of Las Vegas. Lots continued to sell. The public opinion, encouraged, of course, by McWilliams, was that his townsite, occupied by so many interested property owners, had such a start that it would be the permanent townsite and that people would not buy lots on the railroad townsite when and if it was opened for sale.

Late in January the track crew from the east met the crew from the west on the dry lake a few miles south of Jean and it was then possible to reach Las Vegas from the west by rail—and so on February 13, 1905 I was able to come here from Los Angeles.

McWilliamstown was then about all there was of Las Vegas and it was not until May 15, 1905 that the railroad company auctioned off their lots in "Clark's Las Vegas Townsite." That day marked the beginning of the end for McWilliams' townsite. On the evening of the day of the auction, tents and shacks were being dragged and skidded (in immense clouds of dust) to the lots their owners that day had bought for them. That was the birth of modern Las Vegas.

In the meantime the railroad company made big plans for their townsite. Among other things they planned a large ice plant where cars of oranges and other fruits could be iced. They picked out a site on the railroad east of the track and just north of Wilson

(Continued on Page 36)

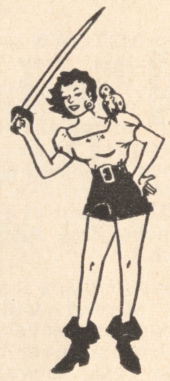
FABULOUS LAS VEGAS — PUBLISHED WEEKLY, 721 Fremont Street and 707-11 East Ogden Avenue, Las Vegas, Nevada. Address: P. O. Box 748, Telephone 4922. Editor and publisher: Jack Cortez. Advertising: John Uhlman. Art Editor: Dennis Stephenson.

VOLUME 6, NUMBER 19 — JULY 31, 1954

Copyright by Jack Cortez, Fabulous Las Vegas Magazine, in the United States and Canada. All rights reserved. No part of this periodical may be reproduced without the consent of Fabulous Las Vegas Magazine. Subscription rates: One year $5, United States and possessions; $10 per year, foreign. Printed by Marc Wilkinson, 7th and Ogden. Photo-engraving by Silver State Photo-Engraving, 1322 South Main, Las Vegas, Nevada.

there's nothing like it in Las Vegas
...the famous **PIRATES DEN!**

HELD OVER!
LUXOR GALI-GALI
★ EXTRA ADDED ATTRACTION ★
"SCAT-MAN" CRUTHERS
THE BLAIR SISTERS
SHERMAN HAYES & HIS ORK
SHOWTIMES — 10 - 12 - 2
DANCING NIGHTLY





EL Cortez HOTEL
DOWNTOWN PHONE 15 00

FUN-LAND
AMUSEMENT-PARK

"FUN FOR EVERYONE"

6 Minutes from Downtown
on Boulder Hiway

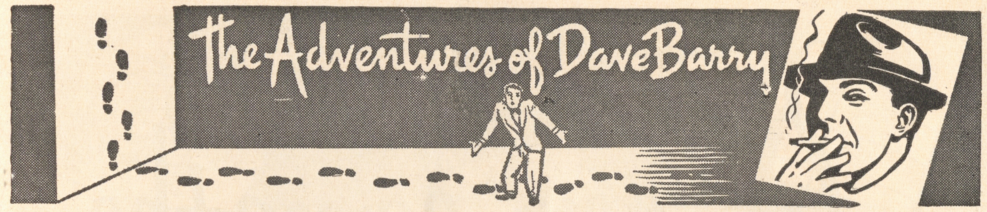
OPEN 24 HOURS



Your Friendly
LIQUOR STORE

FLOYD J. COPE
PHONE 4342 827 SO. FIFTH ST.

SNYDER'S
Tailor Made to Your Measure
FOR MEN AND WOMEN
421 South 5th St. Phone 6644



(Editor's Note: Our "boy" Dave is on a much deserved vacation. Naturally, that means he has taken one from the Fourth Estate. We know Mr. Barry has quite a following who admire him and his writings. Therefore, with your permission, we will reprint some of his old columns, which we believe to be "the best of Barry."

I HAD QUITE A SHOCK today. I met a fellow whose brother isn't building a hotel in Las Vegas. A lot of money is being poured into buildings these days. I wonder if cement wouldn't work better? Yes, everybody is building lately. I know a builder who is so cheap that he deliberately gets into arguments with his wife so she'll throw bricks at him. As soon as he has all the bricks he needs, he goes out and gets plastered.

Get on the bandwagon, friends! Beg, borrow, steal if necessary. Is that anything new?) Las Vegas is booming and I'm not referring to the atom bomb tests. The city is attracting thousands of tradesmen. Cement mixers are migrating here and bringing their bags with them. Man, you just ain't livin' unless you're building a hotel! It's the current rage. Everybody's doing it.

Pretty soon the entire population will be hotel owners. In fact, there won't be any guests left. In order to survive, everybody will be checking into each other's hotels.

What a mixup this is gonna be! Detectives will be throwing each other out of rooms. Bellhops will be tipping each other. Towels will be marked "HOTEL?" Desk clerks will give special rates to hotel owners, and hotel owners will give special rates to desk clerks, especially if the clerk wants to sleep in a desk. He may have to.

Las Vegas is getting so crowded, you don't have to walk down The Strip anymore. All you have to do is pick up your feet and coast. A few weeks ago I visited the city. When I arrived at the airport I called a hotel and asked if they had a room.

The clerk said: "Are you asking or reminiscing?" I asked: "What have you got to put me up for the night?"

He answered: "Will an automobile jack do?" He continued: "Where are you calling from?" "A telephone booth," I answered. "Pleasant dreams," he whispered, and hung up.

Nevertheless, and I never had less, I hitch-hiked into the city, walked into a hotel which had a sign outside: "Duncan Hines got sick here." I walked into the lobby, tripping over a few sleeping guests en route. I found one guest slumped over the desk. I was aghast! "Clerk," I gasped. "do you know this man is DEAD?" "Sure," he replied, "and as soon as he pays his bill, we're gonna bury him!"

I shoved the corpse aside and registered. "I have a reservation here," I lied. So the clerk asked: "What's your name?" "Barry," I answered.

Then he looked in the file under "B." That's where I'm sleeping. In the file under "B."

The hotel was so crowded I spit in a cuspidor and it spit right back at me. I looked into a keyhole one night, and there were three people living in it.

The gambling casino was so jammed there was no room to win, only lose. You couldn't even curse. There was no room to open your mouth. But you should have seen the dirty expressions on the players' faces!

In short, and who isn't? I am fascinated about the trend of events regarding the hotel situation. I like the name of "Hotel Sahara" and the name of the hotel being planned to be called "The Casbah."

The way I figure . . . wrong . . . is that if hotels in Nevada can adopt the names of foreign cities, I'm going to do the same in foreign cities.

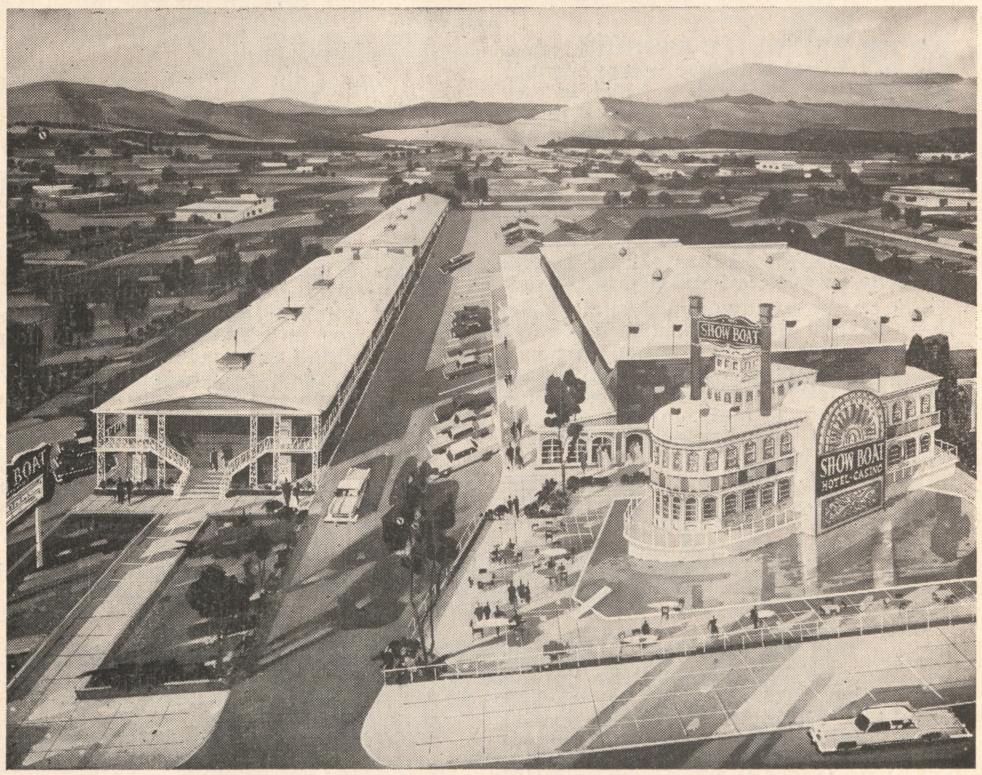
For example, picture this scene in the Sahara desert. Nothing but sand for miles and miles and, then, there among the sand dunes, I will build "HOTEL ELKO." Rooms with adjoining camels. Special rates for tribes. Harems welcome. Should you ever travel to Algiers you simply must visit my hotel there.

Ask any native, if you can speak Arabic, and he will tell you: "Nzzmjj hgfds ytrqk ii ulltppwrccb?" English translation: "FLY TO HOTEL ELY, MAN!"

This hotel is highly recommended by cannibals. Boiling pot in every room. Gorillas welcome. I've hired Pepe le Moko as my manager and Peter Lorre as bellhop. Rooms with private BATS. When the chambermaids finish their work they take their brooms with them.

So far there have been no complaints. Of course, no guests have been seen leaving!

here comes the...



SHOWBOAT

OPENING SOON . . .

★ DeLuxe Rooms ★ Swimming Pool ★ Dining Room
★ Bingo ★ Casino ★ Coffee Shop

★ Entertainment Lounge ★



A MIGHTY HANDSOME expenditure was contracted by curvaceous MAE WEST prior to her starring engagement at the HOTEL SAHARA. Ever on the alert for perfection, Miss West exceeded herself to insure utmost audience appreciation by spending close to $30,000 preparing for this two-week engagement which marked her night-club debut. The little lady wanted this spotlight-launching to be successful and her every wish has been fulfilled. She has even outfitted the 24 people in her company. For those of you who aren't familiar with Miss West's off-stage life, we'd like to advise you that she is a millionairess, owning half of San Fernando Valley. She was the first owner of GOOD HUMOR ICE CREAM COMPANY in New York. 'Nuff said!

If MARY KAYE looks like a living dream as she and her trio perform their sensational antics at the HOTEL LAST FRONTIER Gay '90s Bar, take a closer look at her gown. Recently GOYA DEL VALLE (of the MAGIC-EYE) designed and executed a couple of individualized dresses for Miss Kaye. The effect was so startling and beautiful we wouldn't be surprised if Goya were chosen to fill an entire wardrobe for Mary. Right here in Las Vegas we have one of the greatest designers the world has ever known and we suggest you look for Goya to reach national fame via her inimitable, unmatched creations.

The VEGAS BROKERS was recently opened here by JACK GREENWALD. It is Southern Nevada's first uranium brokerage. Mr. G. has practiced law in Denver and still maintains an office there. He informed us that Salt Lake City (the center of uranium activity) began with three brokers and now boasts 44. From the amount of interest already shown, this could be the beginning of another big business for Las Vegas. Still in the speculation stage, the exploration and mining of uranium represents one of the West's greatest development and investment opportunities.

On August 1 EDDIE LEVENSON will sever all professional relationship with the SANDS HOTEL. He was co-owner and casino manager until this date and the sale of his interest. He will immediately turn to the construction of his new hotel at Second and Fremont Streets. Current plans call for a 10-story edifice. Replacing Mr. Levenson as casino manager at the Sands is jovial CARL COHEN, a man whose experience assures him success in this post.

We're not just kidding when we say that everyone is raving about GLORIA DeHAVEN'S new act (at the HOTEL EL RANCHO VEGAS). The gal has always been a popular favorite, but her new style is proving her a polished artist, with an undeniable claim to fame.

We have heard employers rave about their "Girl Fridays" but when the chant comes from the distaff side—that's news! Chirping pretty phrases about her "terrific" boss-men is GOLDIE AUSPITZ, secretary at the NEVADA THEATRE CORPORATION. The two gentlemen whose ears must be smarting from the glowing adjectives are PAUL SPERLING and LLOYD KATZ. If anyone attempts to tease either Paul or Lloyd about their "soft positions," Miss Auspitz immediately takes up arms and defends them with her life. What a wonderful champion to have on your side!

(Continued on Page 33)

this week's cover...

"THE GOOD SHIP, DESERT INN" . . . Wilbur Clark is shown waving from the cockpit of the Lockheed F-94B jet fighter aircraft from the Alaskan Air Command which was named for Wilbur Clark's Desert Inn. Photo by Mark Swain

BONNIE BAKER
The "Oh Johnny Girl"
TEAMED WITH
BILLY ROGERS — Comedy at Large
REGGIE RYMAL — Rhapsody in Bounce
THE GOLDEN NUGGETTES
DON RAGON ORCHESTRA
THE EVENTIDES
- - - for Intermission Entertainment
SHOWTIMES: 10 — 1 — 3

GOLDEN NUGGET
GAMBLING HALL
DOWNTOWN — LAS VEGAS

Summer Stuff!
COOL COTTONS
SKIRTS - BLOUSES
DRESSES - PLAY CLOTHES
SWIM SUITS
OPEN 10 A.M. to 6 P.M.
OPEN SUNDAYS

"CRAZY" SUN HATS
bonnie best
BEVERLY HILLS LAS VEGAS
IN THE TOWN AND COUNTRY SHOPS
ADJACENT TO WILBUR CLARK'S DESERT INN

YOU CAN EARN
8% TO 10% INTEREST
SAFELY
We offer seasoned gilt-edge first Trust Deeds (mortgages) due within 3 to 5 years, secured by improved Las Vegas Real Estate
see or write
UNITED MORTGAGE & INVESTMENT CO.
126 South Fourth Street Phone 7127

SCIENTIFIC BETTING
NEW BOOK $1.00
NEVADA BOOK STORE
306 E. Charleston
Phone 7388
ACROSS FROM CHAMBER OF COMMERCE

— HUNTINGTON'S —
CHILDREN'S SHOP
BACK TO SCHOOL DUDS
for TOTS and TEENS
806 SOUTH FIFTH PHONE 1758
"Togs & Toys for girls and boys"
Everything for Boy

An Accurate Glimpse of the Future

CRISWELL PREDICTS



WHAT PEOPLE WILL DO: A new terrifying weapon of defense will soon be public knowledge through our Pentagon! This horrifying weapon will be one of the most unbelievable right out of science-fiction, and this will protect our shores from foreign invasion! Watch for this announcement to be made before the end of this year!

Your local chamber of commerce will soon start a battle to the finish on parking lots which are guilty of price-gouging! . . . The Mayo Clinic will soon introduce a new method of heart surgery which will be very simple and effective, and will combine the use of the separate circulatory system. This will save untold thousands of lives each year! . . . Dictator Peron and his coming marriage to an American widow will be one of the most glamorous marriages of our time and will draw the greatest guest list of notables ever assembled at one time in the history of the world! . . . Gary Goodwin, the sports announcer and expert, will write a history of boxing from 3000 B.C. to 1954 A.D. under the title "They All Fell," which will be a reference book for years to come! . . . Many teachers throughout the nation will not return to their teaching jobs in the public schools, colleges and universities due to their communist activities, but will be quietly "dismissed" during the summer months vacation! . . . The largest church edifice in the world will soon be built in Los Angeles! . . . Mamie EISENHOWER will be voted the one woman who has more influence on other women's dress than any other living person!

WOMEN WHO WILL MAKE NEWS: Zsa Zsa Gabor will face further court action on her present divorce settlement with George Sanders in spite of her desire to forestall any further questioning! . . . Oona O'Neil Chaplin, wife of funnyman Chaplin, will soon hit headlines on both sides of the Atlantic with sensational charges! . . . A statue to the mother of the famed Hoosier poet James Whitcomb Riley will soon be raised by the school children of that state!

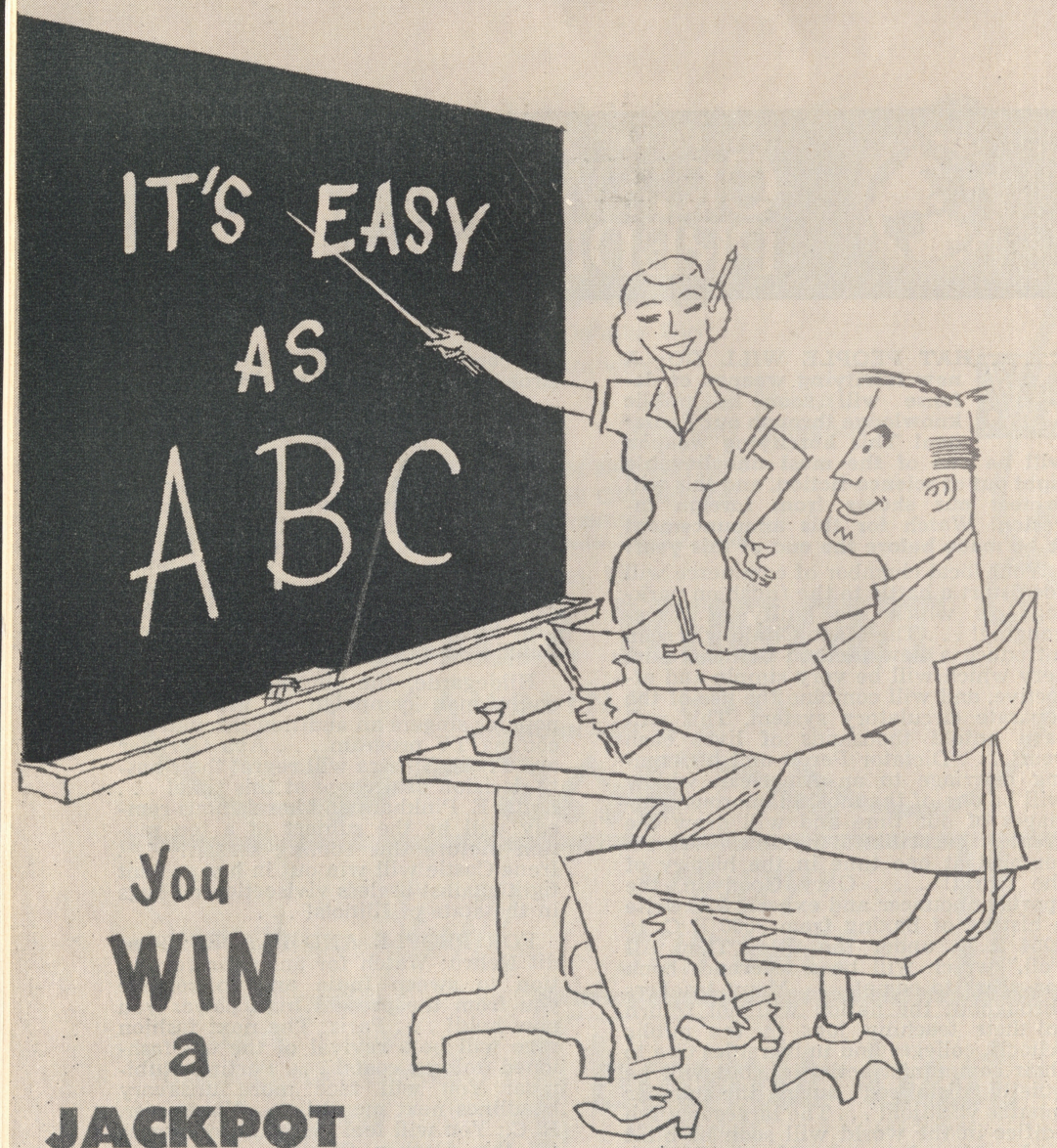
The Duchess of Windsor and her famous husband, the ex-King of England, will be the central characters in a musical comedy soon to be produced on Broadway with music by Don Trifletti! . . . Mary Miles Minter, the golden curled darling of the silent screen, will soon open a chain of decorating and gift shops across the nation! . . . Mrs. Marshall Field III will personally design and supervise the new suburban department stores soon to be built around Chicago! ,. . . Annette Kellerman, the world's greatest woman swimmer, will write a handbook on how you can master this art. This will be the first time she will disclose her professional secrets to the public! . . .

Hildegarde, the singer, will start a one-woman campaign to give young popular singers an audition through her coming TV program . . . Ava Gardner and Frank Sinatra will regret their hasty decision of divorce at this time! . . . Lydia E. Pinkham and her famous remedy will be the subject of a top motion picture this coming season! . . . Irene Castle will win out in her present fight against useless vivisection on dogs in the state of Illinois! . . .

FOR PEOPLE AND PLACES: Pandit Nehru: Watch for an inner revolution to sweep India and to remove you from the present high power you now hold! . . . Paris: The next fashion rage will be a revival of the old fashioned dolman coats! . . . Porfirio Rubirosa: You will face more unsavory headlines next month! . . . Vancouver, B. C.: You will feel the brunt of storms off the Alaskan Straits! . . . . Sen. Charles Potter: Your political star is on the rise in Michigan due to your excellent showing of the television trials! . . . Rome: A world's fair will be planned for 1960! . . .

Aneurin Bevan: You will be expelled by the British Labor Party in spite of your present defense of the Crown! . . Jersey City, N. J.: You can expect the political pot to boil over in the coming fall elections, and the results will surprise and stump even the experts! . . . Vivien Kellems: Your authorized autobiography with no editorial aid of any kind will shock the American woman into realizing the battle ahead to hold present and industrial gains! . . .

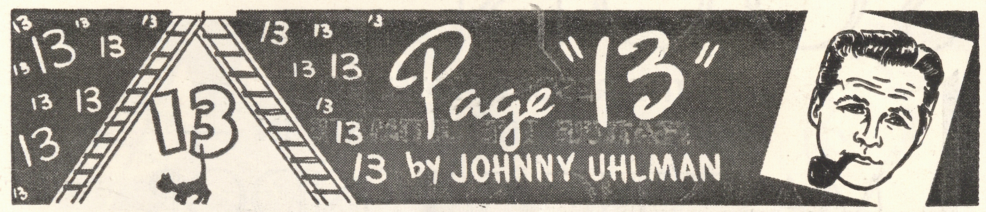
(Continued on Page 37)



You
WIN
a
JACKPOT

on... any 3 of a kind...

BUCKLEY'S
JACKPOT CLUB
DOWNTOWN



AT THIS POINT we shall all bow our heads and offer a prayer of thanks to our beloved Street Department, which is finally getting around to fixing up the intersection where Tonopah Highway comes into West Charleston Boulevard at Southern Nevada Memorial Hospital! The West Charleston part of this intersection has always been so full of chuck holes that it might be compared to the roughness of the terrain encountered by the pioneers to this great territory. From all indications, this is to be a most modern intersection on its completion. We only hope that the potential death trap will be further eliminated by moving the stop sign from east-bound Charleston traffic to east-bound Tonopah Highway traffic. We'll all keep our fingers crossed! . . . Now . . . if some brilliant mind would only come up with some sort of a "permanent" patch mixture to repair the "sink holes" which appear every hundred feet on West Charleston . . . all of us out there would be so grateful we'd even forget our gripe against the telephone company concerning the noticeable absence of their utility!

BONNIE BEST has finally gotten a house to live in! And her poor poodle pooch PEPPI will have a place to prance and play, besides a pen at the vets.' This situation has been a constant needle in the nettled noggin of our Bonnie ever since she came here to establish her dress shop on the Strip. Now she's a regular resident and rarin' to reside. Incidentally, this is the time of the year when it's betwixt and between the seasons, as far as seasonal stocks go, and there are some rather fancy bargains to be found . . . at BONNIE's! . . .

Have you noticed how the roller coaster is coming along out at FUNLAND AMUSEMENT PARK on the Boulder Highway? I forget just how many gallons of oil have been painted onto the wooden parts of the structure, but the cost of same was well on the way to amounting to two grand . . . just for the oiling! This is most certainly no small operation. By the way . . . next Tuesday night is supposed to be the night that all the folks who have coupons from Holsum Bread are to be given FREE RIDES in exchange for same . . . And while at FUNLAND you may as well stow away a few of the "pastrami dips" or the "bronco dogs" that are put up for you at one of MORREY BRODSKY's food foundries (hot dog stands to you!) . . .

It's odd that no one ever thought of it before, but one of the numbers MAE WEST does currently at the Sahara deals with the fact that everywhere you go you find lines of beautiful girls on the show for the pop-eyed approval of the male public (mostly) but nowhere do you ever find a line of beautiful MEN for the feasting eyes of the female. Miss West takes care of this situation by presenting a number in which she uses NINE of the most beautifully built men in the country. This is really a sight to see! We talked to a few of these "muscle" boys and gleaned the following bits of information: ARMAND TANNEY was MR. AMERICA of 1950, manages 17 gymnasiums for brother VIC in and around Los Angeles, has size 52-inch chest and 32-inch waist, writes quite a few articles for physical culture magazines . . . GEORGE EIFFERMAN was the MR. AMERICA of 1948 (he's the one who stands on her left at the beginning of the number) . . . DICK DuBOIS recently won the title of MR. AMERICA of 1954, and does a bit with Miss West in the number . . . CHUCK KRAUSER was Maryland weight-lifting champion in 1950, and did most of his body building while aboard ship (soon to be rated a full skipper); he and JOE GOLD operate a gym in New Orleans . . . Most of these men have done professional wrestling and have around 50 to 51-inch chest, 30 to 32-inch waists and 18-inch biceps. As you would say of any line working in a nightclub: "Stacked!"

It seems that entertainment isn't the only phase of business in Las Vegas that is getting nationwide publicity. Approximately nine months ago TED CHORMAN opened what a lot of people thought was a wild idea that would not go, even in a 24-hour town . . . MARIANNE'S 24-hour dress shop, in the SUNLAND SHOPPING CENTER. It seems that it HAS gone. So much so that Ted is going to have to expand to larger quarters as soon as they can be built. All we can say at the moment is WATCH MARIANNE's!

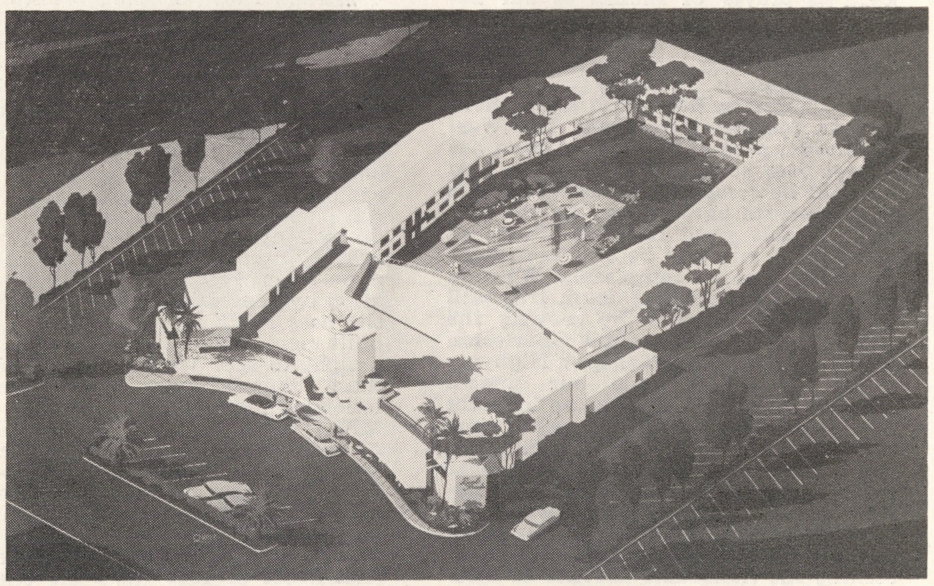
(Continued on Page 31)

SOON....

THE RESORT HOTEL TO
FEATURE THE ULTIMATE IN —

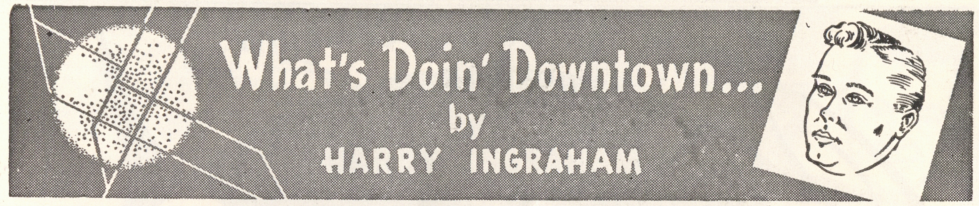
MAJESTIC SPLENDOR....

FRANK FISHMAN'S



Royal Nevada

ON THE WORLD'S FAMOUS STRIP



NOW THAT IS A GOOD QUESTION: What's Doin' Downtown? For several months I have been racking what little brain I have left, trying to think of a more apropos title for this column. Enough has been said and is being written about the Strip, so naturally the new title will still have to pertain to the nucleus of Las Vegas. Of course, I have received some clever ideas, especially from cohorts, such as: What am I doin'? . . . What am I doin' downtown? (suggested by Art Force) . . . Why? What? Haze & Lights? Where? So? From Where I Lay . . . and Vegas Choruspondent (contributed by composer Mac Gordon) . . . So far nothing has rung a bell, so I am still in the market for a title or byline. If you have any suggestions I would appreciate it if you would call the magazine office or let me know personally . . .

Speaking of bells . . . I was in the Fortune Club the other day (not doin' nothin—just standing there) when all of a sudden lights started flashing, bells started ringing and a shrill voice screams: "Another jackpot on machine 146—the hard way!" Well, I regained my composure about a block down the street, and I never did find out what that hard way meant . . . The United Mortgage and Investment Company is really doing a booming business. Las Vegas investors are literally "beating a path to their door" seeking the many opportunities that this company has to offer . . . This city can now boast a first class dress designer with her own factory right here. Her name is THELMA RAY and, believe me, she is certainly making a name for herself. Her ambition and ingenuity is endless. One of Thelma's latest creations is a reversible skirt with a built-in petticoat. Two dresses in one, at prices everyone (who wears dresses) can afford . . . Did you know? . . . SHERMAN HAYES (El Cortez orchestra leader) and lovely SHANNON HAYES (Sands Copa girl) are cousins. The Hayes family can certainly be proud of these two wonderful performers (incidentally, no relation to Carlton) . . . El Cortez Hotel now boasts one of the greatest shows ever booked into downtown Las Vegas. Starring in the Pirates Den and being held over for two additional weeks is the famous international magician GALI GALI from Luxor, Egypt. His unbelievable feats of prestidigitation absolutely hold audiences spellbound. Many localites will remember Gali Gali when he appeared at the Sands Hotel last year . . . Among patrons enjoying this stellar attraction at El Cortez last week were NICK KELLY (Sands Copa Room boss), the BAGDADIS and family (also from Egypt, now appearing at the Desert Inn), the AMIN BROTHERS (Sahara Hotel), Mr. and Mrs. NORMAN KAYE (of the Mary Kaye Trio) and MIKE PAGE (former Silver Slipper dealer, now bartender att he Bar-W) . . . JOE KLUMPLER, former sax and clarinet man with Eddie Skrivanek's orchestra, has organized a jazz trio and is now playing at the SPORTSMAN'S CLUB on the Boulder Highway. Joe is a former Olympic hockey star from Czechoslovakia . . . CLIFFORD (formerly of the Beaux Arts Beauty Salon) opened his own shop on South Fifth Street. Appropriately he has named his new beauty shop Clifford's Coiffures. Good luck and best wishes to you and your wife in your new venture . . . The girl in the fish art and cut in the Catalina swimming pool ad is gorgeous Jackie Laughery. This is just one of the many publicity pictures taken of her during her recent visit in Las Vegas. LOUIS MANCHON (owner of Catalina Pools) seems to have a "corner" on the pool business in Las Vegas. He has built pools for guest ranches, trailer parks, private homes, apartment houses, and is now dickering for a contract on one of our new hotels . . . HARRISON'S SPORTING GOODS store on South Fifth has one of the cleverest and most attractive sports shop signs in the country. In addition to regular sporting goods, he handles a wide variety of aluminum boats and Scott-Atwater outboard motors, which accounts for the clever neon boat sign on top of the building . . . Went to Boulder City last week to visit CHESTER and DOROTHY BROWN, originators of Dorothy Brown custom western wear. They are both highly talented clothing designers and are at present diligently finishing an order for the Thunderbird Hotel. Their fancy work has been sent to all parts of the West, and one of their biggest boosters is JIMMY SCHUYLER of the Thunderbird. Incidentally, the uniforms for the cocktail waitresses and the shirts for the bartenders at the hotel are created

(Continued on Page 35)

Catalina Construction Company



Catalina

SWIMMING POOLS

INDIVIDUAL CUSTOM DESIGN

SIZE 15'x30' $2750.00 AND UP

- Engineered Sand Filter System
- Chrome Ladder
- Marine Lighting
- Reinforced Gunite Construction
- Low Financing
- White Marbelite Interior
- Private and Commercial
- Coping and Tile Border

PHONE 7588 • LAS VEGAS • P. O. BOX 2109

TONI DRAKE...BRITISH WALKER...SANDLERS...PARADISE

FRENCH SHRINER TED SAVAL

LARRY'S SHOES

511 FREMONT ST. — PHONE 5890

★ Latest Fashions in Women's Footwear
★ Men's Hi-Grade Famous Makes Shoes

AT SAVINGS UP TO 60%

CROSBY SQUARE COLE HAAN

JOYCE . . . I. MILLER . . . FLORSHEIM . . . DE LISO

• Open 3 A.M. til 10 P.M. • 7 Days a Week •

BILL

HARRISON'S SPORTING GOODS

"Service As You Like It"

VALCO ALUM Boats Phone 1526 ★ Live Bait 75c doz. ★ SCOTT-ATWATER Motors 1330 South Fifth St.

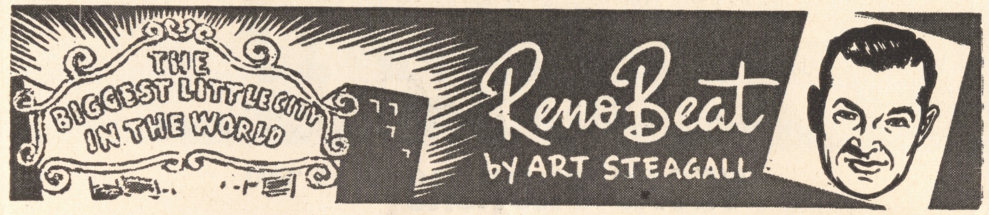
COGAN The Cleaning King

FINE DRY CLEANING AND PRESSING

Tel. 7537 • Free Pick-up and Delivery

2-4 HOUR SERVICE IF DESIRED AT PLANT

1804 So. Main — Across from Round-up Drive-In



IT HAPPENED IN RENO: Reno's RIVERSIDE HOTEL is getting a three-story addition. Building is to start at once. The RIVERSIDE, known as "a resort hotel in the heart of downtown," will build the new addition with all rooms facing the swimming pool. GEORGE WINGFIELD Jr., president of the operating company, says that the addition will increase the hotel's capacity by 50 per cent . . .

"JOHNNY DARK," the motion picture filmed here last summer, doing a nice business during its run at the MAJESTIC THEATER here . . . Many, many Renoites have bit parts in the picture.

The swimming pools are jammed with the hundreds getting away from the heat. It's been in the 90s this past week . . . There was a great story on HARRY RICHMAN in this past Sunday's Reno paper. According to the story, CHARLES O'CURRAN is putting together a new B'way show for HARRY. The entertainer is living at his ranch at PYRAMID LAKE, just north of Reno . . . The GRANADA THEATER, destroyed by fire some 18 months ago, will be reopened before Labor Day . . .

MRS. GEORGE SHERMAN, wife of the motion picture director, down from her home at Lake Tahoe. GEORGE is on location in Wyoming, directing "CRAZY HORSE." . . . JOE SILVER would have known the answer to the quiz question on the BERT PARKS show last Sunday, "Where was General Custer's last stand?" . . . BOB GRUBIC would rather play "PAN" than eat, a fact that is most disturbing to the rest of the GRUBICS . . .

I love this story: Road Commissioner Robert C. Downer has found a new way to get rid of the trees that are cut on the south shore of Lake Tahoe. The former commissioners had always hired someone to haul them away. Downer has them cut in two-foot lengths, and at night people steal them! . . . Was talking to LEO LIEN, co-owner of the L'IL RED BARN, one night last week. A few years ago on a fishing trip into Canada he and his wife spent a night in northern Washington. Another fisherman, driving a car with a Canadian license, noticing the Nevada plates on Leo's car, asked if they were from Reno. When told that they were, the Canadian expressed amazement that they were so far from home looking for a good fishing site. It seems that each year he drives from Canada to Reno to fish in the Truckee River . . .

THE BIG HAT, closed a few months ago, has reopened. Located on South Virginia Road, the eating place will feature barbecued foods . . . DOLORES DILLON, niece of MRS. HAROLD WALTER, having a real great time seeing Reno. MISS DILLON is visiting from Sioux City, Iowa . . . ELLIS BALDWIN, mixologist at the WALDORF CLUB, spent his off time taking the neighborhood children swimming.

PAUL LEONARD, a native of Nevada, will take over as assistant managing editor of the Reno Evening Gazette on August 1 . . . VAL RUGGERIO, associated with the FLAMINGO HOTEL in Las Vegas for some time, is now at the PALACE CLUB in Reno . . Congratulations to JANIE NELSON, who became MRS. JANIE HANSON this past week . . . JAMES HAMMONDS, Nevada rancher, was approved as a new stockholder in the WALDORF CLUB . . .

TED LEWIS and his orchestra and revue went directly from their engagement at the RIVERSIDE here to the STATELINE COUNTRY CLUB at the south end of LAKE TAHOE . . . HERMAN FLINTALL, pianist and arranger for the INK SPOTS, was married to popular nite club singer MILDRED HARRISON at Minden, Nevada, last week. At a reception given the couple at the WAGON WHEEL SALOON, Lake Tahoe, DUKE ELLINGTON and his band and the NICHOLAS BROTHERS were among the guests . . . The first band singing job that PEGGY LEE ever had was with WILL OSBORNE. This week PEGGY is headlining the show at the RIVERSIDE and WILL has the band at the GOLDEN—reunion in Reno . . . MR. and MRS. CORNEL WILDE in town on a stop-over visit. They are on their way back to L. A. from MONTANA where CORNEL did some retakes on a movie . . . WILLIAM RANDOLPH HEARST JR., with his wife and son, in Reno for a brief vacation . . . MR. and MRS. SAMMY DIAMOND from the FLAMINGO HOTEL in Las Vegas stopped by to see

(Continued on Page 37)

BOOM !!

URANIUM STOCKS ARE SOARING — AND

VEGAS BROKERS HAS 'EM!

REGISTERED WITH THE SECURITIES AND EXCHANGE COMMISSION

★ NOW OFFERING ★

GERONIMO URANIUM MINING CO.

9,996,000 SHARES AT **3c per**

AN OFFERING CIRCULAR GIVING MORE INFORMATION ABOUT THIS CORPORATION MAY BE OBTAINED BY PHONING 7610 VEGAS BROKERS, OR MAILING COUPON . . .

ENCLOSE THIS COUPON

VEGAS BROKERS, SUITE 6, SIMON BLDG., 230 FREMONT ST., Please send me a copy of Circular. relating to GERONIMO URANIUM MINING CORP.

NAME.....

ADDRESS..... CITY..... STATE.....

Bond's Jewelers

"HOME OF QUALITY DIAMONDS"

300 FREMONT ST. LAS VEGAS, NEV.

EASIEST CREDIT TERMS IN AMERICA

Thelma Ray

FASHIONS

DESIGNED IN LAS VEGAS

MADE IN LAS VEGAS

SOLD FIRST IN LAS VEGAS

1332 So. 5th — Tel. 7544

Studio of Interiors

CUSTOM MADE

Draperies - Upholstery - Slip Covers

Graduate Interior Decorators

TERMS — FREE ESTIMATES

619 North Main Phone 1208

Wedding Corsages

Room Bouquets

"In Fact Everything in Flowers"

DOT'S FLOWERS

808 So. 5th St. Phone 811

"CURTAIN TIME"

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

Flamingo

July 29 thru August 18

(Not a Review)

SHOW: Dick Contino, The Sportsmen, Andre & Delphine

LINE: Flamingo Starlets

ORCH: Torris Brand

It's "Mr. Accordion" himself you will see and hear when you make it your business to see and hear this new show in the Flamingo Room. Although it has been quite a few years since DICK CONTINO has graced the stages of local niteries, his mastery of the accordion is known and recognized throughout the entire nation, which should insure capacity houses. The ease and carefree way in which this young man brings forth multitudinous music from

(Continued on Page 27)

LAST FRONTIER

August 2 to August 23

SHOW: Herb Shriner, Connie Russell

LINE: Frontier Girls

ORCH: Garwood Van

Breaking all records in the Ramona Room is that famous Hoosier humorist HERB SHRINER, held over for three more weeks to bring Las Vegas audiences his world famous rustic comedy and wit. You've heard him on radio and seen him on television. Now you can witness this warm-hearted funster in person. He utilizes a slow drawl that holds the audience in appreciative attention. His delivery is different, impromptu, and everyone loves comedian Shriner . . . Co-starring with Herb will be the lovely songstress (opening Monday, August 2) CONNIE RUSSELL. This sophisticated gal never fails to win greater plaudits with each local engagement. Miss Russell arrived completely prepared to present more of the elite entertainment that is definitely becoming her trademark. Her special songs are so good you don't dare turn away for fear of missing a word. Besides, when such a lovely young lady is singing, who wants to look elsewhere? . . . The LAST FRONTIER GIRLS open the show in a terrific new routine staged by LOUIS DaPRON. The girls do a terrific job of rounding out this glittering revue.

El Rancho Vega

July 14 thru August 10

SHOW: Joe E. Lewis, Gloria DeHaven, Doodles & Skeeter

LINE: El Rancho Girls

ORCH: Bob Ellis

HE'S BACK AGAIN! He's off and running at the Rancho—America's most beloved comedian, JOE E. LEWIS . . . Here is a comedian who has more followers than the "horses he follows which follow other horses"! One reason you never tire of seeing and hearing Joe E. is that he is constantly coming up with new material . . . containing interesting lines that are current with the times. And sometimes his new material is just a revival of something from his files that he hasn't been using for a while. This man's repertoire, and capacity for retaining them mentally, is simply amazing! A lot of these things he could never accomplish, however, if it weren't for the reliability of his sidekick accompanist, AUSTIN MACK . . . Believe us when we say that GLORIA

"CURTAIN TIME"

DE HAVEN has never been better than she is in her current engagement here with Joe E.! . . . Her material is wonderful . . . her staging is natural, and her gowns are gorgeous! One number, "I'm a Star," is especially outstanding, written for her by the talented team of

(Continued on Page 29)

Wilbur Clark's DESERT INN

July 6 thru August 16

SHOW: London Palladium Varieties

LINE: Desert Inn Dancers

ORCH: Carlton Hayes

The Painted Desert Room has turned into "a bit of old England" with the presentation of VAL PARNELL's LONDON PALLADIUM VARIETIES. This is the first time in the history of the city that an entire show has been imported from the British Isles. This revue is comprised of seven acts that are top rated in London and on the Continent and are hits with Las Vegas audiences. RICHARD HEARNE, famous English comedian and pantomimist known as "Mr. Pastry," is a headliner and is known to TV viewers by virtue of his four appearances on the Ed Sullivan show with his popular pantomime of the Victorian dance . . . PAT KIRKWOOD, England's mistress of song, is a British favorite who makes her Las Vegas debut with a variety of popular songs and show tunes . . . The other acts on the revue are the FOUR BOGDADIS, an amazing Egyptian balancing and acrobatic quartet . . . GEORGE LaFAYE and COMPANY, a most unusual French novelty act; WILSON, KEPPEL and BETTY in a comedy dancing routine; ANDREA DANCERS, outstanding adagio group, and MALTA DOGS, Europe's greatest comedy canines, complete the unit. Supporting these acts

(Continued on Page 29)

SAHARA

July 27 thru August 9

SHOW: Mae West, Dick Kerr, Nita and Peppi

LINE: Saharem Dancers

ORCH: Cee Davidson

BILL MILLER'S current presentation in the Congo Room marks the premiere cafe appearance of MAE WEST, truly a woman the likes of whom there has never been more than ONE! . . . She possesses and creates an atmosphere that no other woman has ever been able to touch! . . . The relaxed, "take it easy" attitude with which she goes through her part of the show is the same Mae West that you and I have always admired, though some have

(Continued on Page 27)

The Sands

July 14 thru August 3

SHOW: Sam Levenson, Frances Langford and the Fellas

LINE: Sands Ziegfeld Girls

ORCH: Ray Sinatra

Presenting the ZIEGFELD FOLLIES! Producer JACK ENTRATTER is currently starring SAM LEVENSON for comedy and, sharing the spot, FRANCES LANGFORD for beauty . . . It's been altogether too long since SAM LEVENSON has graced the local scene with his wealth of "family type" humor. Here is an ex-school teacher who discovered that life was loaded with laughs, and has proceeded to make a howling success of the discovery. He

(Continued on Page 27)

Thunderbird

July 23 thru August 11

SHOW: Frances Faye, Phil Foster, Ralph Curtis

LINE: Buddy King and His Ladies

ORCH: Al Jahns

A brilliant return engagement for the exciting FRANCES FAYE, who can belt out a tune like no other we've ever heard, and in a style all her own! Frances has long been a favorite of Las Vegas audiences. With this engagement she has surrounded herself on stage with men of music, and proceeds from there to tear the house down with her own particular type of ripping rhythm. We have yet to hear anyone come close to her "Sister Kate." Appearing with her in her rhythm section on this date is one of the finest bongo men in the business, JACK COSTANZO . . . Also making another return engagement is "Brooklyn's ambassador to the U.S.A.," PHIL FOSTER, who is one of the most UNpredictable comedians in the book. He begins by just talking about any-

(Continued on Page 29)

El Cortez

July 29 thru August 11

SHOW: Luxor Gali-Gali; "Scat-Man" Crother, The Blair Sisters

ORCH. Sherman Hayes

Held over in the Pirates Den for an additional two weeks is the famous international magician from Luxor, Egypt, Luxor GALI GALI. His amazing feats of prestidigitation will hold you spellbound. Outstanding in this presentation is his audience participation. People are left in a state of bewilderment even though his every move is watched by folks right on the stage. Most amazing of all are the tricks in which he uses baby chicks. Many localities will remember Gali Gali from his appearance at the Sands Hotel last year . . . As an extra added attraction, the El Cortez Hotel presents that zany, hepcat "SCATMAN" CROTHERS. Scatman's most recent appearance in Las Vegas was with the Donald O'Connor show last January. Man! "Cool" is the right word for the beat that comes out of this jive artist's vocal cords. If you can sit still while this fellow is in the

(Continued on Page 29)

GOLDEN NUGGET

July 21 thru August 2

SHOW: Bonnie Baker, Billie Rogers, Reggie Rymal

LINE: Golden Nuggettes

ORCH: Don Ragon

Starring in the new show at the Theater Bar is a young lady who has sung her way into the hearts of millions. Miss BONNIE BAKER can well be remembered for her smash hit record "Oh, Johnny!" Her unique voice and sparkling personality are matched only by her tremendous popularity . . . Teamed with Bonnie is the "comedian at large," BILLY ROGERS. In addition to being an MC, comedian and accompanist, he is an outstanding guitarist and writer of special material . . . REGGIE RYMAL is next on the bill with a clever novelty act, "Rhapsody in Bounce." You will be amazed at his swift dexterity and the ease with which he performs difficult tricks with the rubber ball and paddle . . . Rounding out the show are the talented and beautiful GOLDEN NUGGETTES, with their new well executed dance routines.

DOT'S DASHES 'BOUT HOLLYWOOD

By DOT MEYBERG



HOWDY, FOLKS! State hearings relative to un-American activities reports wherein names were injected in previous testimony by others, now gives a chance to set the records straight and clear reputations for those who alleged no affiliation yet were included when Jack Tenney headed that state committee . . . Italy has paid the maximum for American talent in last 18 month report on contracts, which disclosed nearly three million paid out . . . Rubirosa denied working permit to play in western movie with his Sza Sza. Despite his intention to appeal, the U. S. Immigration Department took into consideration he plays himself in film and not a movie character . . . With Selma Jacobsen to the California Lingerie Show to see the sexiest and ethereal of the most alluring, and discovered you need no halo to look like an angel—how lovely can you look underneath it all!

Lucky "There's No Business Like Show Business" was filmed. ETHEL MERMAN head the sick list with acute appendicitis attack, according to medicine men. She was singing with DAN DAILEY on the German version of "Alexander's Ragtime Band" . .Sudden passing of LEONARD GOLDSTEIN shocked the industry. Had three films working when he collapsed in SPYROS SKOURAS' office at 20th . . . WARNERS and DENNIS MORGAN agreed to break that contract which called for one film per year for $150,000 . . . MARGE and GOWER CHAMPION are loafing for 10 days before going on tour for PAUL GREGORY . . . LORETTA YOUNG goes into an apartment, so auctions much of her furnishings. This is news since LORETTA has always lived in elaborately decorated houses which were showing the ability of her mother.

TROUPER openings this week: SOPHIE TUCKER, for her 70 years and 50 years in show business, definitely took the spotlight. BETTY HUTTON assisted on opening night (could be because she wants to do SOPH's biography on the screen). But her crack that she felt like a tiny foreign car passing an oil truck drew the answer something like this: "After you've run out of gas, there will still be plenty of mileage left in this truck!" A fabulous red sequined gown before "the last of the red hot mommas"! . . . Down at the Seacombers FRANK KERWIN presented the fabulous DUNCAN SISTERS to a celebrity-packed house. (Wouldn't they be great at the SHOWBOAT up there?) The Topsy and Eva stars have plenty of new material but demands for their older numbers brought down the house. Saw the debut of LYNN OWEN CRAIG, a clever singer. "The Dunks" will start a LAS VEGAS LIMITED night every week for professionals to "break in" their acts for your city. If you ever get a chance, hear these gals in song, question themselves, and provide the answers to their age that starts "Younger than Tucker . . ."

Has EDDIE FISCHER told DEBBIE REYNOLDS he won't be around for his birthday August 10 but will fly to London? . . . JOHNNY GREEN has a new MGM contract for more money . . . He insists he be called JOHNNY at all times, too, for he considers it lucky. Guess that goes for McHUGH and MERCER. Have you noticed? . . . DONALD O'CONNOR, of all people, is mentioned to play the role of FRED STONE in a biography daughter PAULA compiled. Probably that's the reason she is here from NY . . . GALE ROBBINS says she's been paged to sing at the Last Frontier on the same program with HERB SHRINER . . . After 11 years CY HOWARD severs connections at CBS. Look for him to be there soon again with GLORIA GRAHAME.

Out of the hospital is KAY STARR, who looks fabulous . . . If BRUCE BARTON CORTEZ gets a union card I can get him a job down here . . . PINKY LEE's son accompanied him to the TV station which was being picketed. Son was noted walking in the same line trying to date one of 'em named HAMMER . . . Youngest in the JACK WARNER family is having dates —BARBARA with HAROLD LLOYD Jr. . . . MISS UNIVERSE contest pays off in more ways than one for U-I studios. This year it isn't necessary to teach the young lady winner how to speak English and what our American customs really are.

The blue-eyed Apache BURT LANCASTER heads for Kentucky for location of his indie "The Gabriel Horn," which will have all of the interiors

(Continued on Page 37)

WHERE'S THE MELODY

AND SO GOES the battle of the cocktail lounges! . . . Not only holding their own, but 'way ahead of the game is the most successful of all groups to date, THE MARY KAYE TRIO (of whom there are FIVE.) Mary Kaye, who sounds like a lot of top singers rolled into one, to sound like . . . Mary Kaye! Norman Kaye, whose powerful voice seems to know no bounds, and whose singular brand of comedy is coming into its own—but good! . . . Frank Ross, the highly animated section of the group . . . never still . . . never quiet . . . except when he's off stage (like two different peole). Frank's uninhibited bits of business keep the place in an uproar . . . Frank Hudec, a drummer that fits this group like a kid glove. His riffs and fills are always there just when and where they're needed . . . Hank Shank, the newest member, at the piano. You might not realize he's there, but the fullness he lends to the group would be missed if he weren't . . . Alternating with the Kayes are MICKEY KATZ and his quintet of maniacs. These guys keep up a running go of laffs and GOOD music which doesn't let the place drop at any time during the evening. Their Yiddish jam sessions seem to be their favorites, and most popular.

TED FIO RITO and his HAPPY FIVE opened at the Stage Bar of Flamingo Hotel a week ago last Thursday night with a group that is commercial right down to the letter. Everything they do is understood by everyone listening. Besides attractive and pleasant voiced PATTI MANNERS, Ted has some very fine musicians with him. Most notable is JIMMY ZITO, whose prowess on trumpet is known and recognized by everyone in the biz . . . DON BAGLEY, on bass, recently with Stan Kenton for some time . . . BILL LAZERUS is the young fellow at the drums who also does in with a vocal from time to time . . .

At the Golden Nugget, downtown, you will still find the music of DON RAGON and his orch., doing a fine job of holding down the podium during the shows and for an occasional set in between. Don and his lads recently cut a few sides that sound real good. One in particular is a thing dreamed up by Don himself, which has been given the odd title of "Anything." FRANK MAYO, on tenor sax, does some fine tone and finger technique on this and couple other sides that you might be hearing via the local stations some one of these days . . .

STAN KENTON dropped into the Hotel Last Frontier last week to reminisce with bandleader GARWOOD VAN on the times when they were side men with a band playing the Biltmore Bowl in L.A. Garwood's band ranks high in the favor of the entertainers who have worked with them.

A new Latin group has come to the Silver Queen Bar of the Sands Hotel. RUBEN and his GUADALUPES BOYS . . . a quintet consisting of violin, trumpet, bass, quitar and accordion. A Tijuana type sound; soft, smooth, clean and romantic.

In the Casbar as of the 21st have been the THREE SUNS, a group that has made a high name for themselves in the field of lounge entertainment, as well as theaters, records, etc. ARTIE DUNN is at the organ and doing the ballad type vocals for the most part with MORTIE NEVIN on the accordion and occasional piano.

The Latin music of MARCO RIZO has found its place at the Stage Bar of the Flamingo. I believe that they could stay there indefinitely, if they so desired. Their music is never too loud, and yet loud enough to hear. And they are four of the nicest fellows I've ever met. MARCO himself is at the piano, and is really master of the instrument . . . CHICK MERCADA, at the timboli drums, has spent quite some time in Europe with Joe Castro . . . RUDY LOEIA is the man at the trumpet (most recently with Carlos Molina.) GEORGE VALDEZ is the bass man, and until recently was turning all his talents toward turning out music for

(Continued on Page 27)

-- INSTRUMENTS -- SUPPLIES --
CROSBY MUSIC CENTRE
COMPLETE RECORD DEPARTMENT
-- We Cater to Professionals --
608 Maryland Parkway—Ph. 1311

THE JOHNSTON-MURPHY SHOE . . .
OVER 100 YEARS OF FINER SHOEMAKING



THE
WINDSOR
OXFORD
$26.50

Cool Black Nylon Mesh With Finest Quality Black Calf Trim. Is Smartly Designed to Please Men Who Prefer an All-Purpose Conservative Summer Oxford.

Arnolds ltd.

"For the man who prefers only the finest"

320 FREMONT STREET PHONE 144



AT LAST I know what it means to be a "country gentleman" and, let me tell you, it is pretty wonderful! Here I am at my newly finished summer cottage on beautiful Ann Lake in northern Minnesota. I have 30 acres of beautifully timbered land and in my front yard are dozens of white birch, elms, maples, oaks, basswood, butternut, ironwood, beechnut and pine trees. I just finished picking about two quarts of wild strawberries and two quarts of wild raspberries, all within 300 feet of the cottage, and the blackberries are just starting to ripen. Have dozens of wild pin cherry and choke cherry trees and it will be fun spreading a sheet under the trees later on and shaking them and gathering in gallons of those delicious wild cherries to make syrup for my winter hot cake breakfasts and jellies and jams. On my front porch I have a huge bouquet of wild tiger lilies and cat-tails that I gathered at the crack of dawn from the lower part of the farm.

Have named my acreage here HILLSWAY, the name that my father coined right here on this very farm 50 years ago when he was a real estate dealer and moved in over 400 families from high priced land in western Minnesota —he having been one of the earliest of resettlement agents that FDR later used so profusely in his early New Deal days in moving people from sub-marginal lands to better lands and vice versa.

The cottage is painted a Swedish red (paint I bought when in Sweden two years ago and so had to build some sort of place to use the paint and HILLSWAY is the result) and it is trimmed in white. Am currently having a cute little cupola built with veather vane and all, and next month will build a hip-roof barn-like garage and, when finished, it will be nearly as nice looking as the Farmhouse Motel in Corona Del Mar, Calif., by the sea.

Have the inside of the cottage completely finished in yellow sheet-rock walls, and light green ceiling, with woodwork of natural knotty cedar. Shelves from ceiling to floor are all around and hundreds of books line gracefully. Have over 400 antiques and dishes displayed, an antique pump organ, old love seat, library table lamp, and the coziest kitchen imaginable, with a little squinging door or barnyard gate leading into it. My kitchen is in the front so when working there can see the whole front yard and all the fine trees and wild flowers. We do have electricity but, believe it or not, we prefer to use our kerosene lamps that hang on the walls, brackets, reflectors and all.

Having been a roving bachelor all my life, it is more than fun to have my own place at last and have been entertaining like mad in the past two weeks. Last Sunday we roasted a 20-pound turkey and had 15 dinner guests—even had home-made ice cream that we froze ourselves, and it took nearly two hours to turn the freezer.

We have had 10 overnight guests, including the Hon. Knute Hill of Washington, D. C. (congressman), my cousin, who was here for two days en route to Seattle to make a speech. He said he never slept better in his life and could not believe the great number of beautiful song birds that are all about.

We are eight miles from Mora, Minn., named after Mora, Sweden. Mora is my favorite small-town in America and it is a humdinger, perhaps the best business town in the entire country for its size. We have two excellent restaurants, and the one I especially like is Eddie's and Esther's. I went to school with Eddie Naumann in high school, and what a whale of a place he runs! Esther does all the baking and never have I tasted better pies or cakes.

Last night we entertained at a cocktail party at HILLSWAY and guests includes besides Eddie and Esther Naumann, the Glen Hages, who run the Kanabec County Times in Mora; Mr. and Mrs. John Hager, who have just recently moved to Mora from East Aurora, N. Y.—John being the head engineer at the Mora factory of the Bulovak Company, the international headquarters for making milk drying machines that are sold all over the world—and his chief publicity man, Jim Kelly.

Mrs. Alice Regan also was present. I was with her late husband, Steve Regan, for over a year in Algiers—Steve having been head of the War Shipping Board in North Africa for the U. S. Government. Later in the evening I showed my 400 slides of Europe.

It's almost as much fun shopping in Mora as in Las Vegas. Everyone is very friendly and they all go out of their way to do something nice for you. Ogil-

(Continued on Page 35)

LUCKY STRIKE

DOWNTOWN **CLUB** PHONE 7570

The World's Finest Bingo Palace

OPENING GAME
Daily 1 P.M.
$100.00 free game
Also at 7 P.M.

BLACKOUT GAME
DAILY
3:30 - 4:45 - 9:15 - 11:15
$3150.00

"Tell-Tale" Slot Machines
Every jackpot rings bell.
. . lights a light.

VISIT LAS VEGAS' FIRST TV LOUNGE





the SILVER QUEEN BAR

IN THE Sands HOTEL

CONTINUOUS ENTERTAINMENT from 5 P. M. to 6 A. M.

NORO MORALES AND ORK.
ERNIE STEWART TRIO

TEDDY NOEL AND ORK.
THE GUADALUPES BOYS

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

"The Taste of the Town"
YOU OWE YOURSELF THIS TREAT . . .
CHINESE FOOD
Served in the Garden Room
from Midnite to Dawn

WHERE'S THE MELODY?

(Continued from Page 22)

the Army, arranging for, and directing a band unit.

It's a lonesome ol' pad for dear old Dad these days. HARRIET and BOBBY DAVIDSON have gone to Chicago to visit with DIANE, who lives there since getting married. This leaves CEE, DAD-IN-LAW and the DOG to shift for themselves until Harriet comes home . . . and they'll be gone until the middle of August. Cee and his orchestra will soon be celebrating the end of their second year as house band at the Hotel Sahara, come the first week of October . . .

See you in two weeks . . . Lord willin' . . . JOHNNY THIRTEEN.

FLAMINGO:

(Continued from Page 19)

the instrument is no less than amazing. . . . EVERYONE has either seen or heard THE SPORTSMEN, the popular vocal quartet that has been on the Jack Benny Show for so long. We are getting perfection when these men perform. They've long been one of the top quartets of the country, and their novel arrangements are always a welcome treat, both musically and stagewise . . . ANDRE & DELPHINE come to us billed as "adagio dancers extraordinary," which is fully enough of an explanation . . . Only we'd say that they're a little MORE than "extraordinary" . . . The FLAMINGO STARLETS are outstanding in another of their RON FLETCHER productions which always feature clean and concise choreography . . . completely and conscientiously presented by these excellent dancers.

SAHARA:

(Continued from Page 20)

never admitted. The "big switch" in her appearance here is when she brings out a line of NINE men with the most beautiful bodies in the country. Says she: "Everywhere else you see lines of girls for the men. so why not lines of men for the women?" Many of these men hold titles, but the outstanding at the moment is DICK DuBOIS, "Mr. America of 1954" . . . Appearing as Miss West's maid in a couple of the scenes is the ever popular LOUISE "Beulah" BEAVERS who, naturally, does her all to perfection . . Miss West's entire performance was produced and directed by MR. CHARLES O'CURRAN. . . . Appearing with Miss West is one of the nation's newest comedy finds in the person of DICK KERR, a man of many voices, a humbleness of attitude and a flare for comedy with his interpretations that sell. Sell so well that he stopped the show at the completion of his performance. A comparative newcomer to keep an eye on. . . . NITA & PEPPI are a couple of youngsters with a bag of new tricks in the art of tumbling, hand-balancing and rough and tumble acrobatics. This brother and sister have rehearsed their routines and tricks to such perfection that they almost make them look easy. One of the best opening acts in the business at present! . . . George Moro's SAHAREM DANCERS open the show with a hold-over waltz number, beautifully executed by these fine dancers. Miss JEANNE WELBORN and HERB FLEMINGTON handle the vocals for these productions and receive well deserved applause in each case . . . The "high baritone" in her life is tall, dark, and handsome STEVE TERRANO . . .

SANDS:

(Continued from Page 20)

merely reminds you of the things you do every day, or have done at one time or another, and brings out the humor of the situation . . . FRANCES LANGFORD makes another return appearance, but bringing with her this time four gentlemen friends, whom she calls THE FELLAS. We may be a little prejudiced here because the voice of Miss Langford has always been a favorite of ours. However, you will be seeing an altogether new Langford when you see this show! Miss Langford and her fellas are presenting miniature Broadway musicals, and selling each one of the numbers from the beginning. We especially like one which dealt with the sexational situations of a torrid temptress named "Flame." Another that was filled with fine special material was her "Just a Simple Child," which deals with the trials and tribulations of a poor little rich girl, her life and loves . . . The ZIEGFELD FOLLIES, of course, means GIRLS, and Mr. Jack Entratter has selected some beauties. They appear in all their majesty in numbers especially written and staged by SID KULLER. A definite vocal stand-out is CHUCK NELSON in his rendition of "My Venus Has Arms." . . . Costumes are by Mme. Berthe, and the exciting choreography was set by BOB GILBERT and RENNE STEWART.



Sweet two-piece sensation of wonderful washable

ORLON

. . wears'n travels like a trooper . . .

●

softly accented by white angora at the neckline.

●

DALE Hilton

●

•

IN PORCELAIN WHITE, PEPPERMINT, PINK, ICE BLUE OR LEMON YELLOW.
Sizes 12 to 18

DALE HILTON

945 Pennsylvania Ave., N. W., Washington 4, D. C.

Pelase send me my SUGAR PLUM dress at $8.95

IN SIZE.....COLOR.....

2nd COLOR.....

NAME .....

ADDRESS .....

CITY .....

ZONE .....STATE.....

Enclosed Check ☐ Money Order ☐
Send C.O.D. ☐ I have added 25c for postage and handling. I have enclosed $1 deposit to be applied to my C.O.D. purchase.

Smart Girls Prepay Their Orders and Save C.O.D. Charges. Your Money Refunded if Not Satisfied.

Res: Phone 1633

BURLESQUE

NORTH LAS VEGAS CLUB

(Formerly Embassy)

★ TRACY RANDALL
★ LOUISA DARNELL
★ AMBER HALL
★ MARGIE HODGES

Gaming
"21"
Craps
Poker

POPULAR BAR PRICES

seven solid hours of entertainment

EL RANCHO VEGAS:

(Continued from Page 20)

Pony Sherrill and Phil Moody . . . With the well known composer JEAN DePAUL conducting, she winds up with the exciting tune which states that "It's the Same All Over the World" . . . The very clever pantomimists DOODLES & SKEETER have been held over, and rightfully so. Their presentations hold a high rate of interest through their well staged choreography and convincing pantomine. We especially enjoyed their satire of Lili St. Cyr's bubble bath and Doodles' rendition of Pearl Bailey's "Tired" . . . The EL RANCHO GIRLS, under direction of DOTTIE DEE, are the epitome of perfection in this show. Each girl is a stand-out for beauty and capability as a dancer . . . except ONE! One of the cleverest things we've seen in some time!

DESERT INN:

(Continued from Page 20)

will be the sensational DESERT INN DANCERS in two spectacular production routines that merit plenty of accolades.

EL CORTEZ:

(Continued from Page 21)

spotlight, that's ice water you have in your veins, brother! . . . Rounding out the show are the lovely BLAIR SISTERS. Their exceptional timing and ability has won them high acclaim as one of the better acrobatic dance teams in the country . . . Place this show at the top of you "must see" list for entertainment.

THUNDERBIRD:

(Continued from Page 21)

thing and everything, and after a while he "warns" you that he is about to begin his act. From this point on you are reminded of things you have seen, heard, and done, almost every day in your life . . . and woe be to anyone who tries to heckle this fellow! . . . We're glad to once again see and hear RALPH CURTIS, whose fine tenor voice is heard on this show as an extra added attraction. Ralph's breath control and placement are better than ever and he's singing like he's never sung before. His doing of "There's No Tomorrow" and the ever lovely "You'll Never Walk Alone" are things to remember . . . BUDDY KING and his LADIES open the show with a fast kick-off "Charleston" number, to follow later with a slow four based on the favorite "Blues in the Night."

BE SURE TO RESERVE

Monday Night, August 23

FOR THE

FIFTH ANNUAL

NIGHT OF STARS



CASHMAN FIELD

★ ★ ★

VARIETY CLUB

★ ★ ★

TICKETS ON SALE SOON AT ALL RESORT HOTELS AND DOWNTOWN CLUBS, THEATERS

ALL RIGHT, ALL READY!! We'll take the next plane for BUCKLEY'S



Where JACKPOTS are UNLIMITED!

BUCKLEY'S
JACKPOT CLUB
DOWNTOWN

PAGE 13:

(Continued from Page 13)

It's good to see MILDRED and LOUIS CONIGLIO back on the job at LUIGI'S BROILER after one of their rare "few days" vacations. While they were away to L. A. the dutiful, beautiful dotter, LORA ANN, held the fort for the family, and is bustin' her buttons over the fact. Come to think of it . . . holdin' the fort at Luigi's is quite a job. Rarely can you walk in there at the dinner hour and get a table immediately. Your best rhyme and reason is a ready reservation!

BILLY WARD and his DOMINOES did a sensational job at the Sahara and have been signed for a return in the fall. Their next date following this was to go to the CHEZ PAREE in Montreal, Canada. In the short time they've been in the business these boys have done a sensational job . . . in EVERY way!

With THE DUNES beginning to get under way, AL GUTTESMAN has moved his wife and "Buddy' to Las Vegas to take up permanent residence. Mr. Guttesman, the vice president of the Dunes, at one time had a chain of theaters throughout Florida and Haiti. Mrs. Guttesman is the attentive little lady who is devoted to hubby AL and lucky little "BUDDY." Lucky little Buddy is their French poodle. Lucky to have owners such as Mr. and Mrs. Al Guttesman.

HERB LIPSKY is a wholesale furniture dealer in Los Angeles who found time (on the spur of the moment) to dash madly to Las Vegas and marry his model dream girl. Not only did he have the consent of the girl's mother, he brought her along. Into the car he loaded mama, RUTH KLAUBER, and the bride, KATHY JANIS, drove to Las Vegas and was married in the Little Chapel of the West at five minutes to midnight on July 23. The whole affair was somewhat of a surprise not only to themselves but to all their friends . . . and more so to US . . . because the brown-eyed, honey-haired bride turned out to be a very dear friend of ours we had first met in "the biz" when she was known as BUNNY BISHOP!

When I stopped in to pass the time with SAM LEVENSON a few nights ago, I found him up to his arm pits on stacks of cards. I was soon to learn that these were merely a fraction of the total cards he has on file; each with a line, bit, idea, situation or story typed on its face. I deemed myself highly privileged that he allowed me to read over some of them (and they were gems!) This bulging store-house of original wit is as precious to a person like Sam as a wide mailing list is to a large business. Needless to say, if you think you've heard some funny things from Sam while on stage you should have been looking over my shoulder that night, with Sam explaining the things I was reading . . .

GALI GALI has been doing such a terrific job at EL CORTEZ he was held over for another two weeks. Producing baby chicks like he does, he should eventually wind up with quite a chicken ranch . . . This ought to be a fast show, with SCATMAN CRUTHERS opening on the same bill for those two weeks.

While having a chat with HARRY RITZ (from the brothers of the same name) . . . it suddenly occured to me that I'd seen not only him and brothers AL and JIMMY around the FLAMINGO Hotel lately, but also a gent by the name of LOU ERWIN (their 10-pc) . . . It wouldn't surprise us in the least to see these boys doing their bit for the promotion of pleasure via the Flamingo Room along about Fall.

"Prince of Pearls" JIMMY YAO in and around town as usual with the story that he recently returned from Europe, where he negotiated a deal with the Japanese Government for the purchase of a South Sea island of pearl for a cool million in cash (how many zeros in a million?) He's also still wondering if he'll ever get the two million inheritance he says he's to get from his late grandmother's estate (more zeros). Good luck on all counts, Jimmy!

They finally did it! And IMMEDIATELY told the world! Little "Emmy" (CHRISTINA CARSON) and local scribe of note LES DEVORE tied the knot on the 16th of July and, as far as we've been concerned, have been keeping it a secret to tell only to their children (and I hope they have as many as Chili and I pray for). Good luck, and best wishes to two very nice people!

Almost got trampled again the other day when I stopped in to talk to HERB CROSBY at his MUSIC CENTRE over on Maryland Parkway . . . trampled by enthusiastic and budding musical mentors who are taking lessons either from Herb himself or from one of the tutors he has teaching in his studios. But this isn't all that takes place at the Centre! Herb has a complete music store here for parts and supplies . . . and RECORDS . . . a complete line of the most popular records of the day . . .

And as the ship sinks slowly into the harbor, we say farewell to Mr. and Mrs. TED LIT, who have been vacationing at the Desert Inn for the past three weeks, leaving for their respective duties in New York and Washington,

(Continued on Page 35)

Coming Attractions
ON THE FABULOUS STRIP

Flamingo

AUGUST 19

PEARL BAILEY

RUSS MORGAN and ORK

DESERT INN

AUGUST 17

HILDEGARDE

WITH

JOHNNY JOHNSTON

★

LAST FRONTIER

COMING

MARILYN MAXWELL

WILL JORDON

SAHARA

AUGUST 10

THE VAGABONDS

AUGUST 31

HELEN TRAUBEL and JOSE GRECO

Thunderbird

AUGUST 12

MARGARET WHITING

El Rancho Vegas

COMING

EARTHA KITT

HARRY JAMES

The Sands

AUGUST 4

MILTON BERLE

★



NOW..

You may send for your unusual souvenir of the Entertainment Capital of the world . . . .
See the beauty and color of fabulous LAS VEGAS in a brochure which contains souvenirs of the casinos and a map of "Glitter Gulch" and the famous "Strip Hotels"

ACTUAL SIZE: 8" x 10" SHIPPED IN A SPECIAL DESIGNED ENVELOPE.

$1.00 PREPAID (NO C.O.D.'S)

ANYWHERE IN U. S.

SEND CHECK OR MONE ORDER TO

— FEUZ-PAGE ENTERPRISES —

1026 SOUTH FIRST ST. — LAS VEGAS, NEVADA — PHONE 462

THAT'S FOR SURE:

(Continued from Page 9)

For many long years WALTER PARMAN has been a highly respected business man, having owned various enterprises. There has never been a shadow of doubt cast upon his affiliations. Therefore it was a paralytic shock for him and all of us who know him to learn that the commissioners had deemed it advisable for Mr. Parman to sell out his interest in his beloved CALIFORNIA CLUB. This decision was based on the source of a personal loan, established by Mr. Parman. Never before did we have an inkling that a personal loan could be defined as a public offense. Just doesn't sound right to us. Taking over complete operation of the club is GEORGE ARQUILLA, to whom we extend warm wishes of continued success.

Honestly, folks! There ARE some weeks that go by wherein we don't make such errors! However, last week's issue wasn't one of them. We incorrectly located the NEW YORKER BAR on South Fifth, instead of South First. (We knew it was there, all the time.) Our apologies to TINY MASHBURN and JOE RHINER. It's a good thing the patrons know the spot well enough to ignore our mistake.

SANDS HOTEL pit boss CHUCK BENNETT was a very delighted young man once he managed to get over the initial reaction of a surprise visit. His parents simply arrived in town to see Chuck without any advance warning. Needless to say, they all had a highly joyous reunion and the elder Bennetts are discovering the highlights of our Las Vegas. When Chuck is at work, they are being hosted by his room mate CECIL GALLAGHER, box man at the CALIFORNIA CLUB.

We're still a bit incredulous about the unbelievably low prices of the apparel being sold by DALE HILTON (ad in this week's edition). The line of clothes is very smart and the local women who have seen them are happy with the style and cut, offered at practically ridiculous figures. Miss Hilton was in town for three weeks with her husband. They just left for San Francisco where they will terminate their vacation with our friend FRANK FUNGE. Then it's back East for them to fall in step with Fall productions. Watch our magazine for future ads. You will find Dale Hilton's fashions offer high quality at low cost.

DICK CONTINO (currently at the FLAMINGO HOTEL) is still the lovable youngster he always was. We personally admire and respect him for the great courtesy he shows his parents. They love to travel with their son and he never fails to keep them happy by having them accompany him. Dick is a wonderful example for our youth to follow. Don't misunderstand. He isn't a "Mama's Boy," just a devoted son who appreciates the opportunities his elders gave him in years past. And he is still champion of the accordion.

Pretty soon now RUBY KOLOD (of the DESERT INN) is expected to return with his family from their Lake Tahoe vacation. Ruby has been resting up in order to really turn loose his energies on the finishing touches of his SHOWBOAT. This new gaming center will be opening in the very near future and curiosity has laid hold on the local citizenry and visiting tourists.

LUXOR GALI-GALI turned in such a completely satisfactory engagement at the HOTEL EL CORTEZ he has been held over for an additional two-week run. Here is one prestidigitator whose skill is appreciated by all. On this next bill with Gali-Gali is SCATMAN CROTHERS, who last appeared locally in January at the HOTEL SAHARA with DONALD O'CONNOR. What a show this is! (We still would like the magician to include his son in the act. That young lad can control the chickens with as much ease and agility as Dad can.)

We're very pleased to take time out for birthday congratulations to DEBBIE PRELL (of the HOTEL SAHARA.) Mrs. Prell celebrated her natal day July 30. We know that she will enjoy all the festive trimmings that accompany such an occasion. However, we do want to add our humble wishes for greater, continued happiness in the years to come.

SHIKEY TOUSHIN (of the SANDS HOTEL JEWEL BOX) spoke to a friend of his via long distance and then told us he was expected here shortly. The fellow at the other end of the cable was JACK ARVEY, Chicago political boss who first backed ADLAI STEVENSON'S nomination for the Presidency. Wouldn't be too surprised if he repeated the action, come the next Presidential election.

After a couple of false alarms we can finally congratulate Mr. and Mrs. TRUMAN HINKLE. (He is vice president of Radio Station KRAM.) The couple are proudly beaming over their new addition, a baby boy, born on July 25th. (Now they know how thrilled we are with our little rascal!)

BOB GARDNER, former KLAS-TV personality, resigned to take over the managerial post of the new TV station in Henderson. The new station is owned by DON REYNOLDS of the Review-

(Continued on Page 34)

THAT'S FOR SURE:

(Continued from Page 33)

Journal. Bob is at the scene of activity daily, supervising constantly and lending his talents to provide helpful advice and assistance. Contemplated date of introduction is set for September 15. Now that competition has reared its lovely head, we may see more of the type of show we all desire.

Over at the HORSESHOE CLUB the card room in the Nevada Room is filling to capacity each day. It is fast becoming the center for folks who enjoy a good card game in the midst of quietude and complete comfort. Manager of this section is ERNEST ARMIJO, who left Gardena, Calif., for this express purpose. Mr. Armijo swiftly earned the admiration of patrons and consequently has become one of the most well-liked men in the downtown area.

After watching MARTY CUNNINGHAM in the throes of labor, we now realize such a position is quite demanding. Marty is bar manager at the SANDS HOTEL. The job keeps him constantly alert. It's not a post for the indolent. LOU LEDERER (co-owner of the bistro) is mighty proud of the good work being performed by brother-in-law Marty.

New Yorkers making the local rounds were happy to see a certain familiar figure in our midst. He is JIMMY VINCENT, popular orchestra leader who has played the top spots in Gotham. He is a house guest of SANDO DEEMS, whose trio appears in the Casbar of the HOTEL SAHARA. Sando used to work for Jimmy at the SHELTON HOTEL in Manhattan.

So we were robbed! However, there is no time for self-pity. Our sympathies extend to JACK BARLOW, who has offices across the hall from us. Jack heads a detective agency and was formerly chief of detectives. He is now subjected to unmerciful ribbing by friends who tell him to go out and find the culprits who broke into commercial offices and made off with all available cash on hand. What a predicament for a "Shamus." Such ignominy! (No wonder he uses the back stairway now!)

A great big, hearty welcome home to TED FIO RITO. Ted and his HAPPY FIVE are currently appearing in the Stage Bar of the HOTEL FLAMINGO. We never saw him looking happier or more jubilant. Must be because he's back in our fabulous town. Happy to see you back, Ted!

Come next Wednesday you will be able to see the greatly discussed STANLEY KRAMER COLUMBIA PIX production, "Caine Mutiny." The flicker will be shown at the FREMONT THEATRE and we've already selected two choice seats for the occasion.

When RED SKELTON put on his July 21 telecast, he flew all of the SAHAREM DANCERS to the Coast. The HOTEL SAHARA Darlings put on two terrific productions that left a wonderful memory behind them. Naturally, Red was a very happy man to have his first TV show embellished with such great talent. And if GEORGE MORO took his bows with great aplomb you certainly can't deny him his deserved pride. The girls really turned in top-notch performances.

Here is heart-warming news for Las Vegans. We've learned of a worthy project that will be all-important to every member of this community. This proposed plan is still in the discussion stages. If it materializes, one of the largest hospitals in the world will be built here. It will specialize in cancer control and research. The contemplated site is on Paradise Road. What a wonderful feeling it would be to know that our town might house the structure in which a cure or curb for this malignancy might be discovered.

That lovely voice taking reservations at the SANDS HOTEL belongs to beautiful PAT POWELL. Pat is here with her two children, sitting out the well-known six week period. In Chicago she was a TV star with her own show. We are just wondering if she will extend her fame to embrace Las Vegas TV? The bait has been cast but Pat isn't nibbling as yet.

TUTOR SCHERER sold another parcel of land on the Strip last week. It is located on Bond Road and Highway 91. Purchasers are two bigwigs from Miami, Fla. According to the scuttlebutt, the property exchange involved a sum close to the half-million mark.

SI LIEN, co-ordinator of shows at the HOTEL SAHARA, is practicing a little coordination in his private life. It just looks as though Si is striving to develop a steady footing to use on that orange-blossom path. Last week he chartered a plant to fly to Reno. Meeting him at the airport was lovely ILLONA JOHNSON. Perhaps we are a bit premature with hints of ceremonies and the like — but one never knows!

A bushel of success wishes to three of our good friends. They are pit bosses MIKE BRADY (of the SANDS HO-

(Continued on Page 35)

THAT'S FOR SURE:

(Continued from Page 34)

TEL), PETE BRADY (of the DESERT INN) and JIMMY SPARTON (of the SANDS HOTEL). These enterprising gentlemen recently opened the BRADY REALTY COMPANY on East Charleston. From the way the listings are coming in, it looks like their futures are going to be mighty happy ones.

Because of the great number of requests from motion picture patrons for a matinee show at the HUNTRIDGE THEATRE a new policy will be instituted this coming Wednesday, August 4. Doors will open at 12:45 with the first show starting at 1:00 p.m. (same as the downtown theatres). With the weather as warm as it has been, the Huntridge will provide afternoon comfort with its newly installed refrigeration system and new seats. To kick off this new policy, the fabulous film "The Robe" will be the first program. It was shot in cinemascope and technicolor and is one of the all time great pictures. It is a "MUST SEE" for everyone . . . and that's for sure.

PAGE 13:

(Continued from Page 31)

D. C. . . . Mrs. Lit does a fantastic business with her mail order line for women's and teen-agers' dresses, under the name of DALE HILTON. This ambitious little lady began the business a few short years ago on almost no capital, and has built it into a tremendous undertaking. Gertrude and Ted plan to go to San Francisco for a few days and back to L. A. before leaving for home to the "salt mines" . . .

Seein' as how I can't think of anything that even sounds intelligent for a way to finish the column this week . . . 'Bye now! . . . Your ever lovin'

JOHNNY.

WHAT'S DOIN' . . .

(Continued from Page 15)

by Dorothy Brown . . . Fast becoming the most popular men's shop in Las Vegas is JACK GARN'S, just north of the Sahara Hotel. JACK and JERRY TENNEY feature the ultimate in men's fashions, at unbelievably low prices. The capable young manager of the shop in Jack Garn's absence is JIMMY CANINO. Incidentally Jack was in Los Angeles this past week on a gigantic buying spree . . . JOHN and GLADYS ACHUFF (Golden Nugget boxman) and KAY MITCHEL (Nugget cocktail waitress) were seen looking over the exquisite new CATALINA APARTMENTS. What a place this would be to call 'home"! BILL CAPRI certainly has reason to be proud of this, the most exclusive apartment house in Las Vegas, which includes two two-bedroom penthouses . . . Monday, July 26, 1954, KLAS disc jockey TOM WINSTON saved a life. It all came about when a girl kept calling Tom and requesting Jackie Gleason records. After several such calls Tom realized that the girl was quite depressed. Finally she said she was going to kill herself by way of pills and Tom called the police, who found the girl, saved her life—and now everything is rosy again. All in a day's work for a disc jockey, eh, Tom! And, while we're on the subject of suicides . . . "Goodybe, cruel world!" . . .

BANG!

HILLSWAY:

(Continued from Page 25)

vie is my post office and is a smaller town than Mora but it, too, has some fine people.

Newton Conger and his charming wife Vi run the local drug store and their daughter Nancy will one day (I predict) be singing on the stages in Las Vegas. Postmaster Heald is a handsome young fellow and so very accommodating. Bob Eckhardt manages the Benson Lumber Company from whom I bought most of the lumber and paint supplies and, even when I ran into town for a single piece of plywood or for a huge order, he was just as prompt and efficient. Have known Ross Blankenship all my life—he currently is running the Ogilvie Sentinel, which I believe is the longest consecutively run small town weekly in the entire United States.

Have gone fishing only twice because we have been so busy getting settled, and then we caught only three walleyed pike. Wish you all could see our lovely Ann Lake—it is four miles long and nearly a mile wide. When we get up early for a dip we often see four to six deer on the other side of the lake down for their morning drink of water. Pheasants are so plentiful that we nearly run over several every time we go to town, and partridge and prairie chicken are all over the place.

Tomorrow we are taking off for Minneapolis and the Aquatennial—no lesser event would ever draw me away from this heavenly cool spot in the woods. I cannot urge all my readers too much to save their pennies so that some day they, too, might know the joy of owning a cottage in northern Minnesota on a lake the same as two million other persons, including yours truly.

A summer here amidst the pines and no obstacle the rest of the year can be too great for you to surmount. Come on up and I'll sell you a lot at HILLSWAY on Ann Lake!

POP SQUIRES:

(Continued from Page 5)

Avenue (now Bonanza.) They brought a crew of workers from Los Angeles and started work on the heavy foundations of the big plant. It was a real cheer for Las Vegas.

And then something of intense interest to McWilliams happened. In observing the work he first had a suspicion which soon became a certainty in his mind that something seemingly impossible had really happened. The railroad company was building its big plant on McWilliams' land on a corner of the acreage which was east of the track.

McWilliams saw no good reason for correcting them and just sat still until the work had so far progressed that there was apparently no possibility of changing the site. Finally the foundations were completed at a cost of several thousand dollars. So he quietly got on the train one evening and next morning called on the railroad officials.

They were unbelieving at first, but Mac soon convinced them that their engineers had made a terrible mistake in choosing the site. McWilliams generously proposed that he would deed that particular triangle of ground, including the foundations, to the company for $5000. That really was a very generous offer and, of course, Mac really wanted the ice plant built at that site just across the tract from his townsite.

McWilliams came home very happy at the trick of fate which had, he thought, placed him in control of the situation and we really rejoiced at his good luck while Mac eagerly awaited his $5000 check. But the weeks went by and no check came. Then one day the company brought in another crew of workmen and built their ice plant 'way down at the other side of town, where it now is. No $5000 check ever came for McWilliams.

Mac and purchasers of lots in his townsite made strenuous efforts to keep interest in his townsite at high pitch. They organized a great theater enterprise which they named El Trocadero on Wilson Avenue, where the underpass now is, but mysteriously one morning in June there was an alarm of fire and we could see El Trocadero (a big pine frame structure) burning. That was a heavy blow to the rather shabby townsite which was earning for itself the nickname of Rag Town.

The blistering hot summer of heat, dust and flies went by. Rag Town was becoming more and more ragged. I will quote from the Las Vegas Times the description of the catastrophe written in his own flambuoyant style by Editor James Brown on September 9, 1905:

"The Old Town is but a memory. It does not even bear today the significance of a deserted village. In its day it was a roisterer with all the vitality and spirit of a typical frontier Rag Town. Bustle, hustle and jostle was its lot when it was in the heyday of its existence. All this is gone. It was—it is a has-been. The ending of it was characteristic of its time, because it had fire —and fire consumed it.

"Tuesday evening the bells rang as the fire went along the line. The optics observed the dark, rolling clouds of smoke as they ascended heavenward. The cry went forth: 'The Old Town is burning up!' What excitement—what intensity of feeling it aroused! Pell-mell they all rushed. With a crash and a roar the flames with an intense luridity shot skyward. How grand the fierce fiend looked at his work!

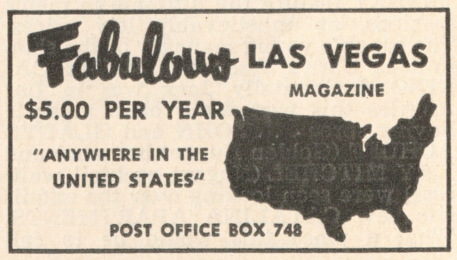
"It is but to relate that the Original Las Vegas has had its day! The demon fire gave it its finishing touches. Railroad Street, the once busy business mart, is but ashes. No hope that Phoenix-like it will arise again. The loss is estimated in the thousands!"

Jim Brown, editor of the Las Vegas Times, was a typical man of Rag Town, strong, vigorous, fearless. He fought adversity, bravely carrying on the Times until June of 1906. For a year or two longer he published it as The Caliente Times but finally was forced to give that up also.

He lived until the great "Divide Mining District" (near Tonopah) boom, along about 1920, and gave his fiercest efforts to the work of selling shares of stock on the Reno mining exchange.

He was a great guy and I wish he might have reaped more profit and less of disappointment during his rather flambuoyant career.

I should mention the fact that Jim came to Las Vegas out of the great copper mining boom of Butte, Mont. During his brief existence here he was "the life of the town"—the Original Townsite of Las Vegas, now commonly known as Westside.



RENO BEAT:

(Continued from Page 17)

HARRY WEITZ at the PALACE CLUB here. SAMMY and HARRY have been friends for 20 years. The DIAMONDS, with their children, were on their way home from a vacation in western Canada . . .

CURRENT SHOWS: The GOLD ROOM of the GOLDEN opened Wednesday with THE FOUR TUNES; BUD and CECE ROBINSON, dance stylists, and YONELY, musical humorist, plus the GOLDEN GIRLS and music by WILL OSBORNE and his orchestra . . .

The SKYROOM of the MAPES HOTEL, starting last Thursday, is presenting ROSE MARIE and LENNY KENT and LILI ST. CYR, plus the DONN ARDEN-MAPES SKYLETTES and the music of EDDIE FITZPATRICK and his orchestra . . .

The RIVERSIDE THEATRE RESTAURANT is in the final week of the PEGGY LEE show, with the MARQUIS FAMILY, plus the RIVERSIDE STARLETS and the return of BILL CLIFFORD and his orchestra. BILL and the boys had a two-week vacation while TED LEWIS was at the Riverside. .

See you next week . . .

ART STEAGALL, Reno 2-9736.

CRISWELL PREDICTS:

(Continued from Page 11)

New Orleans: The dredging of the mouth of the Mississippi will start in March 1955, which will take the pressure off your area in floodtimes! . . . Frank Fay: You will star in a musical version of "Harvey" for London audiences next year! . . . Mae West: Your coming autobiography "The Men in My Life" will be filmed with you playing yourself! . . . Las Vegas: The new "Showboat" will be the talk of the world! . . . Esther Williams: You will star in your Watercade on tour! . . . Detroit: Prepare for a tragic fire in your downtown area!

JUST FOR YOU GIRLS: Artificial leather will be used for coats, which will not peal, or crack, and will not soil. These coats will be very warm, waterproof and wrinkle proof. 1955 will be a year of leather-wear! . . . Low calorie strawberry shortcake will be a frozen food must for the year around! . . . Frozen baked apples with brandy sauce, chocolate cream pie, low calorie fruit gelatin mold and corn bread with cracklings will also be in your future food lockers! . . . A new medical cream which removes the hair from your face, neck and legs instantly, and without danger, which will soon be for sale at your local druggists! . . . A new way to make money at home will be the culture of yeast and the baking of home-made bread! . . . The next hostess fad will be a harvest party, buffet style, with cider and all the early fall dishes!

WHAT YOU WILL DO IN 1999: By trend, precedent, pattern of habit and the unalterable laws of cycle, I predict that you men and women will be dressed exactly alike in 1999 in a Mother Hubbard garment, insulated to keep you either warm or cool! You will be able to take a three-day excursion trip to the moon with actual traveling time six hours each way! You will be able to visit all the places of interest on the Moon, and be constantly on the go for three days without actual sleep, for sleep is a habit we will gradually overcome in time. We are sleeping less now per hours than we did 100 years ago, and living longer, too! Space travel is much nearer than you may actually think! 1999 will be the year!

DOT'S DASHES . . .

(Continued from Page 23)

under a tent, they tell me. No reason why, yet I wonder if that state has less stringent rules or what? . . . Nearly 25 of the TV directors here are former movie directors who have turned to filming TV shows . . . Biltmore's JOE FABER sure enjoys our magazine, and reads it the moment the mailman delivers . . . Talk that AVA GARDNER goes to RKO when he's free from Frankie . . . MARYLYN MORRISON RAY wants to become an actress. Advise her to talk to her dad, CHARLIE, who claims to have instrumental in advancing the careers of MILTON BERLE and SOPHIE TUCKER . . . IDA LUPINO and other stars of Filmakers leave soon on a P. A. ballyhoo for "Private Hell 36." Making the trek will be DOROTHY MALONE, STEVE COCHRAN and DEAN JAGGER . . . It's hot enough!

SO LONG!

FLY — VEGAS AIR TAXI

88 Minutes to Burbank

$13.00

Scheduled Daily Flights

ALAMO AIRWAYS OFFICE—McCARRAN FIELD

Phone Las Vegas 6367 for Reservations

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

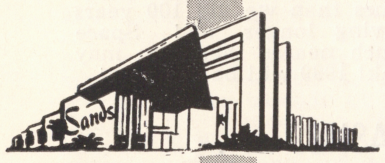
JACK ENTRATTER

Proudly Presents

SAM LEVENSON

FRANCES LANGFORD

AND THE FELLAS



THE SANDS' OWN
ZIEGFELD GIRLS

WRITTEN & STAGED BY
SID KULLER

RAY SINATRA and his ORCH.

MUSICAL SUPERVISION BY **LYNN MURRAY**

CHOREOGRAPHY BY **BOB GILBERT & RENNIE STEWART**

Costumes by Mme. Berthe
Furs by William Baer

2 Shows Nightly—8:15 & 11:15
FOR RESERVATION PHONE 7100

The **Sands**

LAS VEGAS, NEVADA



The fabulous hotel...

Flamingo

PROUDLY PRESENTS



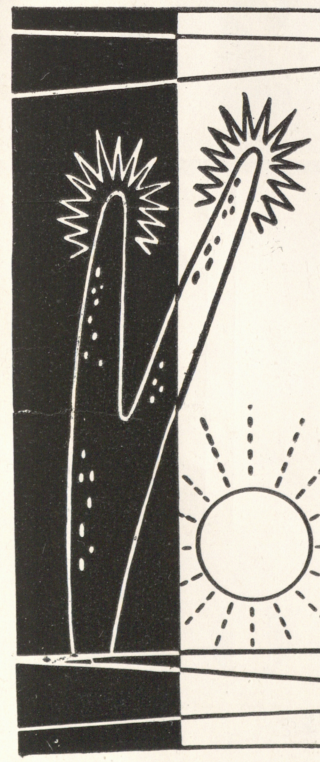
SHOW TIMES
8:30 - 11:30

"MR. ACCORDION"
DICK CONTINO
"The Singing Stars of the Jack Benny Show"
THE SPORTSMEN
MUSICAL DIRECTOR
JOHN RARIG
ADAGIO DANCERS EXTRAORDINARY
ANDRE & DELPHINE
FLAMINGO STARLETS
A RON FLETCHER PRODUCTION
TORRIS BRAND & ORCHESTRA

TED FIO RITO & HIS HAPPY 5
with PATTI MANNERS
MARCO RIZO & His LATIN MUSIC
THE ROUNDERS
with TABBY CALVIN
BOBBY PAGE
and HIS MUSICAL PAGES



if you haven't seen the fabulous **FLAMINGO** . . . . . you haven't seen **LAS VEGAS**



FIRST TIME IN LAS VEGAS . . .
DIRECT FROM EUROPE TO YOU!
VAL PARNELL'S
LONDON *Palladium*
VARIETIES
WITH THIS EXCITING ALL-EUROPEAN CAST
RICHARD HEARNE
PAT KIRKWOOD
Four Bogdadis — George La Faye & Company
Andrea Dancers — Wilson Keppel & Betty
Malta's Dogs
DESERT INN DANCERS
CARLTON HAYES ORCHESTRA
Show Times 8:30 and 11:30 — Second Show Sat. Midnight
NO COVER — NO MINIMUM

Wilbur Clark's
DESERT INN

I'll Be Back!

now
that
I've
got

The Sands



in my shoes

Sam

LEVENSON