Jack Gortz'

MARCH 3, 1956

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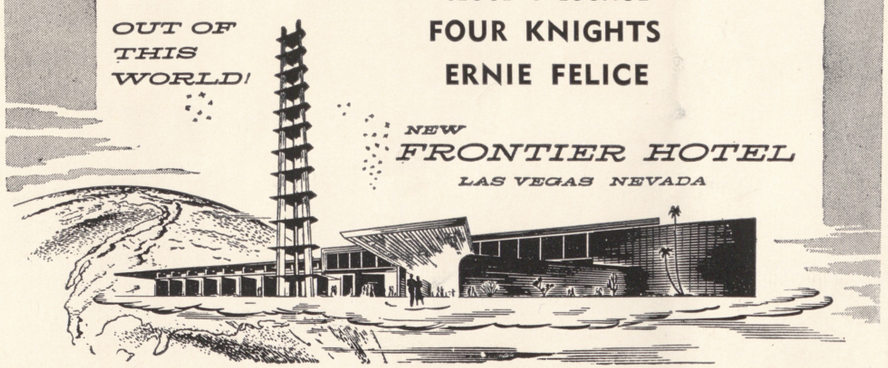
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JACK CORTEZ'
Fabulous
LAS VEGAS
magazine

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OBSERVATIONS

by CHARLES "POP" SQUIRES

IF GENERAL John C. Fremont could look down from his high place and see the country he passed through early in May, 1844, the very first thing he would notice would be the great Hotel Fremont, so named in his honor.

Rising full thirteen stories with several pent-house structures on top, the builders of the new enterprise are planning their opening day for as near the 112th anniversary of Fremont's visit as possible. That will enable them to accommodate a portion of the large crowd expected in Las Vegas for the Helldorado Celebration and at the same time that date will enable them to complete all details of their opening celebration.

There is a little interesting history connected with the site upon which the Fremont is located. In 1905 and 1906 the three corner lots were owned by C. N. Brown and C. P. Squires, writer of this column. They had plans drawn by Architect C. Chamberlain, who was the architect of the bank building at the corner of First and Fremont Sts., for a new hotel on the Fremont and Second Street corner. It featured broad porches, extending out over the sidewalks as protection from the heat and was to be two stories in height. But we finally gave that pretentious project up and along about 1908 sold the corner to Dr. Roy W. Martin for six thousand dollars, which for property in this sickly young town, seemed a very good price.

Dr. Martin, in 1928, sold the corner to George Wingfield, principal owner of the fabulously rich Goldfield Consolidated Mine, who for many years has been the leading citizen of Nevada. But when the depression of 1928 struck, he sold it to Ed Von Tobel for $15,500. Ed in turn accepted the offer of $400,000 from the Fremont Hotel Corporation.

The Fremont Hotel, now nearing completion, will cost approximately $4,500,000. Of course, it is modern in every respect. The architect is Wayne McAllister who, among many others, designed The Sands Hotel in Las Vegas and the Mapes Hotel in Reno. The contractor is Robert McKee, who built among other great structures, the Hotel Statler in Los Angeles and the Statler Hotel in Dallas, Texas.

Hotel Fremont has a frontage of 200 ft. on Fremont Street and 140 ft. on Second Street. Its height of 13 stories will be featured by the largest neon sign the Young Electric Sign Company has ever built. Above the building, in lights, will be the words "Hotel Fremont," and down the whole thirteen stories on Fremont Street will be the same words, vertically.

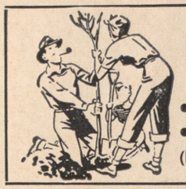
The ground floor of the Fremont Street frontage will be devoted to the usual hotel purposes, including coffee shop and restaurant as well as cocktail bar with revolving stage on which there will be entertainment 24 hours a day.

Casino and slot machines department and card games will be on the Second Street frontage.

The hotel will contain 160 guest rooms and 3 sample rooms for the use of salesmen. There will, of course, be the usual beauty parlor and barber shop.

One most interesting feature will be

(Continued on Page 27)



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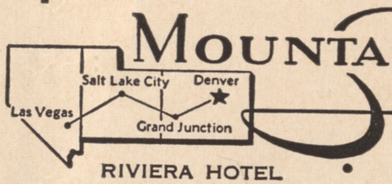
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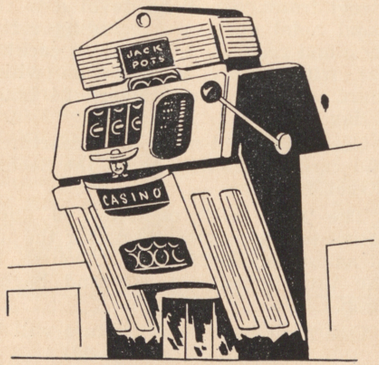
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COMING EVENTS IN YOUR FUTURE:

I predict that New York City will have the world's first rivetless skyscraper on Fifth Avenue! This 38-story building will be bolted together by the bridge construction method, and will reduce the building costs by 21%! . . . I predict that the nuclear reactor will be used completely within the next five years to sterilize all food, to test industrial materials, and to advance medical therapy! . . . I predict the television screen will be used exclusively by our Customs Department, to X-ray luggage and all personal belongings for contraband! . . . I predict a new method will soon be introduced, which will change glass manufacturing overnight! This current surge of expansion will place the glass industry as the number one employer of furnace skill! . . . I predict that the mid-West farmer will cast the deciding vote in the coming election, just as he did in 1948! I predict the townward trend in farm income, will be halted by the 90% parity! . . . I predict that Governor G. Mennen Williams of Michigan, will openly criticize Adlai Stevenson for his ineffective campaign pledges! I predict Governor Williams' desire for a bold candidate will result in one of the most bitter backstage political battles of our Century! . . . I predict your next automobile will have a protruding insulator spark plug, which will improve engine performance at all speeds! . . . I predict that dairy products, milk, cream, cheese, cottage cheese, and butter, will soon appear in a new aluminum foil container, which will prevent souring!

HUSH HUSH EVENTS:

I predict that our food industry will quietly spend millions of dollars on research, for the preservation of all edibles! I predict the next great news

(Continued on Page 27)

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that's for sure...

by JACK CORTEZ



THE very interesting countenance depicted on this week's front cover belongs to MORRIS KLEINMAN, a co-owner of WILBUR CLARK'S DESERT INN. Mr. Kleinman is a retiring gentleman who would rather have publicity directed in every other channel, save his personal accomplishments and charity. His compassion for his fellow man has inspired him to relieve many human burdens. However, there is no flag-waving or banner headlines to exploit the cream of Mr. Kleinman's benevolence. He derives his satisfaction from the knowledge that his unfaltering hand has helped to alleviate or eradicate pain and/or poverty. The only reward Mr. K. desires is that which his heart feels. Speaking of this humanitarian reminds us of another dear friend, a renowned philosopher who actually practices his beliefs. This chap (who shall remain unidentified) spirited many lively conversations with one thought: "If you knew of a needy family, would you supply them with the necessities you could afford, WITHOUT including your card?" It's true, there are many who give in order to be pointed out as a generous soul. To us, the true humanitarian is he who gives, without requesting recognition . . . and that's for sure.

Lest we forget to give the proper credit where it is due, the beautiful portrait study of Mr. Kleinman was created by a master photographer, J. COLLIER LANKFORD. He rates among the highest lens manipulators in the country. Mr. Lankford is a perfectionist in his art. We had the extreme pleasure of watching him work. Although he is a stickler for the very minute details, his subject is completely at ease and J. C. L. manages to bring the true character into the portrait. He strives for realism and achieves it, to everyone's satisfaction. Mr. L. has two studios, located in Texas and in Beverly Hills. He is spending a few months in our FLV, before he embarks on a tour to fulfill his many commitments. FLV would be greatly enriched if we could convince this artist to remain here. . . .

This past week brought with it a business arrangement of outstanding importance. Thus, we extend our sincere congratulations to the MESSRS. JAKE KOZLOFF and PHIL SPITALNY, upon their acquisition of the ROYAL NEVADA HOTEL. The bistro is in operation, with the employe list growing daily. We do hope they will receive their gaming license as soon as possible in order to have all operations in full swing. . . .

It's understandable when a curvaceous cover girl pouts over the omission of picture credits. **But** — when a handsome steed rears up in defiance over a similar situation — that's news, brother! This is the real west, where men are men and horses share the billing! . . . On our February 18th cover, we featured TV personality MITZIE HULS, photographed with a horse. Now, we belatedly identify that four-legged star. He is "ROJO," and is also well-known to FLV television audiences. "Rojo" is quartered at TWIN LAKES STABLES and is trained by TEX GATES. Our apologies, old man, we really didn't mean to neglect a famous horse! . . .

Last week saw the opening of the beautiful BONANZA CLUB in North Las Vegas. Owners GUS GEHRKE,

(Continued on Page 29)

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DOWNTOWN LAS VEGAS

Viewing the Action...

By BILL KOZLOFF

WHEN JOE PASTERNAK decided to produce the "MEET ME IN LAS VEGAS" cinemascope extravaganza starring CYD CHARISSE and DAN DAILEY, he made a promise that the picture would be a true reflection of the warmth, color, and excitement of our great city. Little wonder then when MR. PASTERNAK'S name was flashed among the credits that the WORLD PREMIERE crowd attending applauded enthusiastically. With this film offered to many millions of theatre-goers and the tremendous favorable impression it will create, the enormous incalculable benefit is apparent. Salutes to the VARIETY CLUB TENT No. 39 for hosting the stars and production staff who participated in making this picture. MR. ERNIE CRAGIN owner of the EL PORTAL THEATRE donated the first showing's receipts to the VARIETY HEART FUND. With the personal appearance of radiant CYD CHARISSE and winsome DAN DAILEY, this sensational exhibition rang with successful brilliance. It was a thrill to be among those present. . . .

MAIN STREET in NORTH LAS VEGAS added more glitter with the sparkling BONANZA CLUB opening Saturday, February 25th. Here is a casino and restaurant that possesses the most modern lay-out of any club in Southern Nevada. The management headed by GUS GEHRKE, BILL PARIS, BILL DOUGAN and MAX TRAVIS, will accord each visitor a most warm reception. The BONANZA CLUB also features an extremely cozy bar. Prediction: This bistro will be the center of activities for the rounders for many moons to come. . . . Correction on ANGUS MacRITCHIE'S business activitties, it's the THRIFTY DRUGS downtown and not the one mentioned in error last week. . . . Guests of JACK SCHIEFF, at the F. O. Y. luncheon were DICK EDELMAN and MAX SHAPIRO. DICK is moving rapidly on his resort hotel project. . . . The F. O. Y. officers are setting up the WORLD PREMIERE showing of "ALEXANDER THE GREAT" at the HUNTRIDGE THEATRE for the middle of March. . . Dealer FRANK LaCAVA'S daughter SANDRA is regaining her strength after a seige of double pneumonia which meant a stay in the hospital. . . . PAT FOUST the sparkling package of energy assists SAM and LOUIGI BAKER at the thriving VILLA VENICE. PAT is hostess there at night but devotes her full daytime schedule as capable executive secretary to MARION HICKS. . . Next time you meet CHARLIE RESNIK ask him who won the MEMBER GUEST TOURNAMENT at TAMARASK COUNTRY CLUB in PALM SPRINGS. He invited BUCKY HARRIS as his guest and they won first prize. . . . For the MARCH of DIMES Banquet on March 8th, ABE SCHILLER has the promise of JACK BENNY'S company. . . . BUSTER HALLET and HOYT HENRY are developing plans for a successful musical enterprise. . . . RICKIE HILLS, NEW FRONTIER Mixologist, and his wife GEORGINE were blessed with the arrival of their first child, RICHARD. RICKIE'S mother-in-law, HANNAH is supervising the preparation of the baby's formulas. A very happy group indeed.

(Continued on Page 29)



. . . *He's Back!* AL MAYHEW (Formerly of RIVIERA)
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By SONNY GRILL

WE WOULD like to start out this week's column by singing the praise for and about Sonny Heath of the Sahara who befriended us since we first arrived in Las Vegas. Whether or not it's because we are both nicknamed "Sonny" we could not say but Sonny Heath is the kind of fellow every Mother would like to have her boy grow up to be in manhood. We feel that the Sahara is mighty fortunate in having Sonny around. His smiling and beaming face makes everyone feel at home and welcome at the Sahara.

Working in the Casbar Lounge at the Sahara as maitre de, Gino, an old refugee from the best clubs in New York. We flipped when we first saw Gino in the same calm, cool manner handle the bedlam in the lounge while Louis Prima's outfit was on the bandstand. The last time we saw Gino before Las Vegas was at the Stork Club in New York where one in his capacity must be the very best.

We received news that one of our friends and one of the "greats" of retailing, Al Morgenstern, has retired after 22 years with the Consolidated Retail Stores. Al has spent his lifetime in retailing and was one of the top merchandise executives for Consolidated handling 33 departments. How this dynamic ever-moving fellow could stop being active is beyond belief. Good luck, Al.

Apologies are in order, for we "goofed" on the spelling of a name. However, we are in good company for Jack Cortez also mispells the name. Lou Ellenson bet us without looking at the column that we mispelled his name in the last column. The man was right. Spelled either way, Lou Ellenson is a fine gentleman. Jack, watch the spelling!

The Thunderbird management have come up with a wonderful idea. Starting on or about February 25th there will be dancing in the lounge of the Thunderbird every night. Just imagine the fun it will be strutting to the danceable rhythms of the Dukes And Duchess Of Dixieland, the Bonita Cortez Quintet and the Joe Burton Trio. No minimum, no cover, just pop in and dance!

What are we coming to next? We read where New York City starting with March 15th will fine excessive horn blowers in the amount of $10.00 each. Mayor Wagner and his Anti-Noise Committee cannot be serious; remove the symphony of the New York noises and you remove with it some of the glamour of New York. Wonder if this committee ever visited Havana where without a horn one dare not drive a car.

Marshal Wright, the Hotel Flamingo's Beverly Hills representative, was in town with a group from the MGM studios to catch the Stan Kenton concert. Marshal has his headquarters in the Beverly Hilton Hotel where the Flamingo maintains a set of very beautiful offices.

We heard great news about a swell girl, Sophia Rothschild, who until recently was millinery buyer for R. H. Macy's in New York. In the years we traded with Macy's, we probably did several millions of dollars worth of business and all of it went through this little lady's hands. Her superior abilities were recently recognized for she was appointed and promoted to the position of Millinery Councillor for the

(Continued on Page 32)

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By Paula

ART "COW EYES" ENGLER and his fine aggregation of stellar musicians opened last Tuesday in the STARLIGHT LOUNGE of the HOTEL RIVIERA and that is GOOD NEWS!! Mr. E. is the debonair gent with the expressive eyes that has the ladies asighing! Their aim is to just entertain the people and they succeed admirably well. "Coweyes" apprenticeship with the KIRBY STONE group gave him the training needed to head his own group. The way this fellow can sell a song — and the sensational sax, plus a very charming manner all combine to make Art a great showman. With him is GENE BRISCOE on the trombone and guitar. IRV GORDON is the tenor that also plays a sax, and does well on both. JOE PAULINE is another soloist in the vocal department and he doubles on the bass. On the drums is HANK NANNI. For those of you that did not see this fine combo at the ROYAL NEVADA, the boys are a very versatile group that are as good at comedy, satire and impressions as they are on their respective musical instruments and a lot of fun to see and hear. Glad to see them back in FLV cuz' no monotony sets in while they are on the stand. . . .

Another "swinging" group that we are all happy to welcome "home" is BILLY WARD & HIS DOMINOES. Hadn't talked to Billy yet for our deadline is before opening night for the boys, but for sure, we all are glad that they are with us once again and will let you know next week what they have been up to since we saw them last. You will find them in the CASBAR of the HOTEL SAHARA. . . .

Am looking forward to the "live" recording of BUDDY GRECO at the SANDS. The waxing of his proposed new record was delayed due to Buddy's very sore throat. It won't be long now before we will be "in" on this record for the background noise of the lounge is included, complete with clapping (and that is how we too will be on the record). . . .

Oscar, your Caddy isn't its new shade of pink yet! Mr. BROADWAY is the exceedingly amusing basso profundo who is one of the FOUR KNIGHTS that are currently filling the CLOUD NINE LOUNGE of the Hotel New Frontier to capacity. These lads surely do "sing it purty." . . .

Caught in the act — JIMMY YAO, fabulous "Pearl King," singing a duet with FRED WILLIAMS, organist in the lounge at JOE W. BROWN'S HORSESHOE CLUB. Fred leaves FLV for the cooler climate of Chicago where he will create beautiful music for the patrons of the famed CHEZ PAREE LOUNGE. . . .

Across the street at the GOLDEN NUGGET we still find HARRY RANCH and his gang and also the DOGPATCH REVUE starring the singular talents of POLLY POSSUM and JOE WOLVERTON. Guffaws aplenty and oodles of applause for these spirited entertainers.

Miss BEVERLY of the LAWRENCES & BEVERLY looked very glamorous in that scrumptious blue velvet gown and was glowing with so good news that can't be disclosed until all the details are worked out, but it did sound very interesting! Hope that you get your heart's desire, couldn't happen to a nicer gal. You can catch these kids in the spotlight on the SHOWBAR of

(Continued on Page 35)



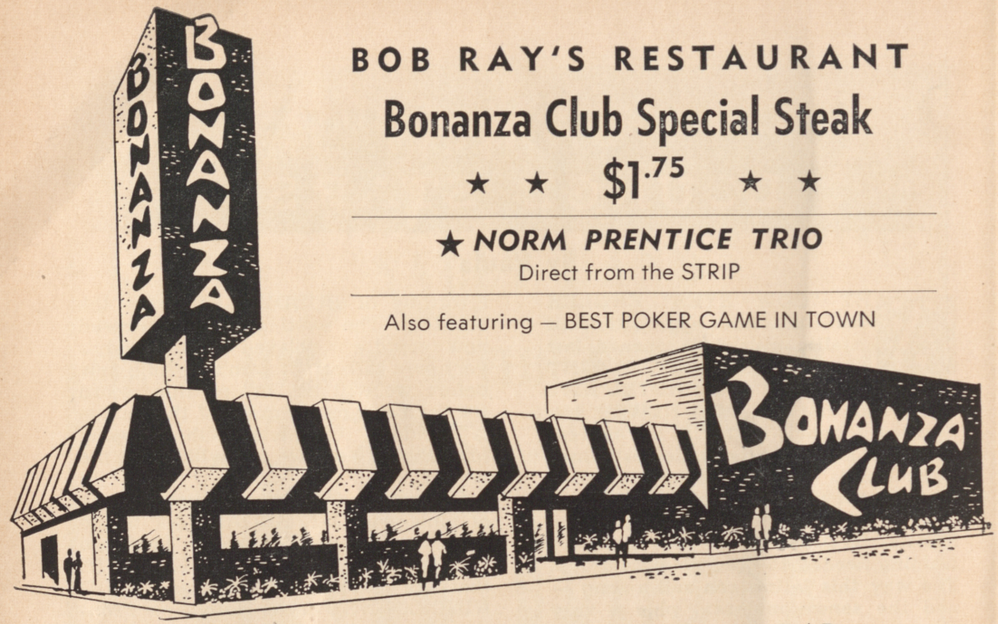
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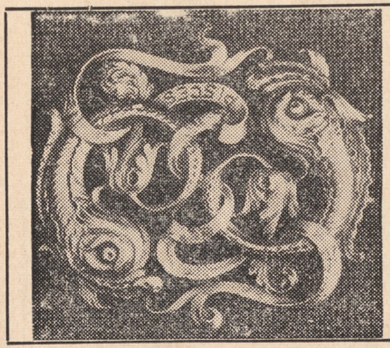
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Pisces

FEBRUARY 19th — MARCH 20th

People born under Pisces are essentially introspective, forever seeking salvation within themselves. Their self-judged failures, rarely legitimate, are usually the result of trying to do what they think they should instead of what their instincts direct. Only when they feel like square pegs in round holes do they become demanding, jealous, unreliable. Basically, they are generous, lovable, possessed of great integrity.

The Two Fishes is the symbol of Pisces; the jewel is jade; the flower is the daffodil.

'Round the Town

with DON LUND

THE ROYAL NEVADA HOTEL has re-opened. At least partially that is. Former Last Frontier Hotel executive JAKE KOZLOFF and orchestra leader PHIL SPITALNY recently completed negotiations for the bistro and obtained a twenty year lease to operate the hotel and casino. At present just the hotel and bar are open for business. Tentative plans call for a formal GRAND RE-OPENING on or about April 1. Come summer, we should see the opening of other new bistros and possibly the re-opening of the DUNES HOTEL if present negotiations do not go awry. The new hotels scheduled for completion very soon are the STARDUST, TROPICANA, LADY LUCK and FREMONT. The STARDUST being the seventh or eighth largest hotel in the WORLD. Millions of dollars have been invested in the aforementioned bistros and it's for sure that a man isn't going to invest his hard earned cash in something that will not pay dividends. Big dividends at that. Yes sir, if you have any doubts about old FLV just mark time because this is JUST THE BEGINNING. . . .

Speaking of openings, did you attend the auspicous grand opening of the beautiful BONANZA CLUB in NORTH LAS VEGAS. It was great and was one of the largest and most successful openings seen around here for a long long time. The event lasted four days and literally thousands of guests dropped in to wish hosts GUS GEHRKE, BILL PARIS, BILL DOUGAN and MAX TRAVIS much success. Incidentally, the food there is out of this world. Especially the FRENCH FRIED SHRIMP. I'm a shrimp eater from way back and I've never found any that can equal the ones served at the BONANZA CLUB. Fellows, you have a winner here for sure. Best of luck to four great guys. . . . If you're wondering who the cute little hat check girl is at HOTEL RIVIERA I'll give you her name. She is GERANE KAHL, a model, single and a living doll. . . . Next time your looking for HARRISON SPORTING GOODS don't be alarmed when you find that they are no longer located at 1504 So. 5th St. New location is just around the corner at 222 UTAH. Fishermen watch for a new fishing contest to be sponsored by manager GIL SWEESY in which prizes will be awarded for the largest fish in each class. Trout, Bass, Bluegill, etc. More about this later. . . .

LOUIS SALDINI, owner of the THUNDERBIRD DRIVING RANGE and also Maitri D' at HOTEL THUNDERBIRD, is spending several thousand dollars to improve the lighting at his popular golf range. With summer almost here he is encouraging his customers to take advantage of the lights and beat the heat by trying to improve their game at night. From all indications it will be one of the best lighted golf ranges in the country. If you want to forget your troubles try to hit a golf ball. It takes concentration. . . .

The management at the SANDS HOTEL is still marveling at the great job their crew did in cleaning up the COPA ROOM after the MILTON BERLE show the other afternoon. As you know UNCLE MILTIE'S show ended at six p.m., the clean up crew came in and cleaned up everything by six forty-five. This is an almost unbelievable feat considering the equipment that had to be moved out and the amount of work that had to be done. . . . Congratulations to SY HUSNEY, former captain in the CLOVER ROOM at HOTEL RIVIERA, who became host at the SILVER SLIPPER March 1 and to JIMMY BLAKE, former host at the SILVER SLIPPER, who has moved into the CLOUD 9 LOUNGE at the NEW FRONTIER HOTEL. Promotions, you bet for two swell deserving guys. If you notice a big smile on JACK DENISON'S face it's because SY was his protege. JACK is Maitri D' in the CLOVER ROOM at HOTEL RIVIERA. . . . One of the most unique businesses in FLV is owned by WILLIAM HODGES and is called HODGES HATS.

(Continued on Page 36)



HOTEL
Riviera

"CURTAIN TIME"

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

DESERT INN

Feb. 14th thru March 12th

Show: Frank Parker; Frank Libuse; Margot Brander; Donn Arden Dancers; Pony Sherrell; Carlton Hayes and Orchestra.

A newcomer to the local night club scene, but an established favorite of TV and radio fame, FRANK PARKER is conquering more friends in an additional media of entertainment. Many years of association with wonderful Arthur Godfrey has made Frank very well known to everyone and FLV felt it was greeting an old and favored friend. His charm and delightful tenor combined with years of seasoned showmanship is making Frank a great local favorite. His repertoire is varied and is sure to include one of your favorites. His presentation makes most any number into a new-found favorite . . . The antics of FRANK LIBUSE brings

(Continued on Page 24)

EL Cortez

Feb. 23rd thru March 7th

Show: Vicki Young; The Madcaps; Jimmy Ray; Sherman Hayes and Orchestra.

Exciting new Capitol recording star, VICKI YOUNG, headlines the new show in the Pirate's Den and is delighting everyone with her renditions of many of your favorites. At all shows we hope she will include some of her best selling records such as "Pink Shampoo" and "I Love You So Much" for they zoomed her to popularity and are eardrum euphoria. This charming young lady is headed for the heights of fame for she has all the essentials of a star . . . Clean, wholesome comedy interspersed with some of the most unusual harmonica tooting you've ever heard will put the MADCAPS on your list of favorites. Their instruments range in size from one inch to three feet and feature many unusual sounds

(Continued on Page 24)

El Rancho Vegas

Feb. 15th thru March 13th

Show: Betty Grable; Harry James; Buddy Rich; Jack Costanzo; Mr. Ballantine; Ted Fio Rito and Orchestra.

F. L. V. is very LUCKY! Our favorite "pin-up" gal is making her night club debut here in the Opera House. This world-famous blondeful beauty has been the dream girl of millions and at last we are favored with her personal appearance in a local supper club. Her multitude of fans that have admired and adored her in pictures and the movies now have the opportunity to witness her dancing and singing first-hand so they have been making reservations far in advance! This gorgeous gal sings like an angel and dances like a breeze . . . You will love her . . . And with the vision of loveliness is the "HORN," none other than HARRY JAMES! Harry is brilliant and

(Continued on Page 24)

Flamingo

Feb. 16th thru March 14th

Show: Pearl Bailey; Bill Bailey; The Dandees; Ron Fletcher Dancers; Louis Basil and Orchestra.

The welcome mat for Pearly Mae is always out! A natural flair for comedy blended with her own inimitable delivery of song has made PEARL BAILEY a great favorite. Her noncommital "tired" manner and cryptic comments, combined with songs only she can put over makes for entertainment par excellence! The clever use of her hands and voice are the trademark of this superb showman. The way she carries her audience with her through every mood and move is pure artistry! Pearl loves her work so it is no mystery why everyone loves her; she puts her heart into her every number and the results are GREAT entertainment . . . That wonderful minstrel

(Continued on Page 25)



NEW FRONTIER

Jan. 5th thru March 11th

Show: Ken Murray's Blackouts of 1956, starring Marie Wilson; featuring Delta Rhythm Boys; Andrea Dancers; Robert Lamouret; Bill Norvas; Bill French; Bob Hopkins; Gene Pellecci & Nancy Wynn; Venus Starlets; Garwood Van and Orchestra.

SAMMY LEWIS brings back two great favorites, the famous KEN MURRAY & HIS BLACKOUTS of 1956, starring lovely MARIE WILSON. We are once again treated to the comicry of Mr. Murray and the situation scenes that stars the beautiful and voluptuous Miss Wilson. Ken is present throughout the entire show as master of ceremonies and director of hilarity. He kids Marie constantly; works her very hard and gains many guffaws in the process. In fact he works the little blonde charmer down to her scanties. Marie is truly a great performer and when combined with top showman, Ken Murray, anything can happen — and usually does, which creates an outstanding show . . . Featured in this revue is the smooth harmonizing of the DELTA RHYTHM BOYS. These lads produce melodic tones that are mighty pleasing to the ear . . . Spectacular dance routines are presented by two lithe men and a graceful lady who are known as the ANDREA DANCERS . . . For something a little different we have ROBERT LAMOURET, cleverly accompanied by his mechanical, defiant duck, "DUDULE." This continental comedian makes his raucous little partner seem alive and very amusing . . . BILL NORVAS displays a fine voice and is backed by a very harmonious group . . . BILL FRENCH twirls a lot of baton . . . BOB HOPKINS adds his comical touch . . . Two very clever youngsters, GENE PELLECCI & NANCY WYNN present their talents on the piano and drums and round out a very wonderful BLACKOUTS of 1956 that closes with a mock police raid that brings the house down in a riot of

(Continued on Page 25)

Riviera

Feb. 22nd thru March 27th

Show: Orson Welles; Toni Arden; Amin Brothers; Riviera Girls; Ray Sinatra and Orchestra.

The astounding Mr. ORSON WELLES amazes and perplexes audiences with his unusual and amazing feats of extra-sensory perception and other awe-inspiring mental gymnastics. Mr. Welles' exhibition of such advanced sciences, sans "Hanky-Panky," increases everyone's great admiration of his brilliant personality. The uncanny abilities of this genius are presented in a very entertaining manner for Mr. Welles has magnetism and imposing stage presence. To highlight the show, a dramatic and artistic finale of Shakespeare rounds out one of FLV's most unusual shows . . .

A delightful added attraction to this

(Continued on Page 25)

SAHARA

(Not a Review)
Feb. 28th thru March 19th

Show: Bob Crosby; Sarah Vaughan; The Modernaires; Saharem Dancers; Cee Davidson & Orchestra.

All FLV is happy to welcome once again genial BOB CROSBY, and his group of top musicians to headline the new show in the Congo Room. The happy music of this famous group will keep you swinging with the rhythms they create. They always arrive with a lot of new and interesting novelty numbers that please all audiences. Bob displays the famed Crosby vocal talents in his own inimitable manner. This affable gent directs the show and is a very capable master of ceremonies . . . Once again with Mr. Crosby is the MODERNAIRES who possess outstanding singing abilities. Not only do they produce the finest in harmony in their

(Continued on Page 26)

The Sands

Feb. 15th thru March 13th

Show: Peter Lind Hayes and Mary Healy; The Toppers; Dorothy Jarnac; Rudenko Brothers; Copa Girls; Antonio Morelli and his music.

Again capturing the Copa Room audiences are everyone's favorite "Mr. & Mrs." team of show business, PETER LIND HAYES & MARY HEALY, whose marvelous mannerisms on stage make it more than apparent to all present that here is a happy couple. This mutual admiration soon spreads throughout the room, and everyone is sharing a part of it. P. L. H. is one of the most talented men in the whole entertainment field — doing many things well and excelling in most. Peter and Mary's current show is completely different from any they've ever offered on previous visits, and a thing of enjoyment from beginning to

(Continued on Page 25)

SHOWBOAT

Feb. 24th thru March 8th

Show: Bill Layne and Don Hines; Sharon Knight; Garr Nelson; The Showboat Girls; Mike Werner and Orchestra; Lawrences and Beverly; Rossi & McDermott.

Jesters fit for a king are BILL LAYNE & DON HINES. This hilarious comedy twosome that have appeared on TV and Broadway pull off the zaniest gags with the greatest of ease. They also excell in impressions that will keep you laughing. Their imitation of Barry Fitzgerald or Frankenstein will convince you of their talents . . . Also on the bill is a very glamorous young lady that presents exotic dancing that steams up the atmosphere. SHARON KNIGHT is sure to be a great favorite with the local lads. She is a protege of Lili St. Cyr and even resembles her . . . Still with us is

(Continued on Page 26)

SILVER SLIPPER

Show: Sally Rand; Hank Henry; Three Dolls; Silver Slipperettes; Silver Slipper Stock Company.

A hilarious new revue, "Laff Parade of 1956," starring the illustrious SALLY RAND, the original Fan Dancer. This charming lady has become so firmly associated with her art that her name is a household word . . . Still with us is our favorite funny man, HANK HENRY, the mainstay, who opens with laughs galore for the sophisticates. The man with the "Kisser" that would cause a laugh riot sparks the show with his inimitable humor and keeps it humming with guffaw after giggle, right from beginning to end. There would be no "Slipper" show without this funster . . . Also on the bill are the THREE DOLLS, beauteous young recording stars that add their melodious vocals. These charming little ladies add

(Continued on Page 26)

Thunderbird

March 1st thru March 22nd

Show: Beatrice Kay; Sunny Howard; Roby and Dell.

Gay '90 songstress, BEATRICE KAY, is back in FLV and the Navajo Room is proud to have her. When Miss Kay sings you will "live" those days. Lovely Beatrice is one of the finest attractions to appear on any stage. The moment she steps into the spotlight, her magnetism fills the room and commands the undivided attention of her audience. Our gal is in a class all by herself . . . Also on the bill is SUNNY HOWARD, a great addition to any program. This prime performer with the pliable pipes possesses the ability to impersonate practically any vocalist. Audiences are always amazed at his versatility . . . Flying Ballet by ROBY AND DELL

(Continued on Page 26)

Channel 2 KLRJ

YOUR FABULOUS LAS VEGAS WEEKLY TV GUIDE

this week on TV...

MARCH 3 THRU MARCH 9

Channel 8 KLAS

SATURDAY — MARCH 3

9:00 8 Film Festival
12:00 2 Pro Basketball
8 Big Ten Basketball
1:45 8 Sports Final
2:00 2 Racing From Hialeah
8 Basketball
2:30 2 Our Amazing World
3:00 2 Matinee Theatre
4:00 8 Campus Party
4:30 2 Surprise Package
4:45 8 Santa Anita Race
5:00 2 Perry Como Show
5:30 8 Andy's Gang
6:00 2 People Are Funny
8 News & Weather
6:30 2 Texaco Star Theatre
8 Buffalo Bill, Jr.
7:00 2 George Gobel Show
8 Queen of the Jungle
7:30 2 Hit Parade
8 Damon Runyon Theatre
8:00 8 Honeymooners
8:30 2 Life with Elizabeth
8 Long John Silver
9:00 2 Lawrence Welk Show
8 Soldiers of Fortune
9:30 8 My Hero
10:00 2 The Hunter
8 Gunsmoke
10:30 2 Do It Yourself
8 Showcase of Stars
10:45 2 Big 2 Playhouse
12:00 8 Martin Black's Nite Owl

SUNDAY — MARCH 4

8:45 2 Christian Science
9:00 2 Film Festival
10:30 8 This Is the Life
11:00 8 Christophers
11:30 8 Adventure
12:00 8 Face the Nation
12:30 8 Sunday News
1:00 2 Wide Wide World
8 Front Row Center
2:00 8 Omnibus
2:30 2 Frontier to Space
2:45 2 Our Amazing World
3:00 2 Meet the Press
3:30 2 U.S. Navy Presents
8 Showcase
3:45 2 Mitzie Reads the Comics
4:00 2 Where Your Treasure Is
5:00 2 NBC Comedy Hour
5:15 8 Drew Pearson
5:30 8 A Man Called X
6:00 2 Playhouse Hour
8 Showtime
6:30 8 1st Nat'l Bank Theatre
7:00 2 Big Picture
8 Jack Benny
7:30 2 Famous Film Festival
8 Mr. District Attorney
8:00 8 Ed Sullivan Show
9:00 2 Two for the Show
8 Mayor of Town
9:30 8 G.E. Theatre
10:00 8 Mr. & Mrs. Movietime
10:30 2 Jack's Theatre of the Air

MONDAY — MARCH 5

12:00 2 NBC Matinee Theatre
8 Movie Matinee
1:00 2 For the Ladies
1:15 8 Secret Storm
1:30 2 Queen For A Day
1:38 8 Mr. & Mrs. Movietime
2:00 2 Pinky Lee Show
2:30 2 Howdy Doody
3:00 2 By My Guest
8 Comedy Club
4:00 8 It's A Woman's World
4:15 8 Love of Life
4:30 2 Bar 2 Ranch
8 Date With Dot
5:00 8 Captain Jack
5:30 2 Space Rangers
8 K & K Commandos
6:00 2 News & Weather
8 News & Weather
6:30 2 R.M. Theatre
8 Robin Hood
7:00 8 Life of Riley
7:30 2 It's A Great Life
8 Highway Patrol
8:00 2 Sahara Showcase
8 Burns & Allen
8:30 2 TV Readers Digest
8 Secret File U.S.A.
9:00 2 Truth or Consequences
8 I Love Lucy
9:30 2 Caesar's Hour
8 December Bride
10:00 8 San Francisco Beat
10:30 2 Late News
10:35 2 Two for the Show
8 Mr. & Mrs. Movietime
12:00 8 Martin Black's Nite Owl

TUESDAY — MARCH 6

12:00 2 NBC Matinee Theatre
8 Movie Matinee
1:00 2 For the Ladies
1:15 8 Secret Storm
1:30 2 Queen For A Day
8 Mr. & Mrs. Movietime
2:00 2 Pinky Lee Show
2:30 2 Howdy Doody
3:00 2 By My Guest
3:15 8 Garry Moore
4:00 8 It's A Woman's World
4:15 8 Love of Life
4:30 2 Bar 2 Ranch
8 Industry on Parade
5:00 8 Capt. Jack
5:30 2 Space Rangers
8 Wild Bill Hickock
6:00 2 News & Weather
8 News & Weather
6:30 2 Mr. Wizard
8 Jungle Jim
7:00 2 Bishop Sheen
8 $64,000 Question
7:30 2 Justice
8 Do You Trust Your Wife
8:00 2 Martha Raye Show
8 Phil Silvers
8:30 8 Racket Squad
9:00 2 I Spy
8 Science Fiction Theatre
9:30 2 Lombardo Show
8 Willy
10:00 2 The Pendulum
8 I Led 3 Lives
10:35 2 Two for the Show
8 Mr. & Mrs. Movietime
12:00 8 Martin Black's Nite Owl

WEDNESDAY — MARCH 7

12:00 2 NBC Matinee Theatre
2 Movie Matinee
1:00 2 For the Ladies
1:15 8 Secret Storm
1:30 2 Queen For A Day
8 Mr. & Mrs. Movietime
2:00 2 Pinky Lee Show
2:30 2 Howdy Doody
3:00 2 By My Guest
3:15 8 Garry Moore
4:00 8 It's A Woman's World
4:15 8 Love of Life
4:30 2 Bar 2 Ranch
8 Date With Dot
5:00 8 Capt. Jack
5:30 2 Space Rangers
8 K & K Commandos
6:00 2 News & Weather
8 News & Weather
6:30 2 Mark Saber
8 Hopalong Cassidy
7:00 2 Wednesday Night Fights
8 Studio One
7:45 2 Boxing Roundup
8:00 2 Disneyland
8 Godfrey & Friends
8:30 8 Harry Owens Show
9:00 2 MGM Parade
8 City Detective
9:30 2 The Whistler
8 I've Got A Secret
10:00 2 Break the Bank
8 Confidential File
10:30 2 Late News
10:35 2 Two for the Show
8 Mr. & Mrs. Movietime
12:00 8 Martin Black's Nite Owl

THURSDAY — MARCH 8

12:00 2 NBC Matinee Theatre
8 Movie Matinee
1:00 2 For the Ladies
1:15 8 Secret Storm
1:30 2 Queen For A Day
8 Mr. & Mrs. Movietime
2:00 2 Pinky Lee Show
2:30 2 Howdy Doody
3:00 2 Be My Guest
8 Comedy Club
3:15 8 Bob Crosby
4:00 8 Woman's World
4:15 8 Love of Life
4:30 2 Bar 2 Ranch
8 Welcome Wagon
5:00 8 Capt. Jack
5:30 2 Space Rangers
8 Superman
6:00 2 News & Weather
8 News & Weather
6:30 2 Three Musketeers
8 Texas Ranger
7:00 2 Lux Video Theatre
8 Badge 714
7:30 8 Great Gildersleeve
8:00 2 You Bet Your Life
8 Count of Monte Cristo
8:30 2 Judge Roy Bean
8 Climax
9:00 2 Wrestling from Vegas
9:30 8 Amos & Andy
10:00 8 Buelah
10:35 8 Mr. & Mrs. Movietime
11:00 2 Wrestling Interviews
11:15 2 Big 2 Playhouse
12:00 8 Martin Black's Nite Owl

FRIDAY — MARCH 9

12:00 2 NBC Matinee Theatre
8 Movie Matinee
1:00 2 For the Ladies
1:15 8 Secret Storm
1:30 2 Queen For A Day
8 Mr. & Mrs. Movietime
2:00 2 Pinky Lee Show
2:30 2 Howdy Doody
3:00 2 Be My Guest
8 Comedy Club
4:00 8 It's A Woman's World
4:15 8 Love of Life
4:30 2 Bar 2 Ranch
8 Date With Dot
5:00 8 Capt. Jack
5:30 2 Space Rangers
8 K & K Commandos
6:00 2 News & Weather
8 News & Weather
6:30 8 My Little Margie
7:00 2 Cavalcade of Sports
8 Rin Tin Tin
7:30 8 Dr. Hudson's Secret Journal
8:00 2 Lucky Lager Sports Time
8 Waterfront
8:30 2 Dragnet
8 Talent Scouts
9:00 2 Dollar a Second
8 Western Marshall
9:30 2 Eddy Arnold
8 Playhouse of Stars
10:00 2 The Ruggles
8 Ray Milland Show
10:30 2 Late News
8 Nite Wire
10:35 2 Million Dollar Movie
8 Martin Black's Nite Owl



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mixed green salad **$2.75**

THURSDAY Disjointed
SPRING CHICKEN
Saute Cacciatore with Spaghetti
mixed green salad **$3.50**

FRIDAY Homemade
CHICKEN POT PIE
with Vegetables and Fluffy Crust
mixed riviera salad **$2.75**

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YANKEE POT ROAST
braised in burgundy wine with potato pancake
tossed green salad **$3.00**

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the magnificent
Riviera
HOTEL

DESERT INN

(Continued from Page 19)

merriment to the Painted Desert Room. Libuse embellishes his stage act with a "Mad Waiter" routine which startles the audience before his comicry on stage begins. When he has everyone in the mood for fun, Frank introduces his amusing friend, MARGOT BRANDER, that adds much to the evening's amusement. Be prepared to laugh for these two will make you giggle until you are weak with laughter . . . The very attractive DONN ARDEN DANCERS present two spectacular new production numbers that are very artistic and brilliantly executed. Lovely song star, PONY SHERRELL stars in these fabulous numbers and enhances the show with her fine voice . . . CARLTON HAYES waves his skilled baton to create perfect rhythms among his men of music.

EL CORTEZ

(Continued from Page 19)

and zany gags . . . Soft shoe stylist, JIMMY RAY, modernizes the almost lost art of soft shoe dancing. He employs a specially built table and gives a streamline performance. Especially interesting is his "Whispering Rhumboogie Swing" . . . Backing the show musically is SHERMAN HAYES and his fine ORCHESTRA.

EL RANCHO VEGAS

(Continued from Page 19)

excites the audience with his vast talent as he plays the tantilizing tunes that made him famous. With Mr. James are nine stellar musicians that will augment the TED FIO RITO ORCHESTRA. BUDDY RICH is featured on the drums. Downbeat Polls awarded him first place; Buddy is considered the top drummer of the day. JACK COSTANZO tops a top-notch job on the bongo drums. All this and Harry on the trumpet, too! The boys create mighty fine music that is appreciated by all within hearing distance . . . Also on the bill is the funniest man "in tails," MR. BALLANTINE, the magician who doesn't seem to be able to complete a trick. His comicry is entirely his own brand and finishes with an unusual twist that tops off a very outstanding show.

Chic Hecht
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FLAMINGO

(Continued from Page 19)

man, BILL BAILEY treats us to some of his specialty dancing and singing that is a delight to see and hear. Brother Bill leaves us with no doubt that there is a great abundance of talent in the Bailey family . . . Musical impressions by the DANDEES are also on the bill of this new, fast-moving show. Instrumentals by these two lads as they give their interpretations of various famed orchestras display their top talents on many, many different implements of their trade. . . . The RON FLETCHER DANCERS present choreography in an artistic and graceful manner . . . LOUIS BASIL and ORCHESTRA provide top musical backing for this delightful show.

NEW FRONTIER

(Continued from Page 20)

laughter . . . The VENUS STARLETS shine in their offering of excellent choreography created by DOROTHY DORBEN. Their production numbers are original, artistic and very outstanding . . . Backing this wonderful show is GARWOOD VAN and his excellent ORCHESTRA.

RIVIERA

(Continued from Page 20)

exceptional show is scintillating songstress TONI ARDEN. Her charming manner plus honey-smooth tones endear this lovely lady to all who see and hear her. Miss Arden is a singer who knows the value of lyrics and their proper purveyance, as a result,

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each offering has added impact. Her individualistic song stylings are always a great addition to any show . . . On the same bill are the acrobatic AMIN BROTHERS who are up to their fantastic tricks again. Their agile gymnastics are spectacular and so rapidly done, you have to keep on your toes so you won't miss a trick . . . The RIVIERA GIRLS present exciting new choreography in colorful production numbers that add beauty and charm to round out a top-notch show . . . Truly superb musical backing will be furnished by RAY SINATRA and his fine aggregation of accomplished musicians.

SANDS

(Continued from Page 21)

end. It includes automobiles on stage and a seam-splitting movie in which Peter portrays a motor cyclist and Mary is a frumpy waitress who conspires to be his mate . . . The TOPPERS present background harmony for Mary and Peter and get into the situations that these comical people can create. Individually the boys have excellent voices, collectively they produce great music . . . Pint-sized pixie, DOROTHY JARNAC will win your enthusiasm with clever modern, interpretative dance routines that also tickle your humor area. This little elfin displays terpsichorean abilities that delight all viewers . . . Rounding out this gala show is the RUDENKO BROTHERS, two young and handsome lads who keep everyone agog with their amazing juggling feats . . . The beautiful COPA GIRLS, resplendent in their colorful costumes by Mme. BERTHE, execute exceptional choreography staged by RENEE STEWART

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& BOB GILBERT . . . ANTONIO MORELLI and his aggregation of fine musicians present a background that is perfection plus.

SAHARA

(Continued from Page 20)

own manner, they can imitate almost any singer of note. Truly possessors of fabulous vocal chords that blend well with the Crosby music . . . A very special treat is in store for us, the one and only SARAH VAUGHAN is making her local debut. Sarah will be one of the most exciting extra added attractions that anyone could bill on a show. Her delightful records have won her fans and friends in phenominal numbers and at last we are to be favored with the presence of one of the greatest modern song stylists. To see her and hear her in person will be a definite pleasure few will want to miss . . . Rounding out a delightful evening is the talented SAHAREM DANCERS in exciting new MORO-LANDIS production numbers . . . Backing the show musically is CEE DAVIDSON and his excellent orchestra.

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1200 South 5th Street

SHOWBOAT

(Continued from Page 21)

debonair GARR NELSON who sings a varied repertoire in a magnificent baritone that sparks a romantic note to the show. His outstanding voice is sure to take him to the peak of his profession. Garr also attends to the duties of Master of Ceremonies with charm and assurance . . . The SHOWBOAT GIRLS present spirited choreography with verve and zest. This bevy of beauties are delightful in colorful costumes . . . MIKE WERNER and his ORCHESTRA beat out a sound musical background for the show . . . During intermission it is the fine harmonies of the LAWRENCES & BEVERLY & ROSSI & McDERMOTT.

SILVER SLIPPER

(Continued from Page 21)

charm to the show . . . The four SILVER SLIPPERETTES liven the atmosphere with spirited and tricky footwork. They also add pulchitrude and loveliness . . . Unless you happen to be a complete novice, we needn't tell you of the hilarious situation scenes produced by the SILVER SLIPPER STOCK COMPANY. The fade-out scenes are famous from coast-to-coast. They may change the lines, but the theme is the same that has caused merriment since the beginning of man. They are on the same entertainment level as previous shows.

THUNDERBIRD

(Continued from Page 21)

is a pleasure to watch. Their unusual adagio dancing is very colorful and exciting . . . Held over are the CHORDOLINS, four very charming and beautiful redheads that make beautiful music. One lovely plays an accordion and the others caress their violins . . . Colorful choreography by the THUNDERBIRD DANCERS round out a delightful show.

OBSERVATIONS

(Continued from Page 5)

the Press Club in which newspaper men will have their own dining room and bar.

The telephone company will have an office for long distance patrons and also where you may pay your phone bills.

On the roof will be an entirely new Television Station — KSHO. This station will operate 24 hours a day and will give Las Vegas the distinction of having the only T-V station in the United States continuously in operation. Also, on the roof, will be a health club and Government Group Observation Corp.

In the basement will be the garage with accommodations for 125 cars which will have the entrance and exit from Second St.

There are 16 partners in the Fremont Hotel Organization, of whom Mr. Eddie Levinson is the moving spirit. Connie Hurley is in command during the absence of the others, and to his kindly consideration I am indebted for the details of the great Enterprise.

It is of interest to look back and recall that part of the Fremont Street frontage of the new hotel was once occupied by the residence of Charles E. McCarthy, now Col. McCarthy of the U.S. army, retired, who still with Mrs. McCarthy, lives on Fourth Street. Where the Fremont Theatre now stands was the livery stable of M. M. Riley, another of the very prominent oldtimers, before the day of the horseless carriage in Las Vegas.

The Fremont is, I think, the first positive and undeniable proof that Las Vegas has emerged from its "small town" status and is now a real city. I was interested in knowing that the Fremont Hotel group has implicit faith in the future growth and prosperity of Las Vegas. They do not at all agree with the few pessimists who think Las Vegas is ruined by the misfortune of several huge resort hotels which were under-financed and managed by inexperienced people. It is clear to them, as to all other conservative businessmen, that those enterprises will be re-financed and operated by experienced people with the same success that has attended the other resort hotels.

CRISWELL PREDICTS

(Continued from Page 7)

will come from the Atomic Energy Testing Grounds at Arco, Idaho, where irradiated potatoes and other vegetables are now being preserved! All foodstuffs will then be stored in the icebox areas of the world, our Arctic lands! . . . I predict that the telephone company will soon rent you an amplifier which will brin up the volume seven times! This will prove valuable to people hard of hearing, and also in noisy factories and stores! . . . I predict that Florida will quietly move to become industrial, through a super promotion of its seven railroads, covering 7,600 miles! . . . I predict that your bank will soon offer you more service than ever before, by handling estates, giving investment counsel, obtaining a fast, accurate credit rating of others, and many more personal financing services! There will be no charge and I predict, by this time next year, your bank will indeed become your friend, working more closely with you than ever before! . . . I predict that a German cooling system, a portable air conditioner, will soon be in your stores! I predict this coming summer will follow the trend of severe temperature, and will be very hot! I predict hot weather clothing for men will include Bermuda shorts, knee socks, and linen knickers! I predict clothing will not only be designed for fashion, but for comfort as well!

YOUR INCREDIBLE FUTURE:

As I predicted, February 9th would be an important date, for on that date a new, geological age would start, fulfilling the 50-year earthquake cycle on the West Coast! In 1906, the San Francisco fire and quake made history, and I predict that this fifty year anniversary will result in earthquake echoes! Our buildings are much sturdier in 1956 than they were in 1906 and can withstand the frightening pressure from Inner Earth! I predict that our Miracle Men of Science will soon start the construction of a gigantic shaft, which will probe directly into the mysteries of Inner Earth! I predict this shaft will be vitally controlled by a network of elevators and spiral staircases! Delicate machines will measure the density and the pressure of the layers of earth which lie beneath our

(Continued on Page 29)

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CRISWELL PREDICTS

(Continued from Page 27)

feet! I predict that deep in the bowels of the earth our geologists will find a rare, undiscovered power, which can be harnessed for the good of man! These explosive, gaseous, energized fumes, which have been sealed within the earth for a million years, will be used to turn Tomorrow's wheels of progress! I predict that this will be the next great discovery beyond the Atom! I predict that within the next twenty years, our earth will be dotted with giant transformers, which will draw this gas to the surface for our use!

THAT'S FOR SURE

(Continued from Page 9)

BILL PARIS, BILL DOUGAN and MAX TRAVIS set a new standard for our fabulous town. They held a New Year's Eve party on opening night and the population turned out en masse to participate in the festivities, February 24th. Needless to say, the club was given a terrific send-off and we all trust the clientele will keep the Bonanza Club, buzzing with activity. . . .

Persevering TOMMY CALLAHAN is on the job, every day. He is Casino boss at the NEW FRONTIER HOTEL and (after his shift) heads for the SILVER PALACE, to continue supervision of the work. The escalator has been installed in the new club. Its restaurant is downstairs, with the casino on the main floor. Las Vegas will still be spared the effort of climbing stairs when they mount the moving ones that will take them up and down. . . .

Next week will see the preview opening of the new liquor store, opening in North Las Vegas. Owners are AL and ABE FOX (of the popular FOXY'S Delicatessen, on the "Strip"). Al will operate the new venture which shall enjoy its Grand Opening on or about April 1st. Wonder if Al will display the many trophies he won when he was a star Army basketball player. . . .

Congratulations to CHILI and JOHN UHLMAN (hosts of the "One For The Show" telecast — KLRJ-TV — Channel 2). The Uhlmans celebrated their Second Wedding Anniversary, February 28th. How do we remember? The only way this forgetful pillar can be certain of the date is that he was Best Man. . . .

Another reminder to the clothes-conscious! SNYDER'S SLACKS is now offering some of the most beautiful fabrics available. You select your preference and it isn't long before it becomes a custom-made creation, with workmanship of which any millionaire would be proud. All this, at a highly reasonable charge. If you don't take advantage of this bargain, you're missing a real buy! . . .

Looks like this will be "30" for another week. Still feeling "under the weather," this past week, Ye Editor was confined to his home. The outlook looks a wee bit brighter this week and we hope to see our many friends in the "outer world," before the next issue is due. Take care of yourselves and keep happy. Life is too short to waste . . . and that's for sure.

VIEWING THE ACTION

(Continued from Page 11)

PERRY SHEEHAN, MGM starlet and fiancee of CARLTON ADAIR, president of the LADY LUCK has been absent from our city. She is working in another picture and returns to FLV early in March to resume holding ADAIR'S hand. Lucky boy and lucky girl, too. . . . ED BELFORD and wife LYNNE visited this happy vacationland again for five days. They scheduled several visits each year. He operates the ED BELFORD ADVERTISING AGENCY in STUDIO CITY. . . . MARION SCOTT formerly of the FRONTIER stage married the man of her dreams last week in TUCSON. He is DICK HAAS of SAN DIEGO business prominence. . . . Hadn't seen this couple in twenty years, now spending a few days here are KELLY POLTER and wife KITTY from READING, PA. . . . AL TAYLOR reports on his recent trip to RENO, he stayed 'til it snowed then he hurried back to the balmier FLV home.

SANDY GREW now of the ROYAL NEVADA gets permanent possession of the FRANK LIBUSE toupee. Over a period of years and attending LIBUSE rantings, SANDY was doffed with the wig for the third time. . . . MRS. IDA BELLER of BEVERLY HILLS regrets that her plans to spend her February 22nd birthday in LAS VEGAS had to be changed. . . . Gentleman JOHNNY HUGHES casino manager of the SAHARA carried a comfortable chair to a sweet old lady crap-



I'm really enjoying my three week engagement at the beautiful...

HOTEL Riviera

TONI ARDEN

RCA Victor Records

"I forgot to remember to forget" "Are you satisfied"

shooter betting silver dollars. She was so impressed by his gallantry that she pressed a maternal kiss on the surprised HUGHES' cheek. . . . BARBARA and JOE HEILIGERS of the LAST FRONTIER VILLAGE LEATHER SHOP have just completed a custom job for the CALIFORNIA RANGERETTES. Made several dozen pairs of elegant western chaps for them. . . .

More news from this famous VILLAGE. JACK NAUGHTON'S BEAUTY SALON is featuring the Blonde-Tips Hairdo. The stars and show-girls are swamping him for appointments. . . .

And in the VILLAGE CERAMIC and TOY SHOP, MRS. GIACHELLO is displaying her own handiwork, trimmed Basket Bags. The low prices make these items even more desirable. . . .

A HELLDORADO HIGHLIGHT supervised by SMILEY WASHBURN is the BEARD CONTEST. Large and valuable prizes to be presented. There will be chosen rivalry in this year's Beard Growing Contest. The SOUTHERN NEVADA POWER COMPANY challenges the TELEPHONE CO., THE BUS COMPANY takes on the TAXI DRIVERS. The HORSESHOE CLUB will match its efforts against any other club in town. . . .

Seen in CHARLIE SHELTON'S ROWEL MEN'S SHOP was NANCY WYNNE of the "BLACKOUTS." Nancy equipped herself with a complete western outfit. . . . ARTHUR BLAKE recently contributed all of his authentic costumes to the VICTORIA and ALBERT MUSEUM in LONDON. . . .

DICK LOVE, TANNER MOTORS BOOKKEEPER, who knows VEGAS business reports the increase of business this year over previous years. . . .

The swank BLAIR HOUSE APARTMENT COLONY is now tenanted by youthful pearl king JAMES YAO. JIMMY will add color to the BLAIR HOUSE surroundings because everyone who knows JIMMY can foresee lots of activity when he's around. . . . Do you want plane service to San Diego and return? A new flight has been inaugurated by JACK DAWDLE under the franchise name of LAS VEGAS AIRLINES. The regular daily schedule is; leave Vegas at 12:00 noon and arrive in San Diego 1:30 P.M.; leave San Diego at 5:30 P.M. and arrive Las Vegas 7:00 P.M. The plane used for these runs is the DeHavilland Dove an English model that was designed especially for the use of the present Queen of England. Their air service has a busy future in store. Congratulations to JACK DAWDLE for bringing LAS VEGAS AIRLINES and the San Diego market closer to us. . . . The famous SILVER SLIPPER will be in the hands of new operators March 1st. Become acquainted with the new management and best of luck to them. Here they are: EARL G. HARRIS, President; FRANK WEISS, Vice-President, HOMER WEST, Executive Vice-President and General Manager; ROBERT O. SHULZE, Secretary-Treasurer; CLAY MYERS, Comptroller; DAVE VICTORSON, Restaurant and Bar Manager; and EDDIE FOX, Director of Publicity and Entertainment. . . . At the SAHARA among the SAHAREM DANCERS, George Moro products, are two lovely sisters ROSE MARIE STADLER, a blonde and BERRY ANNE STADLER, a brunette. This pair is an asset to the Vegas Show Charm. . . . April will find a new combination Men's Shop and Barber Shop in the NEW FRONTIER. It will be operated by CHARLIE ROSSON who now has the Knickerbocker Men's Store in the ROYAL NEVADA and ED EDYES who has the Frontier Village Barber Shop. Among the staff of three barbers and two manicurists is CYNTHIA HOROWITZ, the young lady well known in Chicago circles. ED EDYES is of English origin and formerly served royalty in the SAVOY HOTEL BARBER SHOP in London. . . .

HENRY TORRES of the WESTERNER CLUB RESTAURANT is running the smoothest operation of its kind in the city, and his list of friends is miles long. . . . Speaking of food, next time you dine out, visit RAY DOMBACH'S ALPINE VILLAGE. The home made pancakes and applesauce served with the roast Capcnette or sauerbraten makes for a gourmets dream. RAY is developing his ALPINE VILLAGE into a comfortable resort area. . . .

TONY BREWER of the THUNDERBIRD BOUTIQUE DRESS SHOP was MRS. NEVADA in the last Mrs. America contest. One view and you'll agree she won the contest because of her great beauty. She is the wife of JOHN BREWER, their family ANTHONY 13, and DAVID 15. . . . Sincere best wishes to JACK KOZLOFF and PHIL SPIT-



the SILVER QUEEN BAR

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

IN THE Sands HOTEL

★

BUDDY GRECO

★

the POPULAIRES

★

ERNIE STEWART TRIO

★

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You owe yourself this treat...

CHINESE FOODS

Served in the GARDEN ROOM

From 6 P.M. to Dawn

ALNY in their Royal Nevada Hotel venture. Pre-organizational plans display sound business policies for this hotel, and of course many of the old employees will be happy to return to this pleasant environment. Good luck Royal Nevada.

SAUNTERINGS

(Continued from Pag e13)

Macy operation. After 27 years with the company she now holds the top post of its kind in the organization.

'Gentleman" Gene Delmont at the Thunderbird more than justly deserves the very apt title of "gentleman." After watching him operate around the Hotel we are convinced that the word "gentleman" applies to Gene more than anyone else we know or have ever met.

At the Golden Gate we have another friend of ours, Mike Renis. Mike is Gen. Mgr. of the casino at the Golden Gate and is very well known and liked by everyone. Mike had us out for our first trip to the Ranch House for dinner. The ride was worth it — what food!

We got a bawling out from the Labor Commissioner for being past due on our agency license fee for 1956. Honestly, we just forgot as did several others we know. One of these days we may submit to being a "guinea pig" for a test case on the license for there is no provision in the Labor Law covering the licensing of talent agencies. The only thing of record is an opinion handed down by the Attorney General's office in 1951 in which he construes talent bookers as being employment agencies. We would like to know, how come all the out-of-state agents are allowed to operate with Nevada without having to have said license. What we do not understand is although the entertainment industry exacts millions from the state, the state taxes just the few of us selling talent who are residents of the state and allows the out-of-state people to function without being taxed likewise. For example, Budweiser, Schlitz and the other beer firms and all other out-of-state firms in all industries have agents here who are duly licensed and from whom the state receives revenue. What is good for other industries serving the state should be good for all including the entertainment industry.

Coming Attractions

ON THE FABULOUS STRIP

DESERT INN
MARCH 13
PATTI PAGE

El Rancho Vegas
MARCH 14
EARTHA KITT
MYRON COHEN

Flamingo
MARCH 15
DE CASTRO SISTERS
DICK SHAWN
RICKIE LAYNE

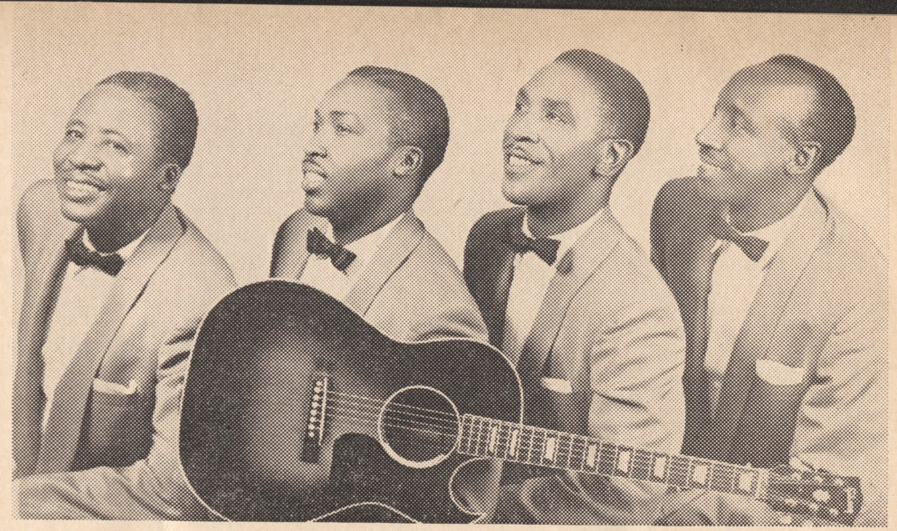
NEW FRONTIER
MARCH 12
JACK CARSON
CASS DALEY

Riviera
MARCH 28
BEN BLUE
PATTI MOORE
BEN LESSY

SAHARA
MARCH 20
KAY STARR

The Sands
MARCH 14
MARTIN & LEWIS

Thunderbird
MARCH 22
ALLAN JONES



Held Over in F. L. V.!!

Thank You, EDDIE FOX . . . It is a pleasure to open in your new show
. . . "LAFF PARADE OF 1956" in the SILVER SLIPPER

★ THE FOUR KNIGHTS ★

We believe there are as many as 200 or 300 agents and agencies selling talent into the state, or maybe more, who should be licensed. Why piddle around with hunting down people with out-of-state car tags when here lies a positive source of revenue. We also must call attention to the fact that both the city and county would benefit were legislation enacted to license out-of-state people in the talent field for they would of necessity have to have a county and a city license before being eligible for the state license.

Monte Proser, entertainment director of the yet incompleted Hotel Tropicana, got a tremendous spread in the March issue of Cabaret Magazine. This little fellow who created and opened the internationally famous Copacabana in New York is quite a showman. It will be interesting to watch his progress in our town.

Now have a laugh on us. During a remote telecast from the Cloud 9 Lounge of the New Frontier we asked our neighbor, Bill Willard, a question. All we wanted to know was, who is this fabulous girl we hear paged all over town, Phyllis Campell. Bill explained that this is the code name for the cigarette girls and is a contraction of leading brand names such as: Phillip Morris, Lucky Strike, Camels and Pall Mall.

Now that there is peace between the AFL and CIO maybe we can get president George Meany out here for a visit. George is a 'golf bug' but shoots an unorthodox game using only 5 woods, a wedge and a putter. We played an amateur-pro tournament at Fred Waring's Shawnee Country Club a few years ago and were astounded at the accuracy George gets on the short fairway shots with the woods. Dick Shawn, who is coming into the Flamingo, can tell you similar stories for he too saw this golf phenomena up in Pennsylvania.

Girls, if you haven't been to see Beth Bergh at her B-B Originals Shop, you are missing a real treat. This talented young lady designs motifs for embroidery and sells the beads, sequins, pearls and rhinestones so you may apply them to the original motifs. If you are not the handy one she will design the motif and apply the embroidery for you too. Betty's real love is sculptoring and Nevada has everlasting examples of her artistry and

ability. In Carson City on the facade of the State Building, Betty's 5 foot tall terra cotta sculptured mural stands as proof positive. Aside from this Betty did the 5 foot tall sculptored mural on the facade of the West Charleston School here in Las Vegas. Many homes in Las Vegas are the proud possessors of her handiwork in which she specially designed patios, interiors, fireplaces, figures, vases, urns, etc. This young lady who works with clay, leather, plastics, metals and other materials, should be snapped up by the firms who service Las Vegas hotels and buildings.

An act of ours, The Fabulous Woodson Family, which Stan Irwin of the Sahara planned using this summer played a club date in California with Dennis Day and Rudy Vallee. Dennis was so impressed with the act he told the kids that they must play with him on the bill at the Sahara in June. Arrangements are being made to make this possible.

Dr. Charles Lunde, a chiropractic physician, opened offices in our bui'ding. Dr. Lunde is well known to Las Vegas for he practised here before and was very active in civic, charitable and legislative affairs. He may be best remembered for his part in fostering legislation in Carson City designed to aid the healing arts. The doctor holds many degrees and numbers amongst them a law degree and a doctor of philosophy degree. We had a sample treatment and now know why the doctor is so popular in Hollywood and Las Vegas.

A wonderful time was had by all at the Las Vegas Council Of Federated Republican Women's dinner party at "The Elwell Hotel" in honor of Adelaide Deutsch, the State President. Adelaide is flying to Washington, D.C., to represent Nevada at the meeting of tne National Federated Board Of Republican Women. The proceeds of the dinner were used to provide part of the funds to send Adelaide to this very important conference.

We were amazed to read the accounts in both local papers playing up the marrying role of our friend, Judge John F. Mendoza, and neglecting to relate anything of his ability as a jurist. Both papers failed to note that Judge Mendoza is by far one of the most industrious and capable jurists ever to hold the position of Justice of the Peace in the city of Las Vegas. The records show how ably tne judge has handled the disposition of cases in his court. Here are the figures of the cases handled by the Justice Court from 1950 to 1955. In 1950 the court handled a total of 1100 cases; 187 Civil cases, 501 Small Claims cases, 199 Felony cases, 213 Misdemeanor cases. In 1951 the court handled a total of 1693 cases; 189 Civil cases, 1007 Small Claims cases, 225 Felony cases, 275 Misdemeanor cases. In 1952 the court handled a total of 1547 cases, 306 Civil cases, 726 Small Claims cases, 208 Felony cases, 307 Misdemeanor cases. In 1953 the court handled a total of 2087 cases; 356 Civil cases, 1160 Small Claims cases, 271 Felony cases, 300 Misdemeanor cases. In 1954 the court handled a total of 2295 cases; 385 Civil cases, 1307 Small Claims cases, 299 Felony cases, 304 Misdemeanor cases. In 1955, under the direction of Judge Mendoza, the court set an all-time high for the total cases handled by the court, 4674. The breakdown was: 663 Civil cases, 2810 Small Claims cases, 346 Felony cases, 722 Misdemeanor cases. The figure of 4674 cases handled by Judge Mendoza more than doubles the total work accomplished by any other of the judge's predecessors. Aside from this total we almost neglected to mention that Judge Mendoza also processed 633 Traffic Citations in 1955. In other words, carrying the figures out to the end, the Justice Court for the year 1955 handled an average of 389.5 cases every day of the year while in session. In 1956, from January 1st to February 23rd, there were 928 cases filed in the Justice Court and this indicates that under Judge Mendoza the record he established in 1955 will be shattered marrying people!

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The difference between false and true pleasure is this: for the true . . . the price is paid BEFORE you enjoy it; for the false . . . AFTER you enjoy it.

LOUNGE STARS

(Continued from Page 15)

the SHOWBOAT. . . .

Amazing but true — the JOE BURTON TRIO never practices. Progressize jazz just comes naturally to these boys. Much of their repertoire is composed by JOE. His wife "PRETTY" says that this young genius jumps out of bed in the middle of the night and dashes off a new melody. His vivid imagination has produced as high as eight new tunes in one week. The JOE BURTON TRIO reminds one of a jam session where everyone just plays and the music blends with great naturalness. So join the jam session in the new LOUNGE of the THUNDERBIRD HOTEL. . . .

The THREE DONS & DEENA leave the STARLIGHT LOUNGE of the HOTEL RIVIERA come the 13th of March and open in Los Angeles at the MEMORY LANE. The kids have been here some twenty odd weeks and we will miss them. . . .

You can sure tell that a female writes this column. For instance, have you noticed the very attractive clothes that KEELY SMITH wears? Found out where they come from all originals created especially for the star of the CASBAR LOUNGE (Hotel Sahara) by BONNIE BEST. You guessed it, I became a BONNIE BEST customer too!

BILL WALZ, bass player with the POPULAIRES currently appearing in the SILVER QUEEN LOUNGE of the SANDS HOTEL discovered an old Army buddy that he hadn't seen for ten years. Bill and SID JOBI of the THREE DONS & DEENA had lots of ground to cover when they got together for a lengthy gab-fest. . . .

It is no mystery as to why the management of the "Tail of the Cock" wishes ERNIE FELICE AND THE HI-FI'S would return to their other home. The smoothest harmony plus excellent vocals, featuring the exceptionally

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THE STATION MORE PEOPLE LISTEN TO MORE OFTEN

fine accordion and voice of Mr. Felice makes this group GREAT! Overheard in a lounge that Ernie visited on his night, by a fellow musician that also plays an occordion, "Whenever Ernie Felice is in the room, any other accordion player becomes self-conscious." I think that statement was a real tribute to Ernie's talents. . . .

The DUKES of DIXIELAND and their DUCHESS had an illustrious visitor the other night. EDGAR BERGEN and his charming wife made a special trip to the THUNDERBIRD to see the Dixielanders. They are old friends that also enjoy the happy music of Frank, Freddie and all the other gents. The DUCHESS is most talented and also one of the nicest vocalists, just a precious gal. Reminds one of a miniature KAY STARR. . . .

Found in the BUCCANEER LOUNGE of the HOTEL EL CORTEZ, a good man on the piano. CHARLIE BARDIN is well known locally for his ivory tickling which he does with great finesse. Many of you will remember Charlie from the days that he was the piano player with the GARWOOD VAN ORCHESTRA which has the distinction of being at the HOTEL NEW FRONTIER. When you visit this gent, ask him to play some of the numbers that he has written. They are "Gershwin-like." The one that I liked best was "Moonlite Fantasy." . . . See you next week, meanwhile — stay well, stay HAPPY!

★ *The FUN is Greater than ever!*

NOW . . . in the

Lady Luck

LOUNGE

★ MILTON HERTH trio
★ GROVER SHORE trio
★ BOBBY STEVENSON trio
★ HENRI ROSE trio
★ DON GREGORY Quartet

Continuous Music from 5 p.m. to 5 a.m.

Wilbur Clark's

DESERT INN

'ROUND THE TOWN

(Continued from Page 17)

Nature of the business is to expertly clean and block hats and to make old hats look like new again. So men, if that old duffer needs a little work on it take it to HODGES. You won't be sorry. . . . Belated congratulations to SHIRLEY MANN a change girl at the LUCKY STRIKE CLUB and MAL GASS employed at TAYLOR CONSTRUCTION COMPANY who eloped to the County Court House last week. The young lovers are unable to take a honeymoon right now but their reception held at TWIN LAKES LODGE should hold them for awhile. It was a very lovely party. I hope the kids will be very happy and enjoy many years of wedded bliss. . . .

Word is out that HUNTZ HALL will be billed as THE BOWERY BOY now that his side kick LEO GORCEY has retired. He is the only one of the original six BOWERY BOYS still active in pictures. . . . More belated congratulations to SID and MAY LOWENSTIEN who recently celebrated twenty-two wonderful years together. He is hoping for another fifty years. SID is employed at the SANDS HOTEL. . . .

Watch for the premier showing of the new 1956 CHEVROLET CORVETTE to be held very soon at COMMUNITY CHEVROLET. It is a completely different car from the original CORVETTE of a few years ago. If what Sales Manager STAN OAKES says is true this car is AMERICA'S answer to foreign sports cars. I've seen pictures of it and it's BEAUTIFUL. . . . Family night is returning to the HOTEL THUNDERBIRD. After several years absence this popular bistro is re-introducing a two dollars and fifty cent dinner with the emphasis on bring the whole family out to the THUNDERBIRD. From all reports the food is out of this world to say the least. . . . STAN "THE MAN" IRWIN Director of Entertainment at HOTEL SAHARA

(Continued on Page 38)



MEG MILES is hitting this old town like a thunderbolt. Her upcoming stints at the Stage Coach and the Club 59 are creating more anticipation than any other femme arrival since Julie "Crimea River" London . . . Howard Johnson, not satisfied with 500 restaurants, is going into the motel business in a very big way . . . Pianist Lou Stein is jubilant over his highly successful nitery tour and his fast-selling discs. This should be Lou's biggest year ever.

CONFIDENTIAL Magazine's situation with the Post Office has the publisher holding his breath . . . George Cardini, one of the most versatile men in the music business, may have a big novelty hit with his ditty "Did The Mambo Come From Ireland?" You've got to admit — it's a helluva question!

Jeff Clay, who thrushed one of the nation's current platter sensations, "These Hands," served a hitch with the U.S.-Mexican Border Patrol . . . Arranger Ray Ellis, the newest boy wonder of Tune Pan Alley, was the subject of a full-page profile in RECORD WHIRL . . . Harry Hollenbach of Wen Dee Records was forced to settle out-of-court with his former press agent. It's always cheaper to pay your bills in the first place — like the man says.

The Four Voices really broke it up in the Roxy's "Rock and Roll Ice Show." We pick this group to go all the way to the top!

Fred Amsel and Jerry Levy have merged forces . . . Kal Ross unmerging from the Ray Anthony office . . . Jacques Belasco, famed conductor, composer and orchestrator, has signed with MGM Records and will shortly be represented in the pop field . . . Bob Silverberg, the folding carton tycoon, is all wrapped up with Elodee Freedman.

Tony Bennett is preparing a new act that Dee Anthony, his road manager, tells us will top everything the great, young singer has ever done before. Incidentally, Dee is expecting to become a poppa in April . . . Hottest nitery scandal in town concerns the errant son of a famed cabaret host. Seems that junior is making free with the cash register to sponsor lost weekends for himself and the boite's hat check girl . . . There will be a shake-up in the Gleason organization at the end of this year.

The "Sardi's Set" was stunned by George Jean Nathan's reference to "Jewish actors getting good reviews whether they deserve them or not" in his Saturday, February 11th column in the New York JOURNAL-AMERICAN. Nathan was referring to Sam Levene but his far-from-subtle broader inference was lost on no one. What's with this guy?

The Dutch government has offered to subsidize up to 50% any films made in their country by accredited producers . . . Victor Borge will not do the two TV spectaculars he was scheduled for until next season . . . Abe Olman's exit from the top music job with Loew's Inc. has highlighted the corruption in the record business and the monstrous "payola" problem.

Frank Sinatra is now in the record business. The first release, by a boy singer named Steve Barrie, on Frankie's Tabb label is now out to the radio stations . . . Manhattan deejay Murray Kaufman is moving to Miami Beach to do a show from the Monte Carlo Hotel . . . Rogers and Hammerstein will bring "Damn Yankees" and "No Time For Sergeants" to London. The latter, incidentally, is now making $12,000 per week clear profit.

As if Maurice Evans wasn't already doing well enough he has now become an award-winning dog breeder. His West Highland white terriers have been garnering ribbons in shows all over the East.

The Alex Cohen's, he's a producer, have called it quits via the Mexican divorce route . . . Anne Francis is in town to help the ballyhoo on her latest MGM flicker, "Forbidden Planet"

. . . Don Cornell's father died . . . Ty Power will take another try at "Devil's Disciple," the show which didn't quite make it for him here on Broadway . . . Keefe Braselle and Arlene de Marco are an item.

Jack Hawkins, one of England's top actors, due in town for an NBC-TV spectacular . . . Eartha Kitt leaving shortly for a two month London stint at the Cafe de Paris. We've got great admiration for Miss Kitt and consider her one of the greats in today's show business . . . Josephine Baker and show biz seem to have had it with each other.

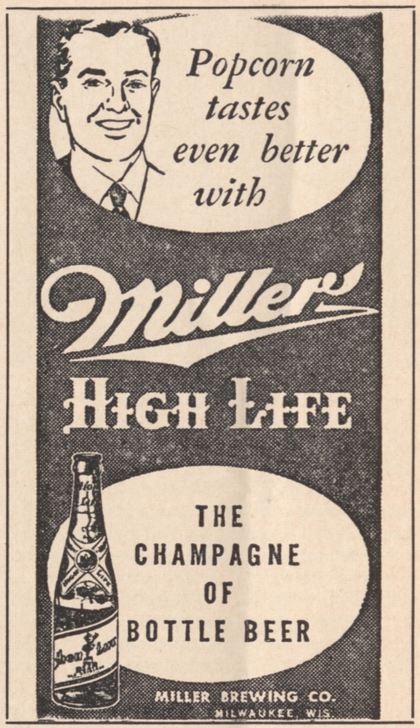
Frank Capano, who died February 10th in Philadelphia, will have his breach-of-contract suit against thrush Joe Weber continued by his estate . . . The script for the "Bottom Of The Bottle" sounded like it came from the bottom of the barrel. What was all that about movies being better than ever?

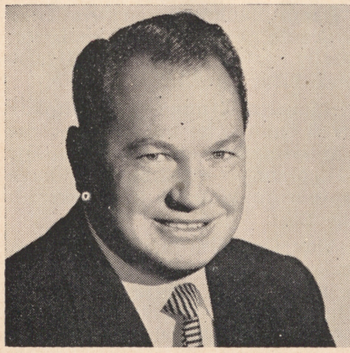
'ROUND THE TOWN

(Continued from Page 36)

and also one of our representatives in CARSON CITY returned from a special session of the state legislature and within an hour was off for LA to book new acts. He is back in FLV now trying to rest comfortably. . . . One of the most popular late spots in FLV is the SILVER SLIPPER RESTAURANT. Almost any night you can mingle with the top names in the entertainment world who are there devouring that delicious food and enjoying themselves. Plans in the offing include a record breakfast which will feature your favorite records while you relax and enjoy yourself. That's for me. . . . If you run into HARVEY SCHNITZER of CALIFORNIA RENT CAR and wonder who that cute little chick on his arm might be, it's CAROL (COOKIE) COOKSON a Stewardess at BONANZA AIR LINES. She is new to our town and HARVEY is just showing her the sights. . . . Not too much news this week as your "ace snoop" has been under the weather for a couple of days. So I'll say so long for now. . . .

What a good thing Adam had . . . when he said a good thing, he knew nobody had said it before!





CHARLIE BARDIN
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by ROLAND HILL



INTO EVERY person's life comes at one time or another a personality that is "dedicated" to one cause or another, but rarely are we able to grasp the significance of it at the time and do not recognize that we have been given the great grace of having such a person for a friend or acquaintance. I am speaking of such persons as the one and only Dr. Billy Graham who certainly is "dedicated" to God's work in no uncertain terms and no matter your faith or beliefs you cannot deny that he is currently recruited to do God's work on earth. I believe that Dr. Townsend was such a person and had it not been for his preaching the $200 a month pension plan that our whole structure of Social Security would never have coming into being. Another man you all will recall was the late A. C. Townley and his Non Partisan League of North Dakota. Robert M. La Follette of Milwaukee can qualify as can the late and great George Norris of Nebraska and Hiram Johnson of California. In a lesser way Charley Ward of St. Paul, President of Brown and Bigelow, is certainly dedicated to helping the ex-convicts to rehabilitate themselves and the success of his undertakings since being released from Federal Penitentiary himself in April of 1924, certainly show that no matter who you are God has a plan for you, but seldom if ever do any of us recognize it and do anything about it. Out of more than 300 men and a score of women who have served time behind the bars practically 100% have made good at Brown and Bigelow. Certainly if ever a man had a right to feel framed Mr. Ward did, but he did not become bitter when put in prison and he philosophically says now, "I often wonder if actually I was 'framed' by God, because at Leavenworth I got the one thing prisoners rarely get — a break." And thus one great person turned adversity into the making of a great life for himself and his family. Today he is a great man, a God-fearing man who prays daily, and a family man of the highest type and I thank God daily myself for having been given such a man for a friend.

What started this column off was my thankfulness of spirit for having been put in touch with another dedicated man who in his own way is as important as any other in the whole world. Stephen Seymonr, Doctor of Osteopathy, founder and President of the SEYMOUR FOUNDATION SANITARIUM at 836 Pine in Long Beach, is a young fellow whose background should have directed him into a life of social ease and comfort and prominence, because Steve is an athlete of such structure that few will ever attain the record he has amassed in his short life, yet he has ordained that he should dedicate his life to the less fortunate and he has chosen the field of alcoholism.

Steve Seymour is a graduate of Franklin and Marshall College in Lancaster, Pennsylvania. He has competed in sports from 1936 to 1954. He is the Southern California AAU Javelin Champion and was three times U. S. Champion in the same field. He has placed in the money six times, and in 1945 was DECATHLON CHAMPION of the world in Turkey — this means champ in 10 events. In 1952 two of his pupils were winners of 1st and 2nd place in the Olympics in Finland. His record of swimming 21 miles in a pool still stands — 13 hours and 45 minutes, and believe it or not, his hobby is LONG DISTANCE RUNNING. Steve is an intimate friend of the great and near-great in the sports world. He has competed in 25 countries on four continents. This comprises meets in the Near East, all of Europe, South America and the Orient and has even competed in the Arctic Circle country of Lapland. Steve, with justified pride will tell you that he even taught the Duke of Edinburgh how to throw the javelin.

Can you imagine a young and handsome fellow like the one told about above dedicating his life to the unfortunate "alcoholics" of the world.



There are more than 4,000,000 problem drinkers in the country today and 750,000 of them are in Southern California, Nevada and Arizona — our own part of the world. Dr. Seymour has gone about this problem in a way that I predict someday he will be to this dread disease what Dr. Salk is to the Polio scurge. After college, a stint in the army in the medical corps in North Africa and elsewhere, Steve, in between athletic events has studied the problem carefully at the three great schools that specialize in courses in Alcoholism — Yale University, Loma Linda, and the University of Utah.

His foundation in Long Beach is fully staffed and recognized and accredited. Runs 24 hours a day with nurses, doctors and qualified help on duty at all times. Was most interested in that he has one of the greatest counselors in Southern California in his office. He is Dr. Henry G. Jorgensen who is Psycho-Therapist and Counselor. Dr. Jorgensen is one of the greatest contributions Denmark has given to America. Holder of a Ph D in Music from the great St. Olaf College, he has branched out into public works and counselling and is outstanding in his field. I am happy that such men have "found" the alcoholic problems to be of sufficient danger to go into correcting it. Because surely you and I know that alcoholism is one of the greatest diseases and great dangers of our country today.

Dr. Seymour brought Dr. Martensen-Larsen, a renowned Danish Psychiatrist and Consultant for the World Health Organization of the U. N. to Long Beach to demonstrate his original research with antabuse and his techniques on alcoholism at the Seymour Foundation. Dr. Martensen - Larsen stated flatly, "There are three clinics throughout the world which extend Medical-psychological-social therapies to the problem drinker at optimum effect One of these is the Seymour Foundation Sanitarium."

The SEYMOUR FOUNDATION goes about the problem four ways, namely: TREATMENT, which consists of Medical, Psychotherapy and length of treatment. EDUCATION, RESEARCH, and COMMUNITY SERVICE. The latter department works closely with all social welfare agencies, public health and state hospital facilities. Cooperation is fostered with all church groups, Alcoholics Anonymous, Goodwill and other

today together with cancer and polio. organizations, in a total push against the growing problem of alcohol abuse. And it certainly is an abuse when you consider that contrary to established belief 9 of 10 patients treated are business, professional people and housewives. Problem drinkers are individuals whose lives are disrupted in any one or all of the following categories: 1. Socio-Moral (Divorce, marital problems, loss of self-respect and reputation, etc.), 2. Physical (malnutrition, etc.), 3. Mental (Insomnia, personality changes, etc.), and 4. Financial. In plain words, ALCOHOLICS are problem drinkers who become habituated to alcohol as a daily necessity in meeting every-day problems.

Thus you see unfolded above the life of a fine young man, Dr. Stephen A. Seymour, who could have gone on from his athletic prowesses to become a stock broker, an insurance man of affluence and wealth, or a politician in the U. S. Senate, because he was that popular and esteemed, but instead he chose a "dedicated" life of service to his fellow-man.

As I have constantly preached, if each one of us would just take one person and do for him, this old world would be rid of all institutions and charities, and when we in our own little circle see such devoted people to the welfare of others as our own Joe W. Brown, Wilbur Clark, Jake Kozloff, and the mid-west's Charles Ward, and the Southwest's own Dr. Seymour, it should give the rest of us the push and drive to get out and do for someone besides ourselves.

Dr. Seymour has read many of the FABULOUS MAGAZINES and has only been in Las Vegas once. He promised me over the phone today while interviewing him that shortly he is going to take a week-end off to see "our town" and has asked me to accompany him. That I will gladly do. Because aside from the fact that he needs a little diversion from his exhaustive work and studies, he will make a delightful companion and an appreciative one. Currently he has a book on Alcoholism in the hands of an agent in New York and the foreword for it has been written by another great and fine "dedicated" athlete, Bob Richards, who is a minister of the gospel. Knowing the great problem that alcohol has brought into many homes and I know many in Las Vegas, I hope my readers, if they know of anyone in need of help, will call on the SEYMOUR FOUNDATION SANITARIUM in Long Beach. Alcoholism is no longer a disgrace but a disease and almost the number-one problem in America today together with cancer and polio.

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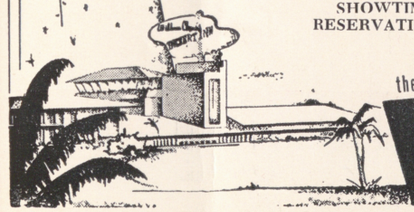
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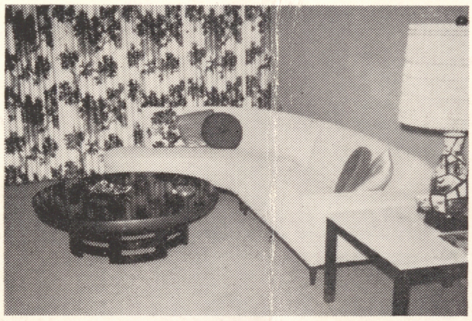
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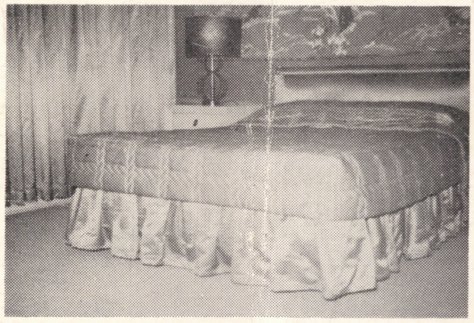
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