Jack Gertz'

JANUARY 22, 1955

Fabulous

© LAS VEGAS Magazine 25c



EL RANCHO VEGAS

OPERA HOUSE

THEATRE RESTAURANT

LE ROY PRINZ PRESENTS



The
MAGNIFICENT

SOPHIE TUCKER

With
TED SHAPIRO AT THE PIANO

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

Opening MONDAY, JAN. 17

BLOSSOM SEELEY

AND

BENNY FIELDS

EDDIE JOHNSON at the Piano

THE LANCERS ★ VIVIANNE TASSI

THE FRONTIER GIRLS

GARWOOD VAN and HIS ORCHESTRA

PHONE 1800 FOR RESERVATIONS

SHOWTIMES
8:15 & 11:15 P.M.

SATURDAY ONLY
8:15 & 12 MID.

Hotel LAST FRONTIER

LAS VEGAS, NEVADA

BILL MILLER *Proudly Presents:*



THE

FRED WARING SHOW

STARRING

FRED WARING

IN

"Pleasure Time, 1955"

SHOW TIMES: 8:15 P.M. — 11:15 P.M.

HOTEL SAHARA

HIWAY 91 • LAS VEGAS • NEVADA

RESERVATIONS • TELEPHONE 6800

In this Issue:

OBSERVATIONS 5
CRISWELL PREDICTS 7
THAT'S FOR SURE 9
GOING HOLLYWOOD 11
PAGE 13 13
HILLSWAY 15
CURTAIN TIME ..... 17, 18 & 19
OUTPOST 23

JACK CORTEZ'

Fabulous

LAS VEGAS

magazine

FABULOUS LAS VEGAS -- PUBLISHED WEEKLY, 721 Fremont Street and 309 South First Street. Publisher: Jack Cortez. Managing Editor, Bruce Barton Cortez. Business Manager, Mel Cheney. Las Vegas, Nevada. Address: P. O. Box 748, Telephone 4922. Advertising: John Uhlman. Art Editor: Dennis Stephenson. Circulation: Ann Blanton.

VOLUME 6, NUMBER 44 — JANUARY 22, 1955

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 $8, United States and possessions; $15.00 per year, foreign. Printed by Bonanza Printers, 309 South First Street. Photo-engraving by Silver State Photo-Engraving, 1322 South Main, Las Vegas, Nevada. Application for entry as 2nd Class Matter is pending.

6

FIRST TIME IN LAS VEGAS!
THE
CARLYLE NELSON SHOW
STARRING
HILO HATTIE
STAR OF THE
HARRY OWEN T.V. SHOW
featuring
AUTHENTIC HAWAIIAN DANCERS, SONGS, AND FEATURED ACTS
SHOWTIMES: 9:30 — 11:30 — 1:30 A. M.
Sons of The Purple Sage
SHOWTIMES: 10:30 — 12:30 — 2:30 & 4:30 A. M.
GOLDEN NUGGET
GAMBLING HALL
DOWNTOWN — LAS VEGAS

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

EASIEST
CREDIT TERMS
IN AMERICA

To Shop to Save
MADGES
Famous Brand Named
Women's, Children's and Men's
APPAREL at
Prices So Low
Just Drive Out and Compare
Between Charleston & College
On Nellis Blvd.

OPEN 24 HOURS



Your Friendly
LIQUOR STORE
FLOYD J. COPE
PHONE 4342 827 SO. FIFTH ST.



By DELPHINE SQUIRES

MANY things of great import to the future of Las Vegas had their beginning in 1907. Foremost of these, probably, was the formation of the "Las Vegas Artesian Syndicate" by a group of Las Vegas men which included W. R. Thomas, Peter Buol, Ed. W. Clark, C. C. Ronnow and C. P. Squires, each of whom contributed $100 to start the work. J. Ross Clark had promised the men that if they would purchase a drilling outfit the railroad would deliver it in Las Vegas free of charge but when it arrived it was accompanied by a freight bill which had to be paid which was a little disconcerting.

The first well was brought in on March 16, 1907, and it was the hope of the Syndicate that the fact that artesian water could be brought in, farmers would be attracted to the Las Vegas valley and it would soon begin to bloom like a rose. The first well was three miles north of the city — then came the Buol well which is still flowing just to the right of the Tonopah highway near the Sky Haven Airport; the Sund well which had the largest flow of any of the wells and several others.

Perhaps the most interesting was the one drilled on an acreage eight miles south of town, the water of which was very warm, hence the ranch was called the Warm Springs Ranch, and the one drilled on the Clark-Ronnow ranch, these marked the beginning of what is now known as Paradise Valley.

Mr. E. G. McGriff, a horticulturist from Ogden, Utah, purchased the Warm Springs Ranch and planted a large number of strawberry plants. The soil and climate seemed to be perfect for strawberries and the fruit was lucious. The only fly in the ointment was the lack of "pickers" and the distance from market. This was in "the horse and buggy days" and the road was just a path around the sage brush and through deep sand. It took McGriff all day to take the fruit to market then get back to the ranch and get the berries boxed and ready to take to Vegas the next day. The back breaking work of picking the fruit in the blazing sun was done by the family. So the berries were plowed under and peaches, apricots and pears were planted. These trees bore wonderful fruit and for years the McGriff peaches were used on all the dining cars of the Union Pacific Railroad. The ranch was sold and the fruit trees were left to care for themselves and consequently died because the owner of the ranch preferred to use the water from the well to keep a swimming pool for the use of his family and friends.

The well on the Clark Ronnow ranch was first used to irrigate a field of beautiful "rattlesnake watermelons." I can still see them and hear them give out the peculiar sound a ripe melon makes when it is cut open.

(Continued on page 36)

this week's cover...

Who on earth would want to look at Tarzan when he can gave at such a comely creature as we have on our front cover? She is the very striking JEANNE MALONE, with the Donn Arden Dancers, the the DESERT INN. Better not flirt, men. This gal has a mate in the person of the rugged, handsome MATT GREGORY, of the SHOWBOAT HOTEL. Too bad for you bachelors.



Barely Yours,

16.95

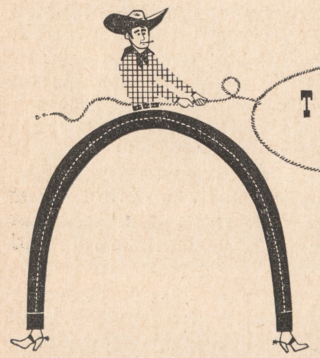
MATCHING BAGS

12.95 & 16.95
plus tax

Soft supple kid skins
or
black patent leather
pearlized avocado, shell pink
winter white, parakeet blue
hot orange, navy, black patent
lilac, red, powder blue

Bain's

223 Fremont Street



THE TRADING POST

ON THE FABULOUS "STRIP"

THE STRIP

2405
SOUTH FIFTH STREET
Las Vegas, Nevada

NOVELTIES -:- GIFTS
WESTERN APPAREL

We Mail Anywhere...!!

Watch for Opening Date of the
FREMONT Trading Post ● 11th & Fremont ● SOON

An Accurate Glimpse of the Future

CRISWELL PREDICTS



WHAT PEOPLE WILL DO:

I PREDICT that if you adopt the seven basic superstitions suggested by Psychologists, you will do much to relieve your troubled mind in 1955! These seven basic superstitions are thousands of years old, and have worked magic in many cases of complete mental breakdowns!

(1) If you sprinkle salt in each corner of your room, the fear of lurking danger is obliterated! (2) If you will spend one hour per week in a warm tub of water, your nerves will always be calmed! (3) On the way to an important appointment if you will keep your mind occupied by counting your steps outloud, you will arrive in a freshened manner! (4) If you will always keep a flower in full view when you are eating, and glance at it from time to time, you will never have stomach trouble! (5) If you will prepare one meal per week for yourself of your favorite foods (or order it from a cafe) you will have not trouble controlling your diet and policing it the rest of the week! (6) If you will sleep without a pillow, you will have better circulation, a deeper sleep, and be more rested the following morning! and (7) If you will always carry on your person, a momento of your childhood, you will gain a feeling of security from this, and be able to meet the cruelty of the adult world! Try these seven basic superstitions, and you will find that they will work miracles!

WOMEN WHO WILL MAKE NEWS:

Genevieve de Gallard-Terrabue will demand that the filming of "The Angel of Dien Bien Phu" be an authentic production and not a flossy, glittery Hollywood travesty, and will threaten to sue if her final okay is not followed! . . . Clare Booth Luce will personally edit a newspaper for women only which will be sold nationally in 1956! . . . Jaqueline Cochran will soon place her fleet of spectacularly designed planes in the air, and will battle for the travel dollar, bucking the big three lines! . . . Babe Didrikson Zaharias will write of her life in the golfing world plus her terrifying bout with cancer, and her complete recovery! . . . Oveta Culp Hobby, our Secretary of Health, will demand that all women receive free federal medical care during pregnacy and for three months afterward! . . . Jane Liberace, one of the ten best women in the world, will shock America, on her return from Europe, with the advanced stylings of fringe, lace and pearls!

JUST FOR YOU GIRLS:

Lace curtains will be made into afternoon dresses, with a bright silk lining, the sky high skirts and the flat-flat looks! . . . For Fall and Winter of 1955 and 1956, you will go Jungle! Yes, all the wild color of the jungle will be yours, complete with costume jewelry made from bone, blanched white, and fashioned into necklaces, bracelets, earrings and anklets. Yes, you are slated for the jungle look whether you like it or not! . . . A new soap made from the oil of cactus will be of great medical value in 1955, in healing and soothing raw and stubborn skin conditions! . . . If you will take a turkish towel, heat it thru in your oven, then rub your scalp briskly for five minutes a day, you will find life returning to gray discolored hair!

WATCH OUT FOR THIS FRAUD:

A man will knock on your door, and falsely represent himself as an "insurance adjuster" who will inquire what policy you hold, and if you have collected on any fall, injury or illness lately. He seems surprised when he finds that you haven't, and suggests that you trade in your present policies for one that covers everything, which he sells. You do this, only to find that you have been swindled to an alarming extent! This new policy is not what was represented, but you have no recourse for he will claim that you were aware of what you bought! If this fraud appears at your door, consult your bank or attorney before you cash in or exchange any insurance policy! Beware this fraud!

THE JOHNSTON-MURPHY SHOE

MORE THAN 100 YEARS OF FINE SHOEMAKING . . .

J & M BLACKS. **Ideal for business or dress, you're always well groomed in J&M Blacks. Superb workmanship and unmatched comfort assure you all 'round shoe satisfaction.**

$29.50



No. A 419

AT **Arnolds ltd.**

"For the man who prefers only the finest"

320 FREMONT STREET PHONE 144



OUR WARMEST congratulations to TV station KLRJ, currently making its debut, in Henderson, Nevada. The station has been presenting test programs at 8:00 p.m., during the first week. If there are merely "test" films, local TV viewers will be mighty happy when the regular schedule of programming begins. The pictures being shown are carefully selected for entertainment. A bouquet to BOB GARDNER for the sage choice. We don't believe any of the pictures could be older than ten years. What a relief to these tired eyes. This makes three TV stations for Nevada. We're doing pretty good. From what we understand, there are merely two in Florida, a state that introduced this pleasure-filled medium, long before Nevadans were able to purchase sets on the local market.

Although DR. MARGARET CHUNG was a guest of LILY PONS' at the singer's Palm Springs housewarming, she re-arranged her schedule to fly into Vegas for SOPHIE TUCKER'S birthday party (January 13th at the HOTEL EL RANCHO VEGAS). Dr. Chung is the eminent surgeon of San Francisco who has adopted many boys, naming them her "sons." The Doctor honored us in this capacity, this past week. Before she departed for the Barbary Coast, "Mom" initiated us as "Kiwi 362." We can now boast that Sophie Tucker is a sister of ours, being honorary "Kiwi 106." We feel quite humble, traveling in the company of such notables as BULL HALSEY, ADMIRAL NIMITZ and WINSTON CHURCHILL. Bless this wonderful person!

Don't take any stock in the incredulous rumors making the rounds anent the SHOWBOAT HOTEL. Gossip mongors would have you believe that drastic changes are in the offing. We checked with the management and were assured there is no basis of truth in the ridiculous allegations. The spot is doing very good business, as well as any other gaming center with the same overhead to meet.

MILTON PRELL (co-owner of the HOTEL SAHARA) is studying plans to enlarge the stage in the Casbar. It will be made much larger than its current dimensions. The future presentations on that stage will border on feature productions.

Egad! The SANDS HOTEL is busier than a Queen Bee's Court. Usually a very active center, it is more crowded than ever with the appearances of DEAN MARTIN and JERRY LEWIS. For the past six years, this comedy duo has been among the top ten in box office leaders. Dean and Jerry recently signed another PARAMOUNT contract to do seven more flickers. Watch for them in your local theatres.

The town is still raving about the sensational return to show business, of the team BLOSSOM SEELEY and BENNY FIELDS. What a crime it was to banish such great talent into disuse! Although it has been many years since Blossom bowed out of the act (allowing Benny to be the sole breadwinner), the gracious star has lost none of her flair for superb performance and master showmanship. Seeley and Fields are terrific together and never should have disbanded their spotlight duo.

JACK MELVIN left Los Angeles in favor of our fabulous town. He has opened his own advertising-publicity

(Continued on Page 31)

WITH PARTICULAR PEOPLE IT'S ALWAYS *Ruby For Flowers*

...TWO LOCATIONS...
Member FTD

NEAR THE STRIP:
24 Hour Service
1253 So. Fifth **Phone 7380**
If No Answer — 4369

DIRECT WESTERN UNION WIRE

DOWNTOWN:
Across from Safeway in New Shopping Area
119½ So. Second **Phone 372**

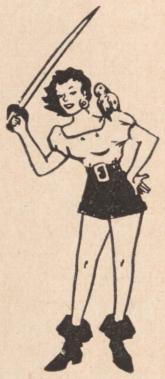
there's nothing like it in Las Vegas
...the famous **PIRATES DEN!**

AL MORGAN
Virtuoso of the Flying Hands
Mercury Recording Star of Piano & Song

JOHN TIO
and His Talking Parrot

THE SHARIDONS
"Sophistication in Motion"

SHERMAN HAYES & HIS ORK.
SHOWTIMES — 10 - 12 - 2
DANCING NIGHTLY





EL Cortez HOTEL
DOWNTOWN PHONE 1500

● FLORSHEIM ● I. MILLER ● CROSBY SQUARE ● COLE HAAN ● PARADISE ● DE LISO ● TONI DRAKE ● BRITISH WALKER ● SANDLERS ● JOYCE

LARRY'S SHOES
511 FREMONT STREET
PHONE 5890

★
Latest Fashions in Women's Footwear
★
Men's Hi-Grade Famous Makes Shoes
★
AT SAVINGS UP TO 60%

● FRENCH SHRINER ● TED SAVAL ●

- Horseback Riding
- Swimming Pool
- Guest Cottages
- Tennis Club
- Volley Ball
- Cocktail Lounge

In Beautiful Paradise Valley

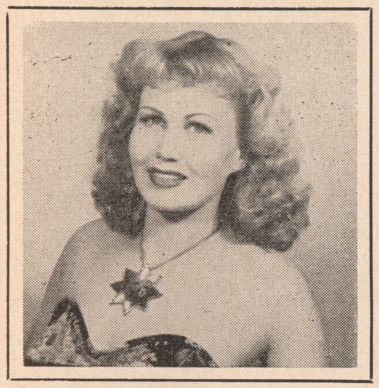




Little Decorating Shoppe
SLIP COVERS ● VALANCES
BED SPREADS ● CORNICES
— Work By Craftsmen —
830 N. MAIN — PHONE 5968

GOING HOLLYWOOD

With MAY MANN



Raymond Massey will be paged to play the title role in Jim Bishop's sure fire best seller "The Day Lincoln Was Shot." The veteran star whose current film is "Prince of Players" for 20th Century Fox, has made few pictures in Hollywood in recent years, having confined his talents to Broadway — currently he is in England. No one can play Lincoln like Massey, and the dramatic hour-by-hour story of this tragic day in American history will be one of the great CinemaScope offerings on Hollywood's 1955 agenda... Harpers release the book next week, but movie studios bid from the proofs. The story opens with the president emerging from his bedroom in the White House, worried about a dream in which he saw himself dead, and it closes with the Surgeon General placing two silver dollars on the President's eyes, while Mrs. Lincoln moaned, "Oh, why did you not tell me he was dying."

Osa Massen married Dentist Stanley Vogel and it was kept a secret until now. They've just returned from their Honolulu honeymoon.

Byron Palmer proudly told me, "We are expecting the stork, and we couldn't be happier. My bride (U. I.'s Ruth Hampton) has given up her career completely so we can be together without career separations."

David Brian's beautious wfie, Adrian Boothe, also told me, "I have given up my career. David is successful and that is enough for both of us. When I said my marriage would come first — it does." Adrian, a leading lady in films was second only in my opinion to my favorite brunette beauty Maria Montez. Maria's brother Jamie is pursuing a film career here. And I received greetings from Jean Pierre Aumont and little Maria Christina who are in Paris, but will be in Hollywood for film making shortly. Maria Jr. is an exact look-a-like for her late mother and is her father's constant date.

Sammy Davis Jr. is one of the greatest performers I have ever seen in show business. At Ciro's he worked like no one has ever worked on a night club floor. In spite of his new eye patch, he danced and belted out songs including his hit "Red Grapes" for a full hour. A short time ago he and the Mastin Trio were earning approx. $400 a week. Today they are in the five figure category. Sammy, the star of the trio, humbly turns the recognition to his father and uncle, "Who taught me all I know. And I hope I will always work with these two wonderful men."

Regarding the recent sensational stories printed of his friendship with Ava Gardner, Sammy told Dick Williams of the Mirror, "Ava and I are good friends. That's all. I've known her for years, clear back when she was married to Frank Sinatra. And Sinatra is my greatest friend in show business. The last time we were at Ciro's Ava and I and six people sat talking. Most of the time she was talking about Sinatra. I kept urging her to get together with him again. She's too big a star to be hurt by this publicity. And I hope that people will know what kind of a fellow I am and not misjudge me."

Ava, meanwhile, is in London to start her next movie "Bhowani Junction." She misses the chocolate bars from the U. S., and has asked her friends to send her some. This summer Ava will make "St. Louis Woman" for M.G.M. with Sinatra. Watch the reconciliation news boom! I like Ava, and I like Frank, and I hope apart or together they find happiness.

Is it true that Kirk Douglas and his wife are expecting? And I don't mean a new car! Kirk is one stickler for realism. When he was filming "The Racer" at

(Continued on page 37)

bonnie best

BEVERLY HILLS LAS VEGAS

IN THE TOWN AND COUNTRY SHOPS
ADJACENT TO WILBUR CLARK'S DESERT INN

January

CLEARANCE

— ½ OFF —

SWEATERS —
Imports and Domestic — Slip-Overs and Cardigans

BLOUSES —
Wool Jerseys, Alix Jerseys, Laces

SKIRTS —
Imported Wools, Felts, Velveteens — full and Sheath Styles

COORDINATES —
Including skirts, blouses, jackets, slacks

DRESSES —
Originals in Casuals and Cocktails

DANCE DRESSES—A Special Group of One-of-a-Kind Originals—**⅓ OFF**

DANCING ★ ENTERTAINMENT



"WHERE NO ONE KNOWS!"

NELLIS BLVD.

BETWEEN CHARLESTON & COLLEGE AVE.

YOUR HOSTS

Pat Kennedy ———— Gene Baldridge



INFORMATION, PLEASE . . .! Information on the subject: "How to Order Eggs in a Restaurant" . . . I'm not going to give YOU information . . . I'm LOOKING for some for my own enlightment. For a long, long time I've been trying to find out just how to order eggs in a food-foundry, so that I'll get them served up the way I fix them for myself at home. For instance, I like "Five Minute" eggs when it comes to the boiling preparation, and "Over Easy" in the pan and fat phase. I want 'em that way 'cause I'm a bit averse to having my eggs loll around my plate like a blob of hot Jello . . .! However, for the most part, the "Five Minute" jobs I get seem more like they got a "Two Minute Shower" . . . and it seems that, to most chefs, "Over Easy" means that the eggs should be fried for a moment, and then turned out on the plate upside down . . . This is "Over Easy" as far as they're concerned. I'd be willing to wager that 98 per cent of the people who order them over easy, do so because they don't like to eat the white of egg when it looks like so much you-know-what . . . when it's not . . . ! Why can't they do 'em over easy on the fire for a moment before serving? . . . I'm not saying that the men in the kitchen are wrong in what they're doing. All I wanta know is: "How to Order Eggs" to get the desired results . . .

Making her first appearance in our fair city is the world famous personality from Hawaii, HILO HATTIE, now at the GOLDEN NUGGET, downtown. A loveable lady of almost every phase of entertainment, including radio, stage, screen, television, recordings, etc. In other words, this grand person as been in the business for quite some time, and deservedly so. I'm positive that most of you have seen her on the famous HARRY OWENS TeeVee Show from Honolulu, Hawaii, for "The 'Brew Bird' of Happiness!" . . . The entire show promises to be one of refreshing entertainment, and a sure-fire hit with the localites. Appearing alternately with Hattie and her show, will be THE SONS OF THE PURPLE SAGE, a Western group of entertainers who have made a reputation for themselves, by no means minute . . .

"Man . . . dig the leopard-skin get-up" . . . and "WOW, she's "gone" . . . "too much" . . . These are but a few of the common phrases heard from all corners of the room when beauteous KAY MARTIN takes the stand in the CASBAR LOUNGE of the HOTEL SAHARA, along with her "body guards," as the two musicians are known. Kay is a keg of personality, and dynamo of action, while on stage; aided and ably abetted by BILL and JESS instrumentally, via accordion and bass respectively . . . They appear alternately with LOUIS PRIMA and KEELY SMITH in this popular room, and the combination of the two entertainment groups have been packing the room to capacity each and every night, with SRO the prevailing condition .. .

I'll go along with the top quality of the merchandise at BAIN'S APPAREL for women (downtown), but I'm afraid I'd have to renege on wanting to work around the place. Both the men in managerial capacities have been hit with hospitalitus recently. JACK SLOTE was the most recent. He had been informed locally that he had sustained a pulled muscle, but wound up on the coast for a much needed operation. DICK NAHOUSE had preceeded this event by having a serious kidney operation last fall. Dick is the fellow in charge of the shoe department, and what a whale of a job he does, in what would seem to a novice, a small operation. His shoes are high-styled and smart from the word "go." We might suggest you take the advice of that word, and see what he has . . . especially this newest line called "Barely Yours" .. . If you don't like this shoe, you're late . . .REAL late!

The Evanses are into it again, hands and feet . . . or I should have said, "from head to toe" . . .! They've

(Continued on page 35)

The Greatest $ $ Value in Town!

BINGO

2 P.M. - 8:30 P.M.

FIRST GAME . . . $100.00
NEXT 10 GAMES . . . $25.00 EACH
FINAL GAME $1,000 Guaranteed
$5000 IF WON IN 51 NUMBERS OR LESS.
TWO CARDS FOR $2.00 FOR ENTIRE SESSION!

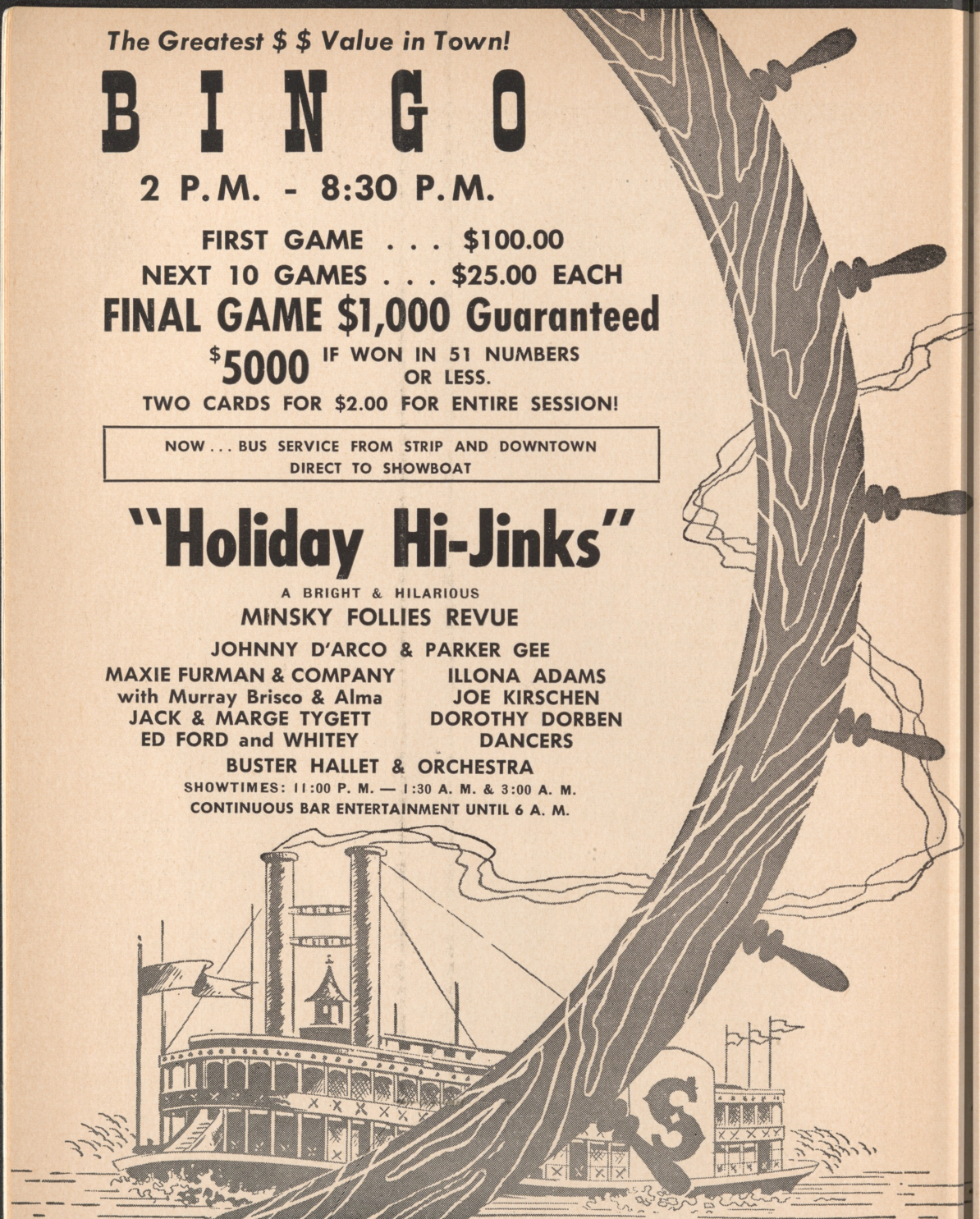
NOW . . . BUS SERVICE FROM STRIP AND DOWNTOWN DIRECT TO SHOWBOAT

"Holiday Hi-Jinks"

A BRIGHT & HILARIOUS
MINSKY FOLLIES REVUE

JOHNNY D'ARCO & PARKER GEE
MAXIE FURMAN & COMPANY with Murray Brisco & Alma
JACK & MARGE TYGETT
ED FORD and WHITEY
ILLONA ADAMS
JOE KIRSCHEN
DOROTHY DORBEN DANCERS
BUSTER HALLET & ORCHESTRA

SHOWTIMES: 11:00 P. M. — 1:30 A. M. & 3:00 A. M.
CONTINUOUS BAR ENTERTAINMENT UNTIL 6 A. M.



SHOWBOAT

HOTEL • CASINO • BAR • RESTAURANT
BOULDER HI-WAY • LAS VEGAS, NEVADA



STILL HERE — can't break away. If every visitor that came here for a week stayed on six weeks as I have there would be no fear of filling every one of the 14 new hotels that are a building or a dreaming at the moment. Guess I am staying on to see that they get built properly.

Lunch at the Desert Inn was very pleasant last week, what with such good company as Wilbur Clark, Mark Swain, and a charming gal named Marilyn Miller who is an airline hostess for TWA who flew in just to have pictures taken with Wilbur. I also had that honor—pictures taken pool-side of me presenting him with a CERTIFICATE OF RECOMMENDATION I give to the better places. Sure am glad to see Wilbur back here and in good health again. **"Mr. Las Vegas,"** you've been away far too long, and I guess you felt the same way.

One of the thrills of my visit came the other day when that genial gentleman Archie Loveland, General Manager of the El Rancho invited me and a friend to attend Sophie Tucker's 67th birthday party. When you stop and think that only 300 were invited and everyone of a hundred and sixty five million people would have liked that invitation it sort of makes you feel kind of good. What a shindig it was—with photo bulbs snapping every which way, drinks galore and food "fit for the gods." Mr. and Mrs. Beldon Katelman certainly did themselves proud and garnered much publicity for Las Vegas.

Man about town hizzoner Judge Frank McNamee had us to cocktails the other evening and dinner at the Garden Rooms of the SANDS. Frank is a friend of long standing and always makes my visits to Las Vegas enjoyable by giving me much of his sought after time. Lt. Blair Hennessey was also in the party—he does get time to dine out occasionally between his jet flights here, there, and everywhere.

Xavier Cugat and his varied bill of fare at the RAMONA ROOM was better than I have ever seen him before —maybe because I have only seen him in Miami Beach and no show seems as good away from Las Vegas as here where all performers are so happy to be that they really GIVE OUT with their very best. Lt. Ted Frazer and I decided on this show at the last minute and that grand gal Ann Kelsey came up with a booth—she knows I prefer them to the smaller tables—and for my money she should be the maitre 'd instead of assistant. She is efficiency personnified and has been here at the Ramona Room for a long time. Several of the waitresses came up to tell me how much they liked my travel columns and while they are stuck here with a job they travel with me via the arm-chair, and comments like these are nice to hear. Lena McLeod said that she and her husband take a mythical trip with me each week, and our own waitress, J. C. Cook, (isn't that an odd one for a gal's name, but she got it because her name is Jeanne and there are just too many Jeannes or Jeans or Genes in the Ramona Room) also likes to travel via FABULOUS. Thelma Lewis is the head hostess in the Canary Room and a good one to know because during the day she takes reservations for the RAMONA ROOM. Hails from Miami Beach and is pleasant as all get out. Charley Speck is night credit manager of the LAST FRONTIER and SILVER SLIPPER and is one swell guy, and of course Bill Kozloff who manages the Village and SILVER SLIPPER is just about the nicest fellow you would ever care to know. Bob Cannon and Harold O'Hara at the front for LAST FRONTIER—well everyone knows how nice they are—so all in all there still is a pretty terrific gang running the old LAST FRONTIER that soon is to be changed into a veritable wonderland of beauty and charm and to be known as the NEW FRONTIER, come sometime this spring, and I certainly want to be here for the grand opening. Ruth McAdams, cigarette girl in the Opera House of HOTEL EL RANCHO, re-

(Continued on page 37)



Once again it has been a great pleature to appear at the Flamingo—

Thanks to everyone in town for the courtesies extended Cyd and myself—

Tony Martin

"CURTAIN TIME"

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

Flamingo

December 30 thru January 26
Show: Tony Martin, The Goofers, Costello Twins.
Line. Flamingo Starlets
Orch.: Teddy Phillips

Starring at this spot is the man who makes husbands groan while their wives swoon. Of course we mean sophisticated TONY MARTIN. Tony has a casual method of presentation that instills meaning within his every gesture. His voice is greater than ever and the Martin charm is impossible to ignore. With Tony's magical phrasing, ballads and novelty numbers become masterpieces to the ears of critical and friendly audiences. . . . THE GOOFERS are gentlemen five who bring fun and frivolity to the explosive stage. They sing, dance, play musical instruments, act and tell stories. Actually, there isn't very much these boys can't do — and do

(Continued on Page 25)

LAST FRONTIER

December 17 thru February 6
Show: Blossom Seeley and Benny Fields, The Lancers, Vivianne and Tassi.
Line: Frontier Girls
Orch.: Garwood Van

Bravo! Bravo! Bravissimo! Show Business witnessed reincarnation within its ranks when the team of SEELEY and FIELDS united to re-enter the spotlight. Nostalgia wove patterns of the past in the dimmed wings while the audience thrilled to the 1955 projection on the brilliant stage. Throughout the audience murmurs could be heard: "She's great! Why on earth did she retire?" And Benny beamed proudly on his ever-loving as she adroitly magnetized her admirers with her tenacious charm. Blossom hasn't lost one iota of her ability; her wit is keen and her showmanship, magnificent! We don't mean to diminish husband Benny's partnership in this act. Ben is as great as ever and we love him but we can't help wondering why Blossom has been selfish enough to deny the public her talent. Seeley and Fields — welcome back — to the land of the heart — show business! . . . (Conducting for the stars is pianist-accompanist, EDDIE JOHNSON, A gentleman who insures musical perfection.) Lending their harmonious voices to this fluent production are THE LANCERS. Many are labeled, "Sing-

(Continued on Page 25)

El Rancho Vegas

December 22 thru February 1
Show: Sophie Tucker, Ted Shapiro at the piano, Guy Cherney, Beverly Richards, Eve Marley.
Line: El Rancho Girls
Orch.: Bob Ellis

It is truly a triumphant return engagement to the halls of the Rancho for the grandest lady to ever set foot onstage. She is a wonderful person who has done more for humanity through this medium than we could possibly report. The star is MISS SOPHIE TUCKER, currently on her "Golden Jubilee" tour. When sche walks into the spotlight, the audience is electrified into the realization that one of the greatest showmen of our century stands before them. Hers is a name that will live forever in the annals of show business. To just look at the fabulous Sophie is an experience you will remember eternally. Your evening becomes memorable as you laugh and cry with her. . . . Playing an integral part of Miss Tucker's performance is TED SHAPIRO, her accompanist, arranger and capable conductor. . . . An up and rising star is GUY CHERNEY. A protege of Miss

(Continued on Page 18)

"CURTAIN TIME"

Tucker. He has a very lively, bouncy style, giving out his all. We firmly believe this young singer is destined to climb successfully to the top. Guy displays a goodly portion of, "it," that indefinable something of which stars are made. . . . Arranger-Composer MATTY MALNECK appears as guest conductor for two sweethearts of song, BEVERLY RICHARDS and EVE

(Continued on Page 29)

Wilbur Clark's DESERT INN

January 18 thru February 14
(Not a Review)
Show: Tony Arden, The Szonys, Jack Durant
Line: Donn Arden Dancers
Orch.: Carlton Hayes

Taking temporary leave of her many radio and TV commitments, TONI ARDEN opened at the Inn, this past week. Early press date prevented our catching the show in time to report authentically on it. However, judging her by past performances, we can safely assume that Miss Arden was as captivating as ever. She has a refreshing voice and stage personality

(Continued on Page 25)

SAHARA

January 6 thru January 31
Show: Fred Waring Show starring Fred Waring, The Pennsylvanians, The Glee Club, The Soloists, The Orchestra.

A priceless musical education is enjoyed by all who witness this tremendous production. FRED WARING and his 42 supporting members transport you to another plane, a world wherein music is the very existence of life and sharing it is the "good neighbor" policy. This presentation is

(Continued on Page 25)

The Sands

January 12 thru February 1
Show: Dean Martin and Jerry Lewis, Dick Stabile, The Four Step Brothers.
Line: The Copa Girls
Orch.: Antonio Morelli

The lunatic and the lover. Sounds like a screen title, doesn't it? Those words very aptly describe the irrepressible humor of JERRY LEWIS and the romantic singing of DEAN MARTIN. Together, the boys display remarkable prowess as today's leading comedy duo. Jerry's pliable countenance is well complemented by Dean's straight-faced support. If you don't howl while you witness the antics of these stellar performers — you just ain't human — you ain't. Pack up your troubles, dump them in Lake Mead and spend a session of ultimate enjoyment, watching Martin and Lewis behind the footlights. The

(Continued on Page 29)

Thunderbird

December 30 thru January 26
Show: Polly Bergen, Mickey Shaughnessy, Sonny Howard, Lou Wills, Jr.
Line: Thunderbird Dancers
Orch.: Al Jahns

Many a moon has passed since we were afforded the opportunity of watching POLLY BERGEN in a local spotlight. In the interim, between visits, Miss Bergen has climbed many steps up the ladder of success and has become a familiar voice and face to TV viewers. Her professional accomplishments have heightened her natural ability and her showmanship is indeed a delight to behold. This talented songstress has strengthened her

(Continued on Page 29)

EL Cortez

January 13 thru January 26
Show: Al Morgan, John Tio, The Sharidons
Orch.: Sherman Hayes

As you watch gifted pianist AL MORGAN at the keyboard, you can't help but think of a gushing oil well. His dancing hands strike the keys and immediately bounce right up into the air. One finds it difficult to understand how he manages to find the proper notes when his fingers fall back on the 88, again. Al really hit pay dirt when he unveiled his flying fingers to the public. He puts a smile on your lips and wins your praise with his enthusiasm. He plays a lot of piano and sings a sizable portion of song, providing a zesty lift to your

(Continued on Page 29)

SHOWBOAT

Show: "Holiday Hi-Jinks"
Line: Dorothy Dorben Dancers
Orch.: Buster Hallett

A carnival of fun and music is offered in the Deck Room, under the banner of, "Holiday Hi-Jinks." It is an all-star revue with JOHNNY D'ARCO and PARKER GEE in the stellar roles. These gentlemen provide a great amount of slapstick, ribtickling comedy, and a good helping of song. Their vocalizing is so enjoyable, we only wish they would add more of it to their program. . . . MAXIE FURMAN & CO. add a great deal of talent to this bill. He, his lovely wife ALMA and MURRAY BRISCOE shine in sketches that will set you to howling with uninhibited pleasure. . . . ED FORD and WHITEY are staunch friends of Vegas audiences. Ed puts his two canines through many different paces. Makes you wonder how on earth two dogs can manage to remember their many cues. . . . The DOROTHY DORBEN DANCERS are lovely to behold. Featured with them are MARGE and JACK TYGETT, exceptional exponents of the dance. The "Ballet of Winter" sequence offers the graceful dancing of ILLONA ADAMS. . . . BUSTER HALLETT and his orchestra cut a remarkable background for the entire show.

SILVER SLIPPER

Show: Fun Time
Orch.: George Redman

Co-starring at this spot are NELLIE LUTCHER and HANK HENRY. . . . Miss Lutcher is the famous recording and TV artist. She was always tops on our list in the east and hasn't lost one bit of her showmanship in the many years she has hugged the top of the ladder. Her breathless, boppy style of singing has earned a desirable following. She is an exhilirating per-

(Continued on Page 29)

GOLDEN NUGGET

Show Opening January 19th
(Not a Review)
Show: The Carlyle Nelson Show, starring Hilo Hatti

If you're a firm advocate of swaying grass skirts and softly pulsing musical rhythms, then this is the show for which you have been waiting. Here is the CARLYLE NELSON SHOW, starring the famous club and TV personality, HILO HATTIE. You've seen her on the HARRY OWENS telecasts and you'll love her more, in person. Hilo Hattie's sweet brand of humor

(Continued on Page 25)



BLOSSOM SEELEY

Our heartfelt thanks to you, the wonderful patrons of the Hotel Last Frontier.
You made our Las Vegas debut the most memorable of our entire career in show business.

BENNY FIELDS



We hope to see many more of you before our three week engagement ends (Sunday, Feb. 6)

We thank you too, **Eddie Johnson...**
You are a great Pianist and Conductor.

SILVER SLIPPER
CASINO

ALL STAR REVUE

"FUN TIME"

STARRING

NELLIE LUTCHER
Famous Recording and TV Star

★

HANK HENRY
Funniest Man in the World

★

ARLENE
Exotic Dancing Beauty

★

SILVER SLIPPER STOCK COMPANY

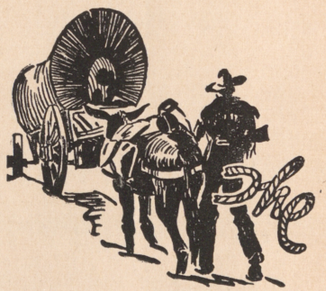
★

SHOWTIMES:
9 P.M. - 11 P.M. - 1 A.M. - 2:30 A.M.

LAST FRONTIER VILLAGE

HI-WAY 91 • PHONE 1800

YOU WIN A SMILE WITH YOUR JACKPOT AT



WESTERNER

23F REMONT STREET LAS VEGAS, NEV.

2 DEALERS SPECIALS
EVERY DAY

FINE ITALIAN FOOD

OUTPOST.... By MEL CHENEY

IN BED for a couple of days . . . by orders from Dr. J., and thanks to JOHNNY UHLMAN, who was kind enough to make an extra trip out to bring J.C.'s typewriter in order that I might write the "Outpost." Now, you very nice people will not be disappointed. (Who's kidding whom?) . . . Oh, I have a reader or two! Also know that someone at the printer's reads my column, for it doesn't come out the way it is sent down. (Don't take offense, Ray or "Scoop"). It's just that some of the words are so strange . . . know that "Good" is spelled with a "d" . . . not like it came out last week . . . "Goo." It's fun anyway, and I enjoy writing.

What'll you bet that I get a phone? After last week, it will probably be years! Oh well, Mr. Bell took nearly a lifetime to develop it.

We have a brand new secretary, MARY CANNON . . . know that you'll like her and know that she will be a very fine addition to our office . . . (Mary's husband is an orchestra leader of whom we know you'll hear a great deal in the future . . . been all over the Far East while working as a band leader for the AMERICAN PRESIDENT S.S. Line). Mary has spent the last several years with the Music Corporation of America in San Francisco . . . Good luck, MR. and MRS. JACK CANNON, on your new jobs—and welcome to Las Vegas! Want to get mail orders from your advertising? We don't mean Clark County or even necessarily the State of Nevada . . . Suggest that you stop and chat with LOU KESSLER at GALLEN-KAMP'S SHOES . . .Lou ran some advertising with us on Elevator Shoes . . . mail orders from Michigan . . . some from California . . . besides selling more Elevators than any preceding month. He just couldn't get over the number of mail orders . . . Lou is very happy that our magazine also produces additional business from out of state for our advertisers . . . and incidentally, J.C. is very happy! And while writing this, we will add that this is not unusual . . .for you see the readership is tremendous and our subscribers are literally all over the world. There are many, many instances where other advertisers have received inquiries and made sales of merchandise that was displayed in "Fabulous."

Received a note from JOEL BISHOP (Carl Erbe Associates of Los Angeles) who is handling the publicity for the RIVIERA HOTEL . . . doing an excellent job, too. So went out to the hotel for some more information and there met EVE VOSE, executive secretary to MARSHALL WRIGHT, the General Manager of the hotel. Know what she was doing? Answering letters from people all over these United States who had written in asking for reservations for the month of January, 1955; February; March; April (opening month); May; etcetera . . . also for New Year's, 1956. We can't state the exact opening date . . . but from the activity around the hotel we believe they will make the scheduled April date. DAVE GENSBURG, owner of THE RIVIERA, assures us that the hotel will open early in April . . . the tallest building in Las Vegas (nine stories), and at a cost in excess of $7,500,000.00! Believe us, it will certainly add a "new skyline" to the already famous "Strip" and to our fabulous city. Built by the Taylor Construction Company which erected the Fontainebleau, the Algiers, the Kenilworth, the Sans Souci and other well known Florida hotels.

Completely air-conditioned and fireproofed, the 320-room hostelry will have a night club seating 750, a supper room for 150 and a cocktail lounge accommodating 250. The spectacular building will also have an Olympic-size swimming pool, health clubs for both men and women, branches of nationally known shops, as well as its own radio station. JACK GOLDMAN, veteran Miami and New York night club operator, whose properties include the Clover Club and the Hickory House in Florida, will be managing director and producer of the elaborate shows which will be presented in the hotel's night club.

Watch for the exact opening date—we'll have it! And to you who wish to make reservations for the opening . . . the Star will be the great artist, LIBERACE, followed by probably the greatest array of famous people that this wonderful town has ever seen! Good luck to you all, and best wishes . . . Mel.



WITH MOST SINCERE
APPRECIATION TO

Mr. Hal Brandis

AND THE

Thunderbird Hotel

FOR A WONDERFUL
FOUR WEEK Engagement.

POLLY BERGEN

WITH

TOM AVERA and DICK CROWLEY

It was "real gone", as usual!

• NELLIE LUTCHER

DECCA RECORDS

Wedding Corsages
Room Bouquets
"In Fact Everything in Flowers"
Dot's Flowers
808 So. 5th St. Phone 811

JOE *CORA*
5th STREET RESTAURANT
DELICIOUS HOME MADE PIES and SOUPS
825 SOUTH 5th

PIONEER STEAK HOUSE
— Finest Food in Town —
Featuring CHEESECAKE by Dolores
122 So. 2nd — Phone 5014

CASH FOR YOUR CAR
Out-of-State Cars Our Specialty
— PAID FOR OR NOT —
BOOB JONES Auto Sales
1200 South 5th St. Phone 6913

24 Hr. Service • Ph. 5040 • John Angus, Jr.
ORIGINAL
HITCHING POST WEDDING CHAPEL
FREE Wedding Picture
"Look for the Wishing Well"
226 So. 5th St. — Las Vegas, Nevada

When You Buy For the Future ...
BUY FORD!
A. C. GRANT, Inc.
300 N. 5TH PHONE 4500

LAST FRONTIER

(Continued from page 17)

ers," but this is one group of vocalists who can truly outshine much of its competition. The lads can bat out a jump tune or ladle out a ballad, without wrinkling their brows. 'Tain't easy to face an audience with such apparent ease and delight them to clamoring for repeated encores. If your auditory organs are seeking relaxation — the Lancers have your cure. . . . Rounding out the bill are VIVIANNE and TASSI, a couple well trained in the art of juggling. Tassi has quite a few interesting tricks in his nimble fingers and the striking beauty of Vivianne finds competition in her own adept manual digits. . . . The FRONTIER GIRLS offer a background of beauty and symetrical choreography. . . . Back on the podium to play the smooth show scores with proficiency is GARWOOD VAN, accompanied by his crew of talented musicians.

DESERT INN

(Continued from page 18)

that ingratiates her with listeners and viewers. What poor mortal can resist tones of sheer delight, coupled with the sparkling animation of youth? . . . THE SZONYS are popular favorites in our town also. Their ballroom interpretations are magnificent but we wouldn't advise anyone to duplicate them, without a maximum of practice. They are individually supreme in the dance and offer acute competition to all dance duos. . . . An extra-added attraction is JACK DURANT. This is the comedian who doesn't allow any listener to sit on his hands. His spontaneous wit is infectious and he'd easily hypnotize quivers from the ribs of a Simon Legree. . . . THE DONN ARDEN DANCERS are on hand with more of their elite perfection and artistic beauty. . . . Offering his skilled baton to the musical background created by his orchestra is CARLTON HAYES.

GOLDEN NUGGET

(Continued from page 19)

is enjoyed by all and her Island dancing and singing are simply tops. . . . You will enjoy a complete cast from the Islands, bringing you authentic singing and dancing. Mr. Nelson is Hilo Hattie's husband and has arranged a wonderful package show for your complete appreciation. . . . Alternating with the Islanders are the SONS OF THE PURPLE SAGE. They are four men and a girl who bring the west to you in song.

SAHARA

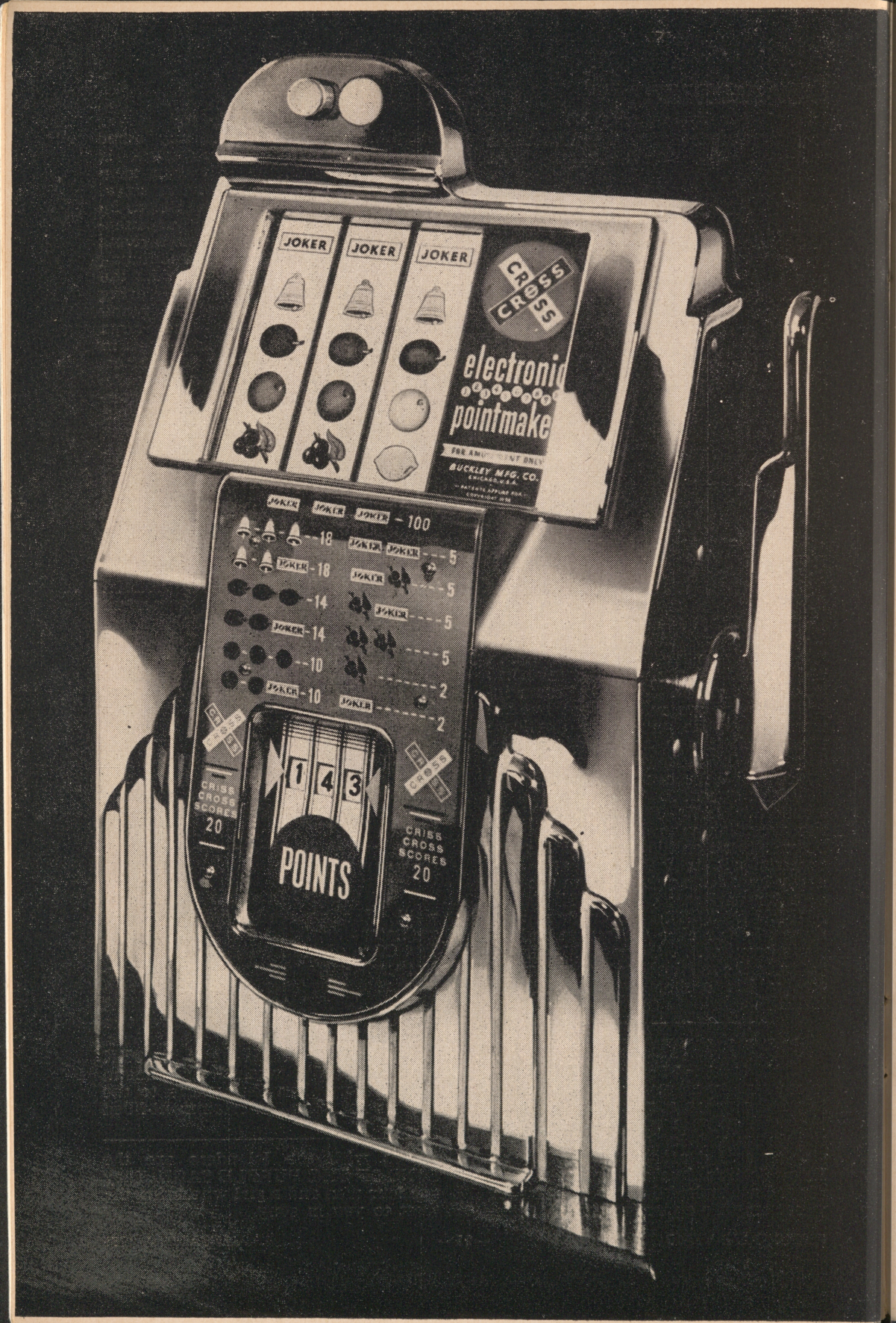
(Continued from page 18)

completely different from any other ever seen in this fabulous town. If there is anything greater than magnificence — it is the Waring show. When the Maestro lifts his baton, he not only draws the unanimous attention of his aggregation, he also rivets the audience with his commanding showmanship. Enchantment fills the air with every gesture of the Waring baton. . . . Each member of the organization has been selected from large groups of auditioners. Each excels in his chosen profession and is an actor, also. . . . Featured performers are: FRANK DAVIS, Preacher and interlocutor, with his eloquent tenor; GORDON GOODMAN, the tenor who sings, "Lindy Lou;" BOB SANDS — EDDIE ERICKSON — LEONARD KRANENDONK and his son BOB — RAY SAX (assistant-producer of the revue who performs, "Camptown Races," POLEY McCLINTOCK, the drummer who has been with the Waring organization for 38 years — "UNCLE LUMPY" BRANNUM, bass violinist whose dry comedy and homespun tales are very amusing. The girls are PATTI BEEMS, soprano — DEE HARLESS, versatile songstress — and ROSALIE RANDALL, lovely harpist. Lending romantic violin strains are JEAN and LOU ELEY. Wait until you hear their rendition of, "Hungarian Love Song." . . . The production is elaborately staged and dramatically lighted. There are a variety of custume changes during each performance. This is a treat for the entire family.

FLAMINGO

Continued from page 17)

well! They're really "goofers" and spectators are wild about them. . . . The COSTELLO TWINS are a pair of statuesque, blonde dancers who perform rapid-fire feats, in acro-ballet routines. . . .The FLAMINGO STARLETS are outstanding as they interpret two new RON FLETCHER productions. . . . TEDDY PHILLIPS and his ORK continue in the musical department, adding more than their share to the success of this entertainment-filled show.



It's NEW !

It's DIFFERENT !

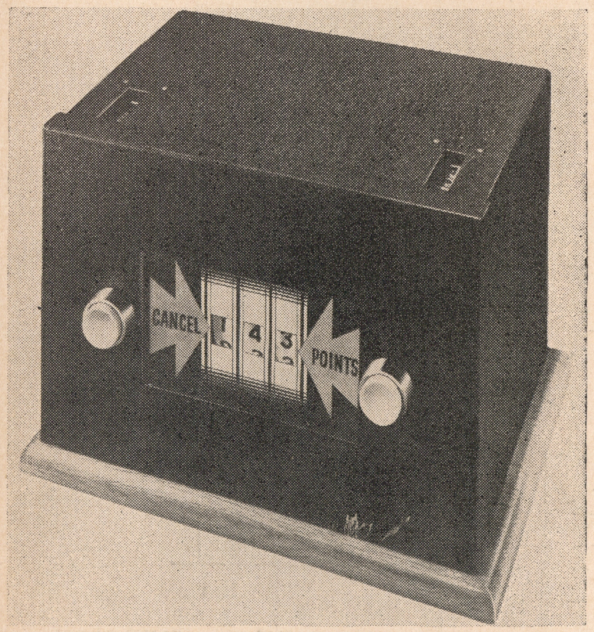
It's the GREATEST !

A NEW MACHINE . . .

A BUCKLEY *First!*

BUCKLEY'S *Electronic* **pointmaker**

The likes of which you've never seen before!



ELECTRONIC
POINTMAKER
remote recorder

NOW ON DISPLAY

AT

BUCKLEY'S
Jackpot Club

20 FREMONT STREET

— DOWNTOWN —

For further information contact:

BUCKLEY MFG. CO.

4223 W. Lake St., Chicago 24, Ill., U.S.A.
Telephone VAn Buren 6-6636



the
SILVER QUEEN
BAR

CONTINUOUS ENTERTAINMENT
from 5 p.m. to 6 a.m.

IN THE Sands HOTEL

LOUIS
JORDAN
AND HIS TYMPANY 5

★

TEDDY & MARTY
NAPOLEON

★

THE GUADALUPE BOYS

★

BARBARA CARROLL TRIO

★

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 6 P. M. to Dawn

Thanks to our friends, DEAN MARTIN & JERRY LEWIS for adding another happy engagement to those we've enjoyed during the past seven years, and our deepest appreciation to Mr. Jack Entratter



AL

FLASH

PRINCE

MACEO

the
FOUR STEP
BROTHERS
— Sands Hotel —

THE SANDS

(Continued from page 18)

famous performers are familiar to screen, TV and radio fans. Howveer, until you've caught their act, you haven't actually seen the real Martin-Lewis in action. They are top drawer . . . and that's for sure. . . . Orchestra leader DICK STABILE takes over as conductor for the stars. He has been their standby for many years and takes their good-natured ribbing with a perpetual grin. . . . The FOUR STEP BROTHERS amaze attendees with their rapidity of movement. Their acro-dancing is superb and timed to perfection. We personally appreciate their enthusiasm and ability when they give out with challenge dancing. Man! These boys are real cool! . . . Outfitted in lovely costumes, the beautiful COPA GIRLS execute two exceptional routines. Featured in the production numbers is the singing idol of Las Vegas, CHUCK NELSON. . . . ANTONIO MORELLI and his music makers cut a sensational show.

EL CORTEZ

(Continued from page 19)

evening. You'll enjoy this top-notch Mercury recording artist. . . . Although he hasn't played the local scene for some time, Las Vegas offered a hearty welcome to JOHN TIO. This gentleman delights each and every member of his audience with the amazing results of his ability as a trainer. John patiently developed a parrot to the point of walking, talking, sniging, performing tricks. It's a bit startling to listen to the bird converse with his master. Here is one gentleman who has done the impossible. . . . The SHARIDONS are truly sophistication in motion. They are two handsome lads and one enchanting female. The trio appear in very chic garb and display nimble versatility of the dance. Their performance is definitely artistic and you will vote them clever show people, once you catch them in action. . . . SHERMAN HAYES and his ORCHESTRA proffer smooth background strains for the revue.

THUNDERBIRD

(Continued from page 18)

hold on former local fans and has added many more to her tremendous list of devotees. Miss Bergen — welcome home! . . . MICKEY SHAUGHNESSY is the comedian whose Blarney Stone inheritance has created a gifted teller of tales. When he portrays various characters, his facial expressions bear amazing accuracy to his oral imitations. If you want to see a face that can change at will, look at Mickey's. He's positively fantastic. Folks around here admire this comedian and do not hesitate to request favorites, throughout the act. . . . SONNY HOWARD is a hard working impressionist. He is quite adept at sounding exactly like the personality he is impersonating. Aside from his ability to sound like other well-known singers, Sonny has an enviable set of vocal chords that advertise a wonderful voice of his own. . . . LOU

SILVER SLIPPER

(Continued from page 19)

former who will warm the blood in your veins with her scintillating rhythms. . . . Co-star HANK HENRY is still the funniest man in the world. He has just about everything it takes to be great and sensational. Once you've caught this comedian in the spotlight, you'll return for more of the humor that racks your tummy with unconrtollable laughter. . . . Gentlemen who appreciate the exotic and beautiful find ARLENE a very interesting addition to this cast. She is the "Girl in the Gilded Cage" and swings over the heads of the audience. This is an act more readily defined by your eyes — not our words. . . . In the hilarious comedy skits are lovely JOAN WHITE, MAC DINNISON, BILL WILLARD and JIMMY CAVANAUGH. . . . Show backing is capably handled by GEORGE REDMAN'S Orchestra.

EL RANCHO VEGAS

(Continued from page 18)

MARLEY. They have beautiful voices and the talent to project any type of song, ballad, blues or bop. . . . The popular EL RANCHO GIRLS present a couple of well-paced, delightful to look at routines. . . . The fine background music is provided by BOB ELLIS and his aggregation.

WILLS, Jr. is a superb tap dancer and a skillful master in the art of tumbling. We guarantee he will show you routines you've never seen before. . . . The THUNDERBIRD DANCERS present two new dance routines under the guiding hand of GAYLE ROBBINS, expert choreographer.



My Sincere Thanks to Bill Moore, and his Associates and all the folks for two superb weeks at the . . .

Hotel EL CORTEZ

Your hospitality was the "GREATEST"

AL MORGAN

P. S. Hope to see you again . . . REAL SOON

THAT'S FOR SURE

(Continued from Page 9)

office on South Fifth St. The business venture is ALCORN ADVERTISING AGENCY.

We advise you to watch the growth of North Las Vegas. The population has been increasing steadily and is continuing on the upgrade. Many businesses are mushrooming in that vicinity. Pretty soon, North Las Vegas will see the opening of a new Drive-in Theatre.

Is this romance a-brewing in the kettle? Party of the First Part is MRS. GERTRUDE SPERLING and Party of the Second Part is SOLOMON MONDLICH, Boston Barrister. Mr. Mondlich arrived for a few days visit that stretched into two weeks time. This really looks like more than a passing fancy. Incidentally, Mrs. Sperling is President of the NEVADA THEATRE CORPORATION. Son PAUL is Vice-Prexy, along with his brother-in-law, LLOYD KATZ. (And all these years we had believed Paul was wearing mother's shoes. Alas and alack!)

Certainly was nice to visit with LES STIVER, at BUCKLEY'S JACKPOT CLUB. Mr. Stiver has been quite ill and is still recuperating. However, he believes medics will okay his return (about February 15th) to take over complete management of PAT BUCKLEY'S local enterprises. While at the club, we tried the ELECTRONIC POINTMAKER and found it an amazing device. It introduces Cybernetics, newest of sciences, dealing with computation and communication in the animal and the machine. Players do not have to insert coins constantly. Instead, you just name your investment and go on from there. Originally, there was merely one machine shipped to the club from Buckley's Chicago factory. The response was so tremendous, two more are now on hand for your enjoyment.

Just a short while before he left for the Rose Bowl game, ABE (FLAMINGO HOTEL) SCHILLER was smitten with a brilliant idea at JOE W. BROWN'S HORSESHOE CLUB. He approached Mr. Brown and explained the desire to place the display horseshoe (and the million dollars) on the Las Vegas float, in the Parade of Roses. He justifiably maintained the resulting publicity would be sensational. Mr. B. gave it quite a bit of thought and came up was a negative response. He informed Abe that patrons expected to see the million dollar display and he wouldn't deny them the thrill. However, the congenial club proprietor offered a substitute solution. He said he would very happily duplicate the entire display. This must have left Mr. Schiller slightly dumbfounded but he managed to remark there wasn't sufficient time. (Note: Mr. Brown had intended to duplicate the million dollars, also.)

We received a very welcome card from MICKI and ROMO VINCENT. ROMO is presently bringing a score of laughs to patrons of the Reno RIVERSIDE HOTEL. He's truly a great performer. The couple write of the brrrr! air in the north. Well, c'mon down to the sunny south, Mr. and Mrs. V.!

Beauty certainly does gain tribute in many ways. On January 17th, PAT GALLAGHER celebrated her birthday. (She is the glamorous hostess at the HOTEL EL CORTEZ.) However, this gal was guest of honor at two natal day soirees. One was given her by her admiring crew and the other was held in her honor at the CLUB BLACK MAGIC. (This FRANK HOWARD boy is not only doing a fine job of publicity for that club but is also proving a very competent good-will ambassador.)

Proudly does the title of father lie upon the shoulders of BILL KOZLOFF (general manager of the SILVER SLIPPER). He is showing everyone pictures that were taken at his son's Bar Mitzvah, January 14th. He also recorded the entire ceremony on tape.

MARSHALL WRIGHT, former manager of the Los Angeles AMBASSADOR HOTEL, was appointed general manager of the new skyscraper, RIVIERA HOTEL. He is now comfortably ensconced in his office on the premises of that bistro. Mr. Wright was fortunate in having his private secretary accompany him here from the coast. She is the very efficient EVE VOSE. We understand the Riviera has reservations set up from January, 1956, to October, the same year. That's a truly solid booking, so far in advance, don't you agree?

We understand MOREY BRODSKY (owner of the RIB JOYNT) has been asked by various business individuals to open his own public relations office here. It wouldn't surprise us if Morey did just that. He excelled in this capacity at the HOTEL EL RANCHO VEGAS, FLAMINGO HOTEL, CAL

(Continued on page 33)

Coming Attractions
ON THE FABULOUS STRIP

Flamingo

MARIE WILSON

DESERT INN

FEBRUARY 15 TO MARCH 14

BETTY GARRETT
and
LARRY PARKS

★

LAST FRONTIER

DOROTHY DANDRIDGE

SAHARA

VAUGHN MONROE

Thunderbird

JANUARY 27

NORMAN BROOKS

El Rancho Vegas

JOE E. LEWIS

The Sands

FEBRUARY 2

NAT "KING" COLE

★

KRAM
920 ON YOUR DIAL

Pleasant Driving!

ON YOUR WAY TO OR FROM LAS VEGAS TUNE IN YOUR RADIO TO **KRAM** — 920 ON YOUR DIAL — FOR THE BEST IN MUSIC, NEWS AND SPORTS.

DRIVE WITH KRAM

THE STATION MORE PEOPLE LISTEN TO MORE OFTEN

● Make Reservations in Advance . . . the EASY WAY!

Las Vegas Motel Reservation Service
in the Entertainment Capital of the World

LAS VEGAS, NEVADA
120 South Third, Suite 13, Phone 7610

WRITE ● PHONE ● CABLE
Pre-Posted, Guaranteed rates
Immediate Confirmation
HOLLYWOOD OFFICE
6272 Sunset Blvd. . . .
Phone HOllywood 3-2127
NO SERVICE CHARGE

JACK CORTEZ'
Fabulous LAS VEGAS *magazine*

Mailed anywhere in the United States . . . . . .
P. O. BOX 748

$8. PER YEAR

THAT'S FOR SURE

(Continued from Page 31)

NEVA CLUB (Reno) and CAL NEVA LODGE (Lake Tahoe). While with El Rancho in 1946, Morey originated the modern version of the Chuck Wagon, now a popular habit with localites.

RUBY KOLOD (of the SHOWBOAT HOTEL) is expected to return shortly, with his wife. The Kolods have been enjoying a three week vacation on the Islands. Perhaps we shouldn't really affix "enjoyment" to what is really a necessary, enforced rest. Ruby has been quite ill and the Island trip was more of a recuperative measure than anything else. At any rate, we'll be very happy to see the Kolods back in town, again.

It's delightful to watch and listen to the BARBARA CARROLL TRIO in the Silver Queen Bar of the SANDS HOTEL. This is a very smart little outfit. A pleasure also is the music dished out by LOUIS JORDAN and his TYMPANY FIVE, at the same spot.

There was a huge turnout to greet the opening of BLOSSOM SEELEY and BENNY FIELDS, at the HOTEL LAST FRONTIER. In the audience was the lovely skating star, SONJA HENIE. When the flowers were presented Miss Seeley (at the close of her performance), Miss Henie was obviously quite stirred. Mr. Fields took that moment to introduce her from the stage. When Miss Henie rose and greeted the audience, her eyes were filled with tears of admiration. In the same party was MRS. JAKE KOZLOFF. We're happy to report that Fern looks absolutely wonderful, despite undergoing serious surgery in the not too distant past.

In town making his own personal announcement was MILTON DEUTSCH (head of the DEUTSCH BOOKING AGENCY in Hollywood). Mr. D. now has a son to follow in his footsteps and to defend the Deutsch's first child, a girl. The new entry arrived on January 8th and has been named ALAN DANIEL. Our sincerest felicitations to both mother and dad.

We were distressed to learn that HERSHEY MARTIN (west coast representative for WILLIAM MORRIS AGENCY) was taken ill in Hollywood. At CEDARS OF LEBANON HOSPITAL, it was discovered Hershey was suffering from sheer exhaustion and had been victim of a slight heart attack. This show business is a wonderful business. As many say: It is full of heart — but — that's just the place that hurts when you give your all to your endeavor. Now, Mr. Martin must take time out for a complete rest. We trust it won't be long before this persevering gentleman enjoys good health again.

J. (Morgan) SMOOT was pretty happy, last week. He made his final investment at JOE W. BROWN'S HORSESHOE CLUB Bingo Parlor and hit the $1300 Blackout game. We hope this is a forerunner of more luck to come this gentleman's way.

In town with AL MORGAN (currently at the HOTEL EL CORTEZ) are his wife ALICE and sons: BILL, 12 — AL, 6, and MIKE, 2. The Morgan family left the cold climes of Chicago and have taken up residence in Pasadena. At the conclusion of his current engagement ,the pianist will begin his TV series, under the sponsorship of OLDSMOBILE. The format is very interesting and we'd love to catch his telecasts . . . Incidentally, while on the subject of the El Cortez, audiences in that spot are being given extra cause for merriment, while JOHN TIO and his parrot are onstage. Everytime lovely cocktail waitress DOROTHY LANE walks down the room to serve a patron, the parrot develops wolfish tendencies and howls and whistles. He has taken a definite liking to Miss Lane and his master can only squelch his enthusiasm by holding his beak. The parrot goes through this routine

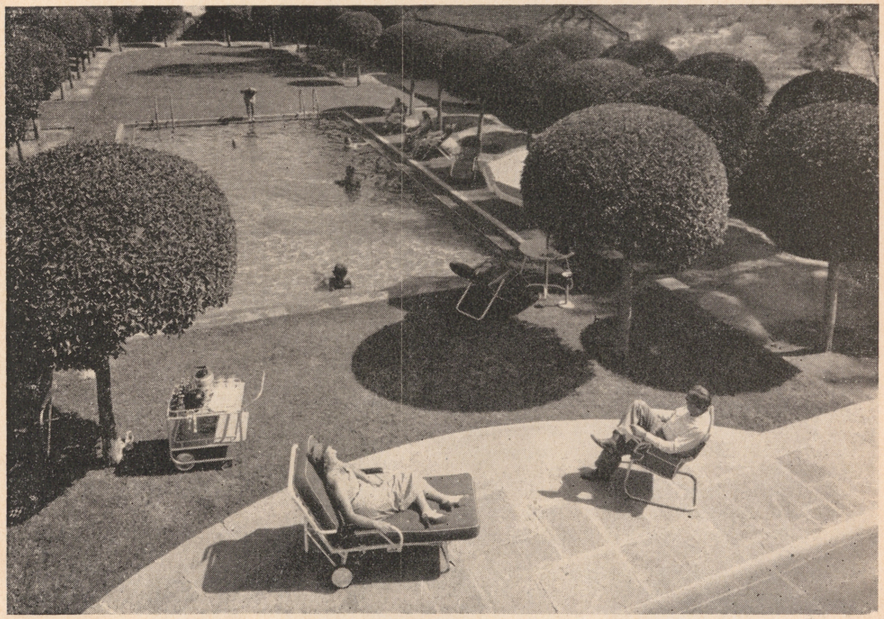


Above Photo shows: "our own," Roland Hill, (Hillsway) Presenting Mr. Wilbur Clark of the Desert Inn a Certificate of Recommendation. Mr. Hill travels throughout the U. S. and Europe and publishes in his Hillsway places of interest and where tourists should stay when in that locale. A recommendation from Roland Hill is "Tops"! P.S. Mr. Clark received four Certificates, one for each dining room (3) and The Hotel for its comfortable Rooms and their many facilities. (Photo by Mark Swain)

(Continued on page 35)

2:38 HRS. FLYING TIME
FROM FABULOUS LAS VEGAS
TO THE FABULOUS

EL DORADO
TUCSON, ARIZONA



RELAX -- RIDE -- SWIM
FABULOUS FOOD . . . INFORMAL DRESS
BASK UNDER THE WARM DESERT SUN
AMIDST THE LUXURIOUS ATMOSPHERE
OF ARIZONA'S FINEST RESORT

El Dorado



FOR RESERVATIONS PHONE . . .
EVELYN BROWN BITTKER 5-1571 – TUCSON, ARIZONA

THAT'S FOR SURE

(Continued from page 33)

only when he spots this specific girl. How about that?

Cupid played the wedding bells this past week for DORIS LEE, cocktail waitress at the HOTEL EL RANCHO VEGAS. She became the bride of BILL PEARCE, a Montana rancher. The courtship was short and swift. We extend best wishes of happiness to the newlyweds.

Attention, bowlers! Here's the news you've been awaiting. A contract for the construction of SHOWBOAT LANES, the $400,000 bowling center to be built on lands adjacent to the SHOWBOAT HOTEL, has been awarded to BEN O. DAVEY CONSTRUCTION CO., according to H. B. "Dusty" SPRINGSTON, executive of SHOWBOAT LANES CORPORATION. The new recreation facility is slated for a late May opening. The spot will feature 24 alleys, completely electronically equipped, with the new A. M. & F. automatic pin setters. Springston is now preparing league schedules so get your bids in now.

ROCCO (who had the Italian Restaurant on the "Strip") and "MINNIE" CARDELLO will open a similar restaurant on the Boulder Highway, opposite the SKYVIEW THEATRE. It will be known as the ITALIAN VILLAGE. The new eatery is slated for operation in sixty days.

A visit to the HOTEL LAST FRONTIER is a pleasure, especially when PEGGY GODWIN is on hand. (She is head cocktail waitress.) Peggy is a wonderful little gal who insures the comfort of all. She makes everyone feel equally important with her consideration and tactful manners.

The LUCKY STRIKE CLUB has black-topped its own parking lot. Patrons can now leave their cars in the area at Second St. and Carson, where the church once stood. A neon sign is being assembled for the new lot. We understand it is very unique and believe TUTOR SCHERER must have had a hand in its design. Tutor believes in exceptional effects.

HARRY DORSETT, business manager for JOE W. BROWN'S HORSESHOE CLUB, has been at CEDARS OF LEBANON HOSPITAL, for a check-up. We are virtually certain that he will be back at his desk by the time this issue hits the stands. There is a bushel of work piled on hand, waiting Mr. Dorsett's attention. From the size of the corespondence awaiting him, we'd say he'd better hire a couple of extra secretaries.

BOBBY BURNS, west coast representative for MCA, opened another office here. Las Vegas is really going "big time." We now have a theatrical office here, for direct bookings.

Singer GUY CHERNEY (SOPHIE TUCKER'S protege) now presides over a "Torch Hour" at the HOTEL EL RANCHO VEGAS. The session begins at 2:00 ayem in the Cabaret. He had the same type of thing at San Francisco's BARBIZON ROOM. There are many romanticists in town and we feel this spot will become the rendezvous for soft-spoken vows, during the "Torch Hour." It can't miss . . . and that's for sure.

JOHNNY UHLMAN

(Continued from page 13)

opened their new STRIP Western TRADING POST, located in the new SUNLAND SHOPPING CENTER, built by MacPeck just north of the HOTEL SAHARA. You might remember the Evanses as owners and operators of the Desert Sands Trading Post downtown (near the Fremont Theater) which they sold last fall. They carry gifts, novelties and Western apparel for "big and little" . . . ALSO, they'll mail any gift, ANYWHERE for you. You might also keep a weather eye open for the upcoming opening of their next outlet located in the 1100 block on Fremont . . .to be known as the FREMONT TRADING POST . . . We'd like to wish the best of luck, and loads of prosperity to VERA and FERREL EVANS on these two new adventures . . .

D'you like shiskabob? I didn't SPELL it right, but I'm gonna TELL it right! This delicious dish is being served up from a new spot located on the STRIP, and is well worth your while looking into. I know you've seen those unusually high poles, each topped with a huge letter which combine to spell BAGDAD. Below this sign, on the grounds of the Bagdad Inn, you'll find a fine restaurant of greater magnitude than you'd guess, when viewing the place from the street. It's operated by a couple of nice newcomers from San Francisco, Calif., GERTRUDE and MARTIN VAN LONDEN. While in San Francisco, Martin was chef for the famous POLIAS, as well as for ALEXIS TANGIERS . . .

When NELLIE LUTCHER closes

JOHNNY UHLMAN

her current engagement at the Silver Slipper this coming week, she returns to Los Angeles for some television work, AND a recording session that she's really looking forward to. Possibly we'll be hearing some more releases in the near future of she and her singular style . . .

Have you looked into this new-fangled traverse rod idea that's found at BILL YONER'S FURNITURE-LAND (at the dead end of South First Street)? . . . To me, this is a terrific idea, and one I'll use as soon as CHILI and I get around to redoing 1306 Barnard Dr. The drapes always hang in perfect folds . . . open or closed. Bill has the distributorship for this thing for 47½ states (what's with the ½ state?) (Must refer to Rhode Island, huh?) Take a look at these things, if you're "looking at these things."

Knowing the value of terrific supporting acts, DEAN MARTIN and JERRY LEWIS have insisted on the co-appearance of their good friends, THE FOUR STEP BROTHERS, on almost every personal appearance they have made in the past seven years. Makes for good business all around! By the way, NICK KELLY, along with JESS KIRK and the COPA crew, accomplished the feat of seating more patrons in the room than they'd ever seated before. This was second show last Saturday night, Jan. 15th . . . Exceeded the previous number by almost twenty . . . Don't ask ME!! I'm wondering, too!

LUCILLE VALENTINE is back in the business again, but this time she's located with DAVID and MICHAEL, at the very popular BEAUX ARTS on the STRIP . . . Lucille was at the Frontier Village for some time with Naughton . . . In case you're wondering, CLAUDINE has moved the scene of her operations from this shop to MARIO'S at the SANDS . . .

The little lady with the powerful pipes, currently in the GAY NINETIES ROOM of the LAST FRONTIER LEE. She sings with the DANNY DO-ASSELLA GROUP, alternating with the sensational GENE KRUPA QUARTET . . .

Belated birthday salutations to one of my favorite red-heads of all time . . . lovely PAT GALLAGHER (El Cortez Pirate's Den) . . . Pat hung up another milestone last Mondoay, Jan. 17th, and celebrated the occasion with a late hour whing-ding within the confines of the BLACK MAGIC, in Paradise Valley at Bond Road . . . Congratulations, Pat . . . life's a lot more pleasant because of people like yourself . . .

I wonder what's happened to that "bad time of the year" we used to squawl about when New Year's had passed? In all the years I've lived here'bouts, I've never seen the town so full of people like it is this year . . . at this TIME of year. I've seen it so bad that the crap dealers would play charades (or argue about odds) . . . but this year tops them all. I hope it's an indication of the months and years to follow . . .

However, for right now, I'm loading these pages into an envelope for the perusal of the proper persons, and pointing my pooped-out peepers in the direction of a certain pair of pastel percales. Therein I'll pop my pondersome physique, 'longside my slumbering ever lovin', to compile some much needed sack-time! . . . 'Til we meet again . . . your ever lovin' . . . Johnny.

POP SQUIRES

(Continued from page 5)

Never since have I tasted such sweet vine ripened melons.

Before coming to Las Vegas I had served as the first vice president of the California Congress of Mothers (now the Parent Teachers Association) and I felt it my duty to organize a Parent Association here which was done on Feb. 4, 1907, in the old school house at Second and Lewis streets. Among the mothers interested were the late Mrs. Emily Ball, Mrs. R. E. Lake and Mrs. J. T. McWilliams.

On Feb. 10 the Nevada Press Association was formed in Carson City.

Later in that month of February the Power and Telephone company began the erection of a building on Main street but before this building was started both lights and telephones had been installed in town from power generated by the Armour Ice plant.

$100,000, the largest bullion tax ever paid by a single mine was given by the owners of the Mohawk Mine in Goldfield to the State of Nevada, for the nine months ending Dec. 1907. The production from the mine for the ten months was $7,000,000 or $24,000 a day.

Sells Floto was the first circus to visit Las Vegas and there were scarcely enough youngsters in town to allow each grown up an excuse to "see the animals."

O. D. Gass, who had owned the "Old Ranch" from 1860 to 1882 when he sold it to the Stewarts spent the 10th of June, 1907, in Las Vegas as the guest of Mr. and Mrs. J. T. McWilliams. He had lived in Eldorado Canyon, then a prosperous mining camp, before settling in Las Vegas. He was 88 years of age at the time of his visit and he and his wife were living in Corona, Calif., where later they both passed away.

That was the year that Joseph Yount died in San Bernardino, Calif., at the age of 88. In 1876 Mr. Yount and his family and Charles Tawner and his family had come down from Oregon driving a herd of horses which they were taking to Flagstaff, Ariz. While they were camped in the Armagosa Desert a band of renegade Indians ran off most of their horses leaving just saddle animals which were not suitable to draw the heavy camp wagons. It was necessary for the men to go in search of help. The first place they found was the Indian Springs Ranch; at that time owned by "Whispering Ben." Mr. Towner liked the ranch with its wonderful spring, so he bargained with Ben and finally they came to terms and the ranch was his. Then Mr. Yount went over the hills back of Indian Springs and bought the Manse Ranch in the Pahrump Valley, which has been in the Yount family ever since.

Sam Young who lived many years in Goodsprings was Joseph Yount's son.

ROLAND HILL

(Continued from page 15)

cently of New York, is one of Vegas' biggest boosters and Lucille Bailey, clerk at the cigar counter of El Rancho runs her a close second.

For years I have been telling my friend Sid Silver, who owns a chain of liquor stores in the Southland and Long Beach in particular of the charms of Las Vegas and he has just sort of laughed it off. Well, last night I ran into him and his charming wife at the SANDS while I was talking to my friend Jake Freedman, the genial erstwhile Texan who owns this fabulous Stripperie and with whom I had many pictures taken for publicity purposes, and you should have heard how glowingly Sid and his wife praised your fair city. They will be weekly week-end visitors from now on I am sure.

Want to hear a charming voice that is accommodating as all get-out, then talk to Vera Drappier the evening telephone operator at the SANDS, and if your request is a bit difficult to grant, ask for Supervisor Flo Heap. There never is a delay in service at this switchboard—wish I could say that for other switchboards in town.

Was a guest of Nick Kelly at the SANDS to see the Lewis and Martin show along with Jay Florian Mitchell and his "career gal" wife Sunday evening and I believe it is more fun seeing a show when the SRO sign is out. Jay is local correspondent and photographer for PANORAMA of Miami Beach and his wife is a photographer par excellence specializing in baby pictures taken from their studios in the homes, and she mounts the pictures in narrative form in a book—she only photographs important babies of important parents, and I think she is smart in limiting her work. The pictures are mounted with captions. Jay is lately of New York where he worked for only the largest advertising agencies with national accounts and he took shots of thousands of Broadway celebs. The Mitchells call their studio DOUGLASS STUDIO and Mrs. Mitchell goes by the professional name of Elsie S. Douglass, and they are located at 225 North Ninth. AND DON'T MISS THE LEWIS AND MARTIN SHOW IN THE COPA ROOM.

MAY MANN

(Continued from page 11)

20th Century Fox he was supposed to be lame, as the result of a crash in which he is nearly killed. And he never forgot to limp. "How could I forget," Kirk said wryly, "I had the wardrobe man drive a nail half way into the inside of my shoe. I limped because it hurt."

Studios are determined to get people into the theatres. M.G.M. has George Murphy, Ambassador of Hollywood, on a 10,000 mile good will tour of the U.S.A. Esther Williams is on a p.a. tour to sell her new movie "Jupiter's Darling." Bob Taylor is out exploiting "Too Many Rivers To Cross." And Anne Frances is smiling pretty at the public and press for "Bad Day at Black Rock." The latter should bring Spencer Tracy another academy award.

Mary Livingston and Jack Benny celebrated their 28th wedding anniversary. As one guest said, "And Jack says he is only 39?"

And that's Hollywood!

... in the Fabulous COPA Room

JACK ENTRATTER
Proudly Presents

LUNATIC AND LOVER . . .

DEAN MARTIN
AND
JERRY LEWIS

DICK STABILE
Musical Conductor For
DEAN MARTIN and JERRY LEWIS

★

THE
FOUR STEP BROTHERS
ANTONIO MORELLI
and His Music

The Most Beautiful Girls in the West

2 Shows Nightly—8:15 & 11:15

FOR RESERVATIONS PHONE 7100

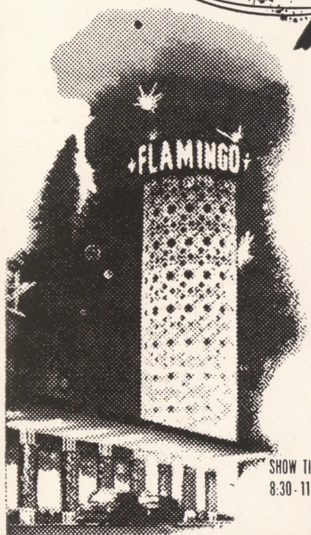
The Sands

LAS VEGAS, NEVADA

The fabulous hotel...

Flamingo

PROUDLY PRESENTS



SHOW TIMES
8:30 - 11:30

TONY MARTIN
HAL BORNE CONDUCTING
THE GOOFERS
COSTELLO TWINS
RON FLETCHER
TEDDY PHILLIPS & ORK.
FLAMINGO STARLETS
A RON FLETCHER PRODUCTION
★ AT THE STAGE BAR ★
HAROLD STERN
and his Violins
SALMAS BROS.
GALLION Bros. & Ginny
BOBBY PAGE and His
Musical Pages



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

AMERICA'S MOST EXCITING SHOWPLACE.....

TONI ARDEN
THE SZONYS

Extra Added Attraction

JACK DURANT

DONN ARDEN STAGE PRODUCTION
CARLTON HAYES AND HIS ORCHESTRA

the internationally famous

Wilbur Clark's
DESERT INN

hey Bud.... *for a sure bet across the board...*
it's the ***new*** **HORSESHOE !**



Joe W. Brown's
Horseshoe Club

DOWNTOWN – LAS VEGAS