

Jack Bockz'

APRIL 23, 1955

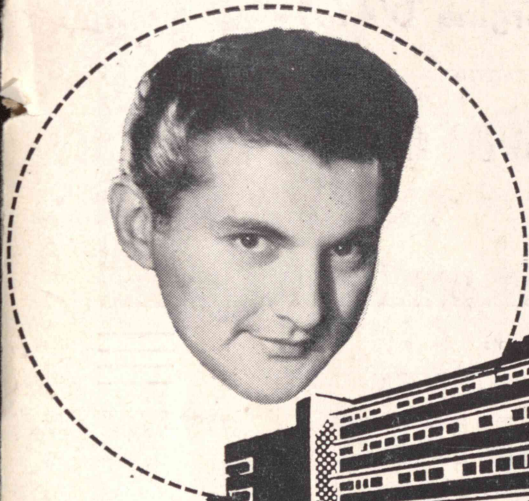
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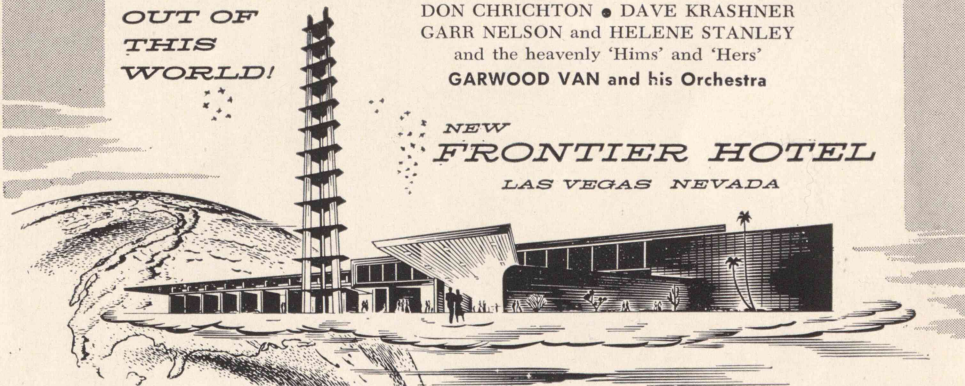
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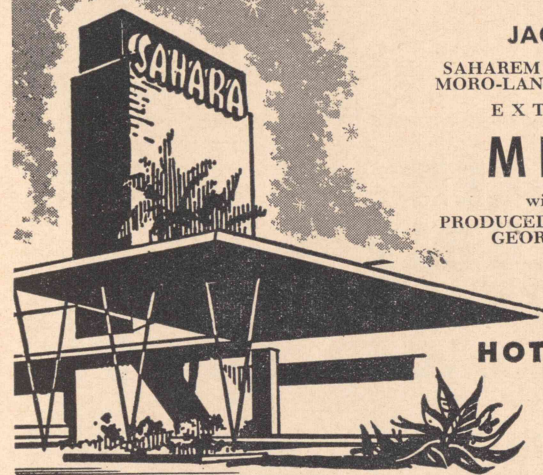
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JACK CORTEZ'

Fabulous
LAS VEGAS
magazine

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OBSERVATIONS

by CHARLES "POP" SQUIRES



The story of Tule Springs is an entrancing one, even though but few of our people have heard it. Some years ago I wrote the story, with some slight embellishment of half truth and half fiction for Mr. P. J. Goumond not long after he had purchased the Tule Spring Ranch and had spent several hundred thousand dollars in improving it.

The place we are talking about is something like thirteen miles northwest of Las Vegas, about a mile east of the Tonopah Highway. It was one of a chain of camping places for freight teams, Corn Creek being about ten miles beyond tule, and Indian Springs about twenty miles beyond Corn Creek.

"Pros" Goumond gave Tule Springs lawns and avenues of shade trees, orchards and broad fields of alfalfa, gardens and fields of grain; a fine swimming pool and a trap shooting layout and other things of beauty and usefulness. In addition to that he built fine homes and a number of cottages for rental purposes.

Probably the most important feature of the ranch is its herds of blooded stock, its barns and cowsheds with modern milking machines and sanitary equipment. It is truly a beautiful place which, we hope, will be maintained as Mr. Goumond would wish.

The first written word about Tule Springs was an account by the Mormon Missionaries in Las Vegas, Thursday, January 24, 1856. The weather was blustery and cold. Some rain fell during the night. Two strange Indians of the tribe called Quoeech, northwest of Las Vegas, came to see the brethren. They appeared friendly and desired to get better acquainted with the whites; said their home was five days travel from Las Vegas; their country was poor and their people hungry. The last is a natural consequence, on account of the native inhabiting the desert at this season of the year.

They also brought word of Sister Nancy being at the point of death. She left Las Vegas about five days previous;

went fifteen miles, took sick and sent for her relatives to come and see her die. They started this afternoon taking some provisions for her.

"Friday, Jan. 25. The weather was very blustery, so that the brethren were not able to do much farming. About 11 o'clock, Thomas, an Indian brought word that Nancy (a Pauvan Indian woman) had departed this life at day-break and they had buried her as near like the whites' method as was possible under the circumstances. The brethren were sorry to hear of her decease, as she was considered a good woman according to the knowledge she had. Her child had died only a month or so before. The disease with which she was carried off was erysipelas of the head and throat."

So we have our first bit of the very scanty history of the place we later pioneers of the early 1900's knew as Tule Springs. We can readily identify the place, five days travel northwest from Las Vegas where the Quoeech Indians lived, as Indian Springs, and the place fifteen miles from Las Vegas, where poor Nancy died, as Tule Springs, because there is nothing else that fits the description.

That was the first of our written history of Tule Springs, beginning when the Mormons established their Mission of Las Vegas in 1855. Some years later, after Sam Yount and Charles Towner came overland from Oregon, Towner took Indian Springs as his home, Yount going on south over the mountains to the Manse Ranch, in Pahrump Valley, where his family located. Tule Springs was frequently visited by them, providing, with Corn Creek about ten miles further northwest, the means of life for those hardy travelers, who, like Towner, came to Las Vegas occasionally to get a glimpse of a white person.

However, after Tonopah and Coldfield began to assume importance, Las Vegas provided a gateway for much commerce and travel, and all the spots

(Continued on Page 49)

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An Accurate Glimpse of the Future

CRISWELL PREDICTS



WHAT PEOPLE WILL DO:

Tea will not be on your grocer's shelf in 1956 due to the present plant blight and the coming revolt against the growers in those areas! . . . California faces a serious tragedy in a water shortage for the next six months, but this will be corrected by the new Colorado River storage plan! . . . The next Communist move will be to purge the Kremlin of all friends of the late Stalin, which will create a river of blood the world will never forget! . . . A day of world wide mourning will be decreed in the coming death of a Leader! . . . The spoilage of food in storage overnight with a cost of millions will be attributed to strange atmosphere conditions! . . . Queen Elizabeth II will openly break with the Labor Party and will demand the resignation of Anthony Eden within the next 90 days; . . . The diary of the late General Patton will be made public in August, and will definitely embarrass the Top Pentagon Brass and three members of the War Cabinet! . . . Arabia will be motorized and the camel will be a thing of the past by 1958, due to the acceptance of the native new auto-cart, which will revolutionize desert travel! . . . The Federal Pure Food and Drug Laws, will be revised, to include closer control over imported foods, wines and cosmetics! . . . Punch and Judy, the comedy team which has made us laugh since 1588, will be revived in a 20th century manner by Bob Sande and his songads for newspapers, radio and TV! . . . Cobina Wright Sr. will be the next president of the Woman's Press Club, and will open a campaign for better working conditions for women in the newspaper world!

THE WHEEL OF FORTUNE:
I predict that the wheel of fortune will turn for Peaches Browning, who will permit her exciting life to be filmed for a very high price. This sensational romance of the 1920's will be re-inacted with top stars taking the roles of Peaches, Daddy Browning and Mama Heenan, and will be one of the top films of 1956! . . . Walter

Winchell will be given a special Pulitzer Award for his ace reporting over the years! . . . Dancers everywhere will go wild over the new musical beat of the "Meringue" which will replace the mambo overnight. Tasso Vicco will be introduced into this country as the Meringue star, and will create a fad equal to that of the Charleston of by-gone times! . . . Mrs. Edward Purdom will gain the custody of her children in the coming divorce case against her actor husband, and much will be done to ease the humiliation she has suffered!

FABULOUS PERSONALITIES:

Maxwell Bodenheim, who met brutal death at the hands of a slayer, will have his life memorialized with a special edition of his works of the 1920's which include "Georgie Mae", "Replenishing Jessica" and his red-hot love poems, inspired by bath-tub gin, Clara Bow and Greenwich Village! . . . Mary Cassatt, America's greatest woman painter, will reach out from beyond the Golden Shore, and award a scholarship to some deserving young girl artist! . . . Dee Dee Wood, the dancing star, will become the toast of Paris with her 1955 version of the daring "Can-Can". . . Julius and Ethel Rosenberg will be immortalized by the new opera in Moscow titled "Julius, Ethel and the Electric Chair", which will be national folk opera, and forced on all Communists to see and praise!

YOUR HEADLINES OF THE FUTURE

Sun spots cause worry in scientific circles! . . . Major league baseball invades California! . . . French Colonies revolt in North Africa! . . . New invention guards citrus crops against frost damage! . . . Dental plan similar to health plans formulated by New York Insurance Company! . . . Egg prices remain solid! . . . Miracle Men of Science perfect control of rheumatism and arthritis! . . . Restaurant business booms on nationwide basis! . . . Older men make money at home through commercial hobby! . . . Employment solid through 1956! . . .

(Continued on Page 51)

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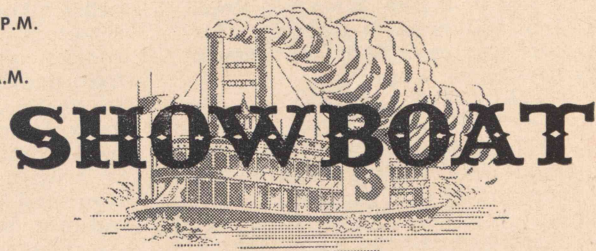
11:30 P.M. — 1:30 A.M.

BINGO

2:30 P.M.

DAILY

BOULDER HI-WAY
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HOTEL • CASINO • BAR • RESTAURANT

FABULOUS LAS VEGAS



that's for sure...
by JACK CORTEZ

This past week in FLV has been a momentous one. The "Strip" played host to two gigantic bistro openings. On Tuesday, the ROYAL NEVADA threw open its portals to an eager, curious public. The following day, celebrants milled through the doors of the RIVIERA, as it proclaimed its Grand Opening. The town was filled, well beyond capacity and we just wonder if everyone was fortunate in securing accommodations for these occasions. Wouldn't surprise us in the least if automobiles were converted into outdoor bedrooms, out of sheer necessity.

The week previous to this, Ye Editor drove to Phoenix to watch the first Arizona printing of this publication. Because of the growth of our magazine, we had to seek an establishment, qualified to cope with our "growing pains." SAM and SAUL LEBEAU (our new printers) proved wonderful hosts. They took us on a sight-seeing tour that set our incredulity to working overtime. We thought the only building boom going on was the one here in FLV. Hence, we were quite amazed to note the construction going on in Phoenix. There are many multi-million dollar building programs there. The Phoenix population has more than tripled in the past four years. They have more motels than we believed could exist in one locale. DEL WEBB (owner of the YANKEES and builder of our HOTEL SAHARA and BAGDAD) just completed a hospital and nightclub there. The nitery is his and is called NAVARRO's. Our sincere thanks to the Lebeaus' and the effort

they and crew extended in our behalf.

Held over at the GOLDEN NUGGET are THE KATS AND THE KITTEN. They're having a ball and enjoying tremendous success with one song, they feature nightly. This particular tune, an original, enables them to mimic all of the entertainers, currently in FLV. As the various shows open and close, the Kats And Kitten adjust the lyrics, accordingly. We suggest you catch them.

A very busy young lady indeed is JAN DONGRESS, secretary to STAN IRWIN, publicist of the HOTEL SAHARA. In addition to her scheduled chores, Jan is being besieged by calls from every point in the United States, from reservation seekers. Seems everyone is "a friend of a friend of a friend" and feels he should be given priority over all others. At times, it must prove tedious, to continue smiling while your teeth are gritted.

A heart filled with warm gratitude sends thanks to JIMMY LYONS and AL TURNER. (Mr. Lyons is Editor of the New York AGVA publication and Mr. Turner pens the widely-read Chicago column.) In their respective writings, these pillars lauded our publication and we feel deeply honored and humble, in the face of their glowing words.

Once again, we take time to offer Anniversary bouquets to WILBUR CLARK and his DESERT INN associates. The bistro opened its doors on April 23rd, 1950 and is an integral member of our "Strip" family. We

(Continued on Page 38)

this week's cover...

Welcome to Fabulous Las Vegas! . . .
A "new high in the sky", impressive,
Hotel Riviera and the sensational
Liberaces' the stars for this gala event.

ROULETTE

CRAPS

RESTAURANT

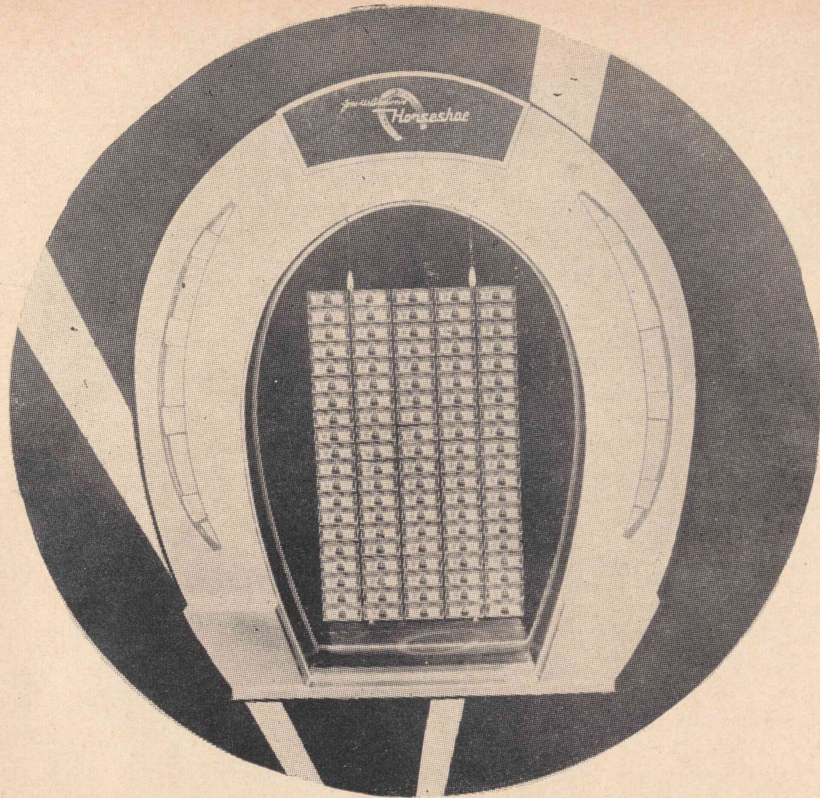
BINGO

"21"

KENO

BAR

SLOT MACHINES

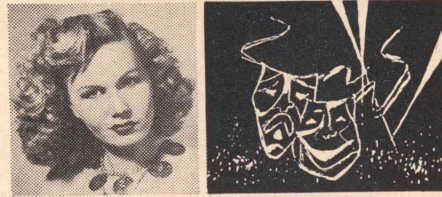


"The bright spot in the heart of Las Vegas"



Going Hollywood

with MAY MANN



Alan Jones and Mickey Rooney stole the thunder and glitter in show business this week when Alan opened the Mocambo and Mickey at the Coconut Grove. Sheer talent was on display such as seldom seen in night clubs. Gus Lampe booking the Grove shows seems determined to top each triumph. Backed with Joseph Hoenig, Jean Stinchfield, Michael (Grove Matre de). The Grove these days is a most exciting pleasure palace. Crowds of film fans at both doors and the foyers heralded movie interest in Mickey. The turn out of top press photographers Nat Dallinger, Nate Cutler, Irving Antler, Jack Albin, and Hymie Fink presaged a big opening night. The Harry Jamesons (she and I wore a "room full of red roses" in our respective white dresses) provocative Abby Lane with her long copper night red hair and Cugat enjoyed every dance on their holiday as though they didn't do it for money. They open May 4th at the Grove. Estralita and Grant Withers in love again, with Joe New, Ambassador's assistant hotel manager (recovering from his heart attack) chatting with them; Vera Ralston the most glamorous of the stars with her gorgeous Parisian gown of jet and emeralds and her Brunette hair cut very short, Lou Irwin, Chill Wills dancing "bumpsey-daisy" (bumping us on the floor), Dick Cantino, Leigh Snowden, Tony Travis, Betty Hayden, and the smart set of first nighters were all there. Mickey proved his versatility with a varied program including tribute to his father, Joe Yule, for his memorable "Finian's Rainbow" after which Frank Sinatra with a group of hotel owners from Fabulos Las Vegas arrived to present Mickey with a scroll

honoring his 30 years devotion to the traditions of show business. A nice gesture to a real trouper, who believes that no one walks out — and the show goes on! (Mr. Lanza, dear?) Mickey's song "Hollywood Heartbeat" lyriced, "Hollywood heart is made of stone — mother who exploits her child, but all for mothers sake — bit player who wants a little more —, extra with one foot in the door —, You're a star, then you drop and you're a flop! Hollywood dreams leave only footprints in the sand." (Visit Hollywood Grauman's Chinese Theater, and you'll see the foot prints of the famous that are today forgotten.) Joey Forman and Dick Winslow brilliantly augmented Mickey who avowed, "A guy just ask me, 'Are you nervous, being opening night?' "Sure I'm not nervous," Mickey replied. Then what are you doing in the ladies room?" And, "Always seen me as a short cocky guy. Tonight I'm just short!" His impersonations of the big stars in pictures are sensash! See Mickey Rooney! (He opens at the Riviera soon in Las Vegas.)

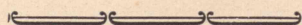
Alan Jones electrified Macamboers with sheer style and delivery! His beautiful voice that has made him a top picture, recording, night club, and stage star holds sheer magic. The Martin Von Dehns gave a magnificent party for Mary Pickford's birthday — and we all stayed for Alan's second show. Of course he sings "Donkey Serenade", but his French Parody is a riot and his "Sand and the Sea" is beautiful. Last saw Alan starring in "Guys and Dolls" during his sensation-ally long run in Chicago. Irene Herve and he canceled their divorce and she beamed, very proud of him. Birthday girl Mary wore a blue organdy dress, and her hair cut short looking like the doll she is. . . . Marion Davies, a wonderful gracious girl gifted Mary with a string of pearls centered with a diamond heart (something like \$10,000). Ilona Massey, gorgeous (opens at the Chi-chi in Palm Springs April 23rd) brought little hand crocheted (by her mom) blue and white shoes for Mary. Paul Hesse next to me saw Tommy Harmon and said, "How's our wife?" He was referring to Elyse Knox — first wed to Paul. Charlotte Rogers said Bill Miller has prolonged the engagement of Ann McCormick at the Sahara . . . she's so good! And that Joe E. Lewis and Lillian Roth re-

(Continued on Page 53)



"Regatta"

MULTI-COLOR ROMAN STRIPED SEPARATE
IN PURE SILK . . . CUMMERBUND OF SILK
CINCHES WAIST TO SLIM-TRIM ATTRACTIVENESS



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PAGE

"13"



by
**JOHNNY
UHLMAN**

We're coming to one of those times of the year when loyal citizens are favored with the rich privilege of showing their power, in having a voice in the government of the people. We'll soon be going to the polls to vote! However, before we can enjoy this privilege, we must listen to "campaign speeches". These are speeches made by a political office aspirant, in which he will tell you what a lousy job his opposition has been doing or WILL do; interlaced with angelic notes of his own immaculate character, and mountainous intentions in your behalf if HE is elected. . . . Once the best "salesman" has attained his goal of office, he (no matter who) then follows the course of action that he MUST, due to conditions, limitations, situations, and the WILL of "those" who put him in office!!! No matter who wins a high office in a fast growing community such as ours, he's going to find it impossible to cure its many ills during his term, unless the course of events make it miraculously possible. The majority of voters who put a man in office only "know" him by what they've seen, and been "told". . . . We can only hope that the "best" man is also the best "salesman", or has the best sales "staff" behind his campaign . . .!!!

Now there are NINE splendid hotels gracing the grandeur of our sumptuous Strip! This past week saw the regality of the ROYAL NEVADA, and the mighty reach of the RIVIERA, join the line-up of splendid entertainment palaces that have made Las Vegas the show spot of the world. Who is to say how many more will be coming into reality before our rapid growth reaches the "saturation point", often heard in many conversations for the past FIVE years . . .!!! We could even go further back than that; . . . to the time, sixteen years ago, when they said TOM HULL was crazy to build a fine hotel in the middle of the desert. The then magnificent El Rancho Vegas became the first in this

slow starting chain reaction to world wide acclaims. . . . We're often asked which of the new motels we believe to be the finest and most beautiful! How can such a question be answered?? Each one that opens has a feature, here and there, that out-shines the others, and by the same token, lacks a thing or two for which we must recognize one or more of the others. They're ALL wonderful, and the pride and joy of those who have invested millions, in time and money, to make them possible. . . . Personally, I find enjoyable features in all of them . . .!!

From all indications, the next to join the ranks will be THE DUNES, located on the Strip, south of the Flamingo. The Dunes will, (when it opens) also take over that identifying designation that has long been associated with the Flamingo, of being "the last one out". According to the latest reports, the opening date for the Dunes has been tentatively set for May 23rd, and I kinda wonder what it will be like; . . . not having a hotel opening for a whole month!!! . . .

Downtown Las Vegas is not SLEEPING by any means, while all this attention is being directed to the Strip!! . . . Fremont Street is fairly fuming with activity, anent the building of new hotels and entertainment spots. Amid all this, you'll also find that the existing casinos aren't letting the grass grow under their progressiveness. . . . Constantly keeping abreast of the times on this count is one of the most friendly of them all . . . THE WESTERNER CLUB at 23 Fremont . . .! Here is where you'll find some of the best food in town, as well as an atmosphere of hominess that's unbeatable . . . another thing; . . . as you stroll through the casino, you'll hear the employees passing the time of day with the customers, and being able to call most of them by name; . . . this because a good many of the customers of the Westerner are REGULAR customers. . . .

(Continued on Page 53)

MT. ZION URANIUM CORPORATION

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REPORT TO THE STOCKHOLDERS

Dear Stockholders:

We thought you might rejoice with us in our terrific strike of uranium and copper on Reynolds Mortgage Corp. claims near Zion Park, Utah. . . .

Our field crew reports a strike exposing a deposit of carbon and uraninite type ore, approximately seven feet wide, thirty foot exposure in height (and extending on into the bluff to a greater depth). We have not had time to determine how far back into the mountain it extends. The copper deposit extends approximately seven hundred feet in face width: also, over thirty feet in visible depth. Only by drilling, and blocking out the ore body can the extent be determined. . . .

This property, or group of claims, joins MT. ZION URANIUM property on the northern boundaries. This vitally affects, or confirms, our geologists expectations for both groups of properties. We are moving in heavy equipment as soon as possible, and expect to block out a major ore body on MT. ZION in the immediate future. . . .

Sincerely,

Mt. Zion Uranium Corporation

R. C. Reynolds, Pres.

REYNOLDS MORTGAGE CORPORATION

A Holding Corporation — Affiliate



Hillsway

by ROLAND HILL



Dateline. . . . Los Angeles — I am on a busman's holiday. Get to go to all swank resorts and spas in line of duty so when I want a few days off and to relax a little I go to the heart of a great city, and so I find myself spending a week here at the fine Los Angeles Athletic Club. I only wish this club were public so that I could recommend it to all my readers and not only to Athletic Club members. Have everything I want here under one roof, steam baths, massage, gymnasium, fine restaurants, reading and card rooms, TV, sunbathing roof, swimming pool, and walking distance to all the movies and theatres. And the best part of it all is that I do not need a car, and believe me it is a vacation when one can get out from being a slave to an automobile.

Was in Las Vegas a few days and thoroughly enjoyed myself. First of all I bumped into my friends from my small town of Mora where I have my summer home in Northern Minnesota, the Glenn Hages, and I only wish I had more than a day to show them Fabulous Las Vegas. We, together with the J. McClure Kellys of Minneapolis who are big plumbing and heating contractors, had dinner at the THUNDERBIRD and thrilled to the WINGED VICTORY CHORUS. Honestly, if Lanza and Liberace are worth \$50,000 then this chorus is worth a half million a week. They are about the most terrific thing I have witnessed or ever heard in Las Vegas — that is second to Fred Waring. I saw the WVC three times at Christmas time and two times this past week. I sincerely hope that every hotel on the strip will have them for command performances. We also saw the Edgar Bergen show at the SAHARA and that was fine. The next evening Mr. and Mrs. Carl Sager of Flintridge, California and their charming son-in-law and daughter, the Lee Mitchells and son Norman, together with the Norman Pattons of California (he designed and built FURNACE CREEK INN in Death

Valley) and myself had dinner (with the very best table in the house during Easter week when you couldn't get a table for love nor money — my good friend Pancho saw to that) at the WILBUR CLARK DESERT INN and saw the Frankie Laine show and the production built around him was excellent. Mrs. Sager is a daughter of the late B. F. Nelson who was probably the most substantial, wealthy and influential man ever to help found Minneapolis along with the late T. B. Walker, and she and her husband are surely the most traveled folks that have ever come to Las Vegas — they really are world travelers par-excellence, and their swell daughter Marilou and her handsome husband Lee thoroughly enjoyed their few days in Las Vegas. Was sorry they couldn't have stayed longer but Lee had to get home to put the finishing touches on their swimming pool. Mr. Sager has probably done more good with his money than anyone else — I know of dozens of young fellows that he has helped through the university, music studies and the arts and he has done more for all my relatives and friends than I can recall. My brother in Minneapolis has worked for him for 30 years and to my knowledge has never had a rift, or heard an unkind word from this wonderful man. I am glad they came to Las Vegas and liked it so much because from now on I am sure they will visit here often.

Have a few notes on men's styles from New York that I want to jot down before I forget them. People here in the west won't like it I am sure but I didn't see a single light colored suit in any of the windows in New York on Fifth Avenue. Charcoal brown and charcoal grey are the only colors, and I do mean only. But pink, yellow and lavender shirts with button down collars and black knit ties — and that is it stylewise. Matthew Cleary, the buyer in men's wear at ABERCROMBIE & FITCH which is THE men's store

(Continued on Page 55)

HELD OVER!

Thank You Las Vegas . . .



THE KATS and the KITTEN

APPEARING NIGHTLY

AT
THE

GOLDEN NUGGET

— DOWNTOWN —

Special Thanks To Art Brick and Associates



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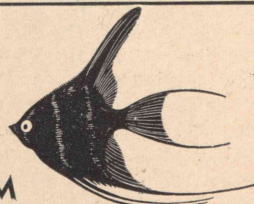
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DESERT
AQUARIUM



'ROUND the TOWN

WITH PAUL SPERLING

Las Vegas is having a banner week with the opening of two new "strip" hotels. The ROYAL NEVADA and the RIVIERA bring the new total up to nine . . . with the coming of the DUNES a nice round ten. The big question on everybodys mind is "where will it stop — how far will it go — what is the saturation point" Too many of the people who have been here for a period of time tend to be pessimistic about the future of this area and are holding back waiting for an imaginary "bubble" to break. While they are waiting, the others who see Las Vegas as the world's entertainment center and top vacation-land are going ahead and doing something about it. Let's forget about what the desert used to be and take it for what it is now, a city in it's own right . . . one to be reckoned with. So away with false fears . . . multiply what we have by ten . . . and remember that anything and everything can only be as strong as those people that make it such. . . .

Over one million dollars has been spent, to date, on the furnishings and decor of the new Riviera Hotel. . . . The Maxwell Company of Miami, who handled the whole project, covered thirty different states to buy everything they wanted for their first Las Vegas undertaking. It took one hundred and five freight cars to get everything here. . . . All of decorating was done by Irving Field, president of Maxwell Co., and Kenneth Hull, who is their Director of Interior Decoration. Maxwell, has no peer in Florida . . . and after taking a tour through the Riviera, I would say that they are well on their way in this state. . . . Don't take my word for it . . . drop into the hotel and see for yourselves. . . .

A good example of faith and success is Bud Harris who just opened his third Gift Shop in the new Royal Nevada Hotel. Bud came to town about two and a half years ago with little more than "guts" and foresight as his only possessions. He parleyed these

into a wonderful business . . . his newest shop being one of the finest that Las Vegas has to offer.

Max Bear, ex-world's heavy-weight title holder, now turned showman, is in town working on a new hotel deal. The other night he visited his old partner Maxie Rosenbloom, who is now appearing at the Silver Slipper. . . . With a little inducement he became part of the act. Needless to say that the customers got a lot more than they bargained for. The two "Maxies" just about broke the place up.

"Wee" Martha Davis is doing for the Showboat Bar what the Mary Kaye Trio is doing for the New Frontier's "Cloud Nine". There is standing-room only when these fine artists do their stuff. . . . It's like the man said . . . "Class will always tell."

The Downtown area had a small flood when a water main broke in the rear of Larry's Shoe Store. The break in the line created a geyser that rose from the back, went over the roof and came down the front . . . drenching everything in the forward part of the shop. Larry's is now featuring "soggy socks and wet wedges" . . .

Speculation is running high on the coming "Tournament of Champions" golf tournament that will be held at the Desert Inn Golf Course on April 28, 29 & 30. Already there are a number of groups getting together to pool monies for the purpose of buying a player at the Calcutta Dinner, which is held at the "Inn" on the eve of the big event. They all have hopes of repeating Wilbur Clark's feat of last year when he and some friends bought Art Wall, Jr., for a song and ended up with a symphony.

Neil Leppo, who has the Health Club at the Sands Hotel, is walking around on air these days. Reason . . . the Sands is now in the process of building him a new club that will be located right off of the pool. The management felt that the investment was

(Continued on Page 56)

SILVER SLIPPER

CASINO

NEW EDITION

"HILARITIES OF 1955"

STARRING

Maxie
"SLAPSIE"

Rosenbloom



"THE ORIGINAL"

Dagmar



Hank Henry

FUNNIEST MAN IN THE WORLD



SPARKY KAYE
and the
SILVER SLIPPER STOCK COMPANY



SHOWTIMES:

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

LAST FRONTIER VILLAGE

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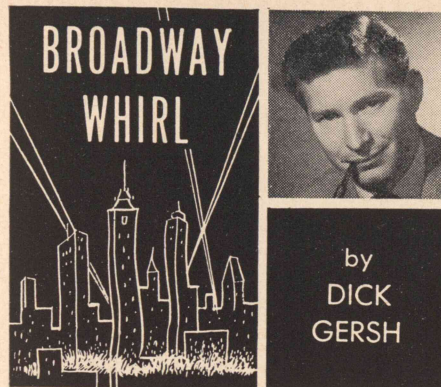
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on the LABEL!



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BROADWAY WHIRL

by
DICK GERSH

Ben Fine, education editor of the New York TIMES, will have his new book, "One Million Delinquents", published this week. The data will make "The Blackboard Jungle" look like a Sunday school outing. . . . Julius La Rosa will be used by CBS-TV this summer to replace Perry Como, Jo Stafford and Jane Froman. His manager is frantically trying to get replacements for him in the clubs where he had been scheduled to appear. . . . Ted Cott, new general manager of Dumont TV, will go heavily into filmed shows for the network's New York outlet with the emphasis on material for the kids.

Business at Madison Square Garden has already assured Ringling Brothers of the biggest season in their long history. . . . Margaret Truman's heart throb is no secret to her pals. He is the handsome, bachelor governor of an Eastern state. What Margaret does not know is that her romance is hopeless. His long-time amour is a lovely, young, Mrs. Ah, sweet mystery of life. . . . CONFIDENTIAL Magazine's next issue will go to four million, an unheard of figure for a publication with less than 40,000 subscribers.

Hy Gardner's new headquarters is the Park Sheraton Hotel. . . .

Despite the desperate urging of her family to consult a psychiatrist, S. G. continues to destroy a great career as though she were dedicated to self-punishment. Her agent and her recording company have already dropped her in disgust. . . . S. H. and F. E. have the television crowd wondering if they didn't get their sexes mixed. At private "parties", she's the boy. We haven't heard this kind of comment since the W. H.'s got the warning from their network. What a

shocker this one would be to their loving public. . . . Tony Bennett tells of the sardine who was frightened at the sight of a submarine. "Don't be afraid," soothed mama, "it's only a can full of people." . . . Ouch!

Broadwayites, who see Don Ameche doing such a wonderful job in "Silk Stockings", would be amazed to learn that he has children almost as old as his leading lady, Hildegard Neff. . . . Census statistics show that American girls are getting taller, slimmer, stronger and more aggressive. Oh my gosh, where do we bachelors hide?

Talent Tip To Las Vegas — Pretty Midge Barber is going to be the next big girl singer. Her Cardill Record of "Orange Suspenders" looks like another novelty smash. The tune was penned by Lindsay Mc Phail, veteran songsmith responsible for such hits as "San" ("Oh, Sweetheart Lona").

We can't remember a single TV appearance doing anyone as much good as the Ed Murrow, "Person To Person" TV stanza, did for Marilyn Monroe. Its effect on Milton Green was just the opposite. It's odd how the magic quality of "sincerity", so easy to disguise on the stage, can't be faked on the television screen. . . . We predict that Frank Sinatra will be great in the Ronnie Graham role on the film version of Broadway's "The Tender Trap". Just between us, this is a pretty safe prognostication; he's always great!

Ray Shaw tells of the two booking agents belting down their borst at the Stage Delicatessen and bemoaning the drop in business. "You know," said the first agent, "I don't know if I left the business or the business left me." "You should complain," wailed his partner, "I may be in retirement and not know it."

Arnold Shaw, author of the best seller, "The Money Song", stepped into one of the biggest jobs in the music business when he became the new topper of E. B. Marks music publishing company. Now his problem is to come up with a money song. . . . Newest addition to the backstage machinery that feeds talent to the many clubs and hotels in Las Vegas will be agent Roy Gerber. Music Corporation of America, biggest talent supplier in the world, has tabbed Gerber for their West Coast office. The White Way will definitely miss him.

Congratulations



to the new and fabulous Riviera Hotel

"THE NEW HIGH IN THE LAS VEGAS SKY"

We of The Maxwell Company, having completely designed, decorated and furnished the interiors for the beautiful and luxurious Riviera Hotel . . . extend our most hearty congratulations! As decorators and furnishers of leading hotels, motels, apartments, cocktail bars and restaurants throughout the United States, Canada, the West Indies and Latin America—we are proud indeed to have played such an important part in the completion of this magnificent building . . . a luxurious blending of Western reality and Mediterranean fantasy, created just for the Riviera guests pleasure, enjoyment and relaxation.

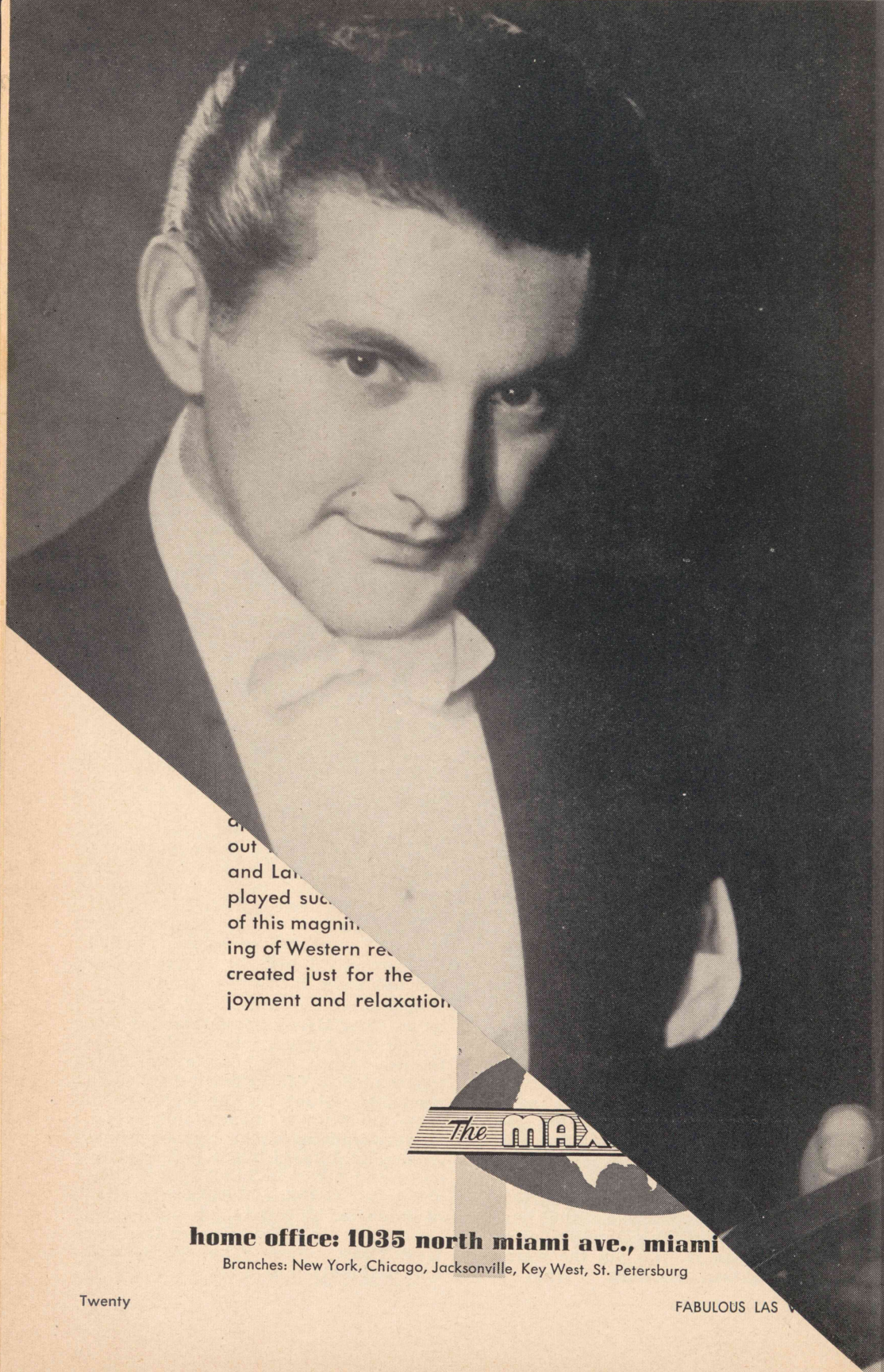


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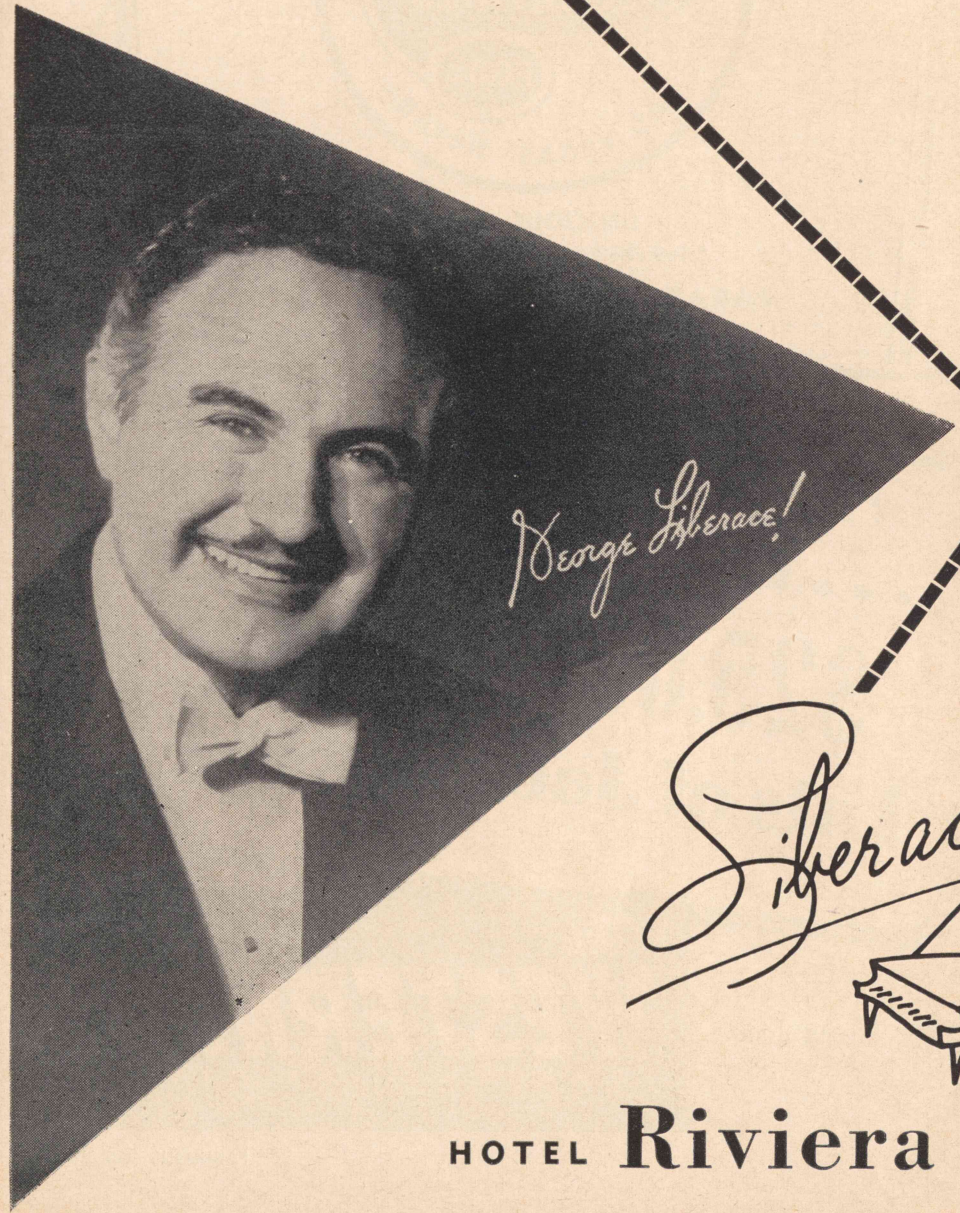


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Hello Las Vegas!
It's Wonderful To Be Back In
Your "Fabulous" Town . . .
Hope To See You In The Magnificent
CLOVER ROOM . . .



George Liberace!

Liberace


HOTEL **Riviera**

"A Las Vegas Club for Las Vegans"

Jeane V. Costello and Al R. Good



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Lots of Jackpots ..

The
WESTERNER
DOWNTOWN LAS VEGAS

"THE FRIENDLY
DOWNTOWN CLUB"

Let's Visit Awhile

WITH

"KIRK" KIRKPATRICK

"A column?" I sez, incredulous.

"A column!" sez Pappy, determined. And that's how it happened, folks. Maybe not as dramatic as "Birth of a Nation", nor as romantic as "Birth of the Blues", but that was the birth of "Let's Visit Awhile".

It sure is a pleasure to be able to visit with you for a few moments — hope you'll stop by often. You know, visiting is a grand custom; we should all do it more often. You meet the most interesting people and pick up some fascinating facts.

So tag along for awhile and let's see who we run into.

HELLAN LORD, the authorized Las Vegas practitioner of the Fernald system of face lifting, was just getting settled into her new location at 1147 South Fifth when we called. The Fernald system of course, is the method of face lifting without surgery and Hellan studied under Dr. Fernald herself. So if you're seeking to regain that youthful appearance again, Hellan's the gal to see. She has both men and women as clients.

Hot on the heels of welcoming the "out of this world" NEW FRONTIER HOTEL, Las Vegas recently played host to another "Out of this World", the remarkable SUPER-G CONSTELLATION. This latest addition to the TWA fleet will provide the only luxury, non-stop, overnight air sleeper service between New York and Los Angeles — an airborne breakfast in bed, yet! This is an innovation which brings FLV even closer to those millions of prospective visitors on the eastern seaboard.

During the four nights the "Super-G" was in town it brought in more than 300 Californian travel agents from as far north as Bakersfield and Fresno and as far south as San Diego. These VIP's spent several hours doing the town as guests of TWA. When they left they were 300 miniature Chambers of Commerce agents for our community. TWA and their city sales manager RAY CULLEY are to be congratulated on a promotion which cannot but re-

sult in great benefits for FLV.

And speaking of flying, those "scaredy-cats" who insist on keeping one foot on the ground might ponder this fascinating statistic: If a boy were born today in an airplane, and remained aloft continuously, he would be 78 years old before he could be reasonably sure of having a fatal accident!

Is there any truth in the rumor that DELORES BROWNHAFER's recent trip to New York was for the sole purpose of showing Lindy how to make cheesecakes? Delores, of course, is the creator of the delicious cheesecake which is Almost As Fabulous As Las Vegas itself. It's a regular feature of the menus at Poppa's ORIGINAL PIONEER STEAK HOUSE on South Second Street, where almost any night you can be sure of finding some celebrity or other gorging on some of the finest victuals in town.

Now that the "Game of the Week" is available locally on TV many sportsmen are taking time out from the gaming tables to watch major league baseball. Realizing that some folks like the convenience of seeing the games on their own sets GIL BOLINDER has stepped in to offer a top-notch service of TV rentals, at rates which make it hardly worth while to buy a set. That's LITTLE PRINCESS TV, 417 North Main.

You say you have a sweet tooth? Can hardly pass up even a drugstore candy counter? Then let's stop in at 130 South Third Street. You'll be glad you found the DESERT DAWN candy shop. It's the only place in town specializing in fresh chocolates and other sweet-stuffs, plus a selection of European imports. Tucked away opposite the First National Bank, this is a tough spot to find, but keep looking — it's worth the effort.

What's the well-dressed pooch wearing these days? According to MARGARITA JUNG, the Beau Brummell of the Canine Fifth Avenue wears the same as his mistress. Well, almost! The Jung establishment at 131 North

(Continued on Page 48)

JOE E. LEWIS

prefers

El Rancho Vegas

TWO POURINGS NIGHTLY

8:15 P.M. and 11:15 P.M.

AUSTIN MACK

AT THE BAR

Bottled by

BELDON

(spelled backwards — NODLEB)

or — "ad lib"

"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 funny man (who incidentally, trips the lightest fantastic we've ever seen tripped), is an expert in the fine art of

(Continued on Page 43)

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.

Once again that "Ole Black Magic" man, BILLY DANIELS, comes into the spotlight to thrill, excite, please and tease the audiences in the New Venus Room. A wonderful voice, an incomparable style and a big heart make Billy one of the most popular entertainers of our time. To see and hear him is to love him. BENNY PAYNE, his pianist and partner is on hand to make their act an entertainment "Bonanza". . . . The added attraction is SENOR WENCES ("All right, all right") a wonderful ventriloquist, juggler and comic. . . . The two terrific production numbers, staged and directed by BOB

(Continued on Page 43)

El Rancho Vegas

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

Voo-voo-voo-voo-voom! The Master has returned! JOE E. LEWIS, dean of the nite club comedians, is once more rocking the "Opera House" with his own inimitable style. Joe E. can take the coldest audience and have it eating out of his hand in less than two minutes. With new material always at hand, Joe E. is the man to see. . . . AUSTIN MACK is the one at the piano accompanying Mr. Lewis and conducting the orchestra for him. . . . Appearing on the same bill are BILLY DANIEL and lovely GEORGINE D'ARCY, two of the most talented dancers on the boards today. Bill is well-known for his screen and stage choreography and you can be sure his routines are

(Continued on Page 43)

DESERT INN

Thru May 9

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

Magnificent!! 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 beauteous Patti has an incomparable voice, a gracious personality and a warmth of delivery that register magnificently, even on a phonograph record. . . . On this great fifth anniversary presentation are DARVAS and JULIA, the world's finest and most outstanding dance team! These superlative dancers leave all audiences

(Continued on Page 43)



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 refreshing you could swear you smell lilacs when she appears on the stage. Mindy's wholesome, charming style will

(Continued on Page 43)

The Sands

April 13 thru May 17

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

Impressario JACK ENTRATTER has a knack for booking the nation's "Greats". In his new show, "Spring Fever" he has as his star the great DANNY THOMAS. We cannot say enough about this man. Not only has he received laurels for the "Best Actor" and "Show" on TV, but he has also become one of the best box office names on the silver screen. . . . However, Danny began his career in clubs and it is here that he really shines for it is here that you can actually feel the warmth that is Danny Thomas. . . . On the same bill are the popular and nimble-footed CLARK BROS. Their latest number, a tap-jitterbug

(Continued on Page 43)

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 feel inside after hearing the glorious voice of Miss Helen Traubel. . . . Ap- pearing also on the bill is "our boy",

(Continued on Page 45)

Riviera

(Not a Review)

April 20 thru May 10

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

The Riviera opens its doors with a new and different type of show — starring the one and only LIBERACE and accompanied by brother GEORGE and his internationally known orchestra. The show, conceived and produced by HAL BELFER is done in two parts — first, the audience is treated to "The Riviera Story", which explains the hotel operation in musical comedy style. Then comes the LIBERACE Prologue", which has various scenes such as "LIBERACE at 8 Years", "A Dream Sequence, with Dancing Octaves and Notes" and "The Candelabra Ballet". All of this is a wonderful

(Continued on Page 45)



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 43)

EL Cortez

April 7 thru April 20

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

Old and young alike will olve and appreciate the talents of LITTLE JACK LITTLE, who nson-stop entertainment trek started 'way back in the turbulent Twenties. LITTLE and his intimate song styling get the same enthusiastic reception today as they did at the height of the Charleston craze era. He was one of the first "big" stars of radio and with his orchestra held the lime-light for many years. He is no newcomer to Las Vegas and has royally entertained many patrons here in the past few years. . . . Also on the same program are MARTY ALLEN and MITCH DeWOOD, with their refreshing brand of songs, dances, pantomime and satirical comedy. Held over . . . are DOR- OTHY KRAMER and her DANCERS

(Continued on Page 45)

SHOWBOAT

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.

What better choice of stars for a "Minstrel Days" Show than "PICK and PAT"? These two great showmen have been a team since the early days of radio when they endeared themselves to the American people by creating the roles of "Molasses 'n January" on the Maxwell House Showboat Hour.

(Continued on Page 45)

SILVER SLIPPER

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

SLAPSIE MAXIE ROSENBLROOM, pugilist turned comic, and FLV's favorite, HANK HENRY are currently basking in the glory of the kingsize presence of the famous DAGMAR! If you can imagine Slapsie Maxie playing "Romeo to Dagmar's Juliet", you have a small idea of the laugh-riot in store for you at the Silver Slipper! . . . The

(Continued on Page 45)

GOLDEN NUGGET

Show: The Kats and Kitten; Charlita and Her Men of Music; Nite-Liters 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 very versatile little band with a comedy flair. They feature the well-known

(Continued on Page 45)

Premier Program: CLOVER ROOM

the Hotel **Riviera** proudly presents . . .

STARRING . . . *the one . . . the only . . .*

LIBERACE



Joy Roberts

Dickie Lerner

Emmaline Henry

WITH

Mark Aldon

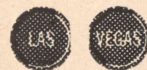
Sally Blythe

Buck Young

and the Riviera Girls

PRODUCED AND DIRECTED BY Hal Belfer

"A New High in the Las Vegas Sky"



Riviera

HOTEL

In the Heart of the fabulous Strip



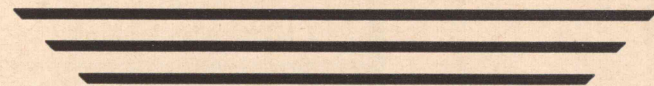


Las Vegas

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Construction
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featuring . . .

the newest scope in hair styling

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BEST WISHES FOR EVERY SUCCESS
THROUGH THE YEARS TO THE

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Custom Made & Designed By
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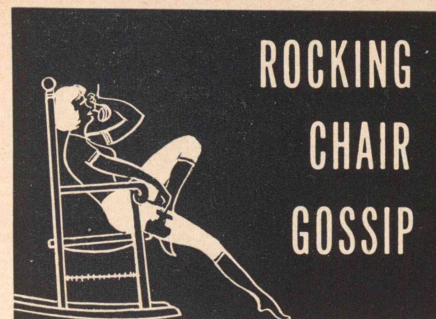
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ENJOY ALL MAJOR EVENTS!

RENT T-V

LITTLE PRINCESS TV

417 NORTH MAIN — PHONE 6864



By **FANCHON DE VOE**

Come in, Mrs. Bipple. Hoist your Number Nine's to the back of the rocker. Been proved that relaxing 15 minutes a day with the feet higher than the head prolongs life, guarantees a more youthful and rested appearance and better vision. . . . I was reading about a chicken with two tails and three legs. Can you imagine that? No hands!

Do I feel tall! Just discovered I'm a distant relative of Zachary Scott. His Virginia family and papa's folks both descended from George Washington's sister. As Uncle Kipling said, "The power of the mind for wonder is limited."

Rumor has it that George Gobel may be voted the outstanding father of the year. Good deal. The tenderness he has for his children is really heart-warming. . . . Say, I wanted to tell you that I tried out that breakfast the Duchess of Windsor consumes: yogurt and lemon juice. Keeps her weight down to 100 pounds. Kept me down for a week. So sick I almost missed going to Las Vegas. But good serving of Pizzas at Minnie and Rocco's Italian Village set me right up happy again. Who cares about 25 pounds over? Not when you sample their delicious foods.

Gad, Mrs. Bipple, you should have been in Vegas the last ten days. Efforts of all mankind seemed to burst into one stupendous splendor. Haven't been as excited since I tried Hazel Bishop's lipstick. Also, as it were, I was the only woman there wearing Christmas ribbons in her hair, and a ring made from an elephant's tail. (Good luck, you know. Got it in Africa when down on the veldt hunting boloney). And, me, you believe, Mrs. Bipple, when I say that Gordon Scott, Sol Lesser's newest Tarzan, may be able

to out-yell all former Tarzans by 10 decibels, but the voice of FLV is heard around the world, and in **decimals**. . . . Remember when I stopped doing housework because I read that the average housewife walks nine miles a day around home? Honey, in Vegas I covered 25 miles just sitting down.

How I loved the new regal Royal Nevada, and fitting for Kings and Queens it is. Something new in the way of water they have there. Dancing ones — beautiful and fantastic. Makes those touristized fountains of Rome hang their waters in shame. Helen Traubel singing there, her perfected golden voice reaching out into the starlit night. Saw Bill Noad of Beverly Hills, that effervescent Englishman, who always hides the fact that there's a title to his name. Bill enthusiastic over the recent birthday party given in his honor by Mr. and Mrs. Ava Rochlen of Brentwood. (Ava, vice president of Douglas Aircraft). Too excited to get names of other noted guests except Virginia Carvell Roth, and handsome bachelor neurologist and psychiatrist, Dr. Robert B. Samp- liner. But Bill said the women wore charming gowns and the party was super.

Had been to the Desert Inn, to hear darling Patti Page, and someone discussing how J. Edgar Hoover earned the nickname of "Speed" in college, because of his outstanding initiative and activity. Being the smallest lad in his ROTC class didn't deter him from ranking "top." . . . Over to the Sands. Everyone exclaiming over beloved Danny Thomas' act, and talking about how, internationally, he is adored for his great works. Some blonde male press agent telling how the French used to make tooth powder from burnt bread and tobacco ashes, as well as using seaweed for lining walls and ceilings. The latter, because of its resistance to vermin and incombustible properties. So what? They used fish eyes for makin' the buds of artificial flowers.

Dragged to Sascha Brastoff's Shop, looking for a ceramic tiara, heavy enough to hold my head on. Someone gabbing about how well Greg Peck plays the harmonica and is Jimmy Starr always on the move because he played with nothing but toy trains when a child. Passed the noted colum-

(Continued on Page 45)



Gratefully . . .
Lillian Roth



Attention, Sporting News!!! Mervyn Le Roy, a producer-director of top flight motion pictures, has an opinion that is so revolutionary that it rivals world news. Mervyn's way of out-scoping the international situation is his recent after-dinner statement that the Pittsburgh Pirates, a baseball team, by some standards, would finish in the first division of the National League. The wildest rooter in the city would hardly hope for better than sixth place. Anyway, Merv has nerve. . . .

Gazette Gatherings: Julius LaRosa is proof of what too much publicity hammered away in a short space of time, can do to hasten obscurity. Anybody remember the rise and slide of Carol Bruce??? One of Hollywood's producers, a solid success, has this problem. His girl friend, currently sharing an abode with him, keeps an apartment with a girl friend. She has to. Uses it only when Mr. Big has an all night poker game with the boys. . . . Gale Storm has the kind of smile that thanks her tooth brush and paste. . . . "Mr. Roberts" gets Ed Sullivan's teevee treatment on June 19th. . . . A very pretty movie chick, married, they say still carries much love light in her orbs for an Eastern orchestra leader, who was her original Prince Charming, but never made the altar promenade with her. . . . Edward G. Robinson bothered by recurring attacks of bur-sitis. . . . If you admire the association between pals, as we do it is always nice to consider the genuine friendship between Fred Allen and Jack Haley for more than 25 years. Boston buddies! . . . Only new band to cause some '55 stir among an otherwise quiet profession is the Les Elgart ork. Been around for years. Tried once be-

fore when the Hotel Lincoln had its Blue Room in operation. . . . A picture name, more than initialed in the Jelke farce, hasn't learned much. The diminutive one is still a regular in the love for sale world, only this time on the opposite coast. . . . Friends are urging Victor Moore, deep seventy, to retire.

From Smiles to Laughs: One of television's funny men was ambling along the avenue with two of his gag men. They walked ahead of him and figuring that he was bound for the Hotel Astor the writers continued on into the lobby of the landmark of Times Square. Actor Gig Young, within inches of the scene, noticed the bewildered laugh getter peering for his staff. Gig injected this quick observation: "Don't look now, but your script went that way." . . . Robert Stack, the good looking thesp, once tried to impress producer Henry Ginsberg with his rare French champagne. He poured out some excellent vintage and waited for the reaction from Ginsberg. There was none. The producer remained silent, until he wanted a refill. He walked up to the serving waiter and loud enough for Stack to hear, he asked this way: "Let me have another glass of that ginger ale." . . . At the Friar's Club they were talking about the wealth of Lou Holtz, once one of the funniest story tellers in the business. "He's probably home now counting his money," was the first comment. "Maybe," chimed in another voice, "but he still loves variety." "No doubt," was the closer, "Lou's counting only twenties, fifties and hundreds." . . .

Interview Without Words: To observe Bing Crosby away from the screen and the microphone is to see a real life counterpart of the nonchalant character that he became in the middle Thirties. Sans toupee and usually without a tie, Bing, for all his 50 years on earth, maintains a teen gleam in his eyes. There are times when he appears to be more youthful than he was when he was heavier and jowlier. After dinner, Crosby, despite his long association with a cigarette sponsor, likes nothing better than a cigar. He punctuates his conversation with rhythmic hand motions. Softly, he throws a light gag at a waiter and just as unobtrusively he exchanges pleasantries with a person seeking an autograph.

(Continued on Page 48)

THAT'S FOR SURE

(Continued from Page 9)

hope to be here to see its Silver Anniversary.

While glancing through the Sunday edition of the New York DAILY MIRROR (April 10th), we saw a pic of two fishermen familiar to FLV. Holding onto an admirable catch, resulting from a Lake Mead outing, were screen favorite GARY COOPER and ABE (FLAMINGO HOTEL) SCHILLER. Nicework, if you can get it.

We were saddened to learn of the terrible tragedy that befell DANNY THOMAS' brother. While driving in to join the comedian (fulfilling a SANDS HOTEL engagement), Danny's brother was killed in an auto accident, just outside of Barstow, California. Danny was hit hard by the news and had to bow out for a few days. FRANK SINATRA flew in to replace him for two days and comic BILLY GRAY the remainder of the days 'til Danny returns.

We will miss ABE GOODMAN who was Credit Manager at the SHOWBOAT HOTEL, before it was sold, recently. He and his wife left to return to their Cleveland home. However, we have a hunch they will be back. Once you've lived in FLV you cannot leave it for any length of time.

Among the many press representatives in town for the hotel openings this week was our dear friend, FRANK FUNGE (the IVAN PAUL of SAN FRANCISCO EXAMINER). Included in the group also was our own MAY MANN, escorted by handsome movie idol, STEVE COCHRAN.

His RIVIERA contract chalks up LIBERACE'S "Lucky Thirteen" engagement in our FLV. He arrived a couple of days in advance with brother GEORGE and glamorous sister-in-law, JAYNE. Also among the early arrivals were BILLY and SEYMOUR HELLER. MOM LIBERACE was expected in time for the first curtain call. While speaking with the fabulous Liberaces, we learned their entire troupe would appear on the COLGATE (TV) COMEDY HOUR, May 1st. They will make a live telecast direct from the stage of the RIVIERA at approximately 5:00 p.m. to meet the eastern 8:00 p.m. schedule. The boys were generous in their gratitude to FLV, stating they owed a great deal of their success to

Thirty-eight

our town for they really had their beginning here.

Do you know the reason for that delirious expression on SHERLOCK FELDMAN'S face? (He is a pit boss at the ROYAL NEVADA HOTEL). He is finally on the realization brink of his life-long ambition. His daughter has a December date with the stork and Sherlock can't wait to become a grandfather.

Although the ITALIAN VILLAGE was set to open its doors on April 20th, the date was changed to the 21st, in order to avoid conflict with the RIVIERA HOTEL opening. "MINNIE" CARDILLO and ROCCO welcomed the public with open arms and the feeling is apparently mutual. Man! What food!

MT. ZION URANIUM (on the "Strip") is setting up a metal display that will appear sometime next week in the WESTERN CLUB. It will prove invaluable to prospectors who will glean important information from it. Included in the display will be the instruments necessary in tracking down the desirable minerals. And how about the great findings they've made! Real fabulous. Wish we had some of those shares. Would've been our VERY FIRST WINNER and payoff on one investment we made.

The distaff member of DARVAS & JULIA (currently at the DESERT INN) has discovered Las Vegas is not only fabulous — but is honest, as well. As she was leaving the GOLDEN NUGGET, Julia was unaware that she had dropped her money. She walked rapidly away, bent on keeping an engagement. A gentleman picked up the loot and had to run after her to return it. How about that? Now, Julia is COMPLETELY sold on this town.

A visit with our predicting CRISWELL gave us some interesting information on his TV shows. It won't be long before his telecasts will be filmed and shown in 126 cities. This, in addition to his afternoon shows in California. Incidentally, those Friday night shows in L. A. are sponsored by WESTERN LANDS, with headquarters here in Las Vegas.

Five years ago, MITCH DE WOOD made his initial debut at the FLAMINGO HOTEL. (He is a distant cousin of DANNY THOMAS). Since that time, he has been kept active with

(Continued on Page 39)

FABULOUS LAS VEGAS

THAT'S FOR SURE

(Continued from Page 38)

professional commitments. Now, he is at the HOTEL EL CORTEZ, on the same bill starring LITTLE JACK LITTLE, a favorite of many years.

An announcement from the SHOWBOAT HOTEL brings news of an alteration in the entertainment schedule. New showtimes are now 8:30 p.m. — 11:30 p.m. — and 1:30 a.m. — and only one bingo session daily, at 2:30 p.m.

Thought you'd like to know that HORACE KENNEDY, a popular localite, is now the head cashier at the RIVIERA HOTEL. Incidentally, the hotel's General Manager, MARSHALL WRIGHT, gave LIBERACE the penthouse suite, snugly settled atop the nine story high structure. It offers a magnificent view of the city and one can see California in the distance — (well, almost). JIM BLANKENSHIP, serving in a supervisory capacity at this bistro, is so busy with his many duties, he whizzes by with the speed of Superman. Folks now say: "Is it a bird? Is it a plane? No! It's Jim Blankenship on his rounds again!"

Plaudits to LEE HAYES. Stage Electrician at the HOTEL SAHARA. The audience is always awed at the excellent lighting effects he provides for the MORO-LANDIS DANCERS in their current productions. He is a true master with electric illusions.

On April 25th, the Latin Bombshell will begin her two-week engagement at the NEW FRONTIER HOTEL. It's been over a year since CARMEN MIRANDA appeared in our town and we'll be happy to see her and her terrific hubby DAVE SEBASTIAN back again. Truly wonderful people.

One gal sitting on pins and needles is NELLIE LUTCHER, currently appearing in the Silver Queen Bar of the SANDS HOTEL with her MEN OF MUSIC. Before she opened at that spot, Nellie made a DECCA recording of, "It's Been Said". She penned the tune in its entirety and feels like an expectant mother. It's a catchy refrain and selling like "hotcakes".

On the list of future hotels is MAX BAER'S HORIZON. Plans call for its construction across from the FLAMINGO HOTEL, on the "Strip". Welcome to the fold, Champ!

Speaking of songs, the mail brought a copy from JACK NORWORTH, a

(Continued on Page 41)

APRIL 23, 1955



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THAT'S FOR SURE

(Continued from Page 39)

famous compiler of musical notes. This one is, "It Is Las Vegas". Both Mr. Norworth and his wife take pride in this tune, dedicated to their favorite spot. The amount of copies sold doesn't concern them too much for the Norworths receive royal support from two other songs, penned in years past. They are: "Take Me Out To The Ball Game" and "Shine On Harvest Moon".

Gourmets tip their bonnets to the CROWN WHOLESALE & PRODUCE COMPANY, of Las Vegas. This concern selects only the finest edibles on the market and supply local hotels and most of our shopping centers. GEORGE ROGERS, operator of the business, is to be commended for his astute judgment of fine table fare and good business management.

AL LANDSMAN, of the NEVADA DRAPERY and UPHOLSTERY CO. made all of the drapes for the RIVIERA HOTEL. Although he has been in FLV but a short time, he has earned a marvelous reputation and the results of his efforts are superb.

ZACK STRICKLAND is back on the job as day shift pit boss at JOE W. BROWN'S HORSESHOE CLUB. Instead of spending his four days vacation playing his favorite game of golf, Zack bowed to his son's wishes. They went to nearby mountains to collect stones. Greater love hath no father!

We always enjoy a chat with ANN MORRIS. (Husband is BARNEY, a co-owner of the HOTEL SAHARA). She is a very charming lady but suffers from being "coffee-prone". Seems that Mrs. Morris loves coffee and it returns the admiration. Many have been the occasions when Ann has been the victim of an overturned coffee server. It's almost as though an invisible hand reaches out and jostles a waiter as he leans over to serve Ann.

In addition to his Fremont Store, BUD HARRIS opened the largest "Strip" gift shop in the ROYAL NEVADA HOTEL. He specializes in imported, domestic and western items. The showcase and fixtures were hand crafted by Mormon converts, from Europe. They have specialized in this type of work for centuries and it is truly magnificent. You'll enjoy a visit to BUD'S GIFTS & SOUVENIRS at both spots . . . and that's for sure.

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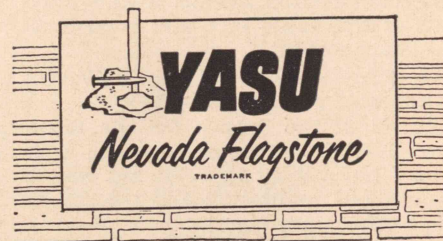
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FLAMINGO

(Continued from Page 27)

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.

THUNDERBIRD

(Continued from Page 29)

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 ROB-BINS.

SAHARA

(Continued from Page 28)

bewitch you. . . . Miss Carson's capable accompanist and Musical Director is 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.

NEW FRONTIER

(Continued from Page 27)

ALTON, are a show in themselves. One, a modern dance number and the second a gaucho original, can be compared with Zeigfield and the greatest of Broadway shows. . . . GARWOOD VAN and His ORCHESTRA furnish a fine musical background for this magnificent show.

EL RANCHO VEGAS

(Continued from Page 27)

the best. . . . As an extra added attraction, Producer LE ROY PRINZ presents LILLIAN ROTH, the "I'll Cry Tomorrow" girl. This talented and courageous lady has twice reached the pinnacle of success and is back once more to thrill you with her songs. Miss Roth, truly a great star, should be a "must" on your list. . . . The EL RANCHO GIRLS are in all their magnificent splendor in both production numbers. . . . Famous TED FIO RITO and His ORCHESTRA offer excellent background for the entire show.

DESERT INN

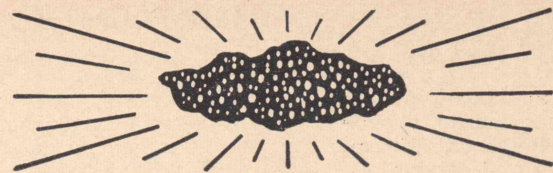
(Continued from Page 27)

breathless with their amazing and unbelievable feats in choreography. They are 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. Dean Murphy 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.

SANDS

(Continued from Page 28)

routine, is sensational! . . . Singer CHUCK NELSON and the beautiful COPA GIRLS team up once more to make the production numbers first grade. . . . ANTONIO MORELLI and His ORCHESTRA do their usual fine job.



HELD OVER!

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HELD OVER!

CHARLITA AND HER MEN OF MUSIC

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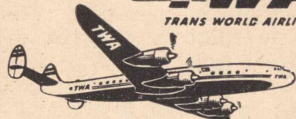
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ROYAL NEVADA

(Continued from Page 28)

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.

RIVIERA

(Continued from Page 28)

introduction to the LIBERACE CONCERT. Idol of millions and master-showman — the world's most famous pianist then does his stuff as only he alone can do. The FABULOUS LIBERACES, Men with out peer. And that's for sure!

SHOWBOAT

(Continued from Page 29)

. . . . Along with "Pick and Pat" is A. Robins, the "Old Banana Man", who can pull more junk and old fruit from his coat than "Fibber" McGee can find in his hall closet! The BEN YOST ROYAL GUARDS, 4 fine voices, add to the show theme with a repertoire of southern songs as does TURK MURPHY with His RIVERBOAT BAND and Dixieland music. . . . Added to all of this are the 8 LUCKY (and lovely) GIRLS, who put on some very new and fresh type of line routines. . . . Handsome CLIFF FERRE presides over the production as a most able interlocutor.

EL CORTEZ

(Continued from Page 29)

who have been adding greatly to the Pirate's Den productions for the past weeks. Sherman Hayes and his group of fine musicians add a fitting musical background for a very enjoyable show.

SILVER SLIPPER

(Continued from Page 29)

incomparable SILVER SLIPPER STOCK COMPANY continues to offer their wonderful slap-stick comedy skits which feature JOAN WHITE, MAC DENNISON, BILL WILLARD and JIMMY CAVANAUGH . . . 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 29)

comedy impressionists, THE BENSON BROS. . . . The piece de resistance is exotically beautiful CHARLITA and Her MEN OF MUSIC. Senorita Charlita sings in Spanish, French and English and is 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. . . . The NITE-LITERS TRIO will brighten up your nights with pleasant music and your favorite requests. . . .

ROCKING CHAIR

(Continued from Page 35)

nist who recently dubbed Mrs. Harry B. Jameson the "Southwest's Lady of Loveliness."

Finally made it. The beautiful new Riviera! There was Liberace, in glorified evening suit by Berman's of L.A., and doing to the piano what Robert Franz did to Bach. His mother, beautifully gowned and dripping with orchids, beamed with pride, as justly can, at his success. Lee may not be a musical genius, Mrs. Bipple, but something about him attracts, and the audience reaches out to him with that cordial spirit which has always insured success for any artist.

So . . . let H. L. Hunt buy the Suez Canal. We'll take FLV.

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It's DIFFERENT!

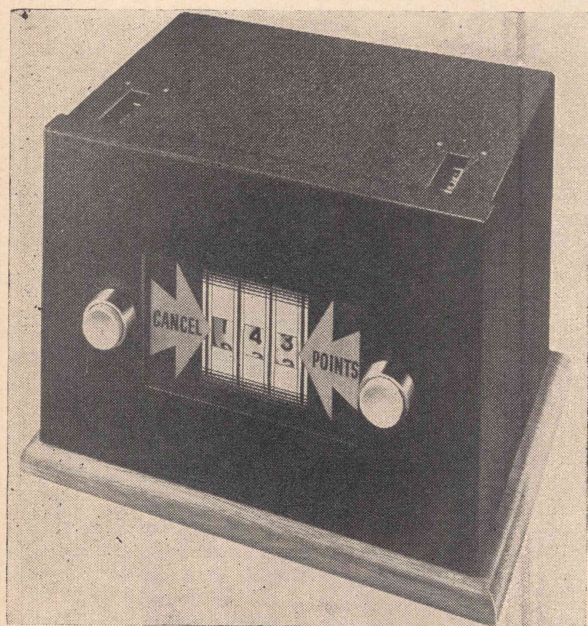
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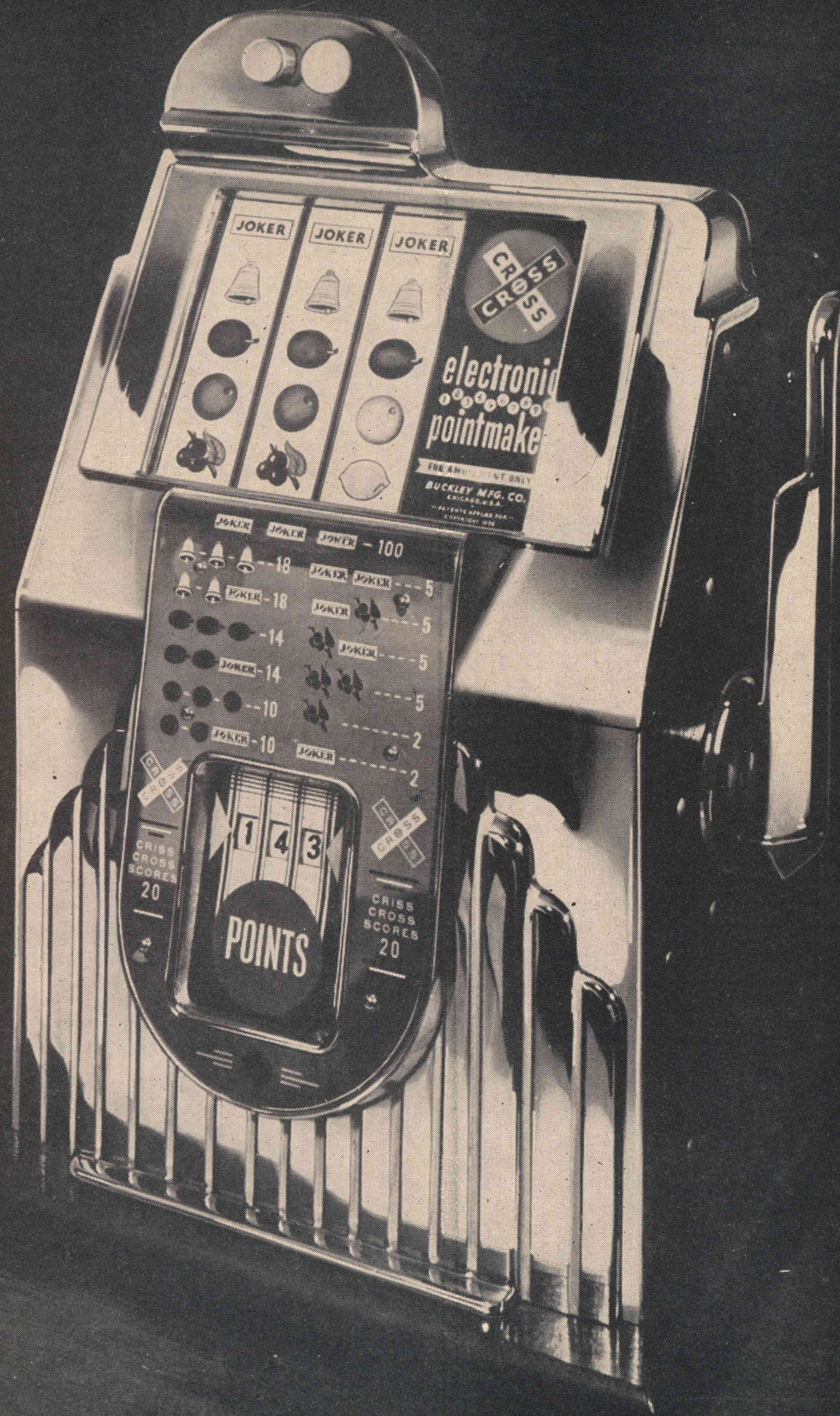
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MIGHTY MIXTURE

(Continued from Page 37)

Though he seems quite surprised that anyone from the public should recognize him without his screen credits — the head piece and makeup. He can talk for hours about his sons. Somehow, you detect a little concern in his words. The favorite gag that tickles the Groaner is the one they tell about Gary at Stanford. He didn't want to go to school, the yarn goes — so he bought it.

Forty-eight

LET'S VISIT AWHILE

(Continued from Page 25)

Third specializes in matching fashions for M'Lady and her dog. That's one business that has really gone to the dogs! And if you don't believe that they really make bath robes, TV jackets and jeans for Fido, even negligees and maternity outfits for Lassie — stop by and see for yourself.

Well, there are some of the interesting folks I visited with this past week. It's been a real pleasure telling you about them.

FABULOUS LAS VEGAS

OBSERVATIONS

(Continued from Page 5)

where nature had provided water in the desolate region between Vegas and the gold camps to the north, became more or less flourishing stations for rest and recuperation along the difficult way. The Ed W. Clark Forwarding Company, then nearly through with their contracts for forwarding supplies for building the San Pedro, Los Angeles and Salt Lake Railroad, naturally gravitated into the very important task of forwarding freight from the railroad at Las Vegas to the booming mining camps of Rhyolite, Beatty, Greenwater, Goldfield and Tonopah.

My first personal acquaintance with Tule Springs was in May 1905 on the way to the Lucky Strike Mine, 35 miles northwest of Las Vegas. The Lucky Strike was lead property of which we had great hopes and several carloads of Pure Galena were shipped at the prevailing price of .07c per lb. at the smelter. We received very satisfactory returns and hopes of developing the Lucky Strike into a great mine faded with the panic of October 1907 when when the price of lead dropped from 7c to 3c a pound.

On my first trip to the Lucky Strike, I stopped, of course, at Tule Springs to feed the team, and gave them a few hours rest. Just on the bank of the basin which enclosed the spring was a rather pretentious and shabby building on the front of which was a sign "US Hotel", of course, I met the proprietor and found that he was a rather reticent chap with not much to say about his past. His name I learned was "Leavendowski". He had a very small stock of tobacco, a small stock of canned goods, had a rather large stock of the worst whiskey that was ever my misfortune to taste. Of course, in exchange for the shade and the rest on the steps of the "Hotel" we found it necessary to buy a drink of that bad whiskey which was probably worth its price of two drinks for a quarter. Of course, Leavendowski expected always to be included in the drinks when anybody was buying. I sat on the steps of the "Hotel" for an hour or two buying an occasional drink and seeking to find out something about Leavendowski, who seemed rather a strange character. He finally talked quite friendly of this and that especially about a rumored hold-up of

APRIL 23, 1955

the Automobile Stage running between Las Vegas and Goldfield. At a certain point in the conversation Leavendowski closed up like a clam and I sensed that I had said something to offend him, although I did not know what it was. In the cool of the evening I hitched up the team and headed around toward the Lucky Strike, and three days later I came back and stopped, of course, at the "US Hotel", but the place was vacant. The little stock including the bad whiskey was gone and Leavendowski had vanished completely. At that I began to piece together the story of Leavendowski whom I had pictured of having held up the stage and taken four heavy gold bricks which were being transported from the Mines at Goldfield to Las Vegas for shipment to the Smelter at Selby, California.

That story I wrote in the bit of History of Tule Springs for Pros Goumond and I presume it is still a part of the interest when one visits Tule Springs Ranch which I am sure is the show place of Nevada.

According to my story the guard on the stage was shot and killed when the stage stopped at Tule Springs. The two hold-up men moved four heavy gold bricks from the stage and sent the driver on his way to Las Vegas with warning to keep his mouth shut. The large gold bricks weighing about 125 pounds each were too heavy for the hold-up men to carry on their horses so as the story goes they buried the body of George, the guard, not far from the big spring and near that spot they buried two of the bricks. After they left they took the road to the northwest leading toward the Alamo and a few miles up that road they turned off the road or trail which leads to the "Hidden Forest".

Leavendowski apparently, according to the story, dug up the two gold bricks buried near George's grave and followed the trail of the hold-up men far up Sheep Mountain. There, he is supposed to have found where the hold-up men had buried their two bricks which in some way or another he managed to carry out of the country.

If our readers have any desire to search for buried treasures I suggest that they prod around near the old spring at Tule or in the Canyon near a spring on the road leading up to the "Hidden Forest".

Forty-nine

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JEFF CHANDLER
ROSE MARIE

Thunderbird

COMING
SONS OF THE PIONEERS

CRISWELL PREDICTS

(Continued from Page 7)

Lasting positions for women offered by Federal Government! . . . St. Lawrence Water Way brings new prosperity to midwest and eastern states! . . . Star suicide! . . .

A VERY FAMOUS PREDICTION

In 1855, Parley P. Pratt, one of the original Mormon Church Apostles, wrote to the father of President Taylor "We will see greater battles than Waterloo (1815). The United States will go to war with Mexico and gain much territory. The slave question will cause a division between the North and the South and will result in mighty battles. Within one hundred years, Japan must be conquered (1945, exactly 90 years), but when the Great Bear (Russia) lays her paws on the Lion (England) the winding up scene is not too far distant!" These words were uttered and printed widely long before any war with Mexico, a full six years before our Civil War, and almost a century before the Pearl Harbor inci-

dent which led to the conquering of Japan in 1945! This remarkable prophecy will doubtless be most accurate to the end!

FOR PEOPLE AND PLACES:

Father Divine: You will issue a new bible which will cause front page attention throughout the world! . . . New York: You can expect violence in your coming waterfront strike! . . . Ruth Snyder: Your life of crime will be portrayed on the screen by Claudette Colbert, who will show that the sheer brutality of the husband ended with the electric chair . . . Manchuria: The tomb of the Emperor Taitsung will be the location of the International Memorial Day for all those who fell in battle . . . Pilgrims: Your place of organization in 1580 at Scrooby, England will become a shrine for religious liberty! . . . Doctors: The control of child bed fever will come out of Nuremberg, Germany within the next three months! . . . United Nations: When the Free China Delegates come out of the famed Hall of Classics Gateway in Peking, a new Republic will be created!

Congratulations

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HOTEL RIVIERA

"A NEW HIGH IN THE
LAS VEGAS SKY"



RAY RYAN

RYAN OIL COMPANY

EVANSVILLE, INDIANA

GOING HOLLYWOOD

(Continued from Page 11)

turn to Mocambo. Abe Schiller, the Bob Youngs, west coast top night club columnist Harrison Carroll, Mary Morrison beautifully carrying on for Charlie (he's now talking with his friends, though still a shut-in), Noreen Nash and Dr. Lee Seigel. Of the latter Edith Von Dehn said, "Here's a doctor I could put myself in his hands!" "Mmmmmm," said I, "Many women I'm sure would like to!" Edith was wearing a fortune in beautiful diamonds — gifted by her husband Martin over the period of their happy married life. I spent the past weekend at their luxurious Palm Spring's home. We went to the Racquet Club, Charlie Farrells very exclusive Shangra-La to dine on Saturday night, and saw Greg Bautzer with Florence Horne (her friends say they'll marry.) Chic Lee Anderson's invitation to the elegant Sunday night party at the Tennis club, renewed our friendship with Hildy Crawford, Palm Spring's columnist who's such fun. Seeing Mrs. Bob Hope with her pretty daughter and Cobina Wright inviting us to the Duncans wondrous home. And Hal Hayes' eighteen thousand dollar Cadillac with . . . bar and telephone!

In Hollywood to Lucille Ball and Desi Arnez' big party in the Sun Room of the Beverly Hills Hotel with CBS. So proud of presenting again the first series of the "Sunday Lucy Show". I asked Desi "what was more wonderful than their great success?" He said, "My wife and two children!" And Lucy replied, "You're successful, too — you should know! (Wish I were, sigh!) Sidney Skolsky said now that M.M. (Marilyn Monroe) was East, he'd return his devotion to this M.M. (We'd make such a cute couple!) Sidney said he'd have to climb a ladder to give me a kiss — when he saw Cobina Wright plant her lipstick on my cheek!

And that's Hollywood!

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BONNIE BEST'S was a beehive this week . . . Bonnie's "right hand" . . . PAT was in town for a few days (from Beverly Hills). Whenever Pat's around you're gonna know it. This "dark-

eyed doll" darts around with such energy and enthusiasm, that she has the whole place on edge, and going full steam ahead. PAT is Bonnie's executive on the coast, and when you get to know her, you find little trouble in understanding why Bonnie often confers with Pat on matters regarding business, and makes her decisions accordingly. . . .

It was a bright day on the horizon, a week or so ago for RANDY REYNOLDS and his lovely wife, LILY. They are REYNOLDS MORTGAGE CORP., a holding corporation affiliate, with offices on the Strip, but . . . back in their "bright day" . . . ! They were notified by the members of their field crew that they had made a terrific strike of ore containing a high degree of carbon and uraninite. A corporation meeting was held, stock went from \$1 to \$10 a share, and was closed to further sales. You can imagine what a great thrill this must have been to these two people who only went into this thing a short time ago, having previously dealt only in bonds and investments. No need in our mentioning in what direction they're heading from here on in. . . .

The terrific applause they're receiving in their current appearance at the SANDS are mild compared to the sensation ovations THE CLARK BROTHERS were accorded during their recent engagement in "down under" Australia. As you watch them perform you'll marvel at the uniformity of their unison taps, as well as their endurance at terrific tempos. The clincher, however, is their fast tap jitterbug. Besides being fine artists in their field, STEVE and JIMMY are also gentlemen. . . .

JOE E. LEWIS is back at the El Rancho for an extended stanza in the Theater Restaurant, with "two pourings nightly", as you may have heard!! Sharing the bill with him this trip is one of the greatest personalities of our times, MISS LILLIAN ROTH, who has risen to the heights once more, and whose book, "I'll Cry Tomorrow" is a best seller. Her program this trip offers a host of new material. JOE E. as usual, ALWAYS has new material to add to the old requests called for from he and his piano "accomplice", AUSTIN MACK. . . .

The little lady in charge of the RIVIERA BEAUTY SHOP of the newly

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Best Wishes

to the beautiful NEW



EUGENE WARNER

PAGE 13

(Continued from Page 53)

opened Riviera, is charming MARY DE QUILO, who hails from Cincinnati, Ohio. Mary is enthusiastic of the fact that her hair stylists have had their training in all parts of the country, and so lending the capability of the staff to style your hair to suit you, and your personality. We feel very certain you'll find Mary to be a delightful person and hostess, when once you visit her new RIVIERA BEAUTY SHOP, located on the Rue de la Paix !!

The rounders are still enjoying the relaxation that is afforded by the facilities of DUFFY'S TAVERN at the start of the Strip (across from the Round Up Drive In). In case you might not have heard, the name of the new owner is "TURK" HOOVER, a fine fellow from up California way, who has fallen in love with the way of life we enjoy here in FLV. The food at Duffy's is still by Frankie, and we still rate it the finest in Italian as well as American dishes. Dare me . . . and drop in!

Now you'll know why I couldn't remember her name !!! It's EULA, . . . the personable wife of CARL MORELAND, who recently opened CARL's Shoe Repair Shop in the new Market Town Building. . . . Business has been so terrific that he's already looking for some help. You'll like these two when you meet them . . . they're real "home folks".

We have it on good authority from a delectable doll, that this coming Monday marks the natal day of one LES SCHWARTZ, (April 25th). You'll find Les these days around the premises of C. C. McDANIEL where he is manager of the Used Car Department. The delectable doll", in this case, would be auburn-haired, JAN, his lovely wife. Many happy returns, Les, and may you linger long. . . .

More congratulations to our fine friend, BONNIE DORLAND, who recently took over the reins of business agent for the Culinary Workers Local No. 226. Under the wing of blonderful Bonnie, will be the food waitresses, bus boys, hostesses and captains who ply their trades on the fabulous Strip. The name might not mean anything to a lot of you, but as soon as I mention that Bonnie is the tall statuesque blonde who has been hostess at the

El Rancho Vegas for the past 6½ years, I'm certain you'll know of whom I speak. She's known and loved by any and all persons connected to her new association. . . . Good Luck, Bonnie . . .

And here we wind up another session of weekly blather. If you enjoy this weekly get-together of ours just one "nth" as much as I, then nothing should ever change the fact that I'm your ever lovin', . . . Johnny. . . .

HILLSWAY

(Continued from Page 15)

located at Madison Ave. and 45th, took me on a tour and showed me all they had that was new. Mohair is big and practical this season and sports coats will be fashionably dark with very conservative cuts. The materials in suits will have a great deal of surface interest rather than color. The interest will be in the weaving with subtle patterns. Dacron is still good. Silk suits ranging from \$85 to \$115 will be the most popular of all. Some sport coats Mr. Cleary showed me were made of raw silk from India and some were made from Indian shawls. Brown sport coat (real dark) with dark grey slacks is probably the most featured combination, but black is definitely the color. Sport shirts can be worn, but definitely must be buttoned at the neck. I was shown some hand printed Madras jackets that are considered "good" this season and to be worn with plain linen shirt without tie. But the one item that took my fancy more than anything else and the one I am going to buy when in New York again next week is the WASH AND WEAR suit that weighs exactly 14½ ounces and can definitely be washed every night, hung up and never any ironing needed. I have heard about these clothes that do not need ironing but they all did a little, but not this WASH AND WEAR suit that sells for only \$38.00. This is definitely a travelers suit and is made of nylon and orlon. Suggest you write to Abercrombie & Fitch and order one if your local store does not carry it. Incidentally this store handles women's clothes, and a complete line of hunting, fishing and sports equipment and the finest of dishes and cutlery for your summer cottage, rumpus rooms and even your homes.

On the train coming back to LA
(Continued on Page 56)

HILLSWAY

(Continued from Page 55)

from Vegas I visited with Mrs. Stalmaster and her fine son Hal and they had really done Las Vegas up right during Easter week. The late Mr. Stalmaster was on the Supreme Court in Nebraska before settling in Beverly Hills where he became a very prominent attorney. Their other son Lin met us at the depot and they very graciously dropped me off at my club. Lin is a Radio and TV producer. 'Tis fun in traveling to meet such wonderful people, and it is more fun to find people leaving Las Vegas so much in love with our town.

HOW SILLY CAN YOU GET DEPARTMENT — I am now lowering myself to the level of the gossip columnists who report so avidly on the bad manners of holding hands at the table, cooing and wooing and smooching in public, when I stop to wonder if Lolly Parsons and her Jimmy McHugh had a rift playing the slots at Vegas, because she hasn't mentioned him in two columns this week, and this bit of breath-taking news should start the tongues a wagging, because since the death of "her favorite doctor" she has mentioned Jimmy's name almost consistently in her columns — maybe she realizes she has reached the saturation point and that her readers are getting sick of reading about Jimmy McHugh.

ROUND THE TOWN

(Continued from Page 17)

well worth it to get Neil away from the Chinese kitchen (near his old location) to some spot where he couldn't get close enough to snatch any more of that delicious roast pork. The new club will have the very latest in equipment and comfort. . . . This along with Neil's congeniality and experience should make the Sands Health Club the most popular in the town.

Bill Kozloff, General Manager of the Frontier Village, picked himself another promotional plum by arranging for **Nino Valdes** to do his training at the Silver Slipper. **Nino** fights **Archie Moore** for Nevada's own world heavy-weight title on May 2nd at Cashman Field. Hundreds of fight fans have been visiting the Slipper to watch Valdes train. . . . **Bill** extends an invita-

tion to all . . . the time is 2 p.m. daily . . . the admission is free.

Louella Parsons made the remark (after hearing **Billy Daniels** sing it) that no one else should ever try to sing "Yiddishe Momme" again. Miss Parsons is right. If you haven't as yet heard it . . . try to catch **Billy's** act at the New Frontier. It is an entertainment experience that you will never forget.

Bumped into **Art "Red" Brick** the other night on his way out of town . . . again. **Art**, who is a co-owner of the Golden Nugget and books all of the talent there, is about the most traveling man in this town. He recently began to buy the acts for the Nugget's new room and already has made it one of the most popular downtown show spot. What do you say, **Art?** . . . Stick around for a spell . . . We miss your little red face.

Bill Moore, owner of the El Cortez and Showboat Hotels, threw a party for his employees at the Showboat the other night. It's great to see the wonderful relationship that exists between employer and employee at these establishments. As a customer of long standing, I can testify to the fact that it rubs off on the patrons. It's a fact that **Bill** can count some of his best friends among his people . . . and that alone is something to really be proud of . . . on the square. . . .

Maury Soss, of Fanny's Dress Shops, is off on another quick trip to New York. When he was there last year, he returned with a Blonde Beaver Coat, made for him by Hattie Carnegie. On the last trip he came back with a flaming red dinner jacket. There's no telling what he'll smuggle into the state this time . . . probably a pair of plaid shoes. . . .

The new Riviera Hotel has placed **Hal Belfer** under contract to produce the shows for the beautiful Clover Room. **Hal** is one of the top men in the business. His experience as Universal-International's head choreographer and director of many successful stage shows gives him a wonderful background for hotel production. Watch this young man . . . he is sure to come up with some terrific ideas for the Riviera shows.

Here's a good one. . . . The show at the El Rancho Vegas stars **Joe E. Lewis** and **Lillian Roth**. She an A.A. thinker . . . and he a V.O. drinker . . . Va-Va-Voom. . . .

GOOD LUCK!

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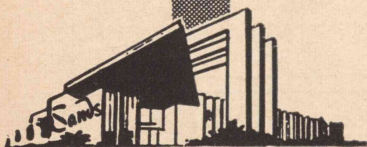
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