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MAY 12, 1956

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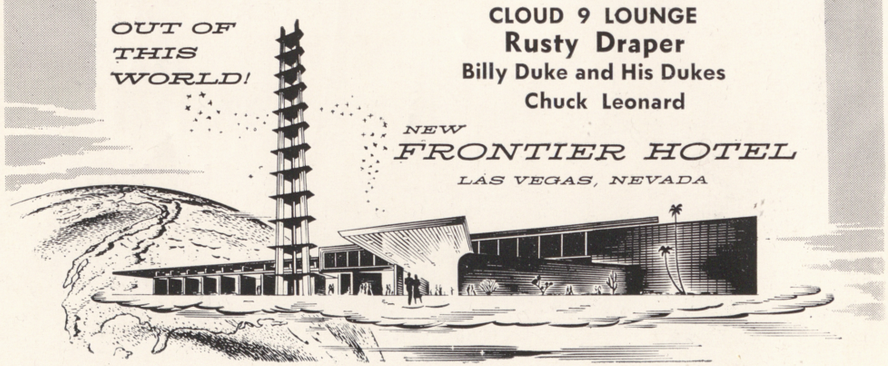
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JACK CORTEZ'
Fabulous
LAS VEGAS
magazine

FABULOUS LAS VEGAS MAGAZINE — PUBLISHED WEEKLY, 1210 Stewart Ave. Publisher: Jack Cortez. Managing Editor: Bruce Barton Cortez. Assoc. Editor: Bill Kozloff. Art Editor: Dennis Stephenson. Address P. O. Box 748, Las Vegas, Nevada. Telephone DUdley 4-4922. Accepted as Controlled Circulation at Las Vegas, Nevada.

VOLUME VIII, NUMBER 8, — MAY 12, 1956

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Subscription rates: One year $8, United States and possessions; $15.00 per year, foreign. Printed by Lebeau Printing Co., 821 N. 21st Ave., Phoenix, Arizona. Photo-engraving by Silver State Photo-Engraving, 1322 S. Main, Las Vegas, Nevada. A Bar A Engraving Co., 124 S. 3rd St., Phoenix, Ariz.



OBSERVATIONS

by CHARLES "POP" SQUIRES

HOTEL FREMONT

STANDING as a monument to that great explorer, General John C. Freemont, who with that most famous scout, Kit Carson camped here May 4, 1844; and as a pillar of the gateway marking the advance of this city to greatness, Hotel Fremont proudly lifts her lofty head toward the sky.

This week the most striking of all our great resorts, Hotel Fremont plans to open her doors to the general public. Whether there will be any elaborate ceremonies marking the opening I do not know but I surmise the opening of this fine hotel will be like its planning, financing and building, without fanfare.

I was privileged the other day, to make a tour of the then almost complete structure, and enjoyed many pleasant surprises. For example, I learned that the structure over all towers 175 feet toward the sky, with the TV antenna rising above that. One of the three modern passenger elevators takes one quickly and silently to the thirteenth floor, above that are a variety of important superstructures, to reach which you must (if you can) climb four short flights of stairs. . . . On the 15th floor we find a room built at an added expense of $25,000 to the hotel. In this room the U. S. Government Department of Civil Defense will maintain a constant vigil with two observers on duty 24 hours a day. Needless to say the view from the lounging sun deck on this floor is inspiring. The mountain ranges encircling the Valley on all sides seem to rise abruptly to fence us in and seem much closer than they really are. The picture varies from hour to hour. This, I am sure, will be a popular look-out point for many people. But look out for sunburn.

Contrary to usual custom, all the heavy machinery, for heating, cooling, elevators, and such, is placed on the 12th floor instead of the basement, which will be devoted entirely to automobile parking for the guests.

Of course, as in all our many resort hotels, the guest rooms are beautifully furnished and provided with every convenience.

The mezzanine floor (I did not know they had one before) is a really important floor. On it is located the booths and equipment of Southern Nevada Telephone Company from which you may yourself dial your call to any dial telephone in the United States. Only New York and Los Angeles already have this convenience, but I understand that our sister city, Reno, will have it soon.

The rooms provided for Las Vegas Press Club are on the second floor and open on the large patio which will be sort of a front yard for the Club members. The meeting room of the Club is about 18 by 50 feet in size with a refreshment room fitted with comfortable booths adjoining about 18 by 20 feet in size. Ample sample rooms for salesmen are also included on this floor.

Another very important feature of Hotel Fremont is the TV station, Channel 13, which has just begun regular operation. Maurie Zenoff, its president and manager, tells us that this station has the most modern of equipment and will be on the air twenty-four hours each day with interesting programs.

In this short column it is, of course, impossible to do more than mention the various features of Hotel Fremont, but it would never do to omit mention of one important feature, the Casino, on the ground floor facing Fremont street. I understand this will be the largest Casino in the world all on one floor. Appropriately this room will also include what is claimed to be one of the longest bars in the world, providing ample opportunity for the winners to jubilate and the losers to drown their sorrow.

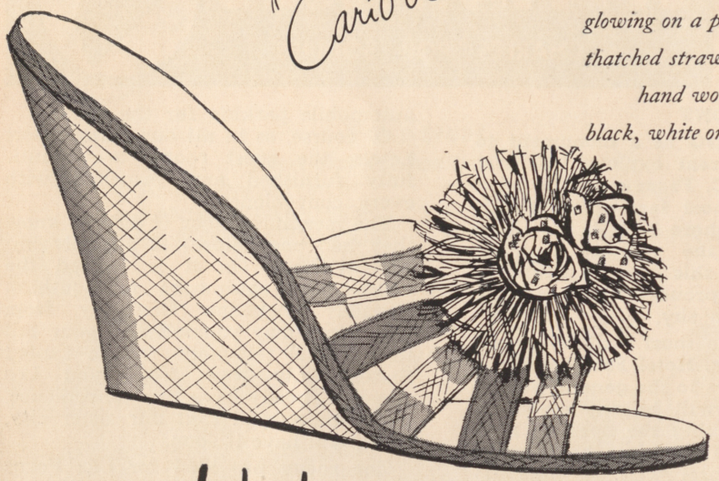
Wayne McAllister, a young Los Angeles architect designed the building. It is built in the "cantilever"

(Continued on Page 31)

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CRISWELL PREDICTS



COMING EVENTS IN YOUR FUTURE:

I PREDICT that the pivotal influence of the North Pole, will decrease to such an extent, that our earth will noticeably list on its axis! I predict that many of our intricate and delicate pieces of machinery, will be re-adjusted to polarity! . . . I predict that the largest pipeline in all the world, will soon be laid across our entire nation, from New York to San Francisco! This pipeline will carry water from the sea, for irrigation projects in case of national emergency, which can be turned into drinking water, or used for commercial purposes! . . . I predict that industrial America will soon become smokeless, for all power will be electric, with coal and oil a thing of the past! This electrification of industry will come about through a new, cheap method of manufacturing electricity, through chemical electroids! . . . I predict that our world will become smaller next year, when a telescopic lens is introduced from Germany, which will make International telecasting possible overnight. The new TV image, and sound waves will follow the curve of the earth, as do the radio waves, and each station will have a one hundred percent increase in coverage! . . . I predict that the continual crumbling of the famous Sugar Loaf Rock across Botafogo Bay, in Rio de Janeiro, will soon rob the world of a famous landmark. The government of Brazil will soon take drastic steps, but Mother Nature has already decreed that Sugar Loaf is doomed, and will be remembered only as a beauty of the past!

WHAT PEOPLE WILL DO:

I predict the rodent population of the United States will double within the next year, due to the rainy, warm, humid summer season! I predict a new serio poison, which can be sprayed in the rat holes, will prove to be the new method of extermination! . . . I predict that the executive of a large industrial company, will go on a sit-down strike against the employees, who will refuse to work overtime on Government contracts! I predict that this strike of executives will open up a new labor problem in the world of industry! . . . I predict that sound bubbles will be the next astounding advancement in science! I predict that a way will be found to capture sound, in tiny plastic bubbles which can be sealed, and kept for years. When the bubble is broken, the sound will be released in perfect, toney form! . . . I predict that President Eisenhower will experiment with a new fertilizer on his Gettysburg farm. This new fertilizer will be an inexpensive chemical mixed with sawdust and mold, which will re-vitalize even the most worn-out soil! . . . I predict that our cargo ships will undergo extensive modernization, and will be longer, wider, and deeper, with non-sinkable sectional construction! These ships will haul cargoes from the mid-West through the new Saint Lawrence Waterway, to the rest of the world, and will open a new book in the History of shipping!

HUSH HUSH EVENTS:

I predict that the British Parliament will meet in secret session to combat the growing discontent in the colonies. I predict that this secret meeting will prove to be a turning point in history! . . . I predict that an International fleet of ships will be secretly moved from Port Said, through the Suez Canal, to guard against sabotage! . . . I predict a coming return to the farm, and the simple life of fifty years ago! I predict that older, retired people will again migrate to farm life, and carve through the coming Eisenhower Agricultural Plan! . . . I predict that Hartford, Connecticut will soon have a new State Capitol building, where all branches of state business will be under one roof! . . . I predict that a secret flight will be made, carrying a special envoy to Moscow, and the results will

(Continued on Page 32)

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that's for sure...

by JACK CORTEZ



WHAT'S our Doll! Who? Why the young fellow on this week's front cover — of course! He's all decked out in his first western outfit, ready to enjoy the thrills of rodeo time in FLV. This is BRUCE BARTON CORTEZ, our twenty-two month old highchair cowboy. The western gear is in evidence for the Elks Twenty-Second Annual HELLDORADO, running from May 17 through the 20th. The local atmosphere is full of excitement and anticipation for this yearly event. It looks as though this one holds the promise of being the most outstanding of them all. Join our Managing Editor and get into the swing of things. You'll have a lot of fun . . . and that's for sure. . . .

Approximately eight months ago, we carried an item about a new casino being proposed for the location currently housing the BANK OF NEVADA, on Fremont Street at First. Certain individuals scoffed at the report, going so far as to accuse us of "space-filling." (Perish such a thought!) Well, the May 7th edition of the REVIEW-JOURNAL finally came to our support, headlining: "NEW CASINO SLATED FOR BANK SITE." (Now will you believe us, you doubting Thomases?) As we stipulated in that earlier column, the casino will be backed by certain Texans and will be called the JAMBOREE CLUB. Construction on it will begin after the Bank moves into its new quarters at First and Carson Sts. (which has been the home of the PLAYLAND BAR up to now). . . .

In January of 1955, JOE W. BROWN (of the HORSESHOE CLUB) purchased the race track for more than three million dollars. He made the investment in order to hold it for the city or county (or both), stressing the fact that he would desire no realization of profit, when the city was ready to make its purchase. Although they knew Mr. Brown specifically made the purchase to retain it for the city, a committee recently paid him a visit in New Orleans, stating they were interested in but forty acres (of the 480 acres involved). Just about six months ago, other interested parties approached Mr. B. with an offer of approx. $600,000 profit for this property. He didn't hesitate in turning it down, in order to keep his promise to the city. Here is a businessman whose promise is a law unto itself. It's unfortunate there aren't too many like Mr. Brown, who can keep a promise, in preference to financial gain. . . .

Just before press time, a communique arrived from our Las Vegas bowlers, attending the WOMEN'S INTERNATIONAL BOWLING CONGRESS national meet, in Florida. The girls bowled under adverse conditions. As you know, it gets pretty d — — hot in that southern state, come May. The bowling alley in which the contest is being held had no air conditioning to offer the keglerettes and the poor souls sweltered in blistering heat. The girls reported they didn't do too well, with the exception of BERNICE CLAFFEY who turned in an admirable 1605 for her All-Events (nine games). We believe they will be back in FLV, when this issue hits the stands. . . .

Aside to PETE BOMMARITO (day shift boss at the RIVIERA HOTEL): Our humble thanks! We're mighty proud to call you friend! . . .

This office has received many inquiries anent YMA SUMAC'S absence when the FREDDY MARTIN show opened at the NEW FRONTIER HOTEL. Here is your answer. PARAMOUNT STUDIOS decided on an early shooting date for "Loves of Omar Khayyam," in which Miss Sumac is featured. Male stars of the flicker are: CORNEL WILDE, MICHAEL RENNIE and JOHN DEREK. . . .

All the activity at the new FREMONT HOTEL is enough to make your head swim (downstream, by itself). The bistro is planning for a May 19th opening. The most peripatetic man on the scene (in our humble estimation) is President ED LEVENSON. He and his associates are devoting themselves to make the scheduled opening. This hotel

(Continued on Page 33)



EVERYONE IS COMING

TO THE

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. . . On or about May 15th

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Viewing the Action...

By BILL KOZLOFF

THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS OF LAS VEGAS will stage the most colossal HELLDORADO festival we have ever witnessed. The fun starts next week, and both young and old are anxiously awaiting whatever innovations are in store. One surprising and pleasant feature will be a theme song especially composed for the occasion. Commissioned by JACK MELVIN the publicist for the B.P.O.E. function, TED FIO RITO, EL RANCHO musical director, wrote the song (words and music) titled "HELLDORADO." This composition has a contagious beat and a catchy melody that upon hearing for the first time everyone will be humming or whistling it.. MAESTRO FREDDY MARTIN has taped it for immediate local use. The words on this special taping are sung by THE MARTIN ORCHESTRA QUARTETTE and the lead voice is that of the most talented and handsome JOHNNY COCHRANE. Incidentally JOHNNY has been with the sensational MARTIN BAND for some eight years. From all first impressions it certainly appears that from this year's HELLDORADO preparations, FLV will acquire its very own song at long last. . . .

With the FREMONT HOTEL ready for opening under the most capable direction of EDDIE LEVINSON, president of the company, we find the efficient executive services of such men as MORRIE GLASS, hotel manager; CHET SWITAL, public relations; and FRANK MOONEY, comptroller. Genial KARL MAIER will head the casino management staff. . . . Expansion of the casino business DOWNTOWN extends to the spanking new SILVER PALACE at First & Fremont — both the interior and exterior of this new edifice are architecturally beautiful. With TOMMY CALLAHAN and AL QUADBACH as part of the key personnel of the SILVER PALACE, you are sure to find a most cordial and exciting atmosphere. This opening is imminent. . . . One visit to the intimate BLACK MAGIC COCKTAIL LOUNGE at Bond and Paradise Roads and it is obviously apparent that JOHN DONOHUE and "TEX" AUSTIN are in full operation. Their policy which has attracted so many of the celebrities and showgirls to its environs is making the whole town talk. At this writing the LIBERACE BROTHERS are hosting a large party at the BLACK MAGIC — the guests, all those connected with their successful show at the RIVIERA. . . . The T.V. program "Fun in the SUN" staged at the BALI HAI will sponsor a beauty contest to name MISS BALI HAI. Details to come. . . .

The 20-30 CLUB No. 527 will be chartered officially this Saturday night at FONG'S GARDENS by TAG MANNING the International President. This is one of our new civic and service organizations — look for a "GIMMICK" to be pulled by this group in one of the HELLDORADO parades. OFFICERS of the local 20-30 Club are: President CLYDE BROWN of TWA; Vice-President BILL BRIARE of PECCOLE INSURANCE; 2nd V.P. BERNIE NELSON of TWA; and Secretary DOUG WARMAN of TWA. . . . MRS. MURRAY (HELEN) ROTHMAN is now in N.Y.C. in advance of a niece's coming wedding. . . . KITTY STROUP, the voluptuous JANTZEN model, is in our town on business and being photographed aplenty. . . . Congratulations to the BILL SOUTHARDS — he's in charge of sales at YOUNG'S ELECTRIC — they had a son, SCOTT WILSON SOUTHARD. Arrived on April 12th. . . . Met veteran entertainment manager JACK DAVIES of N.Y.C. He will be in charge of the bookings at the New FREMONT HOTEL. . . .

Caught a glimpse of JACKIE PIPER and ELEANOR GAVETTE, both cocktail waitresses at the RIVIERA, in their new outfits of pink and turquoise. JACKIE is sporting a daring but flattering hair-do. Both of these girls were

(Continued on Page 37)



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By SONNY GRILL

ARRIVED IN New York in wonderful time; seven hours and fifteen minutes of actual flying time. Outside of the change of time, we fared well including our pet French poodle. Sleepy-eyed and weary we greeted our family who met us at Idlewild Airport and were whisked off to the "wilds" of Long Island.

Our favorites, sister Hazel, brother-in-law Sol, nephew Peter and niece Barbara entertained us at their home in Woodmere Long Island. Between the friends dropping in, the children dashing around, the telephone jangling and other attendant noises, the nerves department really received a jolt. Finally got to our mother-in-law's house in New Jersey — delightfully exhausted.

The big changes in New York's physical setup which impressed us most were, the new gigantic colosseum at Columbus Circle and Third Avenue minus the elevated trains and tracks overhead. If Las Vegas ever gets a convention hall like the coloseum you can bet that FLV would become the convention center of the United States.

Weatherwise we will take Las Vegas anytime. In New York the sun only seems to come out accidentally. The current new weather resembles our worst winter with the slight addition of constant rain. New York has winds too but their primary purpose seems to be, to push back the odors from Secausus to Secausus.

Manhattan nightlife is about the same as we left it a year and a half ago with very few exceptions. Amongst the newer clubs we visited were the Cameo and the Beverly Club. The Bobby Short Trio is considered to be the hottest talent property in New York. This trio which originally came to the Beverly Club was booked for two weeks but has been held over so many times that when they leave in June they will have completed about nine months.

Through the aid of Jack Davies of the Fremont Hotel and Josh Meyer, Jack's associate, we obtained tickets to see the hit musical show "Damn Yankees." That evening was about our best in New York. Thanks fellows!

Here goes a quick rundown on some of the people we met, ran into and saw at the Copa, Julie Podell, Nick Fredericks, Ronnie, Bruno, and Frank Marti. Also at the Copa, Herbie Segal, General Manager of Superman Comics; Maxie Brandt, one of New York's top millinery men; Irving "Skeets" Stein, one of New York's top costume jewelry men; Danny Streicher, of Daniel Press (printers and stationers); Bunny Schloss, formerly of Las Vegas and now with Simmons Tours in New York; Jane and Herb Lenkowsky of Lenkowsky Jewels and Millie and Murray Pearlman of Whirlaway Dresses. Oh, yes, also at the Copa, another young man and a great rooter for Las Vegas, Tony Martin!

Had dinner at Lou G. Seigel's Restaurant one evening and have not as yet recovered from stuffing ourselves. Between Lou and his son Sidney, who is our buddy, they plied us with so many samples of food we just about burst. These folks really know and understand the art of preparing delectable Kosher foods. Their thirty-five years of successful operation proves that they are tops.

On the quickie side we dashed in and out of the Hampsire House, the Essex House, the Harwyn Club, the Waldorf, the Little Club, Cafe Society, El Morocco, Stork Club, Versailles, El Borracho, Amando's, Romeo Salta, the Olgonquin, Old Chine, the Plaza, the Pierre, Sherry Netherlands, the Savoy-Plaza and a few others.

In between all of this we were feted and wined and dined by our beautiful mother-in-law, Belle, and our wonderful and lovable sister, Hazel. We never saw such parties before and we are certain that both these gals will need a holiday when we leave New York.

We have not as yet seen anyone from Las Vegas who we know are due in New York for the variety shindig. We imagine that by the time we return

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A Beautiful Car . . . a beautiful girl . . .

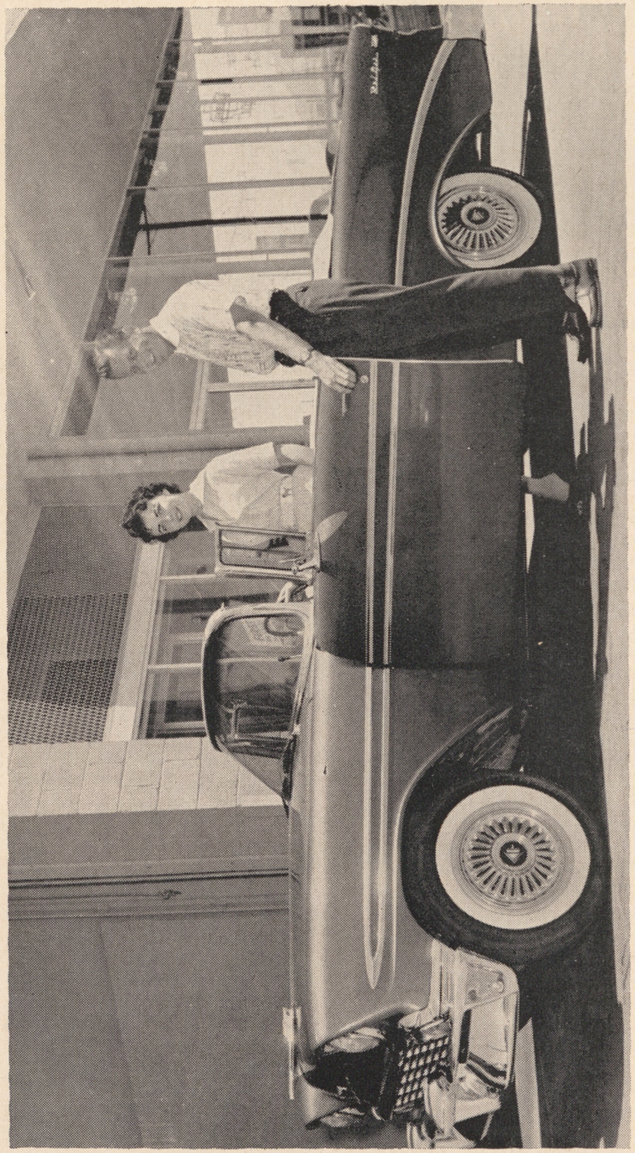


Photo: Bruce Miley

★ Salesman Phil Fry of COMMUNITY CHEVROLET is presenting model Bette Thomas with her new BEL-AIR CONVERTIBLE

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By Paula

THE SAHARA'S CASBAR is jumping these nights. In fact it has been so packed, one almost has to make reservations to get in the place. The MARY KAYE TRIO is packing the place to capacity. Mary is looking better than ever and even singing more sultry, that is when brother NORMAN and mad-man FRANKIE ROSS are not clowning and creating pandemonium. Norman has a very romantic baritone when he settles into a song. As for FRANK, well, his clowning tactics keeps all audiences weak with laughter. He is not known for his operatic (?) voice, but he sure is the funniest. He leaps from the stage to the bar and scampers thru the audience. Many of the hilarious ditties that this stellar group sing are written by Norman, a very versatile lad that can compose such a number as "Two Hawaiians and a Meat Ball" and then create such a beautiful ballad as "Why Did You Leave Me." (Perry Como recorded that one.) The lad has published twenty-five songs. Their latest DECCA record, "A Night in Las Vegas" is selling like gangbusters. Before too much time elapses, you will be seeing the kids in a Columbia picture produced by SAM KATZMAN. It is to be called "CHA CHA CHA." On their day off they will be flying to Hollywood to shoot their scenes. Busy, busy! But why not, they are just plain WONDERFUL!!!

Hope you didn't miss JIG ADAMS and his DIXIELAND BAND at the GOLDEN NUGGET before they left. In case you did, they will be back June 7th, same place, so mark your calendar and welcome the boys back to the city. They play the old original deep south style and it sure is wicked! JIG plays the clarinet in a very swinging style, baritone, too; DELL NOEL is the gent coaxing smooth tones from the coronet; LOU SCIONEAUX, terrific trombone; BUDDY MAIN on tuba and SLEDGE WILSON on the piano. They come forth with some unusual vocals too. Last but certainly not least is ALEX ACOSTA, keeping the beat on the drums. They look mighty fine in their derby hats and plaid coats, very authentic, blends beautifully with their music. . . .

JERRY GRAFF, of the BEACHCOMBERS with NATALIE who are on the show roster and in the lounge at the SANDS HOTEL, is the arranger of their delightful number "The Heat Is On." He took the thought literally and now come September there is to be a new FLV resident, an heir for JERRY & JUDY GRAFF. . . .

There is a solid new group at the HOTEL RIVIERA in the STARLIGHT LOUNGE. HEY JACKSON and his QUINTET of music-makers are a versatile group that can rock n' roll, blow hot jazz, mambo — or whatever you might wish to hear. They all sing, but think SILVIA REED has the craziest set of vocal chords. HEY plays the drums; on piano we find JOHN CHERUBINI (the little cherub); BUDDY BALBO, Sax; DICKIE THOMPSON, guitar. The group is from the New York area and records on the JOZE label (it is a subsidiary of JUBILEE records). Their latest waxing is "Sixteen Teens" with "Rock & Roll March" on the flip side. It was selected by JACK LACEY, top disc jockey, as the record of the week a while back. . . .

The boys with the big sound (you'd swear that there are at least five people singing) are the SABRES. DICK HENSON, JERRY WRIGHT & FRITZ WEYBRIGHT are newcomers to show biz (just got out of the Army and then organized the trio) but have already made quite an impression on the powers that be. They have been signed to do some RCA recordings. To be booked into the CASBAR LOUNGE at the SAHARA HOTEL on your third professional booking means that the boys are just bursting at the seams with talent, and that is for sure (to borrow an expression from our editor and publisher). They will be with us indefinitely. LOUIS PRIMA liked their

(Continued on Page 39)



'Round the Town

with "Chuck" FARRELL

STAN OAKES, General Manager of COMMUNITY CHEVROLET is one of the town's top bowlers. Besides being the man, "behind the men" at COMMUNITY, he spends most of his spare time on the alleys. If HIS bowling is as good as his salesmanship, he should be in the "300" bracket all the time. . . .

The time is getting near for the Grand Opening of the COPA LOUNGE, located on the grounds of WILBUR CLARK'S DESERT INN. JOE RANDO has engaged CHEF LARRY CARRO, formerly of the ROYAL NEVADA. This newest addition to the Fabulous Strip will feature Delicious authentic cuisine and entertainment nightly. Hope to see you there on or about the 15th of this month.

With the ELKS 22nd HELLDORADO just around the corner the old "Kangaroo Kourt" will be buzzing with activity. If some of you readers don't know what this "Kangaroo Kourt" is and how it operates take it from one who knows and learned the hard way. Just buy one of the Elk's Helldorado buttons for ONE DOLLAR and save yourself a lot of trouble and time. It's all in fun and for a very worthy cause but, (and a big but at that) when they picked me up and I didn't have a button and down to my last buck at that, I had to wait until someone passed by that I knew who would either bail me out or cash a check for me. My friend (I call him friend now, not then) thought I would be safer in the KANGAROO JAIL for awhile. Three hours later after he came out of the movies, I got out of jail. So a word to the wise is sufficient "BUY A BUTTON" and stay out of the KANGAROO JAIL. . . . All hired hands at the HOTEL EL RANCHO VEGAS, have nothing but praise and kind words for their new Maitre D' JOHN MORELLI. John was with the ROYAL NEVADA before going to the EL RANCHO. A nicer fellow with a warmer handshake you will never meet. . . . Speaking of the EL RANCHO VEGAS (and who isn't) LORETTA LAURENCE, a very wonderful girl and cocktail waitress there is leaving this week, her mother will be very happy to hear this because LORETTA has been away 6 years and feels that it's about time they get together. . . . She is being replaced by NANCY BONESS, who in the future will be serving you in EL RANCHO'S POOL. A LAS VEGAS welcome to you NANCY. . . . BOB SHULTZ (Co-Owner) of the SILVER SLIPPER is very a interesting person. BOB, a former Major League Baseball player raises horses as a hobby. His love for baseball plus his great love for our four-legged friends makes him an authority on both. When you start talking to BOB about either baseball or horses you better have the right answers because he does. . . . While we are on the SILVER SLIPPER, don't miss ROY WARD and HIS TRIO. They appear nightly in the SLIPPER CASINO. This TRIO is considered by many as the finest organization around, besides being great musicians, they are three of the nicest guys in the world. ROY'S very lovely wife, LEE by the way is always close by. She is the Blond Venus of the SLIPPER Restaurant. (See how you are LEE???) . . .

What goes with this LOUISE HESTON gal??? On her days off she flights to L.A. It must be nice to have it that bad. . . . Pretty DARLENE PINTER, of ARTHUR MURRAY'S dance studio, and a student at VEGAS HIGH, has just finished her modeling course at JUDITH PARKERS SCHOOL OF MODELING. This young lady is definitely one of our future cover girls. She has modeled at the EL CORTEZ HOTEL, SAHARA HOTEL and has been seen on our local television. (Not bad for just 16 years). . . .

COULD IT BE TRUE DEPARTMENT??? That RUTH GUNTHER, Cocktail Waitress at the SAHARA HOTEL (days) is going to marry a certain member of the FRED WARING BAND??? And said member will leave the WARING organization and go on his own managed by our own STAN

(Continued on Page 39)

★ *Thanks to everyone for making our first engagement in Las Vegas at the* **Thunderbird** *such a memorable one!*



• *Jimmy* • *Connie* • *Bernie* • *Frankie*

The FOUR LADS

P.S. We'll see you all, New Year's Eve at the Thunderbird.

"CURTAIN TIME"

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

DESERT INN

(Not a Review)
May 8th thru June 4th
Show: Jane Froman; Jack Durant; Donn Arden Dancers with Margie Lee; Art Johnson; Carlton Hayes & Orchestra.

Lovely first lady of song, JANE FROMAN, graciously holds the spotlight once again in the Painted Desert Room. Her rich contralto voice and regal stage presence always commands the attention of all present. Miss Froman's courage through her many adversities, plus her superb talent and singing, has won everyone's devoted admiration throughout the nation. We are all grateful that she is now able to entertain her audiences with ever greater verve and zest. Her renditions of Irving Berlin's songs from 1910 through his latest, is by far the most heart-felt and unusual to be heard to date. Since Miss Froman sings from the heart, any song she might choose is

(Continued on Page 40)

EL Cortez

May 3rd thru May 16th
Show: Alexander Brothers; Ron MacAdam; Lolita DeCarlo; Sherman Hayes.

Versatile singers, GEORGE and NICHOLAS ALEXANDER, star in this fast moving new show. They cleverly accompany their songs with excellent guitar playing. The boys' varied repertoire includes everything from standards to western and foreign tunes. These Mercury recording artists, The Alexanders, are great and bound to go places. . . . RON MAC ADAM is the gent with "voices unlimited". His offbeat impressions of famous men have earned him lots of attention as the young man with a thousand voices. His brand of comicry will please you. . . . Adding charm and beauty in the dance department is LOLITA DeCARLO. This

(Continued on Page 40)

El Rancho Vegas

April 18th thru June 26th
Show: Joe E. Lewis; Austin Mack; Lili St. Cyr; Marion Colby; Wanda Smith and her Cover Girls; Ted Fio Rito and Orchestra.

Las Vegas audiences are once again in for the treat of a lifetime. JOE E. LEWIS, the "Joker is Wild," America's number one cafe entertainer, again headlines the show in the Opera-House Restaurant. This VOOM, VOOM, VOOM, and pet of all greats in show business, comes prepared with more new material and greater songs than before. Joe's winning comicry seeps right into your heart. He is truly synonymous with great entertainment. His fountain of wit is endless and unmatched,—and that's for sure! Ably assisting Mr. "L", is his longtime cohort in humor, AUSTIN MACK, at the Piano—it's post-time". . . . Co-headlining, is the exotic, enticing, wonderful, LILI ST. CYR. This very glamor-

(Continued on Page 40)

Flamingo

(Not a Review)
May 10th thru June 6th
Show: Duke Ellington and his Orchestra; Hazel Scott; Archie Robbins; Ron Fletcher Dancers.

It's been quite a few years since the "DUKE" and great ORCHESTRA appeared in FLV. Finally, and with much delight to all good music enthusiasts, the "hot" music of DUKE ELLINGTON and his ORCHESTRA, holds the spotlight. The world famed Duke is well-known for his ability to give his public exactly what they musically desire. The walls literally jump with the music of this great leader and composer; and the ballads have you swooning. Long live the "King, Duke Ellington. . . . Adding her exceptional piano and vocal stylings, is the one — the only — HAZEL SCOTT. Her unusual

(Continued on Page 40)



NEW FRONTIER

April 23rd thru May 20

Show: Freddy Martin and Orchestra; Shecky Greene; Jana Mason; Venus Starlets.

Sweet and smooth music by famed FREDDY MARTIN and his ORCHESTRA fills this show with wondrous sounds in which to revel. Their execution of harmonious arrangements will serenade your senses and prove that their many years of popularity is founded on solid talent. They offer a symphony of sound that is musical perfection in the popular and classical field. Particularly impressive is "Claire de Lune," complete with unusual lighting effects. The twin pianos are an impressive duo that will win your admiration. Versatile musicians of the orchestra also double on interesting vocals to round out an excellent presentation. . . . It's a return engagement of SHECKY GREENE, a great local favorite. This hilarious funster pelts his audience with a mad pace of merriment that range from impressions of such greats as Dean Martin to Frankie Laine to a comical punchy fighter routine. Shecky gets next to his audience and fractures their funnybone. Each time that you see him, you will think that he is more amusing for the ad libs fly freely. This cryptic comic brings peels of merriment from all viewers, no one could refrain from laughing when Shecky is in the spotlight! . . .

Charming and beautiful songstress JANA MASON adds her individual song stylings to this great show. Miss Mason impresses everyone with her most exquisite feminity and poise; she dazzles you with her looks as well as her voice. . . . The VENUS STARLETS shine in a noteworthy production based on the famous Broadway musical "Oklahoma" that displays imagination and artistry. The excellent choreography is created and staged by talented DOROTHY DORBEN.

Riviera

(Not a Review)
May 9th thru June 5th

Show: Phil Silvers; Mello-Larks; Riviera Girls; Ray Sinatra and his Orchestra.

SERGEANT BILKO, otherwise known as PHIL SILVERS, is on the loose again, creating a pandemonium of mirth and merriment that will "rock the foundations" of this immense, nine-story hotel. This "Top Banana's" TV portrayal of the scheming Sergeant Bilko, won the three top Emmy honors, one of which was for 1955's best comedian. When you see Phil in person, you will agree that he well deserves that Emmy, plus any other Awards they can dish out. A natural flair for comedy, has made PHIL SILVERS' characterization off "Sergeant Bilko," the country's top kick.

(Continued on Page 40)

SAHARA

(Not a Review)
May 8th thru June 4th

Show: Ray Bolger; Seven Ashtons; Marcellos; Saharem Dancers; Cee Davidson and his Orchestra.

Headlining this presentation in the Congo Room is star of all medias of entertainment, RAY BOLGER, the gent with the rubber legs and agile terpsichorean abilities; aptly named, "SPRING FEVER." This lanky, and one of the world's greatest dancing stars, has laughter in his feet and superb entertainment at his "finger-tips." Ray's relaxed manner in which he can be a clown, a Jim-dandy, or just genuine Bolger, ever amazes (and amuses) all audiences. FLV looks forward to Ray Bolger's third appearance at this spot — the hotel that brought him to our town for their opening three and a half years ago. . . . The incredible SEVEN ASHTONS add their

(Continued on Page 40)

The Sands

April 25th thru May 15th

Show: Vic Damone; Betty & Jane Kean; Beachcombers with Natalie; Copa Girls; Antonio Morelli and his Men of Music.

"The Song Is You," stars the tender crooning voice of VIC DAMONE in the Copa Room, with an emphasis on the romantic. All ballads sung by this gent, casts a spell on audiences. His relaxed stage presence and easy-going presentations have made him a great local favorite. He is genuine and warm, and his audience immediately realize this sincerity, and are "with him" all the way. As a pleasant surprise Vic breaks into a soft shoe routine, complete with straw hat. His extra, added talents brings cheers from all present. . . . Those mad caps of mirth, BETTY and JANE KEAN have a brand of comicry that endears them to their fans. These hilarious comediennes are willing to fracture themselves

(Continued on Page 41)

SHOWBOAT

May 4th thru May 17th

Show: Gloria Wallace & Bernice Carroll; Leta Paul; Terry Jean; Garr Nelson; The Showboat Girls; Mike Werner.

In their FLV debut, two wonderful ladies of mirth, GLORIA WALLACE and BERNICE CARROLL, provide comedy at a mad pace. The clever use of their voices are noteworthy. Bernice really shines in this department. Her Donald Duck routine is very clever. Their "make-up" portrayal of Mr. Chaplin and Emmett Kelly are most realistic. These witty comediennes will keep your attention. You won't want to miss a word of their fun making. . . . For extra interest, this show presents two shapely exotic dancers. "The Black Widow," LETA PAUL, gracefully gyrate about the stage in a most in-

(Continued on Page 41)

SILVER SLIPPER

Show: Sally Rand; Hank Henry; Three Dolls; Jay Lee and the Princess; Barbara McNair; Silver Slipperettes; Silver Stock Company.

The second edition of the "Laff Parade of 1956" is as hilarious as it's predecessor! Still in the starring spot is SALLY RAND, the original fan dancer. This charming lady has become so firmly associated with her art that her name is a household word. . . . The mainstay of the show is HANK HENRY, the man with a "kisser" that would cause a laugh riot. This gent features comicry for the sophisticates. He 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. . . . Held over are the THREE DOLLS, beauteous young recording stars that add their melodious vocals. Their

(Continued on Page 41)

Thunderbird

(Not a Review)
May 10th thru May 23rd

Show: Sons of the Pioneers; Romo Vincent; Jimmy Ray; Thunderbird Dancers.

Blending their fine voices to recapture the western spirit in song, are the SONS OF THE PIONEERS in the new show in the Navajo Room. Rollicking tunes of the wide open spaces reminds one of the days of pioneers and cowboys that rode the range. It is a pleasant change of pace. . . . Sharing the spotlight is ROMO VINCENT, who packs a lot of weight in the comedy section. This jovial gent visits with the audience, dances like a feather and his various dialects in song are tops. Romo's relaxed attitude will put you at ease and in a very happy mood. . . . Soft shoe stylist, JIMMY RAY, modern-

(Continued on Page 41)

★ ★ ★

This publication attempts to print logs as accurately as possible; however FLV cannot be responsible for last-minute changes made by the stations.

★ ★ ★

YOUR FABULOUS LAS VEGAS WEEKLY TV GUIDE

this week on TV...

MAY 12 THRU MAY 18

SATURDAY — MAY 12

.9:00 8 Cashman Film Festival
10:45 8 Baseball Warm-Up
10:55 8 Baseball Game
2.15 8 Feature Race
2:45 8 Action Theatre
4:30 2 Our Amazing World
5:00 2 Mr. Wizard
8 Mighty Mouse Playhouse
5:30 8 Buffalo Bill Jr.
6:00 2 Max Liebman Presents
6:30 8 Mike Steele's Campus Party
7:00 8 Sheena
7:30 2 **Hit Parade**
8 Death Valley Days
8:00 2 Lawrence Welk Show
8 **Honeymooners**
8:30 8 David Niven Presents
9:00 2 Perry Como
8 Handball Tourney—Remote
9:30 8 **Soldiers Of Fortune**
10:00 2 Life With Elizabeth
8 Gunsmoke
10:35 2 Two On The Aisle
8 **Showcase of Stars**
12:00 8 **Martin Black's Nite Owl**

SUNDAY — MAY 13

10:30 2 The Christophers
11:00 2 Cashman Film Festival
11:45 8 Christian Science
12:00 8 This Is The Life
12:30 8 The Christophers
1:00 2 Wide, Wide World
8 The Lighted Window
1:30 2 Conversation With Hoover
8 Adventure
2:00 8 Jellybean Speedway
2:30 2 Outlook
3:00 2 Meet the Press
3:15 8 Mobile Showcase
3:30 2 U.S. Navy Presents
3:45 2 Frontier To Space
4:00 2 Championship Bowling
5:00 2 NBC Comedy Hour
8 Drew Pearson
5:15 8 Bardahl
5:30 8 Telephone Time
6:00 2 Playhouse Hour
8 Showtime
6:30 8 My Little Margie
7:00 2 The Big Picture
8 Private Secretary
7:30 2 **Famous Film Festival**
8 Crunch & Des
8:00 8 **Ed Sullivan Show**
9:00 2 News Cavalcade
8 **Mayor of Town**
9:30 2 **Sports Highlights**
8 **G.E. Theatre**
9:35 2 **Jack's Theatre of the Air**
10:00 8 **Mr. & Mrs. North**
10:30 8 TV Theatre—Bob James

MONDAY — MAY 14

12:00 2 **NBC Matinee Theatre**
12:45 8 Premier Showcase
1:00 2 For the Ladies
1:15 8 Secret Storm
1:30 2 Queen For A Day
8 Fun In Sun—Martin Black
2:00 2 Pinky Lee Show
2:30 2 Howdy Doody
8 Feature Film
3:00 2 Be My Guest
4:00 8 Channel 8 Chaplain
4:15 8 **Love of Life**
4:30 2 Afternoon Interlude
8 **Date With Dot**
4:45 2 News Caravan
5:00 2 Bar 2 Ranch
8 Submariners Show
5:30 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 Inspector Mark Saber
8 Burns & Allen
8:30 2 TV Readers Digest
8 San Francisco Beat
9:00 2 Truth or Consequences
8 I Love Lucy
9:30 2 Caesar's Hour
8 December Bride
10:00 8 Guy Lombardo
10:30 8 Telenews—Jim Hart
10:40 2 Two On The Aisle
8 **Mr. & Mrs. Movietime**
12:00 8 **Martin Black's Nite Owl**

TUESDAY — MAY 15

12:00 2 NBC Matinee Theatre
12:45 8 Premier Showcase
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
3:15 8 **Garry Moore**
3:30 8 Beulah
4:00 8 Window Shopping
4:15 8 **Love of Life**
4:30 2 Afternoon Interlude
8 Patio Party
4:45 2 News Caravan
8 To Be Announced
5:00 2 Bar 2 Ranch
8 Submariners Show
5:30 8 Wild Bill Hickok
6:00 2 News & Weather
8 News & Weather
6:30 2 2-Star Playhouse
8 **Jungle Jim**
7:00 2 Clark County Spelling Bee
8 **$64,000 Question**
7:30 8 **Do You Trust Your Wife**
8:00 2 Bob Hope Show
8 **Phil Silvers**
8:30 8 Man Called X
9:00 2 Headlines
8 **Science Fiction Theatre**
9:30 2 I Spy
8 First National Bank Theatre
10.00 2 Guy Lombardo
8 **I Led 3 Lives**
10:30 8 Telenews—Jim Hart
10:35 8 Mr. & Mrs. Movietime

WEDNESDAY — MAY 16

12:00 2 **NBC Matinee Theatre**
12:45 8 Premier Showcase
1:00 2 **For the Ladies**
1:15 8 Secret Storm
1:30 2 **Queen For A Day**
8 Fun In Sun—Martin Black
2:00 2 **Pinky Lee Show**
2:30 2 **Howdy Doody**
8 Mr. & Mrs. Movietime
3:00 2 Be My Guest
3:15 8 **Garry Moore**
3:30 8 Beulah
4:00 8 Welcome Wagon
4:15 8 **Love of Life**
4:30 2 Afternoon Interlude
8 **Date With Dot**
4:45 2 News Caravan
5:00 2 Bar 2 Ranch
8 Submariners Show
5:30 8 Wild Bill Hickok
6:00 2 News & Weather
8 News & Weather
6:30 2 Big Fights
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 My Hero
9:30 2 Vegas Village Theater
8 I've Got A Secret
10:00 2 **Break the Bank**
8 **Confidential File**
10:30 8 Telenews—Jim Hart
10:40 8 Mr. & Mrs. Movietime

THURSDAY — MAY 17

12:00 2 **NBC Matinee Theatre**
12:45 8 Premier Showcase
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
3:15 8 **Bob Crosby**
3:30 8 Beulah
4:00 8 Window Shopping
4:15 8 **Love of Life**
4:30 2 Afternoon Interlude
8 Patio Party
4:45 2 News Caravan
8 To Be Announced
5:00 2 Bar 2 Ranch
8 Submariner Show
5:30 8 **Superman**
6:00 2 News & Weather
8 News & Weather
6:30 2 Three Musketeers
8 Tales Of The Texas Rangers
7:00 2 Lux Video Theatre
8 Badge 714
7:30 8 Crunch & Des
8:00 2 **You Bet Your Life**
8 **Count of Monte Cristo**
8:30 2 The Pendulum
8 Climax
9:00 2 **Judge Roy Bean**
9:30 8 1st Westen Forum
10:00 2 The Hunter
8 Secret Files U.S.A.
10:30 8 Telenews—Jim Hart
10:40 8 Mr. & Mrs. Movietime
12:00 8 Martin Black's Nite Owl

FRIDAY — MAY 18

12:00 2 **NBC Matinee Theatre**
12:45 8 Premier Showcase
1:00 2 **For the Ladies**
1:15 8 Secret Storm
1:30 2 **Queen For A Day**
8 Fun In The Sun
2:00 2 **Pinky Lee Show**
2:30 2 **Howdy Doody**
8 Mr. & Mrs. Movietime
3:00 2 Be My Guest
4:00 8 Red Cross—Mike Steele
4:15 8 **Love of Life**
4:30 2 Afternoon Interlude
8 **Date With Dot**
4:45 2 News Caravan
5:00 2 Bar 2 Ranch
8 Submariners Show
5:30 2 **Space Rangers**
6:00 2 News & Weather
8 News & Weather
6:30 2 Federal Men
8 Kit Carson
7:00 2 Cavalcade of Sports
8 Rin Tin Tin
7:30 8 Dr. Hudson's Secret Journal
7:45 2 Red Barbers Corner
8:00 2 Grand Ole Opry
8 **Waterfront**
8:30 2 Dragnet
8 Line-Up
9:00 2 **Dollar a Second**
8 **Western Marshall**
9:30 2 Top Plays Of 1956
8 Schlitz Playhouse Of Stars
10:00 2 **The Ruggles**
8 **Bulova Playhouse**
10:30 8 Telenews—Jim Hart
12:00 8 Martin Black's Nite Owl

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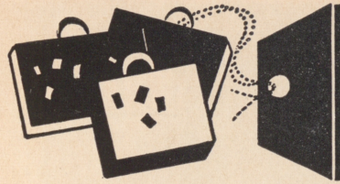


Thank you *Flamingo,*

Thank you Las Vegas,

. . . for the most wonderful four weeks of my life!

Margaret Whiting



Hillsmay

by ROLAND HILL



DATELINE, Mexico City, D. F. — Fifteen years ago I was in Mexico City and at that time I stayed at the HOTEL REFORMA and so it was only natural that I again came back to this hotel on this trip. I have been in Mexico many times since then, and have always used the REFORMA as my headquarters. I consider it one of the TOP hotels of the world along with the St. George in Algiers, the Palace in Madrid, the Savoy in London, the Waldorf in New York and the Fountainebleau in Miami Beach.

All the great hotels of the world vie with each other to get the very best manager and the Reforma, to my way of thinking, has achieved the almost impossible by grabbing the greatest of all hotel managers — Charles Bowers. Mr. Bowers has had one of the most colorful careers known to the hotel business. He received his PhD. at the University of Vienna, the city of his birth. He worked his way through college as a receptionist at the Bristol Hotel. Subsequently he worked at the National Hotel in Lausanne, Switzerland and the Subretta Hotel in St. Moritz. Next he took the long jump to Johannesburg where he became Asst. Manager of the Carlton Hotel. From Africa he came to America and has worked in hotels from Miami to California to New York. During World War II Mr. Bowers was so well thought of by our government that he was appointed a Commander and became attached to the U. S. War Shipping Board in charge of their hotel and convalescent central operations. This assignment took him as far afield as South America, Africa and Europe.

When the war was completed he became associated with Horwarth in Los Angeles who was comptroller of the Beverly Hills Hotel. He appeared in many movies, was once a champion ice skater, a good skier, a good sailer. Mexico finally caught his eye and he had this to say upon his arrival in this land of enchantment: "Mexico is charming, noble, and proud; in addition to these intangible and perhaps philosophical observations Mexico offers concrete realizations in its progressiveness and by its old new culture. In it atmosphere which makes anything and everything available to a man fond of, and accustomed to, the comforts and luxuries of a man living in the 20th Century." After a stint in Guadalajara he signed as manager of the ultra-smart HOTEL DE LAS AMERICAS in Acapulco.

The executives of the INTERCONTINENTAL HOTELS CORPORATION after buying the famed HOTEL REFORMA looked all over for just the right man for an internationalist post and found no one filling the bill like Charley Bowers. Bowers speaks six languages, Spanish, French, English, Italian, German and Hungarian. He uses all these languages daily in welcoming the international set to this great hotel.

I feel constrained to tell you all this because, perhaps, like myself, too often we take the great hotels we visit for granted and are prone to expect the best and think that it just happens, but I assure you it does not. No class of people is so carefully trained as hotel managers and no people are so charming, so adept at handling the public, so immaculate in their dress, and so diplomatic. And a hotel where the whole world comes to such as the REFORMA the manager must be the greatest, and Charles Bowers IS.

The Reforma has undergone a million-dollar face lifting job since I started coming here and today it is one of the most elegant on the Continent. From the corner entrance leading into an odd-shaped corridor and then into the sweeping circular sunken parlor-lobby which is lined by the offices to the right, a bar further on, the JARDIN DINING ROOM, the coffee shop and other shops, all topped by the circular mezzanine with its wrought-iron fences and sweeping

(Continued on Page 29)



★ *Thanks to* **ELVIS PRESLEY** *and* **SHECKY GREENE** *for helping us set a new record Saturday night, May 5th at the . . .*

NEW FRONTIER

HOTEL

FREDDY MARTIN

● Welcome to JANA MASON in our New Show!



THE REAL STORY of that much-itemed movie star-songstress romance reads like something out of an expose magazine. The "loving" pair are sharing the same apartment but have no intention of marriage. He tells intimates that this is his "revenge" for the costly divorce the little darlin' instigated.

Barbara Ruick, a very talented young singer and actress, much distressed by the romance rumors that have been hunting her. Actually, Barbara has just gotten her divorce from Bob Horton and has no intention of remarrying for a long time.

The shakeup in the Johnnie Ray administration was amicable.

Tony Bennett is much enthused with his new TV assignment to be Perry Como's replacement for the last six weeks of the summer season. This should be the big TV break that Tony has been waiting for. We predict that his great, natural warmth will make him one of video's outstanding personalities, to say nothing of that pair of platinum pipes that has charmed the teen-agers lo these many moons. . . . One of the major talent agencies is still unsettled by the recent firing of a top executive who turned out to be a psychopath. The character in the gray flannel suit was talking people into quitting their jobs to take over non-existent openings with the booking firm. . . .

Singer Sunny Gale seems to be attracted by managers. Her "ex-ten per center" was also her husband and her current agent is leading the wolf pack on her date list. . . . Jackie Gleason's head writer, Marvin Marx, is due back any issue from his European jaunt. . . . We can't figure out why Lew Magram's name was missing in the LOOK Magazine article on Julius La Rosa. Magram's fashions have long been the staples of Julie's wardrobe.

Hear the one about the Broadway producer whose out-of-town tryout grossed only six dollars? Seems he met the boys at Sardi's and was asked how his show was doing. "Great," he beamed, "we did nine dollars the first day."

Abe Wagner, one of the owners of the "Stage Coach Inn," New Jersey cabaret, opened his own law office in New York. . . . Speaking of CABARET, we hear that the magazine is having censorship trouble that may force it off the stands permanently. . . . One of the major motion picture studios is in the market for a record outlet. They've already approached one of the leading independent platter firms and may finalize the deal in a matter of weeks.

Sammy Davis Jr. credits the disc jockey plugging his records get for keeping up the business at "Mr. Wonderful." Show is doing great despite a cold reception from the critics.

Caught "My Fair Lady" and we thought it was one of the best musical comedys that we have ever seen. Cast, book, score, costumes and sets each merit a full column of applause in their own right. . . . Sherry O'Neil is playing the lead in the national company of "Damn Yankees". . . . Jack Cassidy, handsome young lead in the upcoming musical "Shangri-La," has his divorce in the works with the next Mrs. Cassidy all picked out.

The TV networks are very worried about the growing feeling in Washington that pay television may be the answer to the strangle hold they have on the video audiences. Senator Bricker has already blasted CBS and NBC with monopoly charges. . . . "Anna Christie" will be a Broadway musical this Fall with the score being penned by Bob Merrill and George Abbott writing the book and directing the show. . . . Swedish jazz has come into its own right with American record makers bidding like mad for the Scandanavian hipsters.

Rudy Vallee doing a great job at Le Cupidon and proving that he's still a marvelous entertainer. . . . Stan Kenton's tour of Denmark was canceled due to a wave of strikes that have left that country practically crippled. . . .



Sincerely,

THE HOLLY TWINS

STAGE BAR • THE Flamingo HOTEL

HILLSWAY

(Continued from Page 25)

grand staircase from the lobby to the bar and Le Chanteclair night club — well it is simply fantastic.

Fred Cook and myself were guests of Mr. Bowers in the LE CHANTECLAIR the first night I arrived and the floor show was very enjoyable, but the continental service is what charmed me. I ordered pressed wild duck and rice and what transpired after that was something out of this world — like all the fine places of Europe. We finished up with crepe suzettes and the making of them was artistry itself. Fred writes and almost manages the new WELCOME MAGAZINE published monthly in both Spanish and English in Mexico and it is comparable to our own Holiday Magazine. I closed a deal with him to write for this fine magazine each month so now I have one more enjoyable chore to perform.

Mr. Bowers has an assistant by the name of Luz Maria Quijada, Lucy to her friends, who is on a par with Wilbur Clark's Gene Murphy, or the Flamingo's Maxine Lewis. I have said before and I repeat it again — gals chosen for publicity and salesmanship and public relations positions in hotels are certainly the most charming and gracious in the world and Lucy is no exception. She is personality and grace and looks personnified. I wish other kinds of businesses combed the field for workers who front for the firms with such care, because all too often these gals and boys know their business but have no personality to meet their clients and public. Lucy arranged a press conference for me and couldn't have been more painstaking to see that my stay here at the REFORMA was the nicest sojourn I have ever had in a hotel. When I arrived I found my room waiting for me with a huge bowl of fruit as the compliments of Mr. Bowers and everything in readiness. The bellboys and the desk clerk knew my name and made me feel right at home. Never since the old days of the DAVENPORT HOTEL in Spokane before the war has service equalled this.

There are other fine hotels in Mexico, D. F., i.e., the smart DEL PRADO that has a lobby of breath-taking proportions and smart shops of all kinds on the lower level, the charming NICTE-HA BAR which seems to be the gathering place after hours in town for the smart and the gay set, and then there is the BAMER HOTEL which I think is the newest in town. These are the other luxury hotels. The PLAZA so long in the building is soon to open and of course Connie Hilton's CONTINENTAL HOTEL just a block further on from the REFORMA is scheduled to open its doors this fall. The hotels all welcome this because they hate to have to turn down their friends and hotel rooms are at a premium during the season — which incidentally seems to be all the year. Mr. Bowers tells me he runs 96% full all the time — this was hard to believe. But it is true. That tells you what a mecca for tourists and business Mexico is becoming.

When I tell you that my gorgeous twin-bedded room here at the REFORMA, one of the world's top-most hotels, is only $9.60 a day you will be amazed. You can't get anything like it at any hotel in Minneapolis, let us say, for any less. And the meals in the JARDIN average about $2.00 apiece — in the coffee shop breakfast is 60 to 80 cents and lunch about a dollar. And I must tell you about the PELUQUERIA (barber shop). I came in dirty and tired and disheveled after a very hectic trip across Mexico and wanted to clean up so went immediately to the barber shop. There, I thought is where I will throw all discretion to the wind and I did. I ordered a haircut, massage, shoe shine, manicure, head rub — well the works. When I got my bill it was exactly $17.20 in Mexican money, 17 pesos, or $1.37 in American money. The haircut was 5 pesos (each peso you remember is 8 cents), the manicure was 6 pesos, shine was .70, massage (face) 6 pesos, and the eye wash and body rub and head rub was thrown in free. Believe me, our barber shops have surely lost the charm they should have. Our barbers, the more they charge for haircuts seemingly do less and less and are even afraid to brush the cut hairs out of your hair. With tips my entire bill for an hour and a half of solid comfort was less than $1.50. Do you see why so many Americans are finding Mexico the place to live in and retire? And you haven't lived until you have experienced a tub bath or shower here in the Reforma which must surely be able to boast the softest and finest water in the entire world.



PANALITES
by STETSON

Cool as a splashing fountain . . . and light as a summer cloud . . . are these Panalites. They are genuine lightweight Panamas of fine quality. The style pictured above has a pinched crown, and a figured puggree band that highlights the hat in summery good taste. **$10**

Christensen's
men's wear

316 Fremont St.

"The largest complete men's store in Nevada" • Owned and Operated by Phyllis and Arnold Christensen

OBSERVATIONS

(Continued from Page 5)

principle and one of only two sky-scrapers in the world to be so constructed, the other being an eighteen-story building in Caracas, Venzuela.

The banquet room is on the second floor and will seat comfortably about 250 guests.

The widely known Contracting firm of McKee, Los Angeles, is doing a fine job of construction and they are just now in the midst of an extensive "clean-up" job so that everything will be in ship shape by the opening date.

Mr. Levinson, leader of the group of capitalists who provided the $6,000,000 which Hotel Fremont cost, Connie Hurlwy, his assistant and publicity director, Chet Swital who provided most of the information on which this article is based, are each doing a grand job in his respective sphere.

I mentioned Hotel Fremont as a pillar of the gateway to a new and greater Las Vegas. This is the actual fact, not a mere figure of speech.

In my short lifetime (I will not be 91 until the 22nd of this month) I have seen many cities grow to greatness in population and wealth. I came west from Austin, Minnesota to Los Angeles when it was a small city clustered around the Plaza and the old Spanish Mission. I have seen Denver, Salt Lake City, Seattle, Fresno and many others, develop from comparatively small towns to important cities. In particular I have watched Phoenix, Arizona, grow from a struggling town of perhaps ten or fifteen thousand, to an estimated 300,000, with far less in natural advantages than has Las Vegas.

Las Vegas has made for herself a far-reaching and very favorable reputation as a health resort and as the entertainment capital of the world. The 13,000 out-of-state cars which each day traverse our "Strip" carry twenty-five to forty thousand persons all wishing to take part in our gaiety. Our growth the past several years is amazing and it is still going on.

During the past few months Las Vegas has had to swallow a bitter dose of medicine in the shape of bad publicity, much of which was false but which purged us of some "financiers" who were building five million dollar resort, and ended by owing a million or two to their building contractor, half a million or more for furniture and equipment, and with no money to pay for groceries and help. We admit that it has been done before, but that era in the development is past. The great resort hotels of Las Vegas are on a sound financial footing and extremely prosperous. But the shoe-string operators are at the end of their rope.

The fine newly built resorts are gradually being taken over by strong financial groups and operate successfully under these more favorable conditions. It is obvious that there is ample business for all of them.

In Southern California there are approximately ten million people, all of whom intend to spend some of their vacation time in Las Vegas. The allure of our resorts is permeating the whole United States. And a city four times the size of Las Vegas could not accommodate those who wish to spend a little time in the best and most healthful climate in the country and to enjoy the entertainment only Las Vegas has to offer.

Las Vegas gambling? Gambling is legal in Nevada. In great cities like Los Angeles, San Francisco, Chicago, Philadelphia and others, there is plenty of gambling in back rooms behind locked doors. If you play, you are a criminal. If you protest at being robbed you are promptly beaten up and thrown into the back alley. There a policeman takes you to jail where you stay until your fine is paid.

In Nevada the board controlling gambling has thrown every safeguard around those who come to Las Vegas for entertainment. Gangsters are absolutely barred. The source of the money invested in resorts is carefully checked. Any place in which unfair games are operated are quickly put out of business. The state of Nevada is determined to keep its gambling honest. Any game needs only "percentage" to make it profitable in the long run.

Yes, Hotel Fremont believes in signs. It will be graced with one of the greatest and most striking electric signs in the country which is being built by the Young Electric Sign Company.

Yes, Hotel Fremont really is part of the Gateway to a new and greater Las Vegas!



Singing for the last time . . .
Hi-ho Hi-ho
Really hate to say,
"I got to go"—
and I can tell you,
now when we have to part
I didn't lose my money
I lost my heart . . .

Nicky

Thanks MARTY HICKS. I know our future engagements at the THUNDERBIRD will be as pleasant as our first one.

Sincerely,

Jay Nemeth

★ ★ ★

CRISWELL PREDICTS

(Continued from Page 7)

change the history of the world, as we know it today! . . . I predict that every Royal Family in Europe will send a representative to a secret conference in Seville, Spain, so that they may quietly plan Spain's again becoming a Monarchy! I predict that Dictator Franco will make a very startling announcement of his abdication, in favor of a Prince of Royal Bourbon blood! . . . I predict that the high protein of goat meat and goat milk, will become highly valuable to our medical profession, and will result in new profit from goat raising! . . . I predict that the Governor's residence at Djibouti, will become a monastery for the Franciscan Brothers!

YOUR INCREDIBLE FUTURE:

Remember my friend, when all else is lost, we still have the Future! Where once it meant the impossible, today it is merely a further scientific report. Reaching the moon was only a dream yesterday, but it is a reality today! You and I do not dare call anything impossible in the light of today's advancement! Our miracle men are constantly seeking, and finding new wonders to improve the way you live, and to advance your personal life! It is entirely possible that you will live to see the day when, with your hand, you can touch the moon! I predict that the full report of twelve space rockets, which were sent into Outer Space on their secret mission, will be fully revealed to you within the next sixty days! I predict these rockets were the victims of Mother Nature's wildest rampages in the wide blue yonder, and a full record will soon float to our earth, in a parachuted complexity cabin! I predict that when this scientific data is translated into terms that you and I can readily understand, it will cause you a sleepless night! My friend, you and I think we are safe in our own, best-of-all-possible world, but this new report will show that you and I are but ten seconds from eternity, if something should go amiss in Outer Space! I predict that huge radaric stations will be set up, to warn us of any approaching danger from Outer Space! Remember, my friend, when all else is lost, you still have your Incredible Future!

THAT'S FOR SURE

(Continued from Page 9)

will be a definite asset to our entire FLV. It is really a work of art. MARVIN COLE, youthful advertising executive with the Fremont, is to be complimented on the advance publicity he has been turning out. . . .

Another new addition to the downtown area is the SILVER PALACE, whcih is virtually completed. The escalator is very unique. The downstairs (Restaurant & Bar) area is decorated in western motif while the casino (on the main floor level) is modern. General Manager TOMMY CALLAHAN has long since forgotten what sleep is, having dedicated the majority of his time to this project. . . .

We were very happy to see AARON WEISBERG, looking hale and hearty at the SANDS HOTEL. He now makes it a point to spend approximately two hours in the sun, daily. One can hardly believe he was at death's door, such a short time ago. . . .

Fifteen years ago, MAXIE ROSENBLOOM operated his own Hollywood club, SLAPSIE MAXIE'S. At that time, he afforded many headliners of today, their beginning in the glitter city. MARTIN & LEWIS were among the names who then appeared at Slapsie's. Today, the comedians are repaying Rosenbloom, in part. Maxie is now playing a featured role in their picture, "Hollywood Or Bust." It's always nice to remember the friends who helped you up that ladder! . . .

A current contest is offering two $1,000 U. S. Savings Bonds. One will go to the Disc Jockey submitting the best parody of the title song from GEORGE GOBEL'S pic: "Birds And The Bees." Naturally, the other will go to the writer of the parody. Entries are to be sent to Gobel, in care of PARAMOUNT STUDIOS, in Hollywood. . . .

Sure is good to see DUKE ELLINGTON (himself) back in FLV, headlining the show at the FLAMINGO HOTEL. It's the first time he's had a chance to return since he was at the THUNDERBIRD HOTEL, four years ago. On the same bill is HAZEL SCOTT, who will also alternate at the Stage Bar. (Miss Scott is also a welcome returnee. Her last FLV date was the LAST FRONTIER, three years ago.) . . .

Although it's pretty obvious, we will take a wee bit of time to explain why PAUL HAYES is not our cover boy, for this year's HELLDORADO. (Mother is DORIS HAYES, of the SHOWBOAT HOTEL.) We still think Paul is a very handsome young fellow, despite the absence of his picture. However, now that we have a son of our own, it's only natural we put him to work and show him in western gear. Being a button-busting Dad when it comes to talk of Bruce Barton Cortez, we can't help but display our image via this magazine, whenever the opportunity presents itself. We hope Paul will forgive us. We're certain he will understand when he becomes a Dad himself. . . .

REGGIE the clown has introduced a novel course of instruction at the Western Village playground (adjacent to the SILVER SLIPPER). It is known as the WHISTLE CLUB, offering classes to three age groups (six to eight years — eight to ten years — ten to twelve years). The children just love it and it doesn't cost them a copper to join. Reggie's partner GEORGE FREEMS interprets his whistle talk. The two men have been given full cooperation by the schools, for this recreational pastime. . . .

Visiting the STAN FAYMANS

ENTERTAINERS

Acts • Lounge Attractions • Etc.

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from Las Vegas, while playing Las Vegas

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LAS VEGAS, NEVADA

(BOND JEWELERS), are both sets of their parents: the SAM FAYMANS and the NAT GOLDS. A surprise birthday party was held for the elder Mr. Fayman at LOUIGI'S. Three year old JEFF FAYMAN kept pounding on the table while he chirped: "where are the girls?" (You see — he thought there was a floor show included. . . . Or did he?) . . .

A note to all of PEARL BAILEY'S fans. Keep a sharp lookout for her recordings of the toe-tapping songs from "That Certain Feeling," in which Pearl was featured. They promise to be the best Pearlie May ever cut. . . .

SAMMY DAVIS, JR. took time out from his MR. WONDERFUL stage chores to pen us a line. Although the show was panned unmercifully by critics, every curtain rises to a packed house, with an overwhelming amount of advance sales accounted for. Seems the public likes to shout "prevaricators" at Broadway's theatre faultsfinders, and sure love, Sammy Davis, Jr. "MR. WONDERFUL"!

There was such a demand for MARY KAYE'S latest platter, "Night In Las Vegas," the local shops ran dry. Well record-bugs, the supply has been replenished and your favorite music store can now supply you. (The MARY KAYE TRIO is currently headlining the Casbar of the HOTEL SAHARA.)

Walking along Fremont Street without being recognized by the milling throng were screen star AUDREY HEPBURN and her famous hubby, MEL FERRER. . . .

Do you enjoy meeting salespeople with a lot of charm and consideration for customers? We do and when it happens, we can't help but give them a written salute. This time it is MARGARET JORDAN, who is manageress of the woman's counter at CHRISTENSEN'S MEN'S STORE, on Fremont Street. She is a very gracious person, never failing to make shopping a distinct pleasure. And how about that pre-mature gray hair? Beautiful!

The other day we caught a fellow staring at the chuck wagon cashier at WILBUR CLARK'S DESERT INN. He explained her face was familiar, but he just couldn't "place her." In case it happens to you, we'll identify the young lady. She is DOROTHY HUGHLETT, formerly a hostess at JOE W. BROWN'S HORSESHOE CLUB. . . .

JACK DENISON has been a maitre d' in FLV for ten years. (He is currently in that post at the RIVIERA HOTEL.) He informed us he was never previously deluged with reservations as he is for the PHIL SILVERS ("Sgt. Bilko") show. It would seem that everyone and his cousin is "jest itching" to catch this one. We feel that the comedian will set a record that no one will be able to equal — but no one. . . .

MARIE DORSETT recently underwent her fourteenth major surgical operation at CEDARS OF LEBANON HOSPITAL. We're happy to report her reactions were fine and she is recuperating nicely. Mrs. Dorsett is planning to return to FLV, next week. (Husband HARRY is General Manager of JOE W. BROWN'S HORSESHOE CLUB.) . . .

Believe it or not: the biggest seller of records today is ELVIS PRESLEY (on the RCA label). Them's facts, man. Just plain facts! . . .

We thoroughly enjoy the information their publicity agent sends frequently about the dance team of CHIQUITA & JOHNSON. It looks as though they are fast becoming America's foremost acro-ballet dancers. The youngsters are currently at LOU WALTERS' LATIN QUARTER (New York), going into their sixth month, we believe. In case you're interested, Johnson has added a van-dyke beard to his appearance, while Chiquita remains her usual, ravishing self. . . .

A grinning observation from a lookin at the rehearsal of the showgirls who

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

DRIVE WITH KRAM

THE STATION MORE PEOPLE LISTEN TO MORE OFTEN

will appear in the "Minstrel Show." Handling the choreography (but beautifully, may we add) is DOROTHY GOFFSTEIN. Dorothy keeps a pretty consistent "poker face," during rehearsals, rarely displaying her reactions. However, when the "Parade" group appears, she can't help but break in a slightly crooked smile as MILLIE KATLEMAN (of the HOTEL EL RANCHO VEGAS) performs her "walk on." Showgirls are usually pretty close to six feet or over (in heels). However, BELDON'S wife is petite in stature and just might stretch to five feet four inches, in spikes. Dorothy gets such a kick out of it and Millie manages to laugh the loudest. The gals are really enjoying their plans for the show. Incidentally, may we repeat it is being put on by the Women's Auxiliary of VARIETY CLUB Tent No. 39. The date is May 24th. Better get your tickets and phone your reservations to DOROTHY SMITH, at the Variety Club (HOTEL SAHARA). We guarantee you'll be sorry if you miss this one.

Telethons of good wishes to MOREY ZENOFF, owner-operator of our third and newest channel — 13—KSHO. This is the first of its kind in the United States, operating on a twenty-four hour schedule. In charge of the programming is JIM HAWTHORNE, of Los Angeles TV fame. We sincerely hope Mr. Zenoff will enjoy the utmost of success with his latest venture, a boon to FLV workers who were formerly denied the pleasure of watching TV, due to their labor schedules. . . .

There are still approx. five weeks left to keep putting your ticket stubs in the container at the lobby of the HOTEL EL CORTEZ. The drawing will be held June 19th and the lucky winner will take home the 1956 Buick, on display. It is BILL MOORE'S Fourth Anniversary gift. Each time you have a meal or a drink, you are given a ticket. The more tickets you put your monicker on and place in the "drum" the better your chances of winning. . . .

Last Sunday (May 6th) (sorry can't recall name), the cello player with the GEORGE LIBERACE ORCHESTRA (then at the RIVIERA HOTEL), rendered a beautiful solo at noon mass at ST. ANN'S. Many celebrities were in the audience, including the Liberaces and the RAY BOLGERS. We're very pleased to note that musicians and singers contact the church upon their arrival and make arrangements to per-

• *You haven't lived until you've dined . . .*

IN THE

HICKORY ROOM

Chef's daily specials

MONDAY
OLD FASHIONED BEEF STEW
with vegetable en Casserole
Tossed green salad **$2.75**

TUESDAY Lean New York
CORNED BEEF
with Savoy Cabbage
boiled potato
sliced pickled beets **$3.00**

WEDNESDAY
SPRING LAMB RAGOUT
Parisienne
mixed green salad **$2.75**

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

FRIDAY Fresh
Lake Superior White fish saute Meuniere
Parsley potatoes, Riviera Salad **$3.25**

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

SUNDAY Roast Stuffed
SPRING CHICKEN
(Half)
with fancy spiced fruits, tossed garden salad, potato du jour **$3.00**

• **The choicest of prime steaks, ribs, and fowl are flame-broiled before your eyes on huge open rotisseries.**

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form there, on Sundays. . . .

An apology to LOU ELLENSON, Credit Manager and co-owner of the NEW FRONTIER HOTEL. We're honestly sorry we misspelled your name and sincerely hope it comes out properly, this time. Forgive us our typographical errors. . . .

JON ZERBY (of the Dancing Zerbys) opened his UNIVERSAL DANCE STUDIOS in Hollywood and already has 200 pupils. He still is active with his partner and they open at the Los Angeles STATLER HOTEL, next month. In addition to all of this, Jon is also creating choreography for other acts. He conceived and executed the "Bullfight" routine which TERRY JEAN is now doing at the SHOWBOAT HOTEL. . . .

Now that the PLAYLAND BAR is being demolished, folks are wondering what plans KAY PARSONS has in mind. We're very delighted to report that Kay intends to remain in FLV. By the time this issue hits the counters, she will have opened at the GRACE HAYES' LODGE, on the "Strip." It will be a real reunion for Grace and Kay. Grace originally introduced FLV and Kay to each other and was responsible for Kay's professional affiliation with GEORGE PARRY, head of Playland, where she remained for five and one half years. We hope that Kay will have an even longer "run" at the lodge. . . .

Gentlemen! We bid you rise to the occasion! This Sunday is MOTHER'S DAY. We're spelling it out for you so you can create an indelible mental image of it. Take that important woman in your life and give her a treat. If she is your wife or mother, get her out of the kitchen and let someone else do the work. If your lassie prefers to remain at home, get your own fingers all buttered up and concoct something edible for her. She does your cooking 364 days a year — give her a break — for a change. Never can tell — you might enjoy pinch-hitting. Most important of all, show her how much she really means to you. Teach the little ones in your family to express their love and devotion, also. A woman blooms when she feels she is loved and needed. Don't neglect her. You never can tell her too often exactly how much you care . . . and that's for sure. . . .

VIEWING THE ACTION

(Continued from Page 11)

about to attend some sort of a social gathering out on the TONOPAH HIGHWAY. . . . About the most helpful kind of fellow in this town is usually a deputy in one of the casinos. Our vote this week goes to DEPUTY ALVIN GUY of the SANDS HOTEL. His courtesies do not go unnoticed. . . . Youngest daughter of SALLY MESNICK is SANDRA ELAINE, who is in this graduating class of L.V. High School. This very lovely young lady will enter U.C.L.A. in the fall; her winning personality will make her the class favorite. . . . The ORIGINAL DAGMAR has returned from a long engagement in Honolulu. She was overheard at the NEW FRONTIER convincing MILT BRONSON to take his next vacation on the Islands. . . .

MURRAY SIEGEL, manager of the C. H. BAKER SHOE SALON, is elated with the response for the store's merchandise. Undoubtedly this shop is beyond the highest expectations of success. . . . Was that JOANNE FOSTER in a certain poker game the other A.M.? The story goes that she won all of the money, or was it the other way around. . . . Just discovered that LOIS REDMAN is now MRS. GERALD C. BLASKEY, wife of Nellis test pilot lieutenant. It was a large wedding at the ST. ANNES on April 7th, followed by a family breakfast then a reception at the Base Officer's Club. LOIS is personal secretary to W. E. BAKER of TWA. . . . Sorry to learn that BONANZA CLUB exec, BILL PARIS is incapacitated with a back ailment. Will probably be another week before he is on his feet again. . . . It should be told that THE FOUR LADS manager MIKE STEWART and THUNDERBIRD official MARTY HICKS were most pleased with the quartette's brilliant performance and the large crowds in attendance. . . . PAT FLEMING, cocktail waitress and BILL SANDERS, dealer, both working at the EL CORTEZ, were married Monday night, April 30. . . . JOAN KELLY, ex COPA GIRL and wife of SID BALKIN, Hollywood's top drummer, who is currently with the VIC DAMONE show, is on Lux Theatre, speaking lines and a beautiful gal. . . . Just hold the phone — She's at the NEW FRONTIER, and will have every red-blooded man with-

Coming Attractions

ON THE FABULOUS STRIP

DESERT INN

JUNE 5

McGUIRE SISTERS

El Rancho Vegas

COMING

SOPHIE TUCKER

Flamingo

JUNE 7

JAN MURRAY

THE INK SPOTS

MARY MEADE FRENCH

NEW FRONTIER

MAY 21

JANIS PAIGE

DARVAS & JULIA

HARMONICA RASCALS

☆

Riviera

COMING

DINAH SHORE

SAHARA

JUNE 5

DENNIS DAY

The Sands

MAY 16

HOWARD KEEL

Courtesy of M.G.M.

Thunderbird

MAY 24

CHINA DOLL REVUE



It's very thrilling

to be at the . . .

NEW FRONTIER

HOTEL

"It's Out of this World"

JANA MASON

in walking, driving, or flying distance there to see and hear this talented beauty — MISS JANA MASON. . . .

Boxman at the SANDS, HARVEY ROBINSON and WIFE entertained their daughter and son-in-law MR. and MRS. SONNY BRASS and grandchildren TERRY and DAVID all of DETROIT. . . . Also visiting at the same time is MRS. ROBINSON'S sister, MRS. OSCAR BERNSTEIN. . . . SAM SALERNO'S in-laws, MR. & MRS. STAN HARDY were greeted by the family at the Airport on their return from a most relaxing HONOLULU vacation. . . . The SISTERHOOD OF THE JEWISH COMMUNITY CENTER holds its benefit cocktail party Sunday, May 20th, 6 P.M. at the NEW FRONTIER pool. Proceeds go to the building fund for the new Community Center. Winning ticket will be drawn for the award of a year's supply of gasoline for the family car. This prize has been contributed by JOE CARDINAL, distributor for MOBILGAS products. Free admission to this party and it's open to the general public. In charge of this affair are MRS. MELVIN MOSS and MRS. NELL KROLOFF. . . . Met STAN IRWIN at the Airport as he deplaned returning from L.A. Am positive "THE MAN" has covered more mileage in recent months than he had ever hoped for. But his excellent SAHARA Shows indicate the great deal of work and preparation for which he is responsible. . . . Enjoying the balmy warm weather? It's a return to the soil. Get out the garden tools and lawn mover. WHO INVENTED LAWNS ANYWAY??

SAUNTERINGS

(Continued from Page 13)

from several neighboring states that the Las Vegas entertainment buyers will be in New York en masse.

We saw and heard the greatest "Rock and Roll" outfit at the Dixie Pig, Washington D. C. None other than Bobby Boyd and his Jazzbomber Sextet and Revue. This outfit which has already played the Golden Nugget and the Hotel Flamingo are better than ever and are being held over again and again. We feel more certain now that these kids are without a doubt the finest of their kind in rock and roll, dixieland, dance music, comedy, choreography, solo vocals and harmony.

LOUNGE STARS

(Continued from Page 15)

music so much that he wanted them to go to Lake Tahoe and play opposite his group again. That is another vote of confidence that carries weight. . . .

RUSTY DRAPER backed by the EASTMAN TRIO are still packing the CLOUD NINE LOUNGE at the HOTEL NEW FRONTIER each night. Not only does Rusty brew up some sensational vocals, DAVE BLACK does some pretty mad drum solos. . . .

A special treat — HAZEL SCOTT will also be appearing in the STAGE-BAR at the FLAMINGO during her engagement in the forthcoming new show in their FLAMINGO ROOM. Surely am looking forward to seeing this sensational little lady again. . . .

Seen in the SILVER QUEEN LOUNGE of the SANDS HOTEL listening to the good music and fine vocals of the MELODAIRES was FRED COGAN (the cleaning king). Say, that JOE NIEVES certainly has an excellent tenor. This group plays the kind of music that you could listen to for hours and hours. . . .

Another little lady that we are going to welcome back to FLV is ANN WELDON, the gal with the phenomenal voice range. After presstime, she and EDDIE HEYWOOD open in the STARLIGHT LOUNGE of the HOTEL RIVIERA, and so do the NOVELITES. . . . So will just have to tell you all about them next week. . . . Til then stay well, be happy!

'ROUND THE TOWN

(Continued from Page 17)

IRWIN??? . . . Also that JACKIE FIELDS, former welter weight champ now at the NEW FRONTIER will be seeking greener pastures??? . . . That charming voice on the DESERT INN switchboard (after midnight(belongs to GAY DE ROSE. GAY has been at that post going on three years. . . .

JACK AND MILDRED SKLAR, of the VEGAS JEWELRY & LOAN CO. are real happy that the high fence around the SILVER PALACE has been taken down. They remarked, "Now we know what the other end of Fremont St. looks like." . . . Overheard at the WHITE CROSS DRUG soda counter, corner of FREMONT & 2nd. (Time 11:45 P.M.) He, (Feeling no pain) "I want a banana split." She (getting ready to close) 'I'm sorry sir, we are out of bananas." He "Well, make it without bananas." So he had a "bananaless split." . . .

Had a chat with SYL GREGOR bar manager of the famous WESTERNER CLUB. SYL has been BM since the doors of the WESTERNER first opened, 6 years ago. He is the oldest member of the staff and has a right to be proud of it. He is a ardent Yankee baseball fan (that makes two of us) and he knows the game inside out. We Yankee fans must stick together SYL. . . .

That very pretty and gracious girl in the cashier's booth at the FORTUNE CLUB, is JOYCE WOODWARD. She has been a member of the staff for 2 years. . . . Also that new change girl at the FORTUNE CLUB is JANICE THURMOND of SALT LAKE CITY. Her better half is manager of the SHELL SERVICE STATION, located at BONANZA & TONAPAH. . . . MR. AND MRS. FRED MOHR, are back to pay us another visit. The MOHR'S are a retiring couple who visit LAS VEGAS 4 times a year from WHITTIER, CALIF. MRS. MOHR said that the reason they come here so often is that when they leave this earth of ours they can't take it with them, so they might just as well leave it here. (A real nice elderly couple who are enjoying themselves in their remaining years.) . . .UNTIL NEXT WEEK: I'LL SEE YOU ROUND THE TOWN. . . .

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DESERT INN

(Continued from Page 19)

great when she delivers it. . . . Sharing the spotlight in the extra added attraction spot, is that solid-selling comedian, JACK DURANT. His brand of comicry is fast moving and mirth provoking. His "prat-falls" and disregard for his framework, has audiences wondering if he will survive the performance. Here is a comedian that literally "kills himself." Jack Durant is truly a very humorous and entertaining man. . . . DONN ARDEN'S productions are always excitingly different and masterful. They are artistic and unusual. MARGIE LEE is featured in a fabulous ice skating routine that is eye-catching. . . . ART JOHNSON'S fine voice adds to the decor in these outstanding productions. . . . CARLTON HAYES and his ORCHESTRA proffer a precise musical background.

EL CORTEZ

(Continued from Page 19)

charming lady has rhythm plus. . . . Excellent musical backing is provided by SHERMAN HAYES and his ORCHESTRA.

EL RANCHO VEGAS

(Continued from Page 19)

ous gal is well educated in the art of robing and dis-robing. She is the country's leading exponent in this particular art, and a delight to see. Lili St. Cyr and her specially prepared routine for this engagement, "Wedding in Monaco", will keep you intoxicated with delight and thrills. . . . As an extra added attraction, scintillating songstress MARION COLBY well exhibits the personality and voice that made her a star of "Pajama Game." This lovely little lady is loaded with charm and talent. . . . We are delighted to welcome back into our midst, WANDA SMITH and her very beautiful COVER GIRLS. Wanda and her girls present exceptional choreography and costuming that is beautiful and exciting. . . . Skillfully backing the show, is Maestro, TED FIO RITO and his fine ORCHESTRA.

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FLAMINGO

(Continued from Page 19)

delivery and exciting piano gymnastics will keep toes a tapping and bodies swaying with the rhythms this wonderful artist creates. . . . Adding the comical touch to this show is ARCHIE ROBBINS, mirth-maker of exceptional talents. This gent will agitate your humor area, and that's for sure. . . . The DE-LOVELY DANCERS or FLAMINGO STARLETS, will present artistic new production numbers that are created and staged by choreographer, RON FLETCHER. . .. DUKE ELLINGTON and his very wonderful group of musicians furnish the background for the entire show.

RIVIERA

(Continued from Page 20)

We're certain this great comedian brings FLV a show that will establish a new high in attendance, and that's for sure. . . . The MELLOW-LARKS combine their excellent voices to produce harmonious tones that will augment an outstanding evening's entertainment. . . . The exciting RIVIERA GIRLS present colorful new production numbers to add beauty and charm to round out the show. . . . Maestro, RAY SINATRA and his ORCHESTRA, provide musical backing that is perfection plus.

SAHARA

(Continued from Page 20)

unusual acrobatics to the bill. Their nimble tricks and breath-taking antics that include swinging each other about the room, startles viewers into gasps of amazement and rounds of applause! . . . Adding to this production are the MARVELLOS. They will mystify you with their outstanding feats of magic. We know the Marvellos will delightfully perplex you. Completely!! . . . The SAHAREM DANCERS present scintillating productions that are always filled with color, exquisite costumes and exceptional artistry. Routines are created and staged by GEORGE MORO and RUTH LANDIS. CEE DAVIDSON and ORCHESTRA offer an accomplished musical background.

SANDS

(Continued from Page 21)

for your amusement. Their witty lines are punctuated with vaudvillian nonsense that is very funny. Particularly amusing is their burlesque of "Guys and Dolls." . . .Outstanding vocals and choreography are displayed by the BEACHCOMBERS and NATALIE. This quartet of superb melody makers are favorite tunesmiths of all who appreciate symmetry of sound. . . . The COPA GIRLS execute outstanding production numbers with verse and artistry. They are always exquisite in the beautiful costumes by Mme. BERTHE. Their clever choreography by BOB GILBERT and RENEE STEWART. ANTONIO MORELLI and his Men of Music, complement a fine show.

SHOWBOAT

(Continued from Page 21)

toxicating routine. Her unusual costume and song styling set to the strain of "St. James Infirmary," is loaded with pulchritude. Lita's torrid gyrations and grace are very eye-catching!! The unusual and very artistic presentation by petite TERRY JEAN is most outstanding. The torreador routines are set to the strains of the **Arena of El Torro,** and done in an exquisite, authentic costume. They are done in a most unusual and provocative manner by a very beautiful, lithe dancer. . . . The combination of their charms raises the temperatures of all males present. . . . GARR NELSON is the handsome, M. C. barritone-vocalist. . . . The SHOWBOAT GIRLS offer fine choreography with lots of zest. . . . MIKE WERNER and his orchestra, beat out a sound musical background.

SILVER SLIPPER

(Continued from Page 21)

spirited contributions indicate a great future for these scintillating singers. . . . JAY LEE and the PRINCESS present oriental wizardry and astounding magic. . . . Slipper song stylist, BARBARA McNAIR, contributes tunes in a terrific manner. . . . The four SILVER SLIPPERETTES liven the atmosphere with spirited and tricky footwork in exceptional choreography created by BARRY ASHTON. The "Red Garters" number is a show stopper! . . . Unless you happen to be a complete novice, we needn't tell you of the hilarious situation scenes produced by the SILVED 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)

izes the almost lost are of soft shoe dancing. He employs a specially built table and always gives a solid streamlined performance. . . . Colorful choreography by the THUNDERBIRD DANCERS adds beauty to any show. The fine production routines are created by GAYLE ROBBINS.

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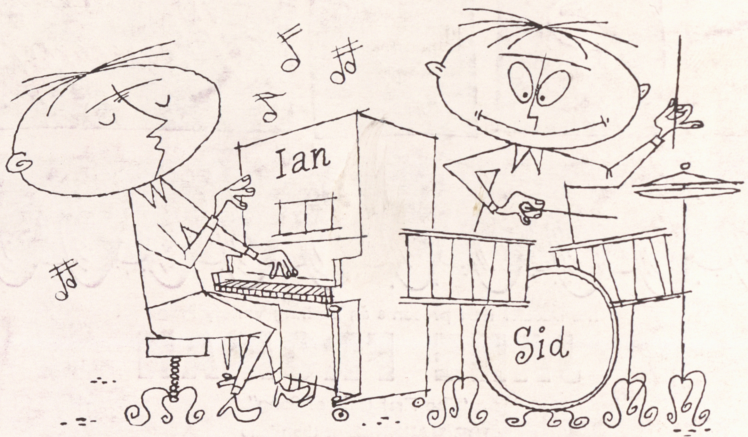
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★ ★ ★

Vic Damone