

Jack Gottz

APRIL 16, 1955

Fabulous

LAS VEGAS Magazine 25c

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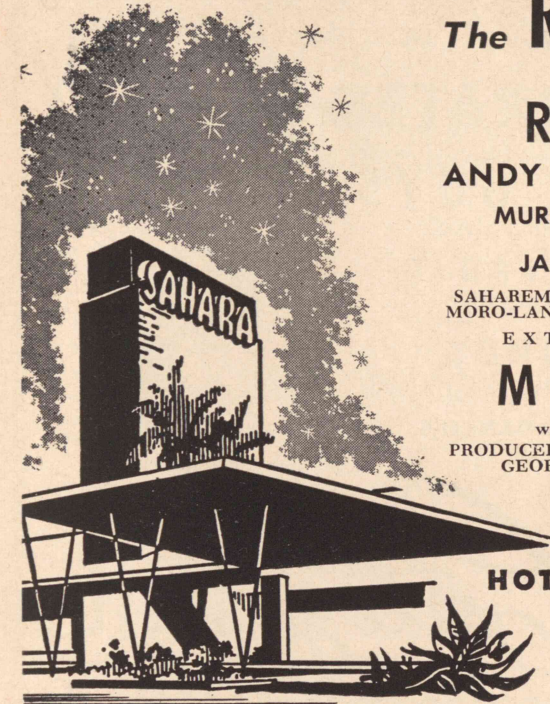
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JACK CORTEZ'
Fabulous
LAS VEGAS
magazine

FABULOUS LAS VEGAS — PUBLISHED WEEKLY, 721 Fremont Street. Publisher: Jack Cortez. Managing Editor, Bruce Barton Cortez. Business Manager: Paul Sperling. Address P. O. Box 748, Las Vegas, Nevada. Telephone 4922. Advertising: John Uhlman. Art Editor: Dennis Stephenson. Circulation: Mary Cannon.

VOLUME VII, NUMBER 4 — APRIL 16, 1955

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OBSERVATIONS

by CHARLES "POP" SQUIRES



The construction of the 30 miles of railroad from Las Vegas to the Hoover Dam site was begun January 25, 1929, and it was expected that the road would be completed by the first of July. Howard A. Mann, chief engineer for the Union Pacific system, arrived in town to assist in the laying out of the new branch line.

There was a good deal of activity in real estate that spring, both in town and in the surrounding country where new sub-divisions were being put on the market. In going into the subway building in Los Angeles one day, I noticed in the window a picture of our Las Vegas home, so I went into the office to inquire about it. After the agent had told me all about the house, he seemed quite indignant when I told him that the picture was of my home, and that it was not now, nor had it ever been for sale.

A tract of 160 acres in the Winterwood Ranch, five miles east of town was put up for sale. This was the land where Charles Sprague, of Goldfield, had experimented with the growing of cotton a few years earlier.

Arizona announced that spring, through the Bureau of Public Roads, that the Arizona Highway Commission would improve the connecting link in the Arrowhead Trail Highway across the northwest corner of Arizona. This particular 16 miles of highway has for sometime been regarded as the worst bit of road between Los Angeles and Salt Lake City.

In the spring of 1929 the Western Union Telegraph Company completed arrangements for giving Las Vegas the most modern and best equipped downtown office on its system. A ten year lease had been entered into with W. G. Morse for the ground floor of a two-story re-enforced concrete building to be built on Fremont Street, between First and Second Streets. Among the items of equipment to be installed were automatic repeaters, a modern generator plant, and an emergency gas engine plant to operate in case of any

interruption in the local power lines. . . . Twenty-four hour service was also to be available. This new uptown office was hailed as a very great improvement in the business life of the community and is still in use.

To meet men who had achieved real greatness in any line is always interesting, and generally a real pleasure. This was the case when Las Vegas had as its guest for a day, that delightful gentleman, Carl Laemmle, one of the outstanding pioneers of the motion picture industry and who was the president of the Universal Film organization. We had the honor of having him as our dinner guest and found him to be of a gentle and modest disposition, kindly, considerate and companionable, giving of his time and means for the improvement of the motion picture industry. But, nevertheless he had his worries. The new fangled talking pictures were being exploited by various companies but Carl decided to wait awhile before making the great expenditure for the making of "Talkies". He was willing to let the other fellow put up the money and do the experimenting. This visit was the forerunner of many which followed, up to the time of his death.

January 28, 1929 marked another red letter day in the growth of Las Vegas. On that afternoon as Ed W. Clark was about to close his desk for the day, his telephone rang. "Hold the line, please, San Francisco calling," said a feminine voice on the phone. "Wh-wh-at," exclaimed Mr. Clark, "there must be a mistake." "Hold on the line, please," returned the operator. It was only a few seconds when a voice cut in, "Hello, Ed," said a man at the other end. "Why hello, Sam, I thought you were out of town." "I am, I'm in San Francisco," said Mr. Lawson. "Well I'll be!" exclaimed Mr. Clark. This was the first long distance call from the outside world to Las Vegas.

At the meeting of the Rotary Club the next Thursday, long distance tele-

(Continued on Page 60)

MINSTREL DAYS

STARRING

"Pick and Pat"

"MOLASSES 'N JANUARY"

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"BANANA MAN" ★ Royal Guards

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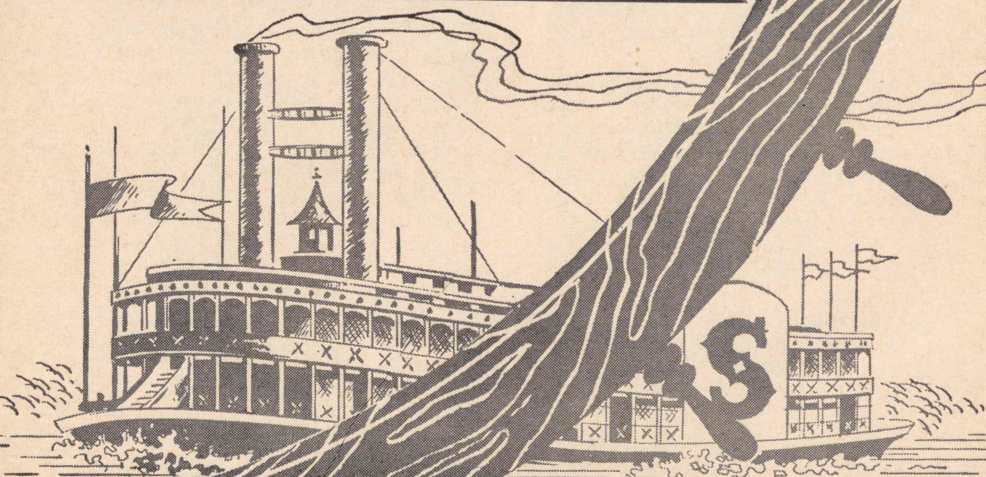
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CRISWELL PREDICTS



WHAT PEOPLE WILL DO:

The most dangerous children's toy will be placed on the market this Christmas, a tattoo set, complete with needles, skin dye and color setter! This toy will permit your children to decorate their skins with traced patterns, which will last a lifetime. The larger danger, will come from skin infection! . . . I predict that the Democrats will nominate Sen. Estes Kefauver and Sen. John Kerr, while the Republicans will name President Eisenhower and Vice President Nixon, for the presidential election in 1955. The Republicans will score a bigger victory than in 1952! . . . A coming California tragedy will concern the mounting highway deaths due to drunken driving, where all drunk drivers will have their automobile impounded for one year, no matter who may own the car he is driving when arrested! . . . The most spectacular outdoor auditorium-amphitheatre and bowl will be built near Pittsburgh along the Ohio River, based on the designs of the Azpandos in Turkey, the Red Rocks Theater in Denver, the Bowl in Hollywood, but will surpass them all in magnificence! . . . Fatty Arbuckle, the rotund funny man of the silent movies, will zoom back into popularity with all his old films now released for TV! . . . Polly Adler, who proved that sin does not pay, will sign for a nationwide lecture tour based on her best selling confession "A House Is Not A Home". . . Many Europeans and Americans will join the many Nomad Tribes of the desert, and be converted to Mohamedanism! . . . Princess Margaret will refuse to attend any Court function until the question of her coming marriage is cleared by the Queen!

THE WHEEL OF FORTUNE

I predict the wheel of fortune will turn for the owners of many zebra farms, who have found this fur design out of fashion. The coming 1953 styles will feature zebra in all accessories, coats and suits, for both men and women! . . . Alex North and Hy Zaret with their new "Unchained Melo-

dy" which will hit the musical jackpot worldwide! . . . The four remaining Dionne Quintuplets, will sell the motion picture and television rights to their tragic story for a huge amount, which will establish them financially! . . . Fred Allen, one of the world's funniest men, will come into his own, with his personally designed musical review, for both TV and radio, Broadway and Las Vegas! . . . Cannes, France, will be the number one society playground, due to a new French government grant to beautify and improve this natural harbor! . . .

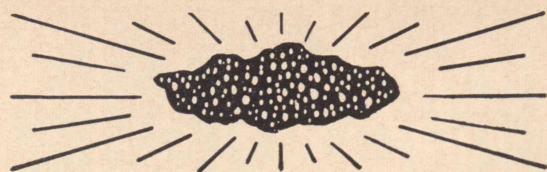
FABULOUS PERSONALITIES

Sir Percy Sillitoe, the top spy catcher and head of the British Secret Service, will write of his many thrilling exploits with diamond smugglers and narcotic peddlers, and these adventures will outrank any fictional work yet published! . . . When the present head of a government dies, there will be a day of world-wide mourning, which is well planned ahead! . . . Ginger Rogers and her present husband, Jaques Bergerec, will become the top romantic team of the silver screen in 1956, jointly producing their own pictures for Hollywood and TV! . . . Artie Shaw, the seven-times married music master, will play himself in a film based on his matrimonial and musical career, and will present his wives in a most flattering light, with Mr. Shaw playing the villain's role!

COMING OF HUSH-HUSH EVENTS

I predict one of the most carefully kept industrial secrets of the century will soon be on the front pages of your newspaper! I predict that the National Steel Company, the Republic Steel Company, Johns-Manville, Standard Oil of NJ, Canadian Pacific Railroad, Boeing Airplane Company and Socony-Vacuum will soon announce that they are firmly entrenched in Western Canada and Alaska, which will be the next boom area of the Western World! I predict that the changing climate to the more temperate aspects in this area, will cause a re-shuf-

(Continued on Page 45)



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that's for sure...
by JACK CORTEZ

On April 19th, the "Strip" will open her arms to embrace the birth of another child. This time, it will be the ROYAL NEVADA HOTEL making its debut in the fabulous entertainment kingdom that is our Las Vegas. This regal addition to FLV is one of the most luxurious ever presented to the public. Many outstanding features will be seen and fully appreciated by the layman and the blase sophisticate. The most outstanding attraction, in our humble estimation, will be the world premiere of the permanent DANCING WATERS display in the magnificent Crown Room. They will respond to the inspired manual manipulations of HANS HASSLACH, internationally-known impresario, at the console. The fantastic spectacle has played to millions throughout Europe, South America and the States. However, this will be the first time the fountain has been a resident performer in a hotel stage show. Sitting grandly upon its throne, one hundred and fifty feet from Highway 91, the Royal Nevada contributes a majestic appearance. An imposing crown sits proudly upon a tower that travels upward from the front of the structure. When dusk falls, the tower's attraction is heightened as it is bathed in the glow of a shimmering spotlight. The newest of our bistros is reached by a semi-circular drive and a paved parking area accommodates one thousand cars. Here you will find Olympic and inter-collegiate size swimming pool, thermostatic shower controls, individual room air-conditioning units, an air-conditioned theatre stage, plus apparel and gift shops. GOYA (the desig-

er of the MAGIC EYE) allowed us an advance peek at the costumes she designed for the cocktail waitresses and they are simply exquisite. The royal blue gowns are as lovely as only Goya could contrive and the young ladies will accessorize them with gold clogs and gold crowns, in keeping with the imperial atmosphere. As one gazes upon the Royal Nevada and its beauty, a feeling of awe surges through him and he realizes the name of FLV will travel even further than its current, expansive reach. We join the multitudes in expressing our personal wishes of golden fortune to AL B. MOLL, President; SID WYMAN, Managing Director; JACK DENISON, Operations Manager, and all of their associates. May Lady Luck's smile be filled with the promise of eternal love. We couldn't wish you anything greater . . . and that's for sure.

Comedian LARRY STORCH (closes Sunday, at the NEW FRONTIER HOTEL) was screen-tested for "Oklahoma," by JOHN PASTERNAK. JP was so pleased with the results that it looks like a screen future for this stellar comedian, even if he doesn't grab the "Oklahoma" role. Larry is a "natural" for any entertainment medium and we feel this is "it" for him. Incidentally, this Storch boy also signed a juicy contract recently with CBS for radio and TV work. Another comic slated to be seen on the Silver Screen is GEORGIE GOBEL. He's set for "The Lady Eve," to be directed by NORMAN TAUROG. There's also talk about a film for Georgie, "So There You Are." It
(Continued on Page 51)

this week's cover...

Making its grand entrance as part of our fabulous "Strip" hotel family on April 19th, is the ROYAL NEVADA. The luxurious bistro will present many outstanding features, listed in Jack Cortez' column, this week. Here is a truly magnificent entertainment center. Good luck Al B. Moll, Sid Wyman and Associates.

WHAT TIME IS IT?

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TO SEE IF YOU HAVE TIME TO SHOP . . .
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Ten

FABULOUS LAS VEGAS

Going Hollywood

with MAY MANN



Yes, Hollywood is exciting!!! What with as Phil Silvers says, "stars going up and stars coming down" and stars coming around. I was entranced with Johnny Desmond singing "The High And The Mighty" at the Academy Awards Oscar night. Then next night I am sitting across from him at a table for two at Larry Finleys. And the way famous beauties kept stopping by to attract his attention. Johnny should be in pictures! His new record "Play Me Hearts and Flowers" introduced on Philco Playhouse has sold a half million in three weeks. Johnny said he's recorded a hundred different songs in the last eight years. He'll star in the life story of Russ Columbo on Photorama Time for Philco. He's on the Mutual network every Saturday. And with Gabbe Lutz and Heller (Liberace's manager Seymore was with him). He's going places — tops. Jack Frietsch, Philco executive with Johnny, said Johnny began his career in the army with Glen Miller and the Air Force Orchestra.

Jack Eigen in Chicago we discovered is a mutual friend. (When I'm in New York or Chicago, Jack's show is my bed time music. West Coast Larry Finley's keeps me awake until four in the dawn.) Johnny reports the Eigen show at the Chez Paree in Chicago is now augmented by his new TV show on WGNTV. (Cleo Moore's kiss on Jack's other TV'er proved hotter than the Chicago fire, and literally burned it up.) And as Jack Cortez says, "That's for sure!"

Larry Finley played host at mike when KFVB celebrated 30 years on the air in Los Angeles. Every top record star in town was on hand to guest on the show. (I also had that

pleasure. And I had a ball interviewing all of the big names.) A long telegram from President Eisenhower to Larry topped hundreds including ones from Governor Knight, caught in the pressure of state business in Sacramento, Jerry Colonna who was in Texas on a show time with Bob Hope and Connie Boswell called from New York. Producer blonde Mary Markham, Engineer blonde Pat, and Bill Ozonoff, Larry's restaurant manager and all of Larry's staff were happy and busy keeping everybody busy and happy. Only complaint was George Jay's. He's 38 and has never been engaged or married. Won't some girl do something?

Chatted with: Brett Halsey who was discovered at CBS by Mary and Jack Benny, signed by UI for pictures as a leading man and this week appears on "Waterfront" TV. Married to Miss Germany in the Miss Universe contest, who is German movie star Renate Hoy, Brett sadly said they are divorcing; Stewart Rose twice starred at the Mocambo has a new record hit "I Complain"; Al Martino known for "Here In My Heart" has a new release "Love Is Eternal". "I believe it is," said Al who is hoping to find the right girl.

Byron Palmer and wife Ruth Hampton are exuberant over their first production due August first. Byron's popular TV show "This Is Your Music" takes them on a PA tour; Maggie Whiting (I love that gal) tells me she and sister Barbara will co-star in a TV show this fall entitled "Those Whiting Girls". Maggie's new record is "Stowaway" for Capitol plus a new album; Carl Taft of "Cash Box" said "Pledging My Love" biggest hit this week was topped by "The Ballad of Davy Crockett" recorded individually by Bill Hayes and James Brown.

Will tell you what Spade Cooley, Freddie Martin, Chief of Police Parker, Micki Marlow, Bill Shaw, Leigh Snowden, Marilyn Avalon, Kenne Duncan, Billy Daniels, Tony Travis and Ole Johnson said next issue. And especially Dick Contino who has his own theory on how to tell "If it's Love", and Larry Finley's secret of Success!

Tallulah Bankhead comes to Los Angeles April 20th. This is the most exciting news in the west coast theatre in years. I believe, she has not appeared locally since "The Little Foxes"

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APRIL 16, 1955

Eleven

“Majorca”

Don Fayer



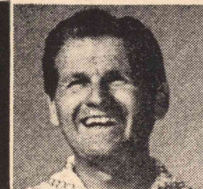
Imported silk shantung . . .
printed in floral color schemes
reminiscent of romantic Spain!

bonnie best

ADJACENT TO WILBUR CLARK'S DESERT INN

PAGE

13



by
**JOHNNY
UHLMAN**

I wonder if any of the rest of you realize that we are only two weeks away from the opening of the once heralded "KANGAROO KOURT"; . . . the annual event which sort of starts the festivities leading up to the official four days known as "HELLDORADO DAYS" . . . So far I've heard nary a PEEP about this up-coming occasion, to which most of we old-timers used to look forward with heaped anticipation. I say, "USED to", because the last few years have seen them losing their attractive spark of enthusiasm . . . Most of this loss has been due to the phenomenal growth of Las Vegas, with new residents who don't understand; . . . and the reason they DON'T understand is because local civic organizations are taking too much for granted . . . Their ballyhoo is based on 1945 proportions, instead of the triple-sized 1955 . . . ! "Helldorado" has international possibilities, but not without the assistance of EVERY business house, civic, and service organization that has come into being because of our fantastic growth. It shouldn't be left up to the ELKS LODGE alone!! It should be required, for the full two weeks, (from Kangaroo Kourt through the last day of Helldorado) that employees, AND OWNERS, of all businesses, wear at least SOME type of western wear, if not the full regalia!! It's all a matter of SELLING the idea. . . . The resultant friendly atmosphere, and close fellowship that would develop during that time would be a thing to be carried throughout the world by the thousands of tourists who only believed it because they SAW IT . . . !

Next to open, of the blossoming bistros on our Strip, will be the ROYAL NEVADA . . . all set for next Tuesday, April 19th . . . and I'm here to predict that this will be one of the "warmest" atmospheres of them all!! Of the various departments which enter into the make-up of our lustrous local hostelrys, none of these in the ROYAL NEVADA is either too large, or too

small for comfort . . . However, there is one department which boasts a singular feature which sets it apart from all the rest, and will continue to do so from now on. This can be found in the amazing attraction known as "THE DANCING WATERS", permanently built into the back part of the beautiful stage in the regal "Crown Room" . . . Folks could explain the phenomena of this great attraction for hours, and you'd still have to see it in action to fully realize the extent of the amazing, and hypnotic spell it casts on its viewers . . . Also un-imagineable is the amount of time and practice it has taken, for the un-erring artistry of operator, HANS HASSLACH, to reach his present high peak of perfection in manipulation of the intricate controls which govern the sights you'll see. Stop to consider that he must activate each motor and pump, fractions of seconds AHEAD of the musical beats, to achieve these magnificent aqualical pictures . . . Yes, you'll have to see it yourself to fully appreciate it! . . . Opening show in this regal room will be headed by the famed opera star, loveable HELEN TRAUBEL, with one of our favorite funsters, DAVE BARRY . . . The precision-perfect stage productions you'll witness are under the personal direction of the genius of GEORGE TAPPS, and music for all occasions supplied by music master, JERRY FIELDING. The entire presentation brought together by our friend, EDDIE RIO . . .

Next on the agenda of eye-openers, will be a "high" opener, the RIVIERA, (scheduled to open the following day, Wednesday, April 20). The RIVIERA is to be the first of multiple story palaces to grace our Strip, with many more to follow, according to intended schedules of future hotels. The final stages of construction on this great hotel have been almost unbelievable in the speed of their methodical completion, but the capabilities of the TAYLOR CONSTRUCTION CO. have been

(Continued on Page 47)

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Hillsway

by ROLAND HILL



Washington was altogether too beautiful and sunny and springlike to want to leave, but I had to spend a few days in New York and return here in time for the press party at the NEW FRONTIER and now I am glad the management hadn't seen fit to invite me to the opening of the VENUS ROOM after the Lanza fiasco. Maybe we aren't "glamorous" but we do get around in other cities. Guess a prophet is never recognized in his own hometown and I have been around Vegas so much everyone considers me a localite. I still haven't seen the inside of the NEW FRONTIER so cannot report on it.

There are hourly trains running from Washington to New York on the half hour and I chose the AFTERNOON CONGRESSIONAL. Gee that's a fine train and the diner was elaborate and served excellent food. In New York I checked in at my favorite mid-MANHATTAN hotel, the COMMODORE. Having been going there ever since the war when they did such a bang-up job with their officers' club that so many of us got used to frequenting. Then, too, the COMMODORE is right in the Grand Central Station and close to everything you will want to see. Mrs. Winona Allen is a grand gal to know — sits right in the middle of the lobby and dispenses hospitality, theatre, TV and radio tickets to all who visit her, so even if you are a guest of the COMMODORE or not I suggest you let her help you plan your good time while in the city.

Easter week of course necessitated a visit to the RADIO CITY MUSIC HALL and its annual Easter Pageant that is perhaps the most lavish production ever put on a stage anywhere. The lifesized Cathedral stained glass backdrop is a wonder to behold and the Rockettes are never better than at this time of the year. Was disappointed in the picture THE GLASS SLIPPER which is a story of Cinderella with Michael Wilding as the Prince Charming and old enough to be the father of CINDERELLA who is Leslie Caron.

On the stage for the first time outside of Europe WONDERBOY JOHN who must surely have the most beautifully formed boy's body in the world and what gymnastics he performs. He literally raised the roof and I wonder which Las Vegas "striperie" will be the first to hire him. He should be brought here immediately. The HOME FOR THE HOLIDAYS number was positively the most beautiful musical rendition I have ever seen on the stage, put on by Raymond Paige and Ralph Hunter with the Music Hall Choral Ensemble. And what pretty music there is to that song!

If you have never taken it I cannot recommend too highly the three-hour sightseeing cruise (America's Favorite Boat Ride) around Manhattan Island which is New York proper. 35 miles of sights on the Circle Line leaving from Pier 83 at the foot of 43rd St. This guided tour costs only \$2.50 and there are sailings at 9:45, 10:30, 2 and 2:30 p.m. You will have every building in Manhattan pointed out to you plus all the piers, boats and ships and play spots. This is a marvelous opportunity for camera fans to take unusual photos of New York.

Be sure and go to the UNITED NATIONS BUILDING early in the morning and ask for passes to the sessions that are sitting. Then go to the dining room (outsiders are allowed in from 11 to 12 and from 1:30 to 3, but if you get there at 11 I suggest you stay right on and pretend you are not finished eating and you can sit through the noon hour when all the delegates from all over the world assemble to eat.) You will see every different costume worn that you would see on a world cruise. This is worth the trip to New York alone. There is a wonderful gift shop in the building where you can purchase gifts from every foreign nation and at terribly reasonable prices from a dollar on up.

Of course, St. Patrick's Cathedral is so well known I do not have to urge
(Continued on Page 45)

SILVER SLIPPER

CASINO

NEW EDITION

"HILARITIES OF 1955"

STARRING

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HANK HENRY

Funniest Man in the World



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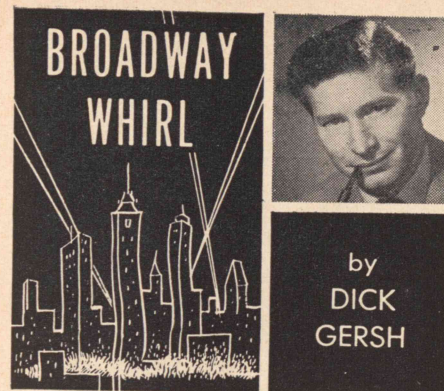


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Nine Foch and her hubby have pals wondering. . . . Ray Shaw, lead in the City Center production of "Guys And Dolls", is the guy for doll Sheila Bond of "Lunatics and Lovers". . . . Billy Rose and Joyce Matthews make Dinty Moore's a habit. . . . Pat Ward is preparing a night club act.

Steve Allen may play Benny Goodman in the movie of the life of "The King of Swing". . . . Abe Burrows has a new candidate for "Songs That Will Never Make The Hit Parade". This one is called "Somewhere In This Wide World, There's A Wide Girl For Me". That figures. . . . Songwriter Bob "Make Yourself Comfortable" Merrill, is giving up his music publishing firm to concentrate on writing a musical comedy. . . . Nat "King" Cole's mother passed away. . . . Our sincere sympathy to Nat!

Tiny Fairbanks, former radio star, will be back in action shortly with a full network disc jockey show, a TV film series and his own record company. . . . Harold Arlen is writing a "Blues Opera". . . . Lew Magram still makes the best custom shirts in town. . . . "Teahouse Of The August Moon" opened this week in Zagreb, Yugoslavia. Now, that's what we call REALLY on tour.

Gene Tunney, already a millionaire, just joined the board of directors of the hundred million dollar Pittston Company. Gene was one champ who knew when to leave the ring. . . . Ty Power just bought a new play, "The Quiet Place", as a Fall vehicle for himself. Looks like Broadway will hang on to this wonderful actor for quite a while. . . . Clyde Mc Coy, the trumpeter who made "Sugar Blues" a record classic, now sells uranium stock in Denver.

Pontiac will drop Red Buttons in October to concentrate on a dramatic show. . . . Broadway's theatre shortage will force "Safari" to evict "Shoestring Revue" from the President Theater on April 19th. Incidentally, the "Safari" score has four potential hit songs. . . . Tony Bennett back from Florida with a great suntan.

Attention Joe E. Lewis; A group of advertising executives have pooled fifty dollars each and purchased a race horse, he will be named, naturally, "Madison Avenue". . . . Speaking of Ad agencies, the firm handling Vaseline sends sound trucks through South African villages doing commercials for their hair tonic. Now we know why the Mau's Mau's rebelled. . . . We never realized what a big business industrial films were until we learned that more than 22,500,000 people saw the 29 movies that the Ford Motor Company produced and distributed last year.

The announcement that the descendants of Cornelius Ray, one of the founders of New York City, had sold their 8th Ave. property after it had been in the family for 161 years, was like the passing of another era.

Didja Know That — New York has more than twice as many skyscrapers as its nearest rival, Chicago? . . . The fastest plane in the world travels at a speed of 1650 miles per hour, the highest man has gone into the stratosphere is 90,000 feet. The name of the airplane is the Bell X-1A. . . . The area between Norfolk, Va., and Portland, Maine, is only three per cent of the United States but contains twenty per cent of the population.

John T. Scopes, whose 1925 "Monkey Trial" on the right to teach evolution was one of the most famous in our history, is now an oil geologist in Louisiana. . . . Funniest moment in "Lunatics And Lovers" occurs when Sheila Bond explains that at a Jewish wedding the groom steps on a glass to smash all the unhappiness in the marriage. "He'd have a better chance," cracks Buddy Hackett, "if he stepped on his wife's head."

Singer Bob Carroll and his wife, the former Nadine Fitzgerald, are parents of a baby girl. . . . Biggest double take in the record business occurs when you are introduced to the heads of Atlantic Records, a jazz firm. They are the sons of the former Persian Ambassador to the United States, Nesu-

(Continued on Page 47)

"A Las Vegas Club for Las Vegans"

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Manhattan Serenade: Quentin Reynolds celebrating the publication of a new book by making the rounds. . . . "Bus Stop" should tie up traffic the rest of this year, at least. Kim Stanley and Anthony Ross show that given an Inge they can come up with a yarn. . . . Billy Rose beefing about ASCAP's weak stand against BMI. . . . The switch ending of "Witness For The Prosecution" embellishes a good, tight play. Patricia Jessel battles the camping Francis Sullivan to the last bow. . . . This'll give you an idea of fame. Hedy Lamarr has ankled up and down Broadway and Fifth Avenue and less than a handful of passersby recognized the beauty. . . . Gig Young, Gloria DeHaven, Diana Lynn, Gordon MacRae and Anne Jeffreys among the Sardi setters. . . . Caught the international chanteuse, Greta Keller at Le Cupidon. Sings German songs with a pumpnickel flavor and coos "These Foolish Things" with a respect for nostalgia. . . . This is a real gem. A husband and wife psychiatrist team were quoting their young son. "When we ask him what he wants to be when he grows up," said the spouse, "he answers: 'A patient'." . . . Harold Rome has a habit, and not a happy one, of writing stuttering lyrics. Recall "South America Take It Away" when he wrote — "Take back your rhumba, ay; your samba, ay, your conga, ay, ay, ay," the repetition in "Wish You Were Here" and the repeats in the title song, "Fanny". . . . It happened when Marilyn Monroe was in row two at one of the hit shows and she was besieged by more than a hundred autograph seekers. She even drew applause from the balcony. When the signature getters were having a

field day after act one, a wag pushed up to Abe Lastfogel, head of the William Morris Agency, who was seated in the third row, and asked for the little man's scrawl. Mrs. Lastfogel, the former Frances Ames, a vaude comedian, asked why the top agent was being singled out in place of the blonde eyeful. "Marilyn's autograph means nothing to me," he chirped, "But Abe's 'John Hancock' on a piece of paper might get me thirty nine weeks' work." . . . Monica Lewis gave us a preview of her new Jubilee album. She has a nice way with "You'd Better Go Now".

Chicago a Capella: Our first visit in some years to the thriving metropolis on Lake Michigan. Rough weather, as per usual in the month of March, where the wind howled and the snow flurries weren't kidding after the temperature dropped to 22 degrees. A trip to the office of the Chi Sun-times to exchange salvos with Irv Kuppinet, key columnist of the Windy City, to learn that he was packing the bags ready to leave the winter season for a respite in California and the doings of the Academy Awards. A call to an old friend, a great singer of the Thirties, Virginia Verrill, now a mother of two growing kids and the wife of Jim Breyley, a veep of MCA. Virginia, as a young girl, was a stalwart of CBS and she was the starry-eyed chick who first introduced the ever lovin' torch tune, "That Old Feeling". She also pioneered the dubbed in vocal spots for such well paid pretties as Barbara Stanwyck, Jean Harlow and Andrea Leeds. She sang while they did the mouth moving and can be charted in movie annals as, respectively, "Ten Cents A Dance", "Did I Remember" and "Love Walked In". . . . The general feeling in the home town is that the Cubs will finish seventh or better and that the White Sox will be a fighting first division club — with breaks, better than fourth.

Interview Without Words: Irving Berlin, who should get his royalties from Fort Knox, so as not to embarrass ASCAP, likes to read newspapers as he eats lunch. His place of afternoon re-charging appears to be Lindy's. Irving, for all his productive years on this earth, hardly looks like a man who has turned much over fifty. He is strong willed, yet he is little less than folksy in his approach to his own talents. For all his greatness, he some-

(Continued on Page 51)

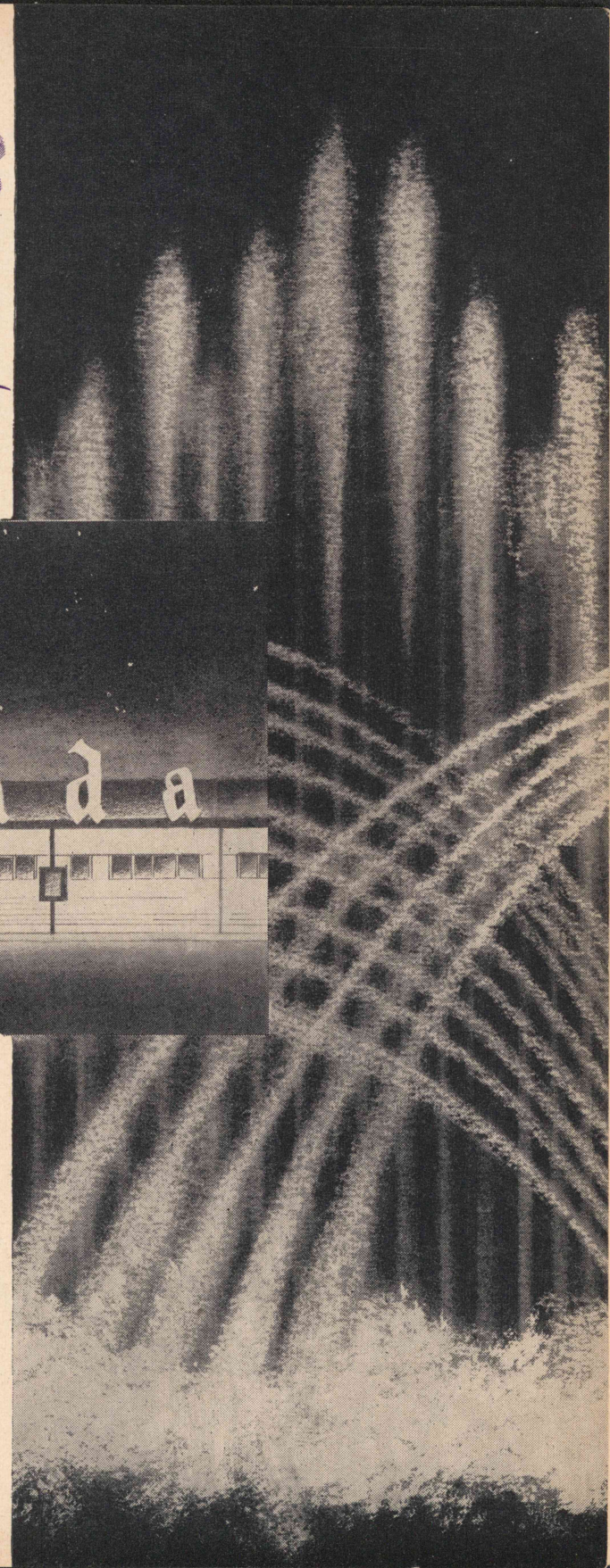
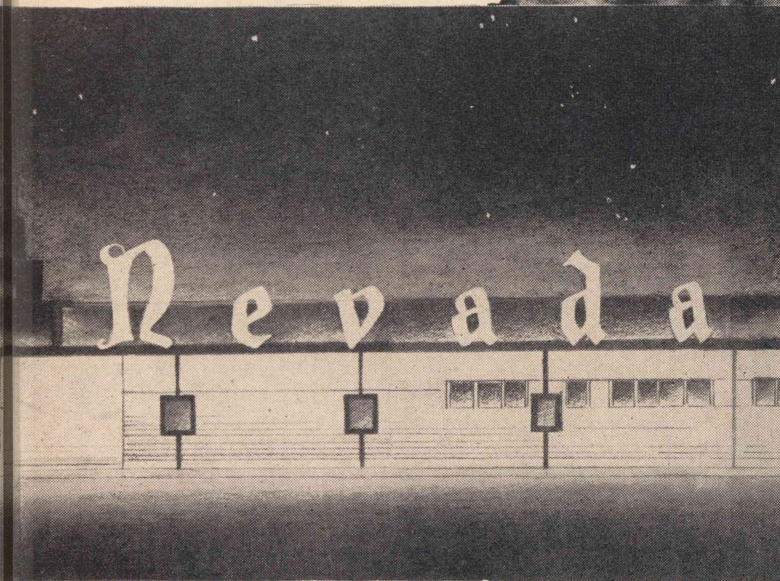


The management of the palacial ROYAL NEVADA cordially invites one and all to attend the Royal opening of Las Vegas' newest resort hotel.

Everything points to a "ROYAL GOOD TIME" on this gala occasion and in all the days to follow —



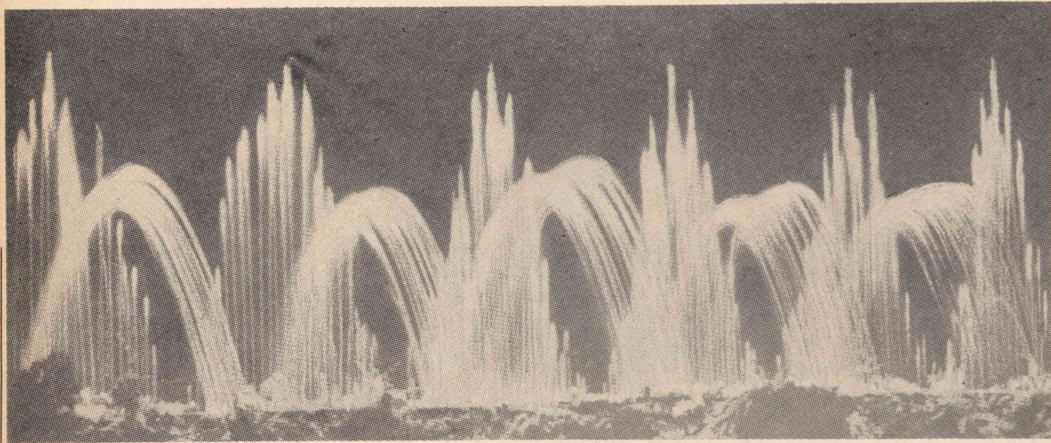
Royal Nevada



... Opening Tuesday, April 19th

HOME OF THE DANCING WATERS...

Home of the Dancing Waters . . .



Heavyweight of the entertainment world is the 38-ton performer which will appear twice nightly in the Crown Room of the new Royal Nevada Hotel opening April 19. This exclusive attraction is the "Dancing Waters", a dazzling symphonic fountain display composed of thousands of feet of steel pipe, 19 electric motors, 4,000 jets, 50,000 watts of power, and 38 tons of water.

Hans Hasslach, co-inventor and creator of "Dancing Water" productions, will operate the unit from an electric console which is played like an organ. A flick of a switch and a press of a button produce breath-taking effects, brilliantly colored by special lighting. With the luster of sparkling gems, the cascading waters form various shapes and weave picturesque patterns, keeping time with Jerry Fielding's inimitable music.


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DAVE BARRY

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JERRY FIELDING and ORCHESTRA
Musical Director

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HANS HASSLACH *at the console*

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EDDIE RIO *Production Co-ordinator*

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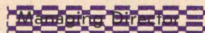
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Maitre' D



**HOME OF THE
DANCING WATERS
HOTEL**



By FANCHON DE VOE

Come in, Mrs. Bipple. It's Spring, and 6000 lilac bushes are blooming in Acton, Cal. Personally, I feel like a tree without a trunk — my top waving in the silken breeze. As Paramount's Mitzi Gaynor said, when selected to sing and dance with Donald O'Connor and Big Crosby in "Anything Goes", "Now, I'm livin'. Watch me take off."

Get an earful of the new Las Vegas song, honey. Not out yet — but soon . . . with a groanin', croonin', moanin' music man singin' the words to a melody that makes you shell out your emotions like a wheat shredder throws out grain.

It's a secret, Mrs. Bipple, but confidentially the words to the chorus go like this:

Las Vegas is the rumba,
Las Vegas is the Blues;
Las Vegas is the Mambo,
Las Vegas is my Love.
Las Vegas is Calypso,
Las Vegas is New Orleans jazz;
Las Vegas is a folk song,
Las Vegas is

Las Vegas . . . Las Vegas . . . Las Vegas . . . Las Vegas."

Every line, dearie, they play the type of music named, and the words die away in a whisper with just the drum brushes a quiverin' and a shiverin' and a distant chant . . . until you fairly swoon away and know it's time for pink calomel and a plane ticket to Las Vegas. . . . Yes mam, that music heals you and throws you and sends you like Joe Pasternak's Hungarian Goulash, or the special spaghetti made by Jon Hall, Tony DeMarco and Dean Martin. 'Cept that Dean makes his with clam sauce and anyone wanting the recipe can write to us and get it.

It's Spring — and Rudolf Friml still rides his bike at 15 miles an hour, swims in the surf, can kick as high as

a chorus girl, and never eats lunch. But then he's only 75 years old.

Jack Lord, who is none other than the former football star, John Joseph Patrick Ryan, recently had two water colors hung in the permanent collection of the N. Y. Metropolitan Museum of Art. . . . And Fred MacMurray, George Lait and Claude Binyon getting ready to rest a bit at the Paupers Club, a ritzy hunting and fishing club outside of Bakersfield. Here the members tie their own flies, cook their own grub and mostly hunt duck.

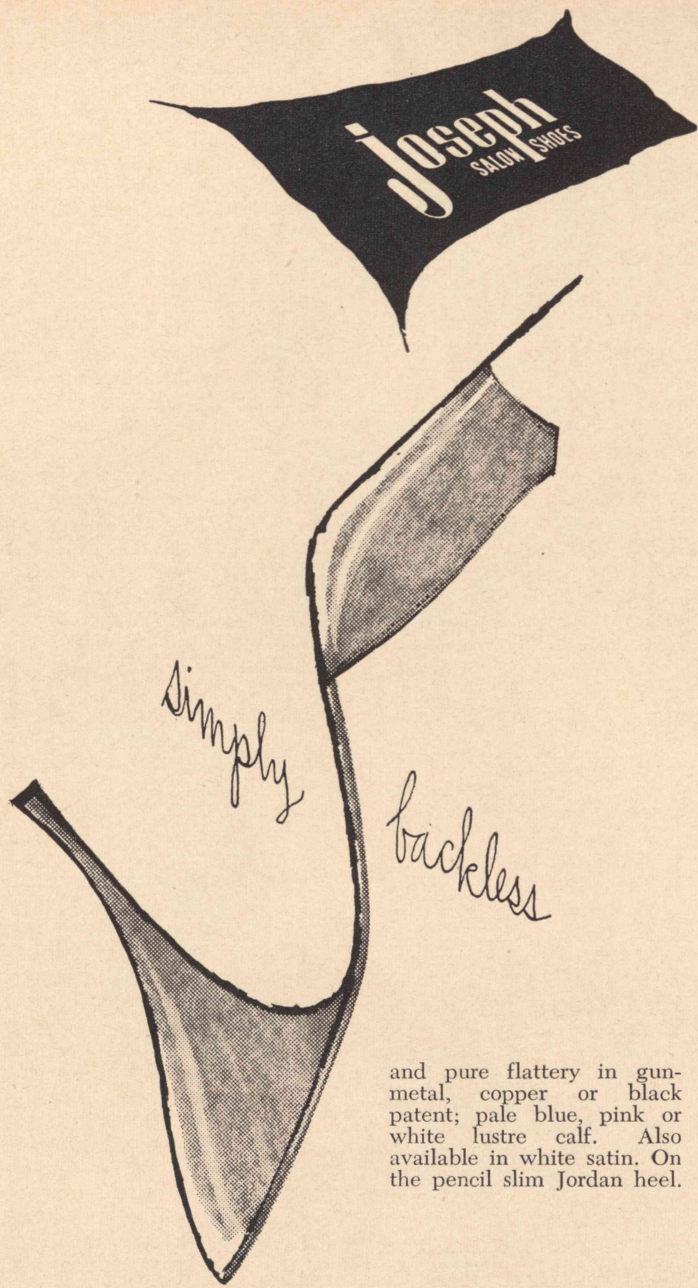
One time I went duck hunting, but I took along the book on How To Kill a Deer. So all I shot was a rabbit. . . . How did we get way down here in Texas, Mrs. Bipple? And I do think that dress you just made with 100 horseshoes stenciled on it will be just fine, just perfectly fine for wearing at Joe W. Brown's Horseshoe Club in FLV. Hope the lights don't go out. You look so pritty. But I'd take that fresh fruit out of my hair. Those hair-do's went out in 1889.

Seems like everyone does twice two things except just the one thing. Such as? Well, Dick Kesner, first violinist with the dependable Lawrence Welk Orchestra with the dependable auto sponsor, on the Klaus Lansberg TV station. . . where am I? . . . Oh, I know, he's played with the San Francisco Symphony with Freddy Martin, had a gypsy orchestra at the Bola Laika Restaurant in Frisco, and I also know that his deepest dream is of playing the part of Fritz Kreisler in the movie version of that musician's life story. However, Dick's an expert astronomer, and planning to build a giant telescope at his home in Reseda. Then he can watch the red spot on Jupiter, and Las Vegas at the same time. Save himself some trips to that star-studded city. Woman! can that guy ever play Spring into a fiddle. One listen and you take off your union suits, start rolling aggies on the sidewalks, and hear Love strolling by as though she lived forever.

Let's wrap up the news, Bipple, fold the tent, and hie down to the creek and take a bath. But first the late flashes:

Barbara Stanwyck astounded Robert Ryan and David Farrar by overcoming the unfriendliness of a leopard, with which they had to play a scene in the RKO "Escape to Burma". She used the same perfume as the leopard's

(Continued on Page 59)



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CREATIVE LITHOGRAPHERS AND PRINTERS

"CURTAIN TIME"

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

Flamingo

April 7 thru May 4

Show: The Ink Spots; Jack E. Leonard; Gene Detroy with Marquis & Family; Honey Bros.; Flamingo Starlets; Teddy Phillips and His Orchestra.

One of the nation's top singing quartets, THE INK SPOTS, are back and head-lining the new revue in the Flamingo Room. With their special blend of voices and inimitable style, they often tickle your heartstrings and sometimes your funny-bone. The incomparable way the Ink Spots offer their renditions has made their name a favorite everywhere for years . . . they never fail to please. . . . On the same bill is JACK E. LEONARD, with his mirth, girth and sharp wit! This fun-

(Continued on Page 61)

NEW FRONTIER

Thru April 24

Show: Billy Daniels with Benny Payne; Senor Wences; A Robert Alton Spectacular with the Heavenly Hims and Hers; Garwood Van and His Orchestra.

BILLY DANIELS increased his wide spread popularity to more than mountainous proportions the night he stepped onto the stage of the starry Venus Room to fill the top spot with little more than a moment's notice! Any patron who may have been a mediocre fan of "Ole Black Magic" heretofore, has since become a confirmed, and permanent, admirer of this master showman and his multi-talented partner, BENNY PAYNE. Theirs is a show of humor, pathos, exciting rhythm, humility and nostalgia; artistically presented through some of the finest singing you've ever heard for this type of entertainment.

(Continued on Page 61)

El Rancho Vegas

(Not a Review)

Show: Joe E. Lewis; Lillian Roth; Austin Mack; Billy Daniel; Georgine D'Arcy. El Rancho Girls, Ted Fio Rito and His Orchestra.

His host of friends here are happy indeed to welcome back JOE E. LEWIS, the beloved comedian. Regardless how often you will go to see this versatile funny-man, you will always enjoy the antics and stories of Mr. Lewis. His repertoire, which appears to be inexhaustible, consists of the type of universal humor that invariably pleases everyone. Arden fans of American's favorite night club comedian know that with each return engagement, Joe comes prepared with NEW stories and songs — voo-voo-voo-voom! Make your

(Continued on Page 61)

DESERT INN

Willbur Clark's

(Not a Review)

Show: Patti Page; Daryas and Julia; Dean Murphy; Donn Arden Dancers; Carlton Hayes and His Orchestra.

Sensational is the one and only appropriate adjective to use with the name, PATTI PAGE. This lovely young songstress is the undisputed queen of the record realm. Any platter she turns out, no matter what type (novelty, ballad or even hill-billy), is destined to become a "hit" and no wonder; for the beautiful Patti has an incomparable voice, a gracious personality and a warmth of delivery that register magnificently, even on a phonograph record. And when "the singing rage" delivers her vocals "in person", be assured that you will witness a performance you will long remember. . . . On this great fifth anniversary present-

(Continued on Page 61)



SAHARA

April 6 thru May 2

Show: Ray Bolger; Mindy Carson; Sherman Edwards; Andy May and Pansy the Horse; Muriel Landers & Jack Prince.

RAY BOLGER, the lanky dancing star with laughter in his feet, heads the new show in the Congo Room. The superior, relaxed ability of this fellow never ceases to amaze (and amuse) audiences. He can be a brilliant buffoon, a blase dandy, a melancholy clown or just Ray Bolger — the greatest! . . . Appearing with Ray as an extra added attraction is MINDY CARSON. This beautiful young lady is "Springtime" personified. Her voice, her manner, her presentation and her lovely persona are so delightfully re-

(Continued on Page 61)

The Sands

(Not a Review)

April 13 thru May 17

Show: Danny Thomas; The Clark Bros.; The Copa Girls — featuring Chuck Nelson; Antonio Morelli and His Orchestra.

The policy of this hotel and its show producer, MR. JACK ENTRATTER, has always been to furnish the best obtainable entertainment for the pleasure of the audiences who frequent the Copa Room. It is our opinion that with the present show, which stars the one and only DANNY THOMAS, they are living up to it. Danny is that rare being, a comedian whom EVERYBODY admires and loves. His recent television triumphs as "Best TV Actor of 1954" and the "Best Comedy Show of 1954" ("Make Room for Daddy") out-classed every other situation come-

(Continued on Page 63)

"CURTAIN TIME"

Royal Nevada

(Not a Review)

Show: Helen Traubel; Dave Barry; Dancing Waters; George Tapps Dancers; Jerry Fielding and His Orchestra.

Majestic Opera Star, HELEN TRAU-BEL, will reign over the regal opening of this beautiful new show-place. When Miss Traubel entered the realm of night club entertainment, she brought one of the most magnificent voices ever to thrill audiences of this type. This great lady, with her simple yet somehow queenly manner, holds her audience in the palm of her hand from the moment she appears in the spot-light until long after her performance is over. It will be a long time before you lose the warm glow you'll

(Continued on Page 63)

Riviera

(Not a Review)

April 20 thru May 10

Show: Liberace; George Liberace and Orchestra; Hal Belfer Prod.; Ray Sinatra and His Orchestra.

The management of this hotel proudly presents the one, the only, the nation's finest pianist and showman, LIBERACE! Lee will present an extravaganza which will be staged and set by HAL BELFER. His equally famous brother, GEORGE LIBERACE and the ORCHESTRA will be on the podium. . . . There will be more Name entertainers on this bill; but it'll have to take the form of a surprise package. . . . RAY SINATRA and His ORCHESTRA will offer back-ground music for the production. . . . We unhesitatingly advise early, very early, reservations!

"CURTAIN TIME"

Thunderbird

Show: Wilbur Evans with Victoria Sherry; Chuck Mitchell; Thunderbird Dancers.

One of Musical Comedy's all-time "Greats", WILBUR EVANS, is currently the headliner in the Navajo Room. . . . This famed artist is fresh from his triumph on Broadway in the hit musical, "By the Beautiful Sea", in which he played opposite Shirley Booth. Mr. Evans also starred in the London Company of "South Pacific", with Mary Martin. . . . A performer with such a distinguished background should be proficient — and a "must see". . . . Appearing with Wilbur Evans is delightful VICTORIA SHERRY. Miss Sherry is an extremely gifted soprano who has sung with the St. Louis Opera in many productions and has estab-

(Continued on Page 37)

EL Cortez

April 7 thru April 20

Show: The Four Guys; Pat McCaffrie; The Chords; Dorothy Kramer Dancers; Sherman Hayes and His Orchestra.

THE FOUR GUYS are two sets of brothers who have been a team since childhood. You can believe us when we say that it really shows up in their complete harmony when they vocalize. They are Mercury recording stars and have a wonderful musical back-ground. Besides possessing fine voices, they are also accomplished musicians. . . . New on the show and making his initial appearance in Las Vegas is sophisticated satirist, PAT McCAFFRIE. This comedian has recently made successful appearances at the Chicago Theatre and at the Paramount in New York

(Continued on Page 65)

SHOWBOAT

(Not a Review)

April 15 thru April 29

Show: "Minstrel Days", starring "Pick and Pat"; A. Robins; Ben Yost Royal Guards; Turk Murphy and His Riverboat Band; 8 Lucky Girls; Cliff Ferre.

The old South has been revived and can be found in all its hospitable glory in the Plantation Room of the Showboat. "MINSTREL DAYS", the new Production, stars "PICK and PAT", who first became a team in 1928 on radio's famed "Maxwell House Show-

(Continued on Page 60)

SILVER SLIPPER

Show: Slapsie Maxie Rosenbloom; Hank Henry; Tyra Mona; Silver Slipper Stock Company.

The cauliflower ears and the sub-normal wit belong to SLAPSIE MAXIE ROSENBLOOM. Paired with the incomparable favorite, HANK HENRY, Slapsie Maxie turns every night at the Silver Slipper into a guaranteed fun-

(Continued on Page 65)

GOLDEN NUGGET

Thru April 20

Show: The Kats and Kitten; Charlita and Her Men of Music; Sandy's Trio.

The Nugget Room is currently featuring three young men and a very attractive young lady, THE KATS & KITTEN. These four youngsters with the feline moniker offer a fine combination of mirth and music. It is a

(Continued on Page 65)



BILLY DANIELS

BENNY PAYNE
AT THE PIANO



To:

SAMMY LEWIS,
and the NEW FRONTIER HOTEL

It is a privilege to have been asked to open your fabulous Venus Room, . . . especially since we sorta took over for great young talent, Mr. Mario Lanza . . . With deep respect for Mr. Lanza, . . . and many thanks to Mr. Jack Goldman, of the Riviera Hotel, we wish you all the very greatest success. . . .

Sincerely,

Billy Daniels



We are indeed proud to be associated with this new regal addition to the Fabulous Strip!

Royal Nevada

HOTEL, LAS VEGAS, NEVADA

Gift Shop and Smoke Shop

C. T. "Bud" Harris
— proprietor —

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'ROUND the TOWN

WITH PAUL SPERLING

THE VARIETY CLUB OF SOUTHERN NEVADA held its fifth Annual Introduction Dinner at the El Rancho Las Vegas Hotel last week and it was a smash success. Miss Louella Parsons, "First Lady of Hollywood" was the guest of honor. A host of filmlands top personalities — Cary Grant — Sonja Henie — Betsy Drake — Grace Kelly — Jimmy McHugh — etc. were present to pay tribute to her. The show was tremendous, with hotels being represented by talent that could fill a showbusiness "Who's Who". One of the evenings' high points was an auction that netted a load of 'cabbage' (loot to you) for the club's Handicapped Children Charity. Guy MacAfee (Golden Nugget) bid eleven hundred dollars for a mink stole, donated by Maury Soss of Fanny's Dress Shops. . . . Guy is giving Mrs. MacAfee minks to keep her minks warm. Al B. Moll, president of the new Royal Nevada paid one thousand dollars for a bicycle and then gave it to Variety to present to some deserving kid. The big laugh came when Cary Grant paid a "C" note to have Abe "Trigger" Schiller tote him piggy-back across the stage. Wilbur Clark was in his usual spot giving all a run for their money. Wonderful people for a wonderful cause.

Maury Soss (Las Vegas' own Beau Brummell) and his lovely wife Olga were certainly a couple of the best dressed people at the affair . . . both looking like they had just stepped out of Esquire and Vogue respectively. Maury's GREEN jacket was a knock-out.

The show ended with a special number written by Sid Kuller called "Seven of a Kind" — Lennie Kent, Jack E. Leonard, Bobby Sargent, Larry Storch, Hank Henry and Billy Gray (who winged in from L.A. just to do this bit) teamed up, each representing a "strip boss", in a routine that was a laugh riot.

Bumped into Marshall Wright, Gen-

eral Manager of the soon-to-be-open Riviera Hotel. . . . He was gazing, starry eyed at "The New High in Las Vegas' Sky", muttering to himself, "Pretty soon . . . pretty soooooon."

A lot is being said about the beauty of the New Frontier Hotel. . . . One of the most impressive sights in the establishment is from the stage, looking out into the magnificent Venus Dining Room. . . . Bet there are a great many top acts that would play the room gratis just for the view . . . yeah? . . . now you tell one!

Met two fine fellows the other day. . . . Leon Unitin and A. Allan who recently opened Joseph's Shoe Salon in Fanny's downtown store. Their line of ladies shoes is terrific and the prices are right. For you gals who want to feel like a kid at an ice-cream party. . . . I suggest that you take a look see at this lovely line of footwear.

HARRY LEVY — who is the CHAIRMAN of the CLARK COUNTY JUVENILE BOARD, was singled out by the VARIETY CLUB, for high honors when they named him the "Humanitarian of the Year". This choice was not made lightly . . . nor is Harry even a member of the Variety! His record of service to the community is wonderful. He is a credit to his relatives, friends and neighbors. He is one of the biggest "big" men we have in our Fabulous City. . . . See you around town, folks.

THUNDERBIRD

(Continued from Page 33)

lished an enviable reputation. . . . Also welcome back in Las Vegas and a favorite hereabouts is comedian, CHUCK MITCHELL. This clever fellow does impersonations, sings, employs repartee . . . in short, does "everything" to insure the patrons of a well rounded and balanced show. . . . THE THUNDERBIRD DANCERS bring you new routines staged by GAYLE ROBINS.

Good Luck!

SID WYMAN
and
Associates

at the Regal

Royal
Nevada

HOTEL

JAKE FREEDMAN



HOTEL



PORTRAIT OF A ★ STAR ★

Which one will be acclaimed Hollywood's most spectacular new personality — GRACE KELLY or AUDREY HEPBURN?

That's certainly something that we wouldn't want to take the responsibility of forecasting. Audrey Hepburn took Hollywood and the world by storm with her "Oscar" winning performance in Paramount's "Roman Holiday". That was in 1953.

This year along comes the charming MISS GRACE KELLY. She storms the portals of Hollywood with a broadside of four outstanding pictures during 1954 and comes up with the "Oscar" for her performance in Paramount's production of "The Country Girl".

What does the future hold for the talented young ladies? Audrey is scheduled for another Paramount picture sometime in the not too distant future, and Grace has one more Hitchcock picture "To Catch A Thief", which has not been released.

At the present time both Grace and Audrey have top pictures playing in theatres all over the world. "Sabrina", which won an "Oscar" for EDITH HEAD'S fashion designs stars Miss Hepburn with WILLIAM HOLDEN and HUMPHREY BOGART. Then Miss Kelly has "Rear Window", "The Bridges at Toko-Ri", and "The Country Girl" in wide distribution.

It must be admitted that both girls are distinct types — as different as day and night. Both hold an indescribable charm for the patrons of motion pictures. Both command top star combinations and top story properties.

Of course, as in the case with any outstanding talent, there is ample room for dozens of actresses who possess the qualities of Miss Hepburn and Miss Kelly.

Let's consider the case of GRACE KELLY — the lady of the white gloves and aloof confidence. Is there an explanation of the magic her name holds in Hollywood?

Of course, there is an explanation.

First — the lady is a fine actress. She's calm, assured — she's creative. Each time she portrays a different role, the motion picture audiences are treated to a thrilling, new characterization — never does she merely change the words and continue to play the same old character.

Talent, of course, is first. In addition to this appreciated attribute, she has background and breeding. Add this to her beauty, her thoughtfulness for her co-workers, and her aim for perfection, and you have the basic reasons why Life Magazine calls Grace Kelly Hollywood's "Hottest Property".

Unlike so many motion picture actresses, Grace brought a solid background of training and experience with her when she stepped before the cameras. She appeared, quite successfully, in a number of legitimate stage productions in New York. Then she switched over to our newest proving ground for upcoming talent, the live television dramas. Yes, indeed, she knew a thing or two when Hollywood beckoned — her background was just like an insurance policy with the staunchest insurance company in the world. Success, if it depended on talent, was pre-determined.

Even though Grace did not rely upon the theatrical members of her family to gain admittance to the lights and lure of the backstage, she could have very easily. One of America's most noted playwrights, GEORGE KELLY, is an uncle. He knew the theatre and tried to discourage his niece's ambitions. Another well-known name in theatre was WALTER C. KELLY, better known perhaps as "The Virginia Judge" — is also a member of her father's family.

If beauty, talent, and the admiration of the most selective directors in Hollywood can be deemed an indication of stars who will be on the scenes years from now, it can be assumed definitely that Grace Kelly will be a permanent fixture on the motion picture screens of the world for years to come.

Gala Opening – Wednesday, April 20th!!
 "MINNIE" CARDILLO and ROCCO'S

ITALIAN VILLAGE

"FOOD & CHARM OF OLD ITALY"

featuring

The finest and most complete Italian cuisine in Las Vegas

SEA FOOD DELICACIES

All dishes prepared to order
 and PIZZAS "the way you like 'em"
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Your "Best Bet" Is the Train

Just \$12.00 plus federal tax buys a round trip ticket to Los Angeles. Next time you go to Los Angeles leave your car in the garage and climb aboard one of Union Pacific's four Streamlined trains leaving Las Vegas daily. Ease into one of those deep-cushioned seats and R-E-E-L-A-X! No traffic worries ... no wear and tear on your car ... rest as you ride.

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Miami Wire . . .

BY LESLIE SIMMONDS

NOT KIDDING: Crack by the emcee funny boys that "this joint would make a good garage" came true this past week with the sale of Ciro's, a fairly swank and well known joint on the Beach for many years, to the General Tire Co. So, where once romped the Treniers and stars like Danny Thomas, will now only be heard the sound of hissing valves and the clank of tire irons. . . . The Patio, ultra-ultra dinery which earned a healthy buck for Jerry Brooks this season, was subject of a bid by the Texaco Co. Brooks nixed their figure, so the Patio will continue to pump scotch and not switch to gas.

GIMMICK: Legit plays have been put on in the Miami area from time to time with from middlin' box office success down to plain eggs and then up to capacity houses. Come April 21 Miami Springs Villas, a smart hostelry near the airport, will offer a package at their new Playhouse and banquet hall. The package will be dinner and show for \$5.50. Opening play will be "Claudia". Just how much of a success this combo dinner-play deal will be could be indicated by the fact that the first few nights were sold out five weeks in advance.

TELEGRAM: Last season the Biltmore Terrace hotel opened up a night club room with Harry Richman as headliner. Nothing. This year a likeable, no-name kid named Milt Ross (a comedian) is packing the place nightly. Wired Harry: Dear Milt, what have you got that I don't?

SUMMER SEASON: Jack Low, managing director of the Royal York hotel, recently returned from a swing through about a dozen eastern seaboard cities. Low talked with transportation men, heads of chambers of commerces, travel agents, etc. "If all the people who say they're coming to Miami this summer show up," Low noted, "we won't have enough hotels, motels and apartments to go around. If you can imagine THAT!" . . . One thing always beats me

in re Miami summers. Peasants from ovens like St. Looney, Cinnicy, D.C. and so on ask if it isn't HOT here during the summer.

SCRAPS: Lou Walters, the Latin Quarter man, says he won't be back in Miami Beach next semester. Blew too much of E. M. Loew's loot. Well, anyway, the LQ won't become a gas station. That Palm Island area is zoned agin it. . . . Bernie Bernstein, one of the lads, is new owner of the Spa on 79th St. Bernie's first move was to change the tag to Treasure Isle Lounge and shoo off agents who keep offering the same old tired acts. . . . Wally Wanger (not the kid from Hollywood) is running a prosperous school of dramatics and dancing in Miami. Wanger handled show production for a decade for Lou Walters. . . . Sam Barken is new manager of the Blue Sails Room at the Sans Souci hotel. Sam, a capable cookie, climbed to fame here starting back in the early 30's via the Five O'Clock club.

New Owner: Jack Goldman, busy with the Riviera hotel out your way, has peddled a major interest in the Clover club to brother-in-law Joe Heller. Joe is a new man in the after-dark field but is no chump as a businessman. Place is already going good with Sammy Walsh, modestly billed as "America's No. 2 Comedian", heading the show.

DANDRIDGE: Vivian, kid sis of Dorothy, makes her first appearance here late this month at Harry Kilby's Vanity Fair. Advance report is that the girl can stand on her own, doesn't have to trade on the Dandridge tag.

MORE SCRAPS: Girl at the Jungle club, a famed Miami peeleri, uses the name of Sally Sex. . . . Hottest restaurant in town is Maurice's. They have a \$3.95 steak dinner that has 'em waiting in line every night. . . . Eleanor Holm a Patio twosome with Tommy Whalen.

OPENING...

Wednesday April 20



The Management of the
HOTEL Riviera

PROUDLY PRESENTS

The One, The Only . . .

LIBERACE

WITH

GEORGE LIBERACE and the ORCHESTRA

A HAL BELFER
Production



RAY SINATRA
and his Orchestra

Forty-two

FABULOUS LAS VEGAS

HILLSWAY

(Continued from Page 15)

you to visit it. You will just as naturally as if you were a parishoner there. It is like grand central station all day long. I had a nice visit over coffee with my good and long standing friend his EMINENCE, FRANCIS CARDINAL SPELLMAN — I had been his secretary during the war over in Algiers for a month. His palace is just in back of the cathedral on Madison Avenue. Another interesting visit I had while in New York was with Madame Baptiste, wife of the President of Cuba who was visiting at the WALDORF. One evening a friend took me to the EMBERS RESTAURANT at 161 E. 54th St. and they really have lively jivey music and excellent food starting out with rib tid-bits that were scrumptious. The maitre D' there was Johnny Goedkoop and he used to be associated with our Bill Miller and he wanted me to tell Bill and all his other friends out here that he is moving over to head the new LA VIE EN ROSE shortly. Funny that no matter where you go someone knows someone in Las Vegas.

Bob Bell, one of New York's most prominent young lawyers, and the one friend I have had for over 30 years that I have never had a harsh word with, a difference even of the minutest detail, or a disagreement with and that is something for this old grump, took me to his HARVARD CLUB for lunch and what a sedate, ornate, heavily oak-beamed p'ace this is. Bob is a son of Federal Judge Robert C. Bell of the mid-west who was the man who did more to crack the Teapot Dome Scandal under the late Senator Walsh of Montana than any other person and was rewarded by FDR with a lifetime judgeship. Bob Jr.'s wife is the former Mary Francis Morse who was Key Pittman's first campaign manager and whose father was one of the early mining engineers in Nevada. Mary Francis is now a lawyer in her own right in Manhattan. She really felt bad to think her state was maligned by the Collier Mag. article and hopes that the present legislature will do something to right that situation regarding mental health. I pooh-poohed the article and told her there were more people on any street in New York or Chicago who do not

(Continued on Page 45)

APRIL 16, 1955



the
SILVER QUEEN
BAR

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

IN THE *Sands* HOTEL

NELLIE LUTCHER

and her RHYTHM



EL GRINGO

and his Latin Rhythms
featuring MECHITA



THE GUADALUPE
BOYS



ERNIE STEWART
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

Forty-three

Congratulations

SID WYMAN
and Associates

On the Opening of the
Beautiful New


Royal Nevada

HOTEL



CARL COHEN

The Sands

Hotel

HILLSWAY

(Continued from Page 45)

have access to mental health clinics and proper medical care and proper housing than there are people in the entire state of Nevada.

The hotel dining rooms in New York city are all good and elegant. I especially like the old ALGONQUIN that is the mecca of the stage and screen crowd and often I run into Eleanor Roosevelt here. The Pen and Pencil Restaurant is where the writers and journalists hang out. I never go to the Stork, 21, Chambord's or any of the other too expensive places so cannot report on them, and besides if I did I would be seated in the outer bar or corner and would not see any of the celebrities who have a "corner" on the inner sanctums, so why spend so much money and see nothing. After all we can see more glamorous folks in Las Vegas in a week than one can see in New York in a year, and that goes for shows too.

Oh, I almost forgot to report that I attended the second Cinerama picture that is playing on Broadway now — HOLIDAY CINERAMA, and man, oh man what a whale of a job of publicity Gene Murphy garnered for WILBUR CLARK and his swank DESERT INN. You should have heard the thunderous ohs and ahs and whistling by what is usually a sedate and sophisticated New York audience when the stage production with Carlton Hayes prominently in the sidelines is flashed on the screen, and when the gambling casino is shown it was as if some unbelievable scene from another planet was being shown — because you must remember (I know it is hard) but millions upon millions of people in this country have never seen a gambling room, a slot machine, or roulette table, and when the fantastic swimming pool sequence is shown at the Desert Inn with all its beauty — well it was almost too much for the audience. A few shots of the Golden Nugget and downtown were included, but this definitely is WILBUR CLARK from start to finish as far as Las Vegas is concerned. I urge you all to see this spectacle when it comes to L.A., or is it already there? I have been gone so long.

CRISWELL PREDICTS

(Continued from Page 7)

fling of Wall Street, Florida and California investments, and a new version of "Go West, young man" to Go North, young man"! The new weather cycle will affect real estate, will create new wealth, new opportunities and a new life for millions of Americans, who are now unaware of this opportunity!

YOUR HEADLINES OF THE FUTURE

Revolt in India shocks world! . . . Bicycle craze sweeps nation! . . . Huge abortion factory closed in Canada just across American line! . . . France demands new rights of permission to enter world markets from Britain! . . . Cyclonic winds sweep West Coast for first time! . . . Angry seas batter Cuban Coast! . . . New cities spring up in desert overnight! . . . Communist leader disappears overnight in great secrecy! . . . Chinese War Lord striken with incurable disease! . . . Battles flare in South American revolt! . . . Strange meteors terrify Carolina coasts! . . . Shocking revelations from Hollywood divorce! . . . New Coast-To-Coast Highway plans to be released on July 1st 1955! . . . Huge Memorial Built to Unknown Woman in Los Angeles in 1956!

A VERY FAMOUS PREDICTION

The late Karl Mahr, of Bluffton, Indiana, a native of Germany, made many remarkable predictions. Prior to his death in 1940 he predicted: "War with Japan, with the loss of the Philippines. German occupation of Belgium, Holland, Norway and France, and other countries. After the war Germany will cease to exist as a nation, but be divided up into three states. Two great powers will remain, America and Russia." Karl Mahr died on July 26th, 1940, before the occupation of France, Belgium, Holland or Norway. Pearl Harbor was yet to happen a year and a half later! England is no longer a world power, Germany is divided into three states, while America and Russia are the most powerful! Mahr also predicted that tragedy would strike the bragging British Empire, but would be little noticed because of other events! Thank you, Karl Mahr, for a remarkable glance into our future!

FOR PEOPLE AND PLACES:

Col. Charles McCormick: A huge
(Continued on Page 47)

Congratulations and Best Wishes

Royal Nevada

HOTEL, LAS VEGAS, NEVADA

We are especially pleased to have been assigned the responsibility for all interior decorating and furnishing's of the ROYAL NEVADA HOTEL — including all floor coverings, draperies and furniture for both the public rooms and guest rooms.

Greene & Hinkle

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Congratulations

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Success!

to the

Royal Nevada HOTEL

NICK VARA

and

The Parking Lot

Attendants

CRISWELL

(Continued from Page 45)

memorial will be built in your honor for your unswerving patriotism during a period when every one seemed so against you. This Chicago memorial will be constructed with voluntary contributions from school children to executives! . . . Tennessee: The son of a department store owner will marry a former classmate, a football star who has been changed into a woman by the Denmark operation, much to the dismay of your state! . . . Al Smith: Your life will be filmed as "The Man in the Derby". . . . Kate Smith: You will open a series of voice schools across the nation! . . . Smith Brothers: Your next product will spend more for advertising than any other product to date! . . . Shattered Dreams, for an Ex-Politician, who will try to re-establish himself in the eyes of the American public through high powered press agents, but will fail, for treason is not easily forgiven! . . . Doris Duke: Your auto-biography will be one of the best sellers in 1956! . . . Falcon's Lair: You will be the setting for a coming movie based on the history of Hollywood: "When These Walls Talk", and will feature the late Rudolph Valentino as the host to the movie greats! . . . Bobo Rockerfeller: You will build a recluse home for deserving women who wish to hide from the world, until they can recover from past injuries! . . . Artist Braque: You will win the international art prize for 1956! . . . Ellis Island: 5,000 known communists will pass through your gates for deportation within the next thirty days! . . . Greta Garbo: Your silent films with the late John Gilbert will become the number one television rage!

BROADWAY WHIRL

(Continued from Page 17)

hi and Ahmet Ertegun. . . . Our private advice to that bandleader who smiles so happily everytime he is introduced on TV is to make the girl fade before his grin does. Your wife is hip, sucker!

Freddie Robbins, announcer on the Eddie Fisher show, has a new contract with CBS-TV for so much money he may wind up with Eddie announcing for him.

APRIL 16, 1955

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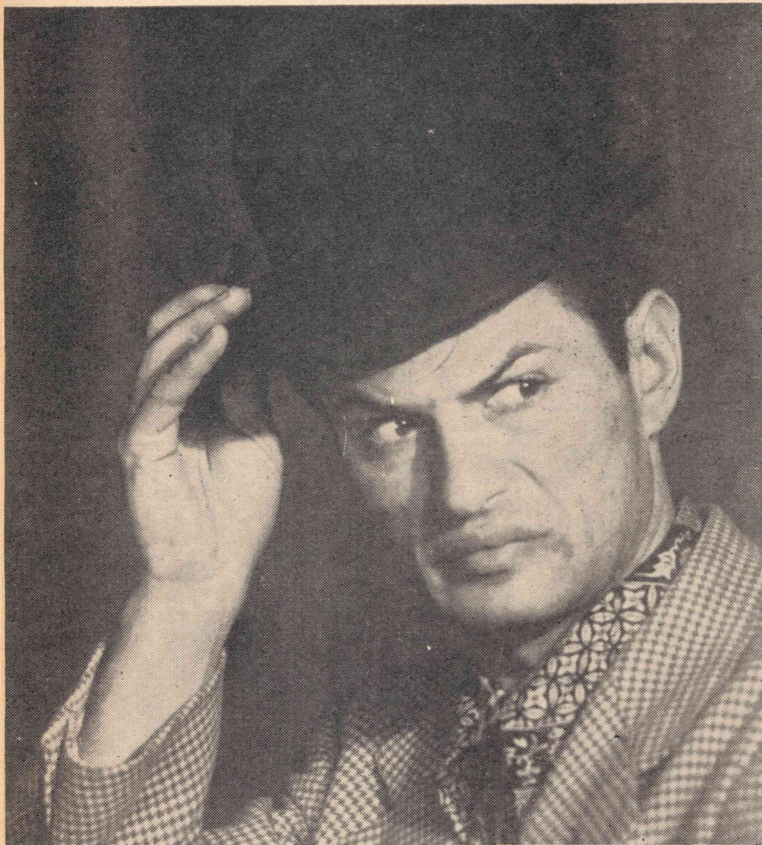
known to border on the "miraculous", on previous occasions. For the star of their opening show, Mr. JACK GOLDMAN has signed, for a personal appearance, the one, the only, LIBERACE . . . a television star whose show is viewed each week by a "mere" TWENTY MILLION.

"Dress in luxury for Less" is a slogan well put; . . . fitting ARDEN'S Dress Shop to a "T", as it were! Here is a downtown store where all those of the feminine gender can shop to their hearts content, supply all their needs in feminine attire, and NOT have to dig to the bottom of their purses to pay for same! . . . Don't get the idea, however, that the merchandise at ARDEN'S is to be classed as "cheap", . . . far from it! Quality is "high", and prices are "low"; . . . all made possible through the vast buying power of a number of such stores of like nature, headed by a great guy, (whom we don't see too often anymore!) . . . FRANK TANNENBAUM . . . The likeable fellow you'll find in the managerial position locally, is a Mr. KRAW, who was transferred here from the west coast last fall. He and his attractive wife have entered right into community activities, and are most enthusiastic regarding regular church attendance.

So great have been the requests for regular dinners on the menu, that Chef MARTIN, has added complete "Candlelight Dinners" to his delicious bill of fare at the new BAGDAD RESTAURANT. These dinners will be served from 6 P.M. until 10 P.M., along with the regular menu, and special dishes. So far, the ordering has been a La Carte, but it seems a lot of people don't like to bother. "Give 'em the works" they've asked for, and "Give 'em the works" they're getting!! If you haven't eaten at the BAGDAD, you've been left holding the bag, Dad! . . .

You'll remember I was yakking about the SAVEWAY SERVICE STATION'S planning to install the new CAR WASH equipment?? It's all finished, and I had the "full treatment" last week end! Wait'll you see the "Rube Goldberg" arrangement that takes over right at the beginning; . . . the way it cleans up your wheels and tires is nothing short of amazing. . . . You can get the

(Continued on Page 49)



it's
been
a
great
PRIVILEGE,
and
a
THRILL
to
appear
in
the . . .

"OUT OF THIS WORLD"
VENUS ROOM
OF THE
NEW FRONTIER
HOTEL

*Thank you Sammy Lewis and personnel
for a wonderful engagement —*

LARRY STORCH

PAGE 13

(Continued from Page 47)

job done "while you wait", and for only a buck and a quarter, with your purchase of gasoline. This particular station is located between Main and Fifth Streets, just south of the new Market Town Shopping Center, . . . at Oakey Blvd. . . .

Don't come to me with stories of your "achin' back" from battling the bumps in your lawn . . . after these sand storms. (and you KNOW what I mean!) . . . I'm tellin' you now of a fellow who'll manicure your messy lawn with such dispatch, and dependability, you'll need never to worry about it from the time you turn him loose on it. MIKE is a young Irishman by the name of O'CONNOR, who takes great pride in doing a BETTER job on your lawn than you yourself would do. TRY 'im if you think I'm kidding!! You can phone him at 4488.

Say, this Market Town Center is developing into quite a "one stop" spot . . . the newest of the shops is CARL'S SHOE REPAIRING, located on the west side of the building, facing Main Street. He has the newest and latest machinery as equipment, and the knowledge of how to USE it to best advantage. If you, or the kids, happen to be clambering around with your kicks encased in clobbered cow-hides . . . leave 'em with CARL the next time you shop at the Market . . . or you can wait for 'em if you like. . . .

Officially they're known as the members of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators . . . But, out on the Strip you'll hear them referred to as "stage hands", and "the guy in the light booth". . . . Downtown they are the guys who run the "moom picher" projectors . . . Here's a select group of individuals who really know their work, and take the greatest pride in doing it to the best of their ability. Seldom do persons watching the shows on our fabulous Strip, stop to realize the great importance resting on the expert handling of such things as "mikes", light shadings, and stage props, but with every show you see there are these guys behind the scenes, enacting an important role which brings you the finished production you are watching. We doff our hat . . .

"BUD" HARRIS is the gentleman be-

hind the choice gift selection you'll be "oh-ing" and "ah-ing" when the ROYAL NEVADA gets under way this next week. Bud not only has the GIFT SHOP, but the SMOKE SHOP, as well, and with his background in this line of business, we know that you'll find all his wares to be of the very best quality, and priced right. The GIFT SHOP will be the largest on the Strip, and most completely stocked. If you happen to be downtown, drop in and browse at the Vacationers Bureau on Fremont. Another of "Bud" Harris' ventures in this field. . . .

MICHAEL'S SHOE STORE will, on its completion, have one of the largest street signs of any business downtown, according to owner, "Mike" WERNER. There will be myriads of flashing bulbs, and the radiance will light the entire corner at Fourth & Fremont, we're told. Mike is doing such a terrific job of merchandising here that his suppliers are giving him all kinds of preference with his orders . . . all of which goes back to the fact that he has a host of satisfied customers that are outfitting the whole family with footwear from his wide variety of style choices . . . (By the way, this is NOT the Mike Werner you and I have known for so long as a drummer, now appearing at the Sahara Casbar) (thought I might clear that up for good.)

Not only is the friendly, and restful atmosphere of LA VISTA catching on, but so's the FOOD . . . PIERRE'S fried chicken, and fried shrimp, has been coming out of the kitchen in a steady stream ever since the opening. I'm sold, and SOLD you'll be!!

It's been a year and a half since DARVAS & JULIA last appeared at Wilbur Clark's DESERT INN, and during the time elapsed they've been touring all over the world . . . receiving raves of acclaim wherever they've appeared. If you've never seen these thrilling performers on stage before, you're in for some awe-inspiring moments. The exciting features of their act requires the utmost in exact timing and muscular control, along with painstaking hours of rehearsal. . . .

FOXY'S is finally open for business . . . and this time I MEAN it! . . . Business got underway last Saturday morning, and the place has been the scene of a steady stream of customers ever since. Mamma and Papa FOX

(Continued on Page 59)

Success and Best Wishes!

to the


Royal Nevada
HOTEL

Joe W. Brown's
**Horseshoe
Club**

DOWNTOWN • LAS VEGAS

MIGHTY MIXTURE

(Continued from Page 19)

how doesn't understand that a lyric by Berlin and a simple melody by his collaborator, himself, is almost a sure sign of a quick, big hit. "Knowing the quality of the music business," he confided, "I put my last batch of songs in the throats of Bing Crosby and Ethel Merman and if they can't do them the way I expect them to be done and the way I wish I could do them, well then it's probably time to call it quits." Berlin, in our books, is a symbol and a beacon for democracy. Where else could it happen — this saga that ran from ragtime to riches. He certainly has something to sing about — only in his case of the squeaky voice, it's better that the world has carried the tune for him — ten million dollars better.

THAT'S FOR SURE

(Continued from Page 9)

couldn't happen to two nicer performers.

RUBY KOLOD is now back at WILBUR CLARK'S DESERT INN, retaining the same capacity he held formerly. At this writing, he is also handling reservations for the CALCUTTA DINNER, to be held on April 27th. It is a strictly Stag affair, during which the male attendees put in their respective bids, in support of the golfers they feel will win the Tournament of Champions. Ruby's son, DANNY, and LOU MORTON have taken over the Men's Shop at the D.I. and remodeling will begin on the 24th of this month. Dan and Lou will extend the shop to include the space on which the Barber Shop now stands. They will specialize in the finest of apparel for gentlemen and promise exclusive lines.

LA VISTA has proved an overnight success with localites. This spot specializes in fried chicken and fried shrimp. The folks of FLV have swamped the pool and cocktail lounge and La Vista (on Paradise Road) is now a favorite spot for relaxation-seekers. Another place that enjoyed the same tremendous good fortune is MARKET TOWN. This really went over big. We doubt that there is any other similar shopping center that can offer the same, great variety of foods, blatant cleanliness and reasonable prices.

For perpetual motion, publicist ART FORCE deserves a trophy. You never know where you may contact that man. One hour he may be at his SHOWBOAT HOTEL or discover he is on his way to BILL MOORE'S two-projects-in-the-work in Reno. He must have a very strong constitution to travel at such great speed, so constantly.

Well, the VARIETY CLUB TENT NO. 39 held its Fifth Annual Dinner at the HOTEL EL RANCH VEGAS, April 10th and you couldn't find room for an additional mink stole. The honored guest was Hollywood's fabulous columnist, LOUELLA PARSONS. Miss Parsons was deeply moved by the tribute, as was evidenced by the catch in her voice when Academy Award Winner (Best Actress of 1954) GRACE KELLY made the presentation of the placque. The stunning event of the evening was the Humanitarian Award. The committee for this honor was comprised of FRED SOLY, JEAN PAUL KING and Ye Editor. For three and one half months after the decision was made, we maintained silence, despite threats and cajoling on the part of friends and wives. The man who received this specific award had no inkling of it and didn't believe we were serious when we approached his table to escort him to the podium. He is HARRY LEVY, local owner of food markets. Mr. Levy is highly deserving of this distinction for he has contributed greatly to the needy and no charity was ever turned from his door. The raffle realized a sum close to the \$15,000 mark. Unfortunately, we cannot give a rundown on each and every highlight. However, we must compliment the world's leading auctioneer, ABE SCHILLER for his fund-raising efforts. Also, JAKE KOZLOFF, who took the spotlight to auction off the bicycle. He forewarned the bidders that the ultimate, accepted bid would not be reimbursed with the cycle. Instead, the item was to be presented to a deserving child whose family couldn't afford such a luxury. In the face of these circumstances, AL. B. MOLL, President of the ROYAL NEVADA, bid his \$1,000 to top all others. We found that our local business people were most generous in this cause to raise funds for the School For Handicapped Children. An amusing incident occurred when CARY GRANT donated

(Continued on Page 53)

**Congratulations!
and Best Wishes!**

to the

**Royal
Nevada
HOTEL**

CROWN WHOLESALE PRODUCE CO., INC.

"The Sign of Quality"

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THAT'S FOR SURE

(Continued from Page 51)

\$100.00 for a "piggy-back" ride atop ABE SCHILLER. That should make the newsreels for sure. On hand were the entertainers currently appearing at the "Strip" hotels and they deserve accolades for dashing between their places of employment and El Rancho to add to the evening's fun. We salute one and all for the parts they took in this heart-filled event. As usual, STAN IRWIN (of the HOTEL SAHARA) shone brightly in his inimitable role as Master of Ceremonies.

The switchboard operators at the DESERT INN are mighty perplexed since DEAN MURPHY opened at that spot. The performer's name is so similar to that of publicist GENE MURPHY, they invariably receive calls that are meant for "the other Murphy." Can't you imagine someone phoning Gene about his stage personality while another person phones Dean about his hotel publicity campaign? Tch! Tch! One of these men will have to create a nickname for himself — or sumpin'!

We greatly regret our inability to see ARTHUR GODFREY'S TV show, April 20th. He and JIMMY STEWART will share one hour of high entertainment, coinciding with Stewart's New York World Premiere of his picture, "Strategic Air Command." If we had a wishing ring, we'd wish Godfrey onto the FLV TV screens.

On April 11th, TWA invited a select few to participate in an inaugural flight. We were among those for whom seats were reserved. But, alas and alack, business matters pressed too heavily upon our schedule and we couldn't make it. In our stead, we sent our salesman, KIRK, and will present details in our next issue. The destination was kept secret. Hence, we cannot say too much about it at this writing. Remember! Our deadline is now early Tuesday and any events materializing beyond that time must appear in the following edition.)

Sincere congratulations are in order for PETE BOMMARITO and LOUIS GOVENDO, former box men of the SANDS HOTEL. They are now floor-men at the RIVIERA HOTEL, scheduled for an April 20th opening. The management of this bistro is adamant in its preparations for this opening date and LIBERACE and brother GEORGE

are on their way in to fulfill their contract, reading, "beginning April 20th." Last Sunday, four stories of the Riviera were brilliantly lighted, to display the attractive furnishings in the rooms. It was a breathtaking scene and almost appeared a mirage. Just beautiful!

The next opening after the RIVIERA HOTEL? Folks hereabout are wondering when JOE SULLIVAN and his associates will open the DUNES HOTEL. They contemplate public viewing in approximately six weeks time, on or before Memorial Day.

It's a great treat for jazz enthusiasts to see and hear NELLIE LUTCHER and her Men of Rhythm at the Silver Queen Bar of the SANDS HOTEL. You can catch the wonderful group performing intermittently, until six in the ayem.

This pillar had a lengthy chat with JACK E. LEONARD, the rotund comedian, now at the FLAMINGO HOTEL. Jack E. claims that on his last trip he lost everything but weight. That he retained AND gained! Well, we always said our food was pretty good, didn't we?

Our grateful thanks to MRS. LOIS BERNHARD, localite who won the radio contest sponsored by the "On The Spot With Dot" program. Contestants were requested to pen an epistle, lauding the Las Vegas publications that best represented their interests. Mrs. Bernhard graciously referred to "Fabulous Las Vegas" (our baby) as, "apple pie and ice cream." Nothing could be more American than that and we love the classification. Thank you, Ma'm!

We were deeply shocked to learn that BEATRICE KAY and SYLVAN GREEN had broken their bands and decided to travel separate paths. The couple have been married for many years and we never dreamed they would come to a parting of the ways. We still haven't managed to shake off the surprising announcement.

Visiting Mr. and Mrs. IRVING LEFF (co-owners of the NEW FRONTIER) were BETSY DRAKE, hubby CARY GRANT, GRACE KELLY and MONA BARRY. There wasn't a dull moment at their table and Hollywood highlights were literally drowned in the fabulous offerings of our own Las Vegas.

How can you help but love that man RAY BOLGER as he cavorts on the stage of the HOTEL SAHARA. His

(Continued on Page 57)

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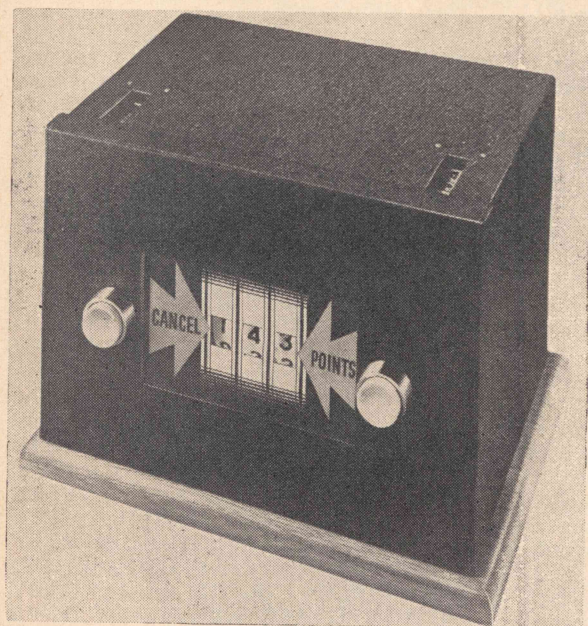
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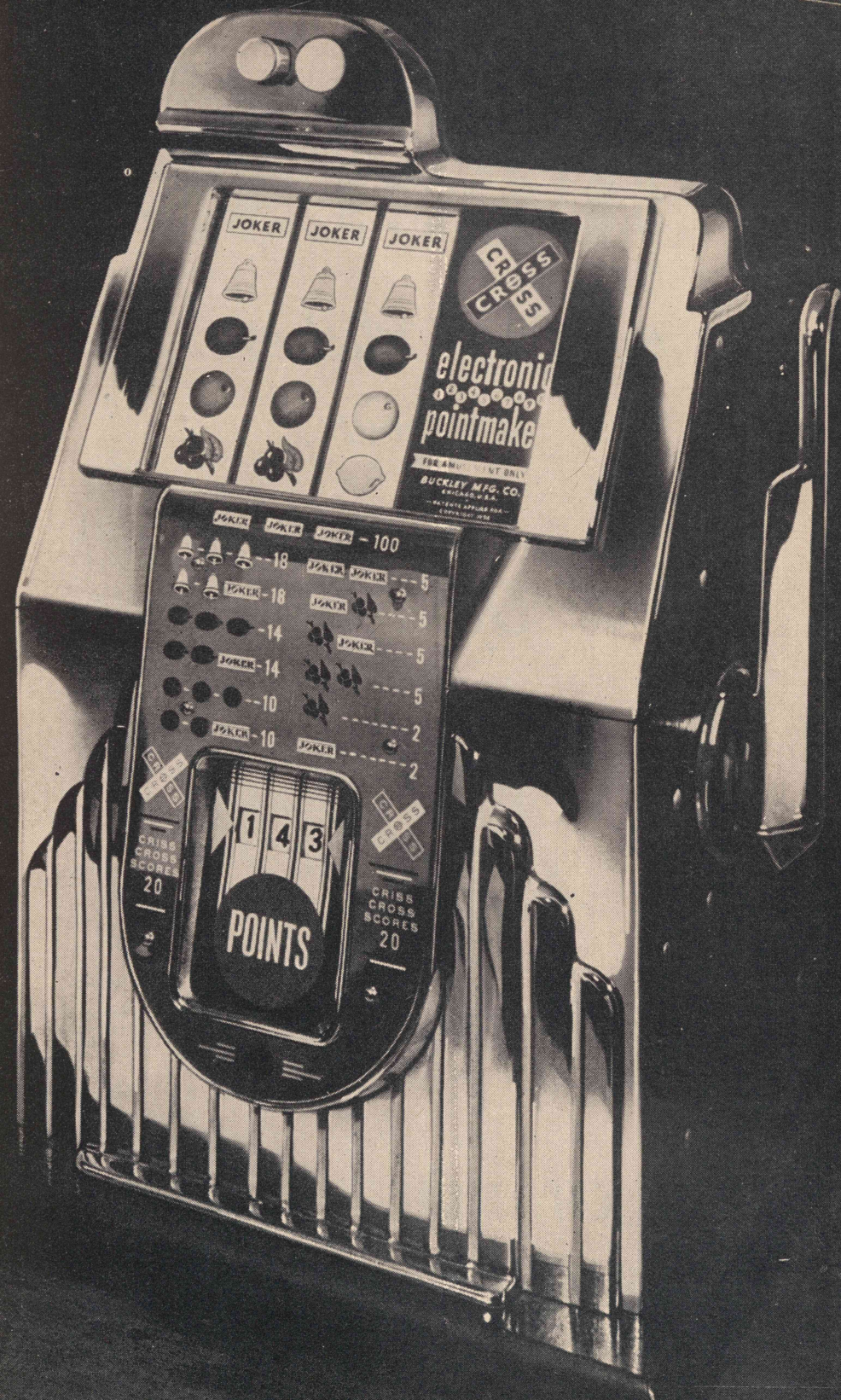
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HOTEL

CHARLIE RICH

THAT'S FOR SURE

(Continued from Page 53)

brand of comedy and dance is the type that just digs down into the hearts of all spectators. And, with the glamorous MINDY CARSON singing her delightful songs, this show is an absolute must for everyone.

There is one topic that will always bring a twinkle into the eyes of PEGGY BURNLEY, casino employe at the SILVER SLIPPER. That is her five-month old son, JAMES FRANCIS. She is one of the most enthusiastic mothers we've met. Speaking of mothers, we don't think any are more loving than the ones in FLV. Just the mention of a woman's offspring will send her off into a conversation that leaves room for no other subject. Isn't it wonderful?

Home-type friendliness is the byword at the LUCKY STRIKE CLUB. It is one thing insisted upon by SONNY HEATH (co-owner) and General Manager, AL GARBIAN. Every patron is welcomed warmly and made as comfortable as possible.

There has been another switch in personnel. Until recently, MIKE RENIS was at the LAS VEGAS CLUB. Now, he is a pit boss at the NEW FRONTIER (swing shift). JOHNNY DIXON is a graveyard boss and MIKE BENEDICT is a pit boss on the swing shift, also.

Speaking of the NEW FRONTIER, we were all distressed to learn of the severe heart attack suffered by GARWOOD VAN's father, on the coast. (Gar has the Orchestra at the N.F.) He immediately flew to California, taking with him the earnest prayers of his many local friends. We hope Gar's dad will recover soon.

This past week, the SHOWBOAT HOTEL scheduled the opening of a great minstrel show, starring PIC AND PAT, real troupers. They are famous minstrels and this promises to be a wonderful production. CLIFF FERRE is the Interlocutor for this colorful revue.

We're happy to report that GEORGE GORDON is once more on the local scene. He recently returned after undergoing surgery in the CLEVELAND CLINIC (Ohio). You can see him lunching at the DESERT INN, every afternoon, holding court for his many buddies.

Cupid certainly worked overtime at JOE W. BROWN'S HORSESHOE CLUB. DOROTHY HUGHLETT (Restaurant Hostess) and BYRON TANNERHILL ("21" pit boss, day shift) were married by JUSTICE MENDOZA. The bride originates from a socially prominent family in Baltimore. Our hearty congratulations to the newly-weds.

In town, seeing the sights with his Casino Manager, PETE BRADY, is WINGY GROBER. Wingy is taking care of the last minute details, in preparations for the opening of his newly-acquired CAL-NEVA LODGE, in Lake Tahoe.

It was a terrible tragedy that befell Police Sgt. BOB DULA. Through the maliciousness of unrestrained teenagers, the handsome officer was killed on Good Friday. He was 35. Surviving him are his wife and two daughters, aged four and two. Because of the carelessness and recklessness of two youths, a woman lost her husband and two lovely children, their adored Daddy. It's a disgraceful shame that some people aren't made aware of the serious repercussions that can follow their devil-may-care attitudes.

Seems this is the time for Restaurant Hostesses to change their names. HELEN BRADY, employed in that capacity at the SHOWBOAT HOTEL, became Mrs. JACK HOWE on Easter Sunday. (He is a cashier at the NEW FRONTIER, where the marriage took place.) A great big bundle of happiness to the Howes!

Just can't help but appreciate GEORGE CAPRI, host at the FLAMINGO HOTEL, everytime we drop in for a visit. He is one of the most tireless, persevering gentlemen of our acquaintance. Never is he at a loss for a hearty welcome and a grin. This man must never become despondent.

DAVE BRIGHT, owner of the fabulous GERLICH RANCH in Reno (consisting of more than a million acres), recently purchased the WARM SPRINGS RANCH, here. He has tremendous plans for its future. We're just wondering if they include a health spa?

The management of the NEW FRONTIER is building a special stage in the Cloud Nine Room, expressly for the MARY KAYE TRIO. It will be erected between the two pillars. Now, patrons

(Continued on Page 59)

Good Luck !!



HOTEL

Eugene Warner

PAGE 13

(Continued from Page 49)

moved to Vegas permanently, not long ago, with their two young Foxes. Both Miss CAROL, and son JERRY, are well established in local schools and activities. Jerry, not finding this to be enough, went down and enlisted in the Naval Reserve a week or so ago. Good Luck, and a hearty welcome to the Foxes, and to their "baby" . . . FOXY'S Delicatessen, Bakery & Restaurant (just north of the Sahara). . . .

And, so saying, the writer stole slowly back into the woodwork . . . solemnly taking an oath to never type another line of blather . . . until next week, as usual!! . . . So until then, . . . your ever lovin', . . . Johnny.

THAT'S FOR SURE

(Continued from Page 57)

will be able to see more of their favorite performers.

Because the property on which the ALPINE VILLAGE INN stands has been sold, the owners must vacate. They are negotiating for the BAR W RANCH in Paradise Valley and will present their excellent Bavarian cuisine in that new location. Their food is extremely delicious and we're happy to know the Alpine Village Inn will remain "in business."

It was our distinct pleasure to meet BART LYTON, boss of the FIRST WESTERN BLDG. & LOAN ASSOCIATION. He is such an interesting person, we heartily recommend one and all to a visit, just to speak with him.

Spring is highly evident at CALLERY'S GALLERY OF GIFTS. Owners ED and DOROTHY have a colorful array of gift items. We guarantee you'll find what you are looking for, on your first visit there. We usually terminate a visit of gift shopping by purchasing something for our own home or office.

People who know EMIL RESNIK are well aware of his "gift of gab." Still, Emil must feel a bit miffed of late for he has met his match in the person of JOE SHAPIRO, a new associate of the NEW FRONTIER. They are very good friends but Emil has had to relinquish the "Champion Gabber" trophy to Joe. How about that? We never thought it could happen!

"MINNIE" CARDILLO and ROCCO have had to move their opening date from April 14th to the 20th. They are still working on the final details of their ITALIAN VILLAGE and want their friends to know of this important change. We can hardly wait for their authentic dishes to be placed before us.

Attention musicians! CECIL B. DE MILLE is seeking modern day music makers who can play instruments that were popular 3200 years ago. He needs you (if you can qualify) for his flicker, "Ten Commandments." It's a fine opportunity for someone . . . and that's for sure.

ROCKING CHAIR

(Continued from Page 27)

lady owner. . . . Dick Powell griping because his neck is sunburned. . . . Lamar Boren, who did the under water scenes for UNDERWATER discovered that the color yellow arouses a shark's curiosity. . . . Alfred Hitchcock says "Absence of sound makes for dramatic effect." . . . (Who's that beating at my door;) . . . Cecil B. DeMille's "Ten Commandments" has a mere budget of \$8,000,000. . . . A French chef committed suicide because a guest didn't like the chicken. . . . Oh, come now! Let's fo'd the tent.

P.S. Mrs. Bipple: I'm jiggered if it hain't Spring!

GOING HOLLYWOOD

(Continued from Page 11)

many years ago. Tallulah opens at the Biltmore Theater in her Broadway hit "Dear Charles" with her Broadway cast. Richard Aldrich is producer.

Grace Kelly and Marlon Brando academy award winners will co-star in a picture come September according to Hollywood Astrologer Walter Melinger. She's Scorpio and he's Aires (under a temperamental plus sign.) Further, a friend opposite his sign is encouraging Marlon's new tact and diplomacy. Leos like Shelly Winters, Bob Mitchum and Bob Taylor are going through the biggest awakening period of their lives come July and August when sight of the ten planets go into Leo. This means unexpected changes, marriages, divorces, etc. So say the stars. . . .

And that's Hollywood!

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JANE POWELL

SAHARA

MAY 17
DENNIS DAY

Sands

MAY 18
ROSEMARY CLOONEY

Royal Nevada

COMING
ANNA MARIA
ALBERGHETTI

Riviera

MAY 11
JEFF CHANDLER
ROSE MARIE

Thunderbird

COMING
SONS OF THE PIONEERS

OBSERVATIONS

(Continued from Page 5)

phone connection between Las Vegas and the outside world was formally opened. Sam Lawson, manager of the local company, had charge of the program for that day and had made arrangements for long distance greetings from the following: Mayor Rolph, of San Francisco; Mayor Cryer, of Los Angeles; Chief Engineer of Reclamation, Walter, in Denver; Governor Derr of Utah; Governor Phillips of Arizona and representatives of the Chambers of Commerce in Los Angeles and San Francisco.

Skaggs Safeway store opened for business in the Rockwell building on January 26, 1929, and a new home for the "AGE" was begun on the Squires property on Fremont Street on March 5th. This building, and the large plant erected on the rear of the property, housed the newspaper for many years, and was sold in 1946. It now houses the Hecht Dress Shop. After all the years, when we pass the old home, a lump comes to our throat as we re-

member those years, filled with memories both pleasant and sad, but we are glad that the pleasant ones far exceed the others.

SHOWBOAT

(Continued from Page 33)

boat". For too many years now, we have been missing the simple humor of "Pick and Pat" — we are happy to see them back. Many of you will also be pleased to say "hello again" to A. Robins, the old "Banana Man". . . . And here's a surprise, also in the authentic "Southern" vein, the Showboat is presenting the BEN YOST ROYAL GUARDS with a repertoire of songs from the old south. . . . TURK MURPHY and His RIVERBOAT BAND continue to supply the finest in genuine Jazz music. . . . And the 8 LUCKY GIRLS are our idea of what real Southern Belles should be — they're wonderful, and what talent. . . . What Minstrel Show would be complete without an end man? The ineffable CLIFF FERRE presides over this production as a most able interlocutor.

FABULOUS LAS VEGAS

FLAMINGO

(Continued from Page 31)

ny man (who incidentally, trips the lightest fantastic we've ever seen tripped), is an expert in the fine art of ad libbing and his audience-participation comedy routines would provoke even the Sphinx to laughter. His material is always fresh and original . . . we guarantee you'll like him — heck no, you'll love him! . . . Laughter and merriment always prevail when the ZANY HONEY BROS. stagger into the spotlight. These boys are adroit and clever dancers and their tumbling routines are a marvel of perfect timing. . . . Also on hand to add to the hilarity is the amusing monkey act, GENE DETROY with MARQUIS & FAMILY. . . . The RON FLETCHER Production offers the FLAMINGO STARLETS in striking new routines and TEDDY PHILLIPS and HIS ORCHESTRA back the show in their usual commendable way.

DESERT INN

(Continued from Page 31)

tation are DARVAS and JULIA, the world's finest dance team! These magnificent dancers leave all audiences breathless with their amazing and unbelievable feats in choreography. Every sparkling second of Darvas and Julia's presentation is filled with intense impact — one of the most impressive and precision perfect acts in Show Business. . . . And once again, we are happy to welcome back, DEAN MURPHY, comedy-impressionist supreme. This talented fellow enhances his act with startling exhibitions of memory and amazing take-offs on famous personalities. This boy is an acknowledged genius at mimicry. . . . THE DONN ARDEN DANCERS are fascinating in their exciting routines and the stage effects are wondrous. Donn is a master. CARLTON HAYES and His ORCHESTRA provide faultless musical background.

NEW FRONTIER

(Continued from Page 31)

. . . Holding second spot on this great bill and brought in to complete the engagement is the master of ventriloquism, suave Senor Wences. It's difficult to describe the talents of Senor

W. with mere words. We guarantee you'll howl at his "head in a box" and other novel puppets. . . . And now, the real competition in breath-taking stage productions has most certainly begun. Here you'll see two ROBERT ALTON Spectaculars that will have you feeling as though you're seeing one of Broadway's finest shows. The specialty artists he has employed are each outstanding performers in his or her own role. The costuming and settings are immaculate in the evident efforts of Mr. Alton to maintain authenticity as his dancers unfold their story in song, dance and exciting music. . . . Music is expertly expounded throughout the entire show by the fine members of a most capable band of musicians — GARWOOD VAN and His ORCHESTRA.

EL RANCHO VEGAS

(Continued from Page 31)

reservations now! . . . Appearing on the same bill are BILLY DANIEL, and blonderful GEORGINE D'ARCY. Billy is the well-known choreographer — master of every facet of terpsichore. Las Vegas has often been treated to the pleasure of witnessing the dance artistry of this talented young man. Now the enjoyment should be doubled; for the exotic Georgine D'Arcy has joined Billy and together they create perfection in rhythm, symmetry and grace. . . . And as an extra added attraction, the management has brought back for a triumphant return engagement, the courageous "I'll Cry Tomorrow" girl, LILLIAN ROTH! This gracious lady has climbed the ladder to stardom twice in her life-time, which is no mean feat and we feel safe to say that her glorious "comeback" is proof positive that the name of Lillian Roth deserves to be listed among the all-time "greats" of Show Biz! . . . The lovely EL RANCHO GIRLS are on hand with colorful dance routines and the men backing the show musically are TED FIO RITO and his fine ORCHESTRA.

SAHARA

(Continued from Page 32)

freshing you could swear you smell lilacs when she appears on the stage. Mindy's wholesome, charming style will bewitch you. . . . Miss Carson's capable accompanist and Musical Director is

(Continued on Page 63)

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SAHARA

(Continued from Page 61)

SHERMAN EDWARDS. . . . Also on stage, furnishing hilarious equestrian comedy is PANSY THE HORSE (ANDY MAYO and SPOUSE). This original act is a sure-fire laugh-getter. . . . MURIEL LANDERS and JACK PRINCE (two of the funniest human beings we've seen in a long time), emerge from the audience and provide one of the most hilarious routines in the show and we were really impressed with the fine voice of Mr. Prince. . . . The SAHAREM DANCERS are at their usual best and CEE DAVIDSON and His ORCHESTRA offer the fine musical backing necessary for this show. P.S. Bring the family. The Ray Bolger Show is entertainment galore for young and old.

SANDS

(Continued from Page 32)

dy show on TV), are undeniable proof of the fact that Mr. T. is "Top Banana" in the hearts of millions — a position he deserves. His wholesome humor, his admirable character and sincere love for humanity are so genuine he need expend no effort to make his audience laugh or cry — they do so because they cannot help but be in sympathy with the compassionate nature of Danny Thomas, a truly great artist, and that's for sure. . . . The popular and nimble-footed CLARK BROS. provide astounding tap routines. Their fleetness of foot will literally amaze you. . . . The COPA LOVELIES live up to their reputation for outstanding choreography. Featured in the Production Numbers is that handsome and talented CHUCK NELSON, and up-and-coming singing star . . . ANTONIO MORELLI and His ORCHESTRA do their usual fine job on the show backing.

ROYAL NEVADA

(Continued from Page 32)

feel inside after hearing the glorious voice of Miss Helen Traubel. . . . Appearing also on the bill is "our boy", DAVE BARRY, the comic's comic! Dave is well-known to localities and has established quite an enviable reputation for himself as an artist in the laugh-elicity field. He has a type of presentation that marks him apart from competitors. You can rely on our lad to add enjoyment to your evening out. . . . Adding to the glamour and spectacle of the Royal Nevada is the fantastically beautiful display called, "DANCING WATERS". You will simply have to see this extravaganza to believe it — it is a miracle of color and design which we can only describe as awe-inspiring. . . . At the console will be HANS HASSLACH, the man who conceived the idea for his fantasy which took 12 years to perfect and cost approximately ½-million dollars. . . . The superb GEORGE TAPPS DANCERS will add to your enjoyment with dance routines as only Mr. Tapps is capable of perfecting. . . . JERRY FIELDING and His ORCHESTRA will provide the background music for the entire production.

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EL CORTEZ

(Continued from Page 33)

with Frank Sinatra. . . . Also new on the show are THE CHORDS, who are proficient in the art of impressionism. . . . The delectable DOROTHY KRAMER DANCERS, (Beauty en masse) offer routines that are beautifully costumed and perfectly performed. . . . SHERMAN HAYES and His ORCHESTRA supply the excellent musical background for the show.

SILVER SLIPPER

(Continued from Page 33)

fest . . . where anything can happen and usually does! . . . They say the "Greeks had a word for it," and that word is, "TYRA MONA"! This young lady brings to the stage a completely new type of exotic dancing that thrills Slipper audiences. New to F.L.V., she is now a top favorite here. . . . The original and slap-stick comedy offered by the SILVER SLIPPER STOCK COMPANY features JOAN WHITE, MAC DENNISON, BILL WILLARD and JIMMY CAVANAUGH, who offer their usual wonderful variety of lively comedy skits. . . . GEORGE REDMAN and His ORCHESTRA are the lads in the pit who "cut" the show as if they wrote the original score.

GOLDEN NUGGET

(Continued from Page 33)

very versatile little band with a comedy flair. They feature the well-known comedy impressionists, THE BENSON BROS. . . . The piece de resistance is exotically beautiful CHARLITA and her MEN OF MUSIC. Senorita Charlita sings in Spansih, French and English and backed up by some of the finest Latin-American musicians in the country today. This proficient aggregation also features excellent fox-trots, and waltz and tango tempos. . . . During intermission, SANDY'S TRIO, a favorite local group, entertains and will oblige by playing any and all requests. . . . Suffice to say, the Golden Nugget has something to suit EVERYONE'S fancy!

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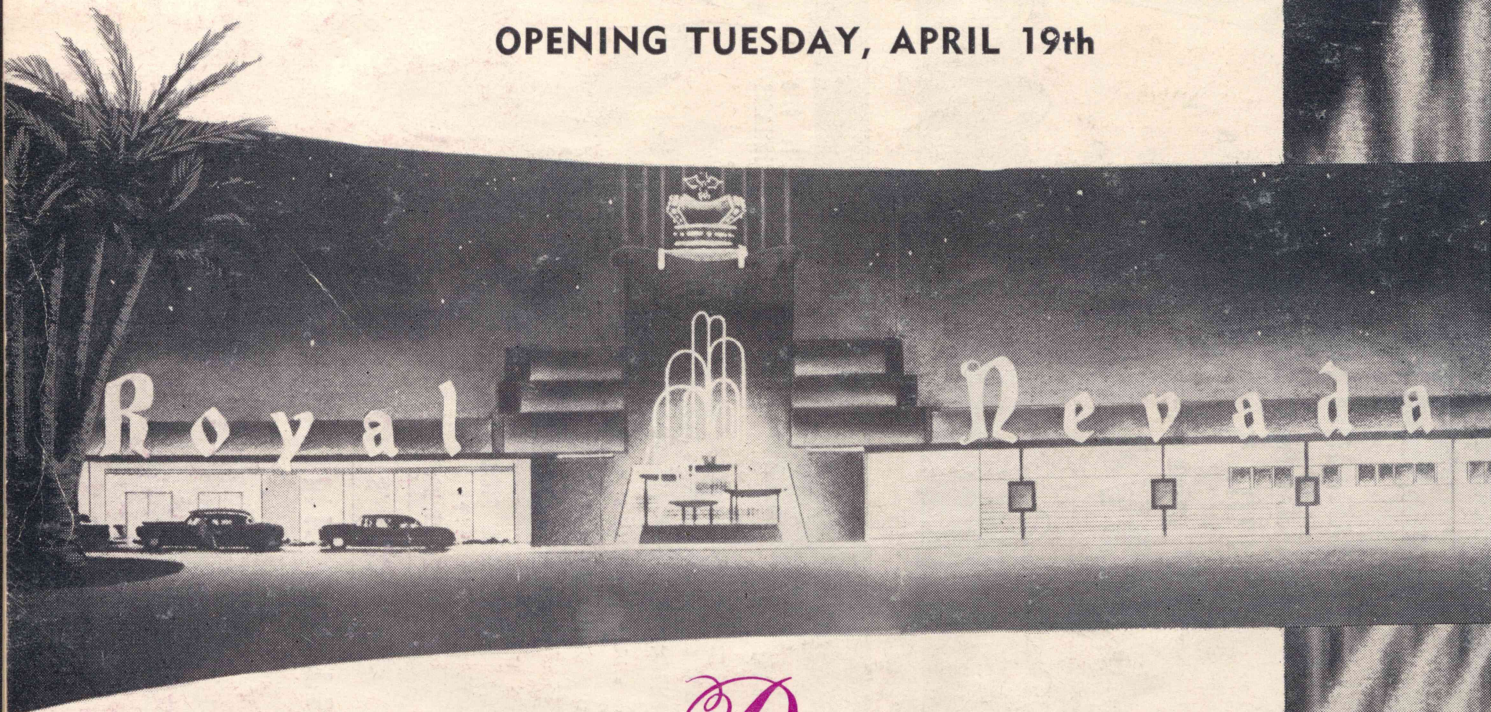
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