April 29, 1950

Jack Cortez

Fabulous LASVEGAS

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★

VIEWS AND REVIEWS BY STAFF AND GUEST COLUMNISTS

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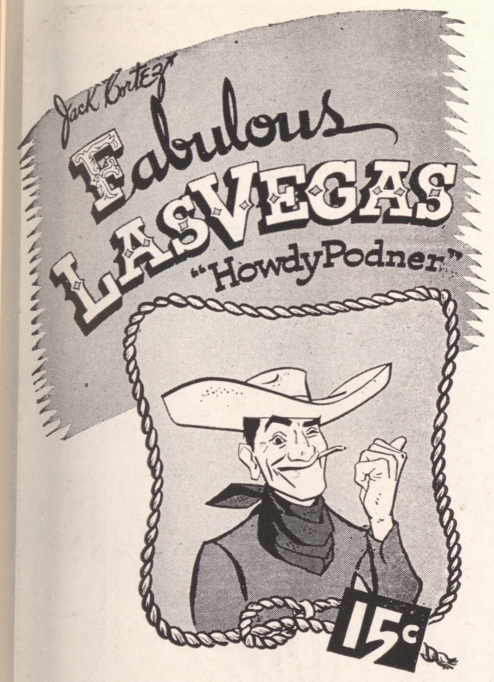
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Jack Cortez' Fabulous LAS VEGAS "HowdyPodner"

VOLUME 2 APRIL 29, 1950 NUMBER 3

OBSERVATIONS

. . by CHARLES P. "POP" SQUIRES

ENCHANTED EVENING

AFTER you have gazed from the glass-walled Sky Room of Wilbur Clark's Desert Inn, you will not deny that Enchantment has at last made Las Vegas her happy home and is here to stay.

Just why one should first mention the Sky Room may not be understandable to most people. The reason, I imagine, is the contrast of the scene with the experiences of 45 years ago when I first traveled at night over this desert waste in a wagon drawn by tired horses, bumping endlessly over the dark and dismal wagon tracks with nothing in sight to indicate the existence of human beings.

What a scene those broad, slanting plate glass windows of the Sky Room spread before one! On all sides are the glories of colored neon lights, thousands of them, with the river of glowing headlights flowing swiftly on Highway 91, "The Strip," cutting through the scene and giving it an air of life and gaiety.

Across the highway the far-flung buildings of Hotel Last Frontier with their glowing lights help to frame the picture. Toward the north are the glowing outlines of The Thunderbird, Hotel El Rancho Vegas, Radio Station KENO, Club Bingo and the many smaller motels and hotels, each with its distinctive and colorful signs and lighting effects.

To crown all, the Desert Inn fountain in glowing colors, the great swimming pool, green-gray olive trees glowing with light and the almost endless acres of green lawns add their shades of color and brightness to a picture I would like to be able to paint in words, but cannot.

Simply and plainly stated, the opening of Wilbur Clark's Desert Inn was an almost overwhelming success. The opening audience which packed the Painted Desert Room and the adjacent Breakfast Room to the limit was composed of invited guests, mostly intimate friends of Mr. Clark, distinguished members of officialdom, the world of finance, business, stage and screen.

The dinner was scrumptious and the floor show delightful, except for the unfortunate illness which seized upon Charlie McCarthy and compelled him to go upon the operating table where he nearly succumbed to the anesthetic, from which, fortunately, Dr. Bergen, the surgeon, was able to rescue him just in time.

The cactus room and the lady-luck bar were crowded until the early hours of the morning with gay crowds of merrymakers. The grounds with their pleasant walks and the line of beautiful shops came in for a large share of attention.

Such flowers as were lavished by hundreds of friends in honor of Wilbur Clark and his outstanding enterprise, were never before seen in Las Vegas. There were many lavish floral designs fashioned in orchids and other beautiful and costly blossoms, beyond the power of words to adequately describe. To me the flamingo with her wings of pink and lavendar orchids was one of the most artistic and attractive pieces—guess who sent it! The friendly cooperation of every other hotel and casino in Las Vegas was evidenced by the many, many gorgeously beautiful floral pieces. If you do nothing more, walk through the lobby and see flowers in such profusion as rarely are seen.

I almost forgot to mention the great searchlights piercing the sky with their beams in real Hollywood fashion, which gave the final touch of enchantment to the whole picture.

I would like to pay a fitting tribute to the vision, the courage, the energy of Wilbur Clark whose privilege it was

(Continued on Page 29)

O. K. — LET'S ASK THE MAN WHO OWNS ONE...

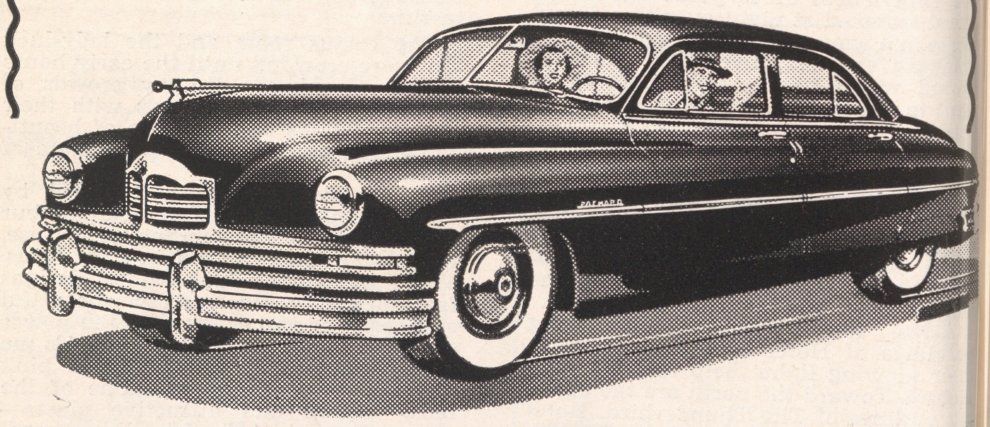
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THAT'S FOR SURE . . .

. . by JACK CORTEZ

ONE of the greatest hotel openings we ever saw, barring none, took place last week! Another sumptuous and "illustrious spot" made its debut on the "Strip" — WILBUR CLARK'S DESERT INN. We will not make this a lengthy story; too much has already been written — and not ENOUGH SAID! The natives turned out en masse. It appeared as though the entire town was deserted Monday night, April 24th — and here's our inadequate story . . . No. 1 — Upon entering the Desert Inn lobby, for a moment we thought we were transported to Brooklyn's Botanical Gardens, only there were more floral decorations here. Wilbur Clark's many, many friends showed their esteem and well wishes by really "saying it with flowers"—TONS OF THEM!!! No. 2 — The great number of people who stormed the doors is problematical. We could hazard a guess and say thousands, but we might be underestimating! . . . Our women folk were dressed in all their finery, gorgeous furs, diamonds and imported creations. The men looked like 'Esquire' fashion plates. We could go on and on and still only cover an infinitesimal portion of what was there. And then again we also might become repetitious, so we'll just end on a high note by saying: "GOOD LUCK, MR. CLARK AND YOUR ASSOCIATES. Monday's turnout in deference to you, your colleagues and your "ILLUSTRIOUS" DESERT INN, should be proof enough of the way everyone feels about you and yours.

The richest woman in the world, DORIS DUKE, the tobacco heiress, purchased 1,050 feet of frontage past the Thunderbird Hotel last week. In last week's magazine we wrote about a potential sale, but couldn't get the party's name. Now it can be told. We're inclined to believe that she didn't buy this land to grow "tobacco." Directly opposite her property all plans have been completed and building should get under way any day now for another hostelry owned by GUY McAFEE, BARNEY VAN derSTEEN, BILL CURLAND, MIKE SHAPIRO, SAM BOSS, JAKE KOZLOFF, EDDIE LEE, and a name or two we didn't get . . . Expected in our town momentarily, MRS. MICHAEL TODD, known to millions as JOAN BLONDELL of stage and screen fame. Joan will establish residence for the six week cure. Mr. Todd is the famous Broadway producer of such outstanding hits as "Something for the Boys," "Mexican Hayride," "Star and Garter," etc. . . . MARTHA RAYE almost tore the house down in one of her performances last week at the Flamingo Hotel when one of her front teeth tripped over a word and flew right out of her mouth. From then on Martha was the 'lisping comedienne' . . . Never heard a father boast and brag as much as BILL EAKINS does about his six month old twins GREGORY JAMES and PAMELA JO. His only complaint is that Gregory has no sense of responsibility. Greg has been running up big tabs at the bar. "Pop" Eakins is a dealer at the HOTEL LAST FRONTIER swing shift . . . A tip to some of our real estate agents. ESTELLE SLOAN and CHARLES FREDERICKS, both currently starring in the show at the Hotel Last Frontier, are in the market for a home in our town. Okay, you guys, let's get "on the ball" . . . GUY "TOUPEE" LANDIS is doing his troubadoring with his foot in a cast. He claims that while working on the ranch he is building in North Las Vegas, the last rung of the ladder broke from under him. Personally, we believe he dropped his toupee, made a dash to retrieve it before it was seen, tripped, and the mishap. But joking aside, we ARE sorry it happened and hope that it won't be too long before Guy can tote that base around without the impediment of the cast. It must be quite a feat to hobble and make with those rhumba tunes that he and PHIL GARD play so well . . . A couple in our town who do beautiful sign lettering are in reality commercial artists — MR. & MRS. IRV. STONE. Both are graduates of Pratt Institute and Cooper Union in New York City . . . Aside to DOBY DOC, "Curator" of the WESTERN VILLAGE.. You better check—check—check! . . . DANNY BASARIC, bar manager at the DESERT INN, is proving his worth in that capacity. He's doing a magnificent job . . . DUDLEY LAUCK leased the cigar stand conces-

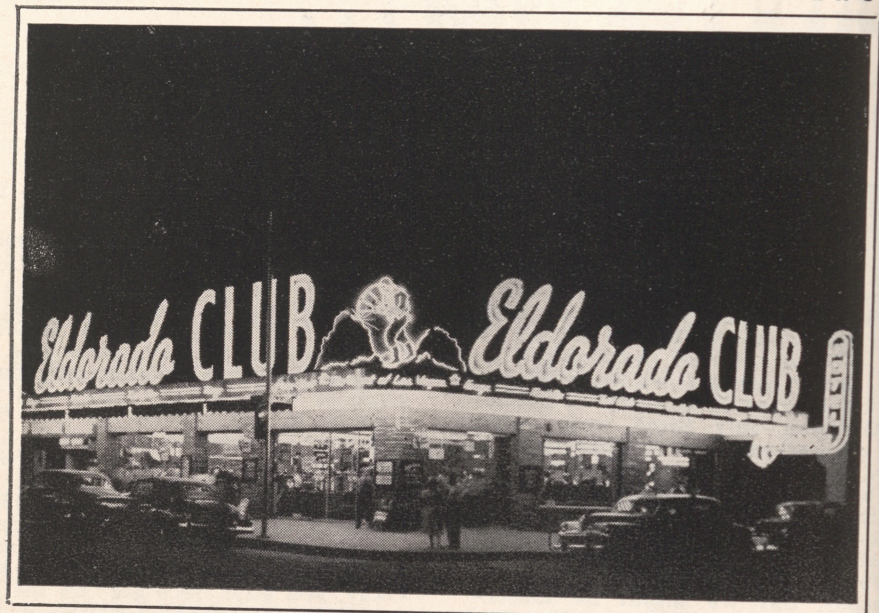
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HOLLYWOOD GIMMICKS . . .

FRUSTRATED PORTIA LOVES AND LOSES BING CROSBY IN 'RIDING HIGH'

BING CROSBY does himself proud in his latest Paramount opus, Frank Capra's "Riding High." As the celluloid reels of the picture unroll, movie-goers will discover that the world-famous Troubadour from Tacoma cavorts with not one but two leading ladies—namely, an ex-waitress and a frustrated Portia.

The names of these film femmes are COLEEN GRAY and FRANCES GIFFORD—a pair of the most attractive and talented young stars in the picture business. Yet both of them became movie actresses by accident rather than by design. Coleen might still be waiting on the customers of a popular eatery in a Southern California beach-town if a studio talent scout had not spotted her and arranged for a screen test.

FRANCES GIFFORD, a clever young damsel from Long Beach, California, had a gift for words and had made up her mind to become an attorney when film fortune first came a-knocking at her door. During her high school days she was frequently chosen when the local Rotary or other service clubs desired a student speaker.

"I loved to talk and to face an audience," recalled the brunette beauty who loves and loses the inimitable Mr. Crosbl in "Riding High." "It must have been the 'ham' coming out in me, although in those days acting was the last thought in my mind."

By the time Frances had reached her senior year in high school, she was planning on a legal career. So the future glamour girl of the screen took a course in commercial law and applied for entrance to the University of California at Los Angeles where she wished to pursue her studies of Blackstone. Then one day she accompanied a chum on a tour through a studio. And as it happens in the movies but rarely in real life, a casting director saw the exceptional possibilities of Miss Gifford and promptly offered her a screen test.

Frances went through with the test because she figured she had nothing to lose. After all, she was more interested in legal briefs than in camera angles. Yet the idea of becoming a movie actress did seem rather intriguing to the ambitious Miss G . . . A few days after the test, the girl learned—to her utter amazement — that the studio bosses wanted to sign her to a contract.

"It was all so simple that I concluded the acting business was my oyster," said the star. "So I drove out to school the next day, sold the law textbooks I had purchased and arrived at the studio ready for action."

Thus FRANCES GIFFORD became a movie actress, in name at least. For the next six months, she posed for bathing suit and other cheesecake art—but never appeared before the cameras in a role. Later she transferred to another studio, but it was the same old story of being photographed for glamour and fashion stills—without getting an acting assignment . . . In 1937 Frances retired from the movie business to become a housewife. Then Walt Disney happened to hear her sing on a radio program and offered her a part in his "Reluctant Dragon." The gal accepted, and she followed that stint with heroine roles in such action-filled epics as "Hopalong Cassidy," "Border Vigilante," "Tombstone," and "American Empire."

The willowy-blue-eyed star eventually won a dramatic role and has been kept busy with assignments in "Marriage Is a Private Affair," "Our Vines Have Tender Grapes" and "Luxury Liner." In her current movie, "Riding High," she plays a selfish divorcee who almost marries Bing Crosby. As such, she proves to movie-goers that she can fill an array of glamour gowns the way film fans like to see it done. She also proves that a gal doesn't have to be a candidate for the worst-dressed woman to be a dramatic actress.

So in the case of Miss Frances Gifford, the loss of the courtroom bar has become the silver screen's gain.

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Downtown Las Vegas

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It's an invitation to the ladies in Las Vegas to visit my new dress shop and give me the opportunity of becoming acquainted with you.

SINCERELY:

Betty Boyle

IN

Wilbur Clark's
DESERT INN
LAS VEGAS, NEVADA

PHONE 6000

Round the Clock with the Rounders

. . . by ALEX HENIG

(Editor's note: Today, April 29, is our Rounder's birthday! I wish to take this opportunity and wish Alex Henig much luck and happiness on his natal day . . . Aside to Alex: I was unable to get you a gift I'm certain you'd like . . . but I do not know HER! But . . . you'll do O.K. in that department. You always have . . . AND THAT'S FOR SURE!

THE beautiful DESERT INN opened this past week and proved that it wasn't a dream but a reality for one swell guy, Wilbur Clark. Your reporter wishes the best to Wilbur and his associates who have given Las Vegas another masterpiece.

Always on the ball and well liked by all are Ralph Lamb, Roy Trahan and E. B. Woodward who are with the Clark County sheriff's department. Sheriff Glen Jones should be proud of these capable men. We know that everything is under control when these men are around . . . Out at Grace Hayes' Red Rooster you can find the famous Bill Goldy who is an international mixologist. This favorite comes to our town highly recommended. Lots of luck, Bill. At the same spot—Howard Jackson, who plays lots of piano. While we were there motion picture actors Van Heflin and Bud Abbott were talking to Grace . . . Attention you lovers of Mexican food: The Z Bar Ranch in Vegas Heights is where most of the rounders go. After the many compliments paid this place, we thought it would be nice to let our readers know about it . . . Happy to see Woody Cole working at the Thunderbird Hotel. A solid favorite for years with the out-of-towners as well as our locals. Over at the cocktail lounge we found Joyce McGahey serving drinks to the many people who were having fun. Husband Dalton is bartending at the Apache Bar —Downtown, Fremont Street . . . Three brothers who work hard and maintain a fine restaurant are the Coreys—Gus, George and John—who operate Corey's on Fourth and Fremont. John's son, Jim is the man behind the cash register



and soon wife, Marilyn, will make him a proud father . . . Credit is due to Miles Nay (plumbing contractor), Hugh Taylor (designer), and Cid Nay (general superintendent), for the fine job they did out at the Desert Inn. These three men should be proud and we are sure Stan Harris (head contractor), won't forget the skill these men possess . . . THE WESTERNER SHOULD HAVE ITS GRAND OPENING THIS WEEK AND WE SUGGEST YOU BE THERE FOR THE HECTIC OCCASION. IF YOU READERS KNOW BENNY BINION YOU'LL BE SURE OF SOMETHING DIFFERENT. GOOD LUCK TO BENNY AND HIS ASSOCIATES. THE OPENING MAY BE THE FIRST AND THE WESTERNER IS DOWNTOWN LAS VEGAS . . . Over at the Shamrock Hotel and into the Shillalah Room. Bartender Bill La Russo was on duty and serving drinks to the many people at the bar. Just as we were leaving bar manager Jack Ravetti and general manager Clem Malone came in and were all smiles, we don't blame them. The Shillalah Room is fast becoming a must on many a list . . . Visiting Mr. and Mrs. Walter Mercier (Pioneer Club), is sister Rose Mary Schneider, of

(Continued on page 34)

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'JEST WRITING'

. . . by STAN IRWIN



REMEMBER that saying, "The pen is mightier than the sword" . . . if you do, then you're older than I. (The song "Dearie" receives credit for the last half of that sentence.) I guess the pen IS mightier than the sword as long as you don't try to stick it into anybody. But on the other hand, can you get a sword into an inkwell? Besides if a PEN is so mighty, why does it cry all the time . . . you heard of a BAWL-pen!

PENS and human beings have a lot in common. (I'm talking of the writing implement . . . some people are as common as PIG PENS.) For instance, in both instances, neither is good until they come to the POINT. Both can suffer from weak BLATTERS. Both are easiest to get along with when full of liquid . . . words seem to flow. But I'd like to see somebody carry a human around in his inside pocket.

A pen can sign a life away as well as save it. A pen can order enslavement or prevent it. (Were you ever a cosigner for anyone?) A pen could cause wealth or cause lack of it. (What ever happened to those 'breach of promise letters' . . . that some men are still paying for?) A pen can write of "Life" or "Death," "Love" or "Hate," "Joy" or 'Sorrow," "Beauty" or "Ugliness" and intelligently or STUPIDLY. (This column was written by a typewriter . . . I know what you're thinking.)

The PEN has slowly replaced the pencil . . . however, I think the pencil can regain its popularity . . . all it has to do is GET THE LEAD OUT! If the "pen is mightier than the sword," does that make the "pencil mightier than the dagger?" To me the "ERASER" is the mightiest . . . it can RUB anything OUT. (Up to this point, I guess this column is as clear as a DOCTOR'S HAND-WRITING. I think most of them write with a scalpel.)

Truthfully, what would a pen be without INK? I'll tell you! It wolud be EMPTY! Is the EMPTY PEN mightier than the SWORD? That depends whether you run up against a piece of paper or another sword. Most pens are small because they're a little SQUIRT. And if all the pens in the world were laid end to end . . . to me it would be a silly waste of time.

Would you say that "a pen in the hand is worth two in the bush?" Or that "a pen in time saves nine?" Or a "rolling pen gathers no moss?" Or "he who laughs last has a Parker 51?" Or "you can drag a PEN to water but a pencil must be LEAD?"

I shot a pen into the air
It fell to earth . . . I know where
The pen did not hit the spot
It made its own . . . a nice, big BLOT.

(This poem was NOT written by "Tutor" Scherer . . .and I don't blame him.)

One of the most outstanding names in PENS . . . (Not State Pens) . . . has been Waterman. How did that pen get its name? (This information cannot be found in the Encyclopedia Britannica.)

One day a man walked into the patent agency WITH a pen he invented. Previously to this he was employed as a musician. So when the patent agent asked him if the pen used INK, he answered . . . "No, WATER, MAN!"

BE CIVIC MINDED

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HOLLYWOOD HEADLINES

by MARTIN LEWIS

TIME changes many things — and to that we say a loud Amen . . . The ingenious men who record the history of the world will agree that within the past decade, virtually everything has changed but the names which grace the marquees of the motion picture theaters around the globe. Skirts have gone down, then up. Motorists no longer have to shift gears on their new cars. And the amazing speed achieved by airplanes enables travellers to enjoy breakfast in Los Angeles, dinner in Gotham. Yet in spite of such drastic changes. BING CROSBY and GARY COOPER—CECIL B. DeMILLE and BARBARA STANWYCK still rank as the top film favorites with movie-goers everywhere.

Sure, there are such relative newcomers like BURT LANCASTER, WENDELL COREY and MONTGOMERY CLIFT who perch high on popularity polls. But they haven't managed to displace veterans like CARY GRANT and CLARK GABLE . . . The old-timers—that is, film folk with ten or more years of movie acting to their credit—continue to hold their own in fabulous Hollywood.

After 35 years of acting, whimsical BARRY FITZGERALD has just completed a top role opposite BILL HOLDEN in Paramount's suspense drama, "Union Station." In addition, this Academy Award winning gent from Dublin has his movie schedule comfortably filled with commitments for many months to come . . . OLIVIA de HAVILLAND recently won her second Academy Award as top actress for her superb performance in William Wyler's "The Heiress." And while she is one of filmdom's younger and most lovely stars, Livy has been in pictures for 16 years . . . Clark Gable, hero of feminine fans from 16 to 60, has completed two decades of acting on the sound stages. And it was back in 1932 that Gable, already a Hollywood Headliner, joined Claudette Colbert in copping the Oscars for "It Happened One Night."

The movie-going public will probably identify MICKEY ROONEY as young Andy Hardy as long as the "Mick" has hair on his head. Yet the fellow has chalked up 18 years in the film industry . . . Britisher RONALD COLMAN is 60, yet he's lost none of the romantic allure which made and has kept him an idol of the populace for umpteen years . . . Then there's glamorous GLORIA SWANSON. This actress who admits she is in her early 50s began her screen career as an "extra" in the Old Essanay Company in Chicago back in 1913. Today, she's on the eve of her greatest triumph and critics already are predicting that she will be a top contender for the 1950 Academy Award because of her outstanding portrayal in her new Paramount picture, "Sunset Boulevard."

"It isn't the years that count," says the one and only BING CROSBY, who's been crooning from the silver screen for over 20 years. "It's personality, poise and character that matters. It's spark and fire that doesn't decay with the passage of time. John Barrymore was as great an attraction in his later years as in the early days of his career. Wallace Beery was bigger than ever before he died. Even Hope's romantic appeal has never diminished. "But then," adds Brother Bing, "what did he have to start with?"

These stars and others—JOAN CRAWFORD, BARBARA STANWYCK, LORETTA YOUNG and MARLENE DIETRICH—prove the public is not fickle. These stars say they have no desire to retire, although each of them has thrilled theater audiences year after year. Miss Stanwyck is still as attractive an actress as you're likely to find anywhere in the film capital—and Miss Dietrich can put most newcomers to shame with a mere flick of an eyelash.

To the average adult movie-goer, the names of these afore-mentioned players are as much a part of their world as the names of world leaders or sports headliners. Their success proves that movie careers are far more stable than those in other fields.

Give Time and Guidance to Children . . . Less Juvenile Delinquency

"LUCKY"

LAS VEGAS CLUB

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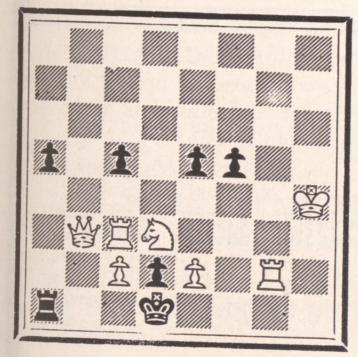
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CHESS » » »

PROBLEM NO. 49
Black 7



White 7
White mates in three.

Solution to problem No. 48: Q-B6.

BISHOP'S GAME

Adams White	Kaman Black		
1—P-K4	P-KK4	15—Q-B2	B-Q2
2—N-QB3	N-B3	16—RxP	RxR
3—B-B4	N-B3	17—QxR	Q-B4ch
4—P-Q3	B-N5	18—QxQ	PxQ
5—B-KN5	P-Q3	19—R-R	R-N
6—N-K2	P-KR3	20—R-R5	P-QN3
7—BxN	BxNch	21—R-R7	B-K
8—PxB	QxB	22—P-Q4	P-B5
9—Castles	NR4	23—P-QN4	K-B
10—BN3	NxB	24—N-R5	R-Q
11—RPxN	Castles	25—K-B2	P-QN4
12—P-KB4	PxP	26—K-K3	R-Q2
13—NxP	Q-K4	27—R-R8	P-B3
14—Q-K	P-QB3	28—P-N4	K-B2
		29—N-NP	Resigns

SOUTHERN EUROPE

S. Puc White	Ehrat Black		
1—P-Q4	N-KB3	20—N-B5	NxN
2—P-QB4	P-K3	21—NPxN	K-B2
3—N-QB3	B-N5	22—K-B2	K-K2
4—P-QR3	BxNch	23—KR-KN	R-N
5—PxB	O-O	24—P-B4	K-Q
6—B-N5	P-B4	25—PxP	BPxP
7—P-Q5!	P-Q3	26—Q-R2	K-B2
8—P-B3	P-K4	27—R-N5	R-QR
9—P-K4	QN-Q2	28—R-QN	Q-B2
10—B-Q3	K-R	29—QR-KN	QR-KB
11—P-N4	Q-K	30—K-K	N-B
12—P-KR4	N-KN	31—B-Q3	P-R3
13—P-R4	P-QR4	32—R-N6	N-K2
14—N-K2	P-B3	33—RxQP!	KxR
15—B-K3	N-N3	34—BxPch!	KxB
16—N-N3	N-K2	35—Q-B2ch	K-Q3
17—P-R5	B-Q2	36—Q-N6ch	N-B3
18—Q-N3	R-R3	37—R-N6ch	K-K2
19—B-QB2	K-N	38—P-B5!	R-N
		39—B-B4	Q-K
		40—P-B6ch	Resigns

. . . by FRED SOLY
PRESIDENT, LAS VEGAS CHESS CLUB



Dr. Alfred Adler, the psychiatrist, was lecturing on the theory that people with handicaps often specialize on their handicapped functions. Thus, short-winded boys tend to train themselves into being distance runners, people with weak eyes tend to become painters, and so forth. Adler finished his exposition and asked for questions. Immediately one was pitched at him from the back of the hall:

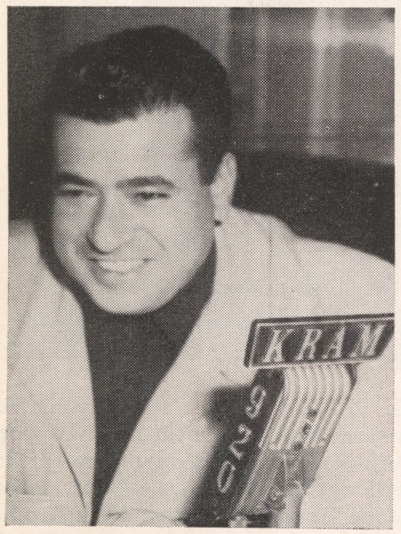
"Dr. Adler, wouldn't your theory mean that weak-minded people tend to become psychiatrists?"

A customer in a Copenhagen department store complained to the management about the attendant in the ladies' rest room, who had given her a frosty stare when she failed to leave a generous tip. "Why, we have no attendant in the ladies' room," said the maanger.

A check revealed that the "attendant" was a woman who had wandered in for a rest a year ago. While relaxing with her knitting the woman had received coins from patrons who thought she was the attendant. Recognizing opportunity when it knocked, the woman had come in regularly ever since, netting while she knitted.

Review of the Shows . . . and a View of Personalities

. . . by JACK CORTEZ



★ El Rancho Vegas

(Show presented April 26 to May 10)

BUDDY LESTER is the star of the show in the ROUND-UP ROOM. This "onward" and "onward" comedian, goes onward and gets laughs galore. His various imitations are stupendous, and his antics cannot be described—but to watch Buddy perform is a treat you shouldn't miss . . . On the same bill is the "CHI CHI" girl, ROSE MURPHY. Her novel style of singing is very entertaining. That baby voice of hers captivates the audience, especially when she goes into the favorite she re-popularized—"I Can't Give You Anything but - -" . . . THE GEORGE MORO DANCERS introduce two very beautiful routines, dressed in gorgeous costumes. A special mention to the four ballet dancers who challenge the "hepsters," is the high spot of both routines —really cute . . . CARLETON HAYES and his orchestra provide excellent backing for the show as well as marvelous dance music.

FABULOUS LAS VEGAS

★ Hotel Last Frontier

(Show presented April 21 to May 5)

CHARLES FREDERICKS, a superb baritone of musical comedy and light opera fame, is the featured star in the RAMONA ROOM. His repertoire consists mainly of classical, semi-classical and popular ballads of today. His style of singing is simple and does not contort his face into exaggerated grimaces so characteristic of many baritones. Each selection he presents is a masterpiece . . . On the same bill, OLLIE FRANKS, a singing comedienne, who works very hard from beginning to end to please her audience and is very well rewarded . . . In the opening spot is lovely and personable ESTELLE SLOAN, one of the greatest female tap dancers in America today. This gal has looks, a sensational figure and ability beyond compare. Her spins and twirls are astounding . . . THE AL WHITE DANCERS do two new routines, one of which is an Afro-Cuban dance in exotic tempo done beautifully . . . AL JAHNS as the m.c., does the vocals while girls dance and also cuts a good show with his ork! Lovely LOUISE is the featured vocalist with the band.

FABULOUS LAS VEGAS

★ Flamingo Hotel

(Show presented April 20 to May 3)

There are only four days left to see this show production in the FLAMINGO ROOM. On Broadway, you'd have to pay at least $6.60 or even scalpers' prices for a seat. This magnificent review boasts of the incomparable, the one and only MARTHA RAYE. Seductive Martha is a most versatile songstress, and her flair for comedy is priceless. She kids the audience, and they love it. She throws punch lines at every opportunity and they come with machine gun rapidity. All we can say is: What took the Flamingo so long to bring Martha Raye, comedienne extraordinaire, back to Las Vegas? She's truly sensational. On the same bill are the GUARDSMEN,a quintet of singers, who blend their voices in beautiful harmony. . . . JEAN DEVLYN, the producer of the choreography presented by the FLAMINGO ADORABLES, came up with another knockout, especially the Harem number, which features the KINGS and DICK MAITLAND . . . Brought back by overwhelming demand is BILL CLIFFORD and his fine aggregation of musicians, who background the show in great style and, as usual, play excellent music for dancing. Blonderful MARY MARSHALL is the vocalist.

FABULOUS LAS VEGAS

★ Wilbur Clark's Desert Inn

(Show presented April 24 to May 8)

The review starring that great favorite EDGAR BERGEN and CHARLIE McCARTHY is a tribute to the "illustrious" Desert Inn. It is 'big time,' in conjunction with the policy of the hotel itself. Mr. Bergen, the "Daddy" of all ventriloquists, is still the master in this field! . . . VIVIAN BLAINE, as the singing star, has a captivating voice and beautiful stage presentation . . . PAT PATRICK, as "Ercil Twing," supplies the comedy that's rib-tickling . . . THE LES CHARLIVELS are the most sensational acrobatic act we've ever seen. This trio of young men practically steal the show at every performance . . . The ARDEN-FLETCHER DANCERS, a bevy of beauties, outfitted in exquisite costumes, are picturesque on that exquisite stage . . . RAY NOBLE as the m.c. and leader of this wonderful orchestra, cut a terrific show and present music for dansapation.

FABULOUS LAS VEGAS

★ Thunderbird Hotel

(Show presented April 27 to May 11)
(Not a review)

The RAVENS, a most sought after and popular recording group, despite the fact that they are the newest to crash the big time, are the headline act. The leader is JAMES RICK, whose syrupy bass, backed by the mellow harmony of the others, is soothing anl listenable. According to the rave notices, the RAVENS should be a four-star act. . . . On the same bill is a very clever comedian and mimic ARTHUR BLAKE. His impressions of Betty Davis, Eleanor Powell, Charles Laughton, etc., are sensational . . . CEDRIC and ALGY, dressed in English attire, complete with monocle, are a novel hand tumbling act. . . . The DANSATIONS will present two colorful routines dressed in elaborate costumes . . . BARNEY RAWLINGS is your singing m.c. . . . SANDY SANDIFER and orchestra supply the music for the show and dancing.

FABULOUS LAS VEGAS

★ Club Bingo

(Show presented April 22 to May 3)

Held over by popular demand are those zany comics JEFF and JERRY, who have been rocking the BONANZA ROOM since they opened two weeks ago. Their material is quite original and very funny . . . In the featured spot is youngster GLENN GREGORY with MICKEY O'DAY. Glenn is a clever ventriloquist, who barely moves his lips and the impression he gives, is that Mickey actually does the talking. Watch this youngster become "big time" . . . On the same bill is songstress ROBERTA LEE, although suffering from a cold, still comes out with a darn good tune . . . MIKE WERNER and his four-piece "big" band play a lot of music and offer good backing of these entertainers . . . For intermission, a new team, two young ladies, DINNEY and MARIE, who play the bass, piano and please all with requestfully yours.

— FABULOUS LAS VEGAS —

GLENN GREGORY

WITH



MICKEY O'DAY

THANK YOU,
MR. PRELL,
FOR BEING
SO SWELL!

Glenn Gregory

ME, TOO!

Mickey O'Day

The Bingo by Jingo

BILL BAILEY
(TEMPO RECORDS)

WON'T YOU PLEASE COME HOME

IF YOU CAN LEAVE
THE TABLES

I SINCERELY THANK
CLUB BINGO
AND MR. MILTON PRELL



ROBERTA LEE

THE OLD-TIMER

. . . by CHUBBY

PUBLICITY is a funny hing. In a way, it's sort of a hobby of mine, that is, to read and study publicity ads and listen to the commercials on the radio. The way they sling words in publicity is a caution. There are a jillion different ways of saying the same thing. I got interested in publicity a long time back when a friend of mine by the name of Chuck Johnson was working for a national advertising agency. His job was to popularize a line of cosmetics. I ain't going to give you the real names of these things, the names I use will be pretty close. The trade name of this cosmetic line was "Classical Lady Cosmetics." Chuck was a go-getter. He worked his head off and got nowhere. Full page ads in the newspapers, double truck stuff in national magazines, radio programs of the "higher type" of beautiful music, and radio adaptations of the "better type" of books, all flopped. He was called into the head office of the advertising firm for which he worked, to have a conference with the governing board of the cosmetic firm. Chuck was loaded for bear. He had a copy of every bit of publicity he had planted or bought, as well as copies of radio scripts that had been used.

This outfit was willing to spend money to popularize "Classical Lady Cosmetics" and Chuck hadn't been stingy with their money. His campaign was so thorough that other agencies were trying to hire him. The only hitch was the fact that "Classical Lady" wasn't selling. It stayed on the shelves of the retail stores, even with a give-away package to anyone who wrote on the back of a carton, in twenty-five words or less, and explained, "I like Classical Lady Cosmetics because . . . " The meeting was a knock-down and drag-out affair. Chuck had the evidence of his work, they couldn't deny that, but why didn't it sell? Finally in desperation, Chuck stated "Either the product isn't what the public wanted, or the name wasn't right as an eye-catcher. Where did you get that name anyway?" The president of the firm explained that his wife, who used to be a ballet dancer, thought it up because it would add "class" to the product. That did it. The pinwheels in Chuck's head started spinning. **That** was why the product wasn't selling — too much "class." The name was wrong and Chuck told them so. The president was against changing it (no doubt on ac-



count of the fact that he was the one who would have to tell his wife.) Chuck's arguments were sound. The opera and the ballet were examples of the classical arts, and if their continuance depended on the ticket sale, they couldn't run two nights. They depended on being subsidized, and that was exactly what his clients had been doing with their cosmetics, subsidizing the name "Classical Lady," a name originated by a person who knew nothing of sales psychology. Business acumen won out and Chuck was given the remaining four-months portion of the advertising contract to rename and make the product a success, and to do it with a free hand.

He immediately went to work. The container was redesigned. It was no longer the cubistic gargoyle of a "classical lady" that had taken Gobi six months to design, a monstrosity that nobody but Gobi could figure out. It became a miniature nude of the "Paris School" in three dimensions, designed in three hours by a friend of Chuck's, one hour of which was wasted in getting Chuck's friend sober enough to carve it out of wood. It was a masterpiece and contained the accoutrements that gave birth to that widely-known advertising slogan, "The container that

(Continued on Page 29)

Make All America Proud
of Las Vegas, Nevada
"LUCKY"
LAS VEGAS CLUB
Downtown Las Vegas

We'll Be Ready for

HELLDORADO *and How!*



Benny Binion's
WESTERNER
CLUB
(DOWNTOWN)

SHOW PEOPLE

WENDELL COREY HEADS "DARK CITY" CAST

Latest addition to the star-studded cast of Hal Wallis' "Dark City" is WENDEL COREY, rugged ex-New Englander who recently scored a dramatic hit opposite BARBARA STANWYCK in "Thelma Jordon" . . . As the leading male of this upcoming melodrama with a gambling background, Corey joins a group of talented players which includes LIZABETH SCOTT, VIVECA LINDFORS, DON DeFORE and CHARLTON HESTON, a new Wallis find who hails from the Broadway stage and the television field.

FACTS AND FANCIES

Here are more facts and fancies about your favorite screen stars and the pictures they make:

Things definitely looked brighter on the set of the new BARBARA STANWYCK-JOHN LUND movie, "No Man of Her Own." All of the top male players in the drama are light-headed—which is just another way of saying that they're blond. John Lund stars. LYLE BETTGER, sensational import from the Broadway stage, plays the heavy. And RICHARD DENNING takes over the role of Lund's brother. All are fair-haired. But all the leading femmes are brunettes. The gals in question include Miss Stanwyck, of course, JANE COWL and PHYLLIS THAXTER—with locks that vary from deep auburn to jet black . . . Yes, the picture is in black and white.

While emoting in Paramount's "Union Station," whimsical BARRY FITZGERALD chalked up a unique record in the fan mail department. The ex-Dubliner received fan letters from 11 Dublins and four Irelands. Seems in addition to Dublin, Eire, there are towns with the Dublin moniker in 10 American states. There's also an Ireland in Indiana, Texas and West Virginia. Now, that's your geography lesson for today.

DEAN MARTIN is quite the go-getting chap. Seven years ago, this handsome crooner decided to take up a singing career without having any previous vocal training. Well, he made a hit with his partner, JERRY LEWIS, and today he's warbling romantic ballads to DIANA LYNN, MARIE WIL-

(Continued on Page 27)

LAST-MINUTE NEWS ITEMS

Luscious LANA TURNER and her millionaire-spouse, Bob Topping, have called off their proposed cruise to the Orient. Instead, they will make a motor trip into Mexico, returning to the film capital in a few weeks to spend the summer months checking on improvements being made in their new abode. . . . Torrid SHELLEY WINTERS, the blonde bombshell who vies with ELIZABETH TAYLOR for MONTY CLIFT'S affections in "A Place in the Sun," hopes to visit the European Continent this spring. Shelley planned to make a transAtlantic crossing some weeks ago, but film commitments caused her to cancel the trip. Now she's determined to see the Old World as soon as she winds up her current picture—and don't be surprised if boy-friend FARLEY GRANGER makes a tour of the Continent at the same time . . . GAIL RUSSELL and MACDONALD CAREY will probably head out of the movie capital in a few weeks to exploit their upcoming drama, "The Lawless." They're slated to tell movie-goers in some 20 key cities about this outstanding Pine-Thomas production which many critics already have singled out as a possible Academy Award contender.

PAUL DOUGLAS, Hollywood's "diamond-in-the-rough," placed a trio of pearl and diamond rings on the finger of actress JAN STERLING. However, both parties claim the rings do not signify an engagement. Movie town gossips, on the other hand, predict that the two players will repeat the marriage vows any day . . . Meanwhile, VIRGINIA FIELD, Douglas' ex-wife, is being squired around Hollywood by heman ROD CAMERON . . . NANCY SINATRA was escorted to a recent film-town shindig by CY HOWARD, the boy-genius who originated the "My Friend Irma" series . . . Other twosomes making news in Hollywood include: SHIRLEY TEMPLE and GUY HARRISON—TERRY MOORE and DICK QUINE—DORIS DAY and her agent, MARTY MELCHER — JOANNE COURTLAND, sister of actor Jerome Courtland, and JOHN AGAR.

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"LUCKY"
LAS VEGAS CLUB
Downtown Las Vegas



FRONT ROW CENTER

. . by JOHN RYKEN

THERE have been reams of copy devoted to the background and to the opening of Wilbur Clark's Desert Inn. So what I could add here would only be a rehash of what has gone before. However, after the tremendous opening last Monday night I would say that the Desert Inn is an unqualified success. And I send best wishes for continued success.

On opening night the first nighters were out in force and the women were dressed to the hilt. All over town the merchants reported the same thing with the opening. There was a run for the best dresses and the smartest styles. The result, business was very good.

Closing night for Carl Ravazza at Hotel El Rancho was a personal triumph for the guy with a personality that is tops in the entertainment world. The audience was small but it was hep. And from the opening to Carl's singing of "Vieni Sa" they were behind all the performers. But Carl went over like a house afire and could have stayed on stage all night. He had to beg off to catch a train for New York. He opens at the Strand Theater there following Peter Lind Hayes.

With Helldorado two weeks away the beards being sported by the leading male localites are rounding into shapes not imagined two or three months ago. It seems originality is the keynote this year and if modern dress wasn't apparent there could be no trouble turning back the calendar a good half century. My observation, though, is that as beautiful as they are, they must be mighty uncomfortable with the warm weather we have been enjoying.

Radio Shorts:

Chet Lauck, who is "Lum" of "Lum and Abner," said the other night in an interview that he and his partner Norris Goff ("Abner") celebrate 19 years of air association on the 26th of April and after a long and successful run on AM are going to devote their talents starting next fall exclusively to TV. It will be a loss to the millions of listeners who have followed their adventures through these many years on AM . . . The talent wars of the two big networks are still being waged with NBC trying to lure some of its former stars back from CBS. However, the process is a tough one with most being committed to long term contracts with CBS . . . CBS is crowing these days with "Luigi" coming up with handsome ratings against Bob Hope.



Its showing prompted Philip Morris to move Ralph Edwards' package, "This Is Your Life," from NBC to CBS to follow "Luigi." . . . Daylight Savings Time starts Sunday in Las Vegas which means that your favorite programs on the networks will be heard one hour later than usual. For complete details consult the radio logs in the newspaper. . . . CBS has sold General Foods on the idea of bank rolling twelve home games of the Brooklyn Dodgers that occur on Saturday afternoons. CBS and KLAS will also carry the Kentucky Derby on May 6, starting time probably 2 p.m. . . . Your favorite radio stars this year plan a long vacation but most bankrollers plan to keep the time, substituting light frothy entertainment during the hot months. TV however, this fall, is considered to be the major source of net income with many AM stars either going in exclusively or getting out of the medium altogether. The main reason, those high salaries won't be available too much longer. . . . Mutual "Game of the Day" is a potent audience builder that will and probably is now making inroads into the ratings of competitive shows on the other networks. The games are handled by Art Gleeson and Al Hel-

(Continued on page 34)

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Downtown Las Vegas

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Rev. Robert A. Lundgren, Box 1192.

A telephone call to the church or to the pastor will inform you as to hour of service.

FACTS AND FANCIES:

(Continued from Page 23)

SON and CORINNE CALVET in Hal Wallis' new comedy hit, "My Friend Irma Goes West." That's what we call hitting the heights in record time.

ALAN LADD discovered the far-reaching effects of the movie industry when he was on location in Globe, Arizona, for his new western, "Branded." Seems in a rugged copper-mining country near Globe there's a little village peopled by Apache Indians. It's a primitive community of mountain shacks but the Indians are mighty proud of it. So, they've named it—of all things—Little Hollywood!

RHONDA FLEMING SNAGS FEMININE LEAD IN 'BEYOND THE SUNSET'

Beautiful RHONDA FLEMING, the titian-tressed actress who has co-starred with such top stars as BING CROSBY, BOB HOPE and JOHN PAYNE within recent months, has just snagged another stellar role opposite two of the screen's hottest actors. Paramount bosses have handed the dazzling red-head the feminine lead with GLENN FORD and EDMUND O'BRIEN in the studio's next western film, "Beyond the Sunset." Miss Fleming will portray Candace, a Confederate spy, in this new thriller based on a little known incident in the Civil War. You'll be seeing Rhonda soon in "The Eagle and the Hawk."

DeMILLE GETS UNIQUE FAN LETTER

CECIL B. DeMILLE has received something novel in the way of fan letters. It's an invitation to pick up his telephone, make a cross-country call (with charges reversed) and be congratulated on his latest film spectacle. Seems a resident of Galway, New York, wrote:

"Your movie 'Samson and Delilah' impressed me to the point where I am willing to spend more than the price of admission on it. If you will kindly call me any time after 3 p.m. and reverse the charges, I'd like to congratulate you on the success of your production."

Did DeMille take the generous gent up on his offer? No, indeed. He decided to save the fan a few dollars and sent his "Thank you" note by air mail.

✓My friend from the Maine woods was paying his first visit to Florida. He delighted at first in the sunny, mild weather, but after weeks of flawless sunshine he looked out the window one morning and muttered, "Oh, hell, another damned beautiful day."

✓A Seattle chest X-ray worker thought she saw a familiar face in the line of persons being X-rayed, asked the woman and if she hadn't already had an X-ray.

"Certainly," replied the woman. "I've had three already. The first didn't help me, but after the second one I began feeling a lot better. I don't have to stop taking treatments, do I?"

✓Mark Hellinger always had an unflagging zeal to avoid the conventional. The acknowledgments at the end of The Ten Million include: "To my wife —for permitting me to work, and for going out to the movies three times a week alone, I hope. To the Bing & Bing Construction Company—for not building anything near my apartment for the past six months. And to Saks & Co.— for underwear that does not bind while seated before a typewriter."

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$5.00 PER YEAR

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LAS VEGAS, NEVADA

PHONE 937

THAT'S FOR SURE:

(Continued from Page 7)

sion at Wilbur Clark's Desert Inn and also the apothecary shop, which boasts of the only soda fountain on the "Strip." Dudley's brother is CHET LAUCK, the Mr. Lum, of Lum & Abner fame . . . We are happy to report that BABE WERNER is out of the hospital and looking pretty good. When completely recovered we are certain there will be wedding bells for Babe and gentleman friend DOBY DOC . . . A fellow we like to see in our town more often is FRANK PORTNOY from Palm Springs. He is loved and respected by everyone, especially for the great work he does in his home town. Frank is responsible for a children's playground he had built and many more such worthy civic projects. We hope that someday Mr. Portnoy will have business affiliations here — it can't be too soon for us . . . Last Sunday DREW PEARSON went on another rampage and blasted BENNY BINION. Mr. Pearson claims that he is 86% right in his prediction that Mr. Binion will be indicted for income tax evasion! That's allowing 14% on Benny's side. Once again we're betting that Mr. Pearson and his 86% **right** is actually **100% wrong!!!** . . . If at any time you're visiting LaCANADA, CALIF., there's a special treat in store for you at RUDY'S FLINTRIDGE INN. The reputation they so effortlessly established is one of the finest on the entire Coast. You can be served in any of the five dining rooms, and in the main dining room, suspended from the ceiling, is a gigantic hanging fireplace. Many of you may remember RUDY HOLTZINGER, the owner of this famous eatery, when he was the owner of the Players Club on the "Strip." . . . Why is FRANCES WADE called "Frances, the Talking Mule?" Ask MERNA HANSEN at the Desert Inn . . . SHIRLEY BLAIZE has switched again and is now employed as a cigarette girl at the Hotel Last Frontier . . . Our JUNIOR BUCKAROOS are looking for a sponsor to "tack outfit" them for the Helldorado celebrations. This youthful group of youngsters always display excellent horsemanship and practically steal the spotlight when on parade. They are the greatest youngsters we've ever seen on or off a horse, and we in Las Vegas can be mighty proud to have such representation . . . Looks like TUTOR SCHERER, the 'Poet Laureate of Las Vegas,' hit a 'bonanza,' and we don't mean a slot machine. Guy Landis and Phil Gard wrote a tune but were unable to find a lyricist who could do it any justice. Mr. Scherer heard the novel melody, became inspired, and within one hour's time wrote the words, and called it "LOVE ME LAZY." When it was played and sung for the first time to a private audience—two listeners liked is so much they offered $1,000 for 12½% of the song. Naturally (?) it was refused. It sounds to us like 'hit parade' material . . . . The TALLY-HO room in the FLAMINGO HOTEL is now known as the MURAL ROOM. We are not going to attempt the difficult task of description. Wait until you see those beautiful paintings and the lighted "Spin the Wheel" wall. It is truly "FABULOUS" . . . ARTHUR GODFREY, in his inimitable way, made the forgotten ukulele of many years ago once again a most popular string instrument. Because of his wide radio listening audience and the interest he created in this instrument Arthur plays so well, various manufacturers started to commercialize and put the 'ukes' on the market for ridiculously low prices, ranging from $2.95 to $3.95 each. Mr. Godfrey watches these advertisement and buys one through one of his employees. He then exposes the farce to his millions of radio listeners by acquainting them with the fact that a good ukulele at that price is impossible to get and the whole thing is truly a hoax. We offer our compliments to our very good friend, Mr. 'G.' for not letting anyone get away with misrepresentation at any time . . . We wish to thank MR. FLOYD GARWICK, president of Cock 'n Bull beverages, for the very beautiful, mammoth copper mug he presented us with. He also told us how well the Moscow Mule and Cock 'n Bull Collins have caught on as popular drinks throughout the country! Both of these "summer delegates" originally started as Western favorites, but are fast becoming nationally famous. We are happy for Mr. Garwick and his success in putting these drinks across. He certainly deserves every break that Lady Fortune has to offer . . . ARTHUR "BRILLO-TOP" ROZEN, co-owner of the Eldorado and White Spot Arcade, is not 'switching to Calvert,' but "Pink Ladies." Art was on a 'Cuba libre' diet for some time, and just couldn't take any more. All this may sound a bit confusing so we'll elucidate. Mr. Rozen

(Continued on Page 29)

Support the RED CROSS

"LUCKY"

LAS VEGAS CLUB

Downtown Las Vegas

THAT'S FOR SURE:

(Continued from Page 28)

is once again searching for a "blonde." He and dark-haired Monty have called it a day . . . That personable young fellow you see on the grounds of the **Frontier Village** is MILT DEUTSCH, employed in the capacity of managing director. He was the former West Coast manager of the Associated Booking Corporation and represented such outstanding theater and niteclub entertainers as Phil Spitalny and his all girl orchestra, Louis Armstrong, and a host of others. Milt wanted this position very much and believes that the Western Village will be one of the greatest tourist attractions in the country. In fact, when completed, will be an exact duplicate of a village of the 1870 era and contain more than 900 tons of early Nevada relics . . . We never saw a happier man than STEVE JENKS, popular cashier at the Hotel Last Frontier. His wonderful decorator wife, FLORENCE STEVENS, lost her voice via laryngitis. She can't have the last word for a while, therefore Steve is on a 'holiday' . . . Our very good friend DICK DAY is now on his own as public relations and publicity in our town. He is public relations counsel for BONANZA AIRLINES and **Tanner Motor Tours,** also handling display adv. for the latter. Dick is a very busy young man with these accounts, but since he took over the advertising for the **Desert Inn Beauty Salon,** that represents LENNY SHAEFFER, Dick is on the "go" practically 24 hours a day . . . Lovely ESSIE UHLIN is back at the CLUB BINGO as a cocktail waitress. This sweet miss

(Continued on Page 30)

POP SQUIRES:

(Continued from Page 5)

first to create the image of this Desert Inn in his inmost mind, then to so direct the talents of many others that the vision became the reality of this Land of Enchantment. It has been a task far from easy that must at times have almost broken heart and soul, mind and body. Today, Wilbur Clark's Desert Inn stands as the latest and most lavish success — the Land of Enchantment brought to reality in Las Vegas.

I am happy to voice my pleasure at the great success achieved by our very good friend Wilbur Clark. The details of the opening, so complete and almost flawless, were largely the work of Hank Greenspun, to whom also high credit is due for the perfection arrangement for the opening and the beauty of every detail of the far-flung group of structures comprising the Desert Inn.

As if to make the opening more impressive comes the news of another great resort hotel to be built near by, perhaps two of them, inspired by the example of all that has already been accomplished. Which reminds us that each new hotel enterprise draws a large part of its patronage from a new reservoir of men and money not before tapped by Las Vegas. Showing how each new enterprise works to the advantage of all.

THE OLD TIMER

(Continued from Page 21)

can't slip out of your hand." It had other attributes, as well. The head was the stopper and, "when empty, will make a decorative statuette for HIS room or den."

Chuck started the publicity copy the morning after the meeting, knowing full well that it would be at least three months before the product could be produced and delivered. In two months orders were coming in from all parts of the nation, and two foreign countries. He cut down on the advertising. Still the orders piled up to such magnitude that he had to add a "Please be patient" to the ads and correspondence. Two weeks before the deadline of his advertising contract was set as the day to start selling the product. Retailers were asked not to put it on the shelves until that specified day. Of course, there was some "bootlegging" but, as a whole, the retailers complied. The day following the opening sale, there were so many telegrams reordering that the telegraph company actually set up a teletype machine at the factory. From that day on, the "trollop" line of cosmetics has been one of the best-sellers in the country. I always wondered what became of Chuck!

Patronize Las Vegas Stores

"LUCKY"

LAS VEGAS CLUB

DOWNTOWN LAS VEGAS

THAT'S FOR SURE:

(Continued from Page 29)

left about six months ago for Kansas City to have an operation and a successful one. We're happy to see Essie back. She is truly an asset to this popular rendezvous which caters to rounders and show people . . . MADISON GRAVES, prominent attorney in our town, is becoming, or shall we say—has become — quite a pilot. A few months ago Maddy purchased an ERCOUPE, a two-seater plane from 'flyboy' Bob Davison. Last Saturday at 4 a. m. this 'daredevil' took off from McCarran Field for New York. In case you are unfamiliar with the Ercoupe, it is a baby plane with a cruising speed of 110 miles an hour. It sure takes a lot of nerve to make such a flight, which is approximately 3,000 miles, as the crow flies. Evidently Mr. Graves can boast of other talents besides being an excellent barrister . . . Although her first trip to our town, ELLA LOGAN has made thousands of friends with her excellent warbling at the THUNDERBIRD HOTEL. Jimmy Schuyler, bar manager, didn't miss a single performance. Jimmy says: "Listening to Ella sing is bringing a great deal of Scotland to Las Vegas" . . . That five carat diamond ring displayed on the finger of STAN HARRIS was a gift from Wilbur Clark in appreciation of the excellent work he did in constructing the Desert Inn. From now on he'll never have to use his automobile headlights, that diamond will light the way . . . This is an item we dislike mentioning, but it's news. A few influential bigwigs from Washington, D. C., informed us that the automobile manufacturers are slowly but surely converting a few of their departments into the manufacture of war machinery. All this may sound a bit ridiculous, and we wish it were. Something occurred last month, which we feel should be brought to your attention. Approximately three weeks ago Mr. Lockheed, of the Lockheed Plane Company, was in our town! During his entire visit he was searching for a location to build a plane factory. Officials in Washington notified this famous industrialist that his factories on the Coast are in a vulnerable spot and should be relocated. Whether Mr. Lockheed found a location is a military secret, but the fact still remains — all indications point toward a "communist conflict." When General Agar was here for the air show he said, quote: "We are now at war with Russia, but it is an undeclared one"—unquote. We sincerely hope that it goes no further than that . . . and that's for sure!

✓The dedication of Inez Puckett McEwen's So This Is Ranching reads: "Dedicated to my infant grandson, William Craig—the only gent on whom I've ever been able to pin anything."

KOST'S MOBIL SERVICE
"Service with a Smile"
MAIN AND STEWART PHONE 1038

HECHT'S
419 FREMONT STREET
Misses' and Women's Apparel

SHOOT - SHOOT
LATEST IN .22's — CASH PRIZES
300 ANTIQUE GUNS ON DISPLAY
FRONTIER WESTERN VILLAGE
OPEN 11 A. M. TO 11 P. M.

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CLEANERS
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LAS VEGAS, NEVADA
HARRY BASLER, Proprietor

Weekly Fashion Letter

from EDITH HEAD

PARAMOUNT FASHION DESIGNER

For spring enchantment, Hollywood's young and clever actresses have spiced their wardrobes with veils.

Actually, these veils are not unusual in any sense of the word. They are merely carbon copies of the veils which grace most smart chapeaux. What is unusual is the eyecatching manner in which they are used . . . The style-wise stars of filmdom are adding a whisper of romance to their new outfits with little face veils, "ascot" veils, huge squares or petite hankies of fine veiling, aprons of veiling and veil-fichus. A "flirt of a veil" worn over the shoulders or at the neck lends both youth and glamour to a costume, and gives the crisp appeal which other fabrics fail to lend.

DIANA LYNN pins a large square of bright pink veiling to the belt of a black linen afternoon dress. The talented star currently being seen in the Paramount picture, "Paid in Full," repeats this fashion trick when she wears a trim white linen suit. Instead of pink veiling, she inserts small hankies of dark green veiling in the twin pockets of the jacket . . . GAIL RUSSELL alternates poppy red and polka-dot ascots of veiling at the neckline of a white shantung sports dress.

When MONA FREEMAN arrived at Paramount Studios last week for wardrobe fittings of the clothes she wears in her new western, "Branded," she sported a frivolous face-veil which tied beneath her chin like a baby bonnet. Tiny white violets were sewed here and there on the veil, and a cluster of the flowers was pinned to the shoulder of Mona's navy suit . . . CORINNE CALVET, the French actress who stars in "My Friend Irma Goes West," has a fichu of violet veiling studded with velvet flowers which she wears with a linen dress. Incidentally, Hollywood's leading ladies have discovered that veil-fichus are perfect complements for this season's sleeveless and bare-top frocks. . . . For glamour, RHONDA FLEMING has an apron-like over-skirt of black veiling dotted in chenille which she wears with a slim black evening gown.

Weekly Beauty Letter

from WALLY WESTMORE

MAKEUP DIRECTOR, PARAMOUNT STUDIOS

Designing men and women of the fashion world have decreed that white "frosting" (that is, white collars, dickies and bibs) will win top billing on the spring suits and dresses of fashion-wise damsels everywhere. However, because the demands which white makes upon the wearer are so rigid, Wally Westmore has a few pointers on the subject.

"If a woman's skin is perfect, white presents no problems," explains the beauty ace. "Screen star BARBARA STANWYCK has a perfect skin—flawless and translucent. Consequently, the half dozen white collars and bibs she wears in Paramount's new drama, 'No Man of Her Own,' tend to enhance her natural beauty."

According to Westmore, complexions like Miss Stanwyck's are not the average. More than often, white highlights skin faults. For example, if the skin is sallow, white points up the yellow undertone. The solution lies in using a tinted cream or liquid make-up with a rosy glow. But extreme care must be taken to make certain that the make-up is carried over and under the jawline and blended off the neck . . . A ruddy skin is heightened by white clothes. In this case the ruddy undertone should be disguised with a peach buff makeup.

"If a woman has a double chin," continues Westmore, "or neck wrinkles, she should not wear white at the immediate neckline. Instead, she should choose something that has a navy blue or dark inset or collar. Any white material reflects light and intensifies that fatty appearance plus all lines and wrinkles. This revolves around the principal of the childhood trick of holding a buttercup under the chin to see if one likes butter."

White is wonderful with a fair skin, a peach-tinted skin or a tanned skin. But it is not good with a skin only partially tanned. Thus wise is the woman who either keeps her skin naturally beautiful or works for a fine tan if white predominates in her summer wardrobe.

LISTEN TO LOCAL
RADIO NEWS
"LUCKY"
LAS VEGAS CLUB
Downtown Las Vegas

North Vegas

. . . by JOHNNY UHLMAN

JOHNNY ON THE SPOT . . .

DO YOU know of anyone who would be interested in buying a slightly used three-quarter Hollywood bed? Yours truly has one that he USED to USE, but here lately has about as much use for as he has for a last year's bird nest, or a box of burned matches!! We came home exactly three hours ago, after watching the sun come up from our vantage point in the SKY ROOM in the newly opened Wilbur Clark's Desert Inn, and what you are now reading is the total of what we have been able to put on paper since sitting down with all the necessary paraphernalia (ya know, I didn't know that you spelled that word, "paraphernalia" like that, EITHER!) Time was when we would come home like PEOPLE, go to bed, sleep, get up, go to work, then come home, go to bed, sleep, get up and . . . but that was long ago!! Nowadays the poor old apartment is just a place to wash up, shave, change clothes and get out amongst 'em again! And you want to know somethin'? WE LIKE IT!! I'm one of those curious cusses that is always afraid to go to bed because he's afraid that he'll miss something, so what better job could we have than that of being a reporter on a nite-life magazine. We meet lots of people, and that's what we like . . . LOTS OF PEOPLE!! Let's go meet some of 'em now! . . .

PETE PETERSON has taken off for parts unknown for a while and has left his liquor store in the capable hands of MILLIE SCHWECKE. This pert little person is the peak of personality in our books, and with an engaging gal such as MARTHA OWEN assisting her on the noon to eight shift, we feel sure PETE'S LIQUOR STORE will soon become one of the favorite spots for many of us here in North Vegas . . . IRIS BURKHART, owner of JO ANN'S CAFE, serves more SOUP than any other place in town, I'd be willing to bet . . . SPECIALIZE in it, you know!! Still,



while this little place is the scene of those SYMPHONIES IN SOUPS, one can get a complete meal for less, and get MORE than you'd guess . . . Next door is LOVELAND'S MARKET, and it seems that everytime we go in there, ORLIN is putting up a special order for a function of one kind or another. There can only be one good reason as far as we can see. They advertise "the best meat in town" and these orders are the proof that they back that advertising with the real goods . . . ('scuse me while I put that coffee pot on again!) . . . NOW! We dropped in to chew the rag with our good friend MAC MACDONALD the other day. He had the one we used the last time so, we chewed, and made ourselves right at home. Making yourself feel at home is no chore in this little bar. Mac has really made it live up to the slogan he uses, the "friendly" GROTTO! . . . We ran into MURDELL EARL in our cruising around; in fact, we've been running into this fella quite a bit lately. He "cruises" about as much as we do here of late! EARL owns and operates the E & T DRUG STORE and what an operator. He has a really complete stock and can fill any of the prescriptions that you might bring to him. Do it ACCURATELY, too! . . . Say, we tasted the "pinnacle in pancakes" the other morning at the DESERT-OASIS CAFE. We stopped in to say "Hy'a" to JOE STRAUSS, and found ourselves just in time to sample one of the pancakes he had just made for himself. Naturally, we had to have an order after the sample and, believe it or not, we sat there and ate those things just PLAIN, as though they were cake, 'cause that's just what they were; light, delicious PAN CAKES! ANN WINTHROP is back on the job again on the day shift with Joe. Glad to see you back, Ann, and I know that many others are, too!

JOTS BY JOHNNY . . .

Have you seen the new interior of the EL CORTEZ HOTEL after the remodeling? Owner J. KELL HOUSSELS is to be complimented to the fullest for the great job he has done here. Practically everything is new and you wouldn't recognize the place. CHIC FECHSER has taken over the casino and bar with the promise that, in the near future, it will be one of the top entertainment spots of the downtown area. Knowing Chic as we do, we predict that he will do just as he says he will. BOB BASKIN has the restaurant under his own personal supervision, and we have yet to stop in at this hotel and not find the dining room loaded to capacity. What more testimonial could you ask as to the type of foods, and the quality that is being served at this newly remodeled establishment? Yes, we say that you are missing a real treat if you haven't visited the new EL CORTEZ HOTEL and tried out the new features that it has to offer . . . ART ROZEN and JIMMY MILLS' new WHITE SPOT ARCADE is fast taking shape, to become one of the most outstanding arcades on our famous Fremont Street. They have taken out the cafe end of the place and have installed more machines for the pleasure and profit of their visitors. Look for these boys to make a big success of this new venture of theirs . . . Just call him "GOLDMINE GOLDRING." Les Goldring, who owns and operates the FRONTIER DELICATESSEN, is the kind of employer who believes in not asking his help to do anything that he himself would not do. Consequently, he is in there working right along with them and making his place of business a pleasure to come to for Downtowners, as well as a profitable one for himself. Les has the longest counter in town and it is almost continually full of people who are in a hurry to get their lunch and get back to work, or IN A HURRY, anyway, and Les sees to it that they get their orders and are on their way with time to spare! . . . The MONTE CARLO CLUB is still one of the "poppin'est" clubs in the downtown section. At almost anytime you will find the machines as well as the tables going fast and furious, and a credit to the able managership of FRED SOLY . . . Have you had a hankerin' for some Chinese food lately? Man, I love it! Any day that we can't eat a double healping of pork chow mein, you can call the doctor! Better yet, you might just as well call the coroner . . . I'll be DEAD! All this is leading up to the fact that we had a big bait of chow mein at the SHANGRI-LA CAFE on Stewart Street the other day and it was the best to grace our palate in a long, long time. We had the opportunity to watch the food prepared, too. and every order is freshly done at the time of the order, and each pot and pan is washed out after every order. TOM HAMAMURA is a man who knows his business and believes in satisfaction to every guest that visits him . . .EVERYONE was at the opening of the Desert Inn, but we

(Continued on page 34)

PETE'S LIQUOR STORE
North Vegas' Finest Selection
CHARLES PETERSON, PROP.

SHANGRI-LA CAFE
ORIENTAL DISHES
TRY OUR COMPLETE DINNERS
216 STEWART ST. PH. 4266

JO ANN'S CAFE
SHORT ON SPACE
LONG ON GOOD FOOD
HOME-MADE SOUPS A SPECIALTY
1731 NO. MAIN IRIS BURKHART

"Let's Get United"
U. E. Co. UNITED ELECTRIC COMPANY
1829 N. Main St. Ph. 1694

EL CORTEZ BAR AND CASINO
APPEARING NIGHTLY
JUANITA
AT THE HAMMOND ORGAN
A
CHIC FECHSER
ENTERPRISE

JOHN RYKEN:

(Continued from Page 25)

fer who at one time did the Dodger games with the Dean of Baseball broadcasters "Red" Barber.

Records of the Week:

"Stars and Stripes Forever," Ralph Flanagan on Victor.

"Bewitchea," Jan August on Mercury.

"Comin' Thru the Rye," Tommy Dorsey on Victor. That's the news for this week.

—J.R.

NORTH VEGAS

(Continued from page 33)

don't think that anyone enjoyed it anymore than did JACK RAVETTI of the SHAMROCK HOTEL. If you happen to note an increase in Jack's waistline, he was eating everytime that we looked his way . . . CUMINAGIN EX WEKE!

—JOHNNY

ALEX HENIG:

(Continued from Page 11)

St. Louis, Missouri. Hope you like our "fabulous" town . . . Have you ever been to the Swanky Club on the Boulder Highway at Pittman? If not try it some day. The smorgasbord style is different . . . When we passed the Monte Carlo Club we spotted lovely Barbara Smith playing the slot machines. The lucky young lady just hit the 25 cent jackpot. At another machine Estelle Lerche, of Heaven, Alabama, wasn't so lucky . . . Still feuding over leaving for Chicago are Libby Sigal and husband Morrie, of the Thunderbird Hotel. He says stay, she says go—it's 6 to 5 she's in Chicago when you get to read this item . . . Always a pleasure to mention the Steins — Danny and wife Gloria. Danny is one of the best 21 dealers in town and is out at the Flamingo Hotel. Gloria is the daughter of Pappy Walsh, "aces" in everyone's book . . . When out on the Strip and you want to play the horses, be sure to see "Carnie" Cornelius Krausnick at the Desert Inn. Carnie's lovely wife, Tiny, is just as popular with the rounders here in Las Vegas . . . From Detroit, Michigan, Helen Wiest and son Bobo, a dealer at the Monte Carlo Club. Manager Fred Soly can be sure Bobo won't let him down . . . Just thought of Dick Delander of the Talk o' Town Bar, where the characters meet. You can always find many a friend at this spot and be sure of a WILD GOOSE. This is a surprise for all who want to find out . . . Want to meet a swell fellow and maybe win a few bucks (if you're lucky), then visit little Georgie Abdo, at the 21 table—Pioneer Club . . . Enjoy your weekend, readers. See you soon.

—ALEX.

Support the YMCA
"LUCKY"
LAS VEGAS CLUB
Downtown Las Vegas

Joe E. Lewis—A bank is the thing that will always lend you money if you can prove that you don't need it.

IN MEMORIAM

TO ANN HOLBROOK

Ann is gone . . .
But her memory will
linger still
As we look out over
yon distant hill.

But God is our comfort,
Our strength for each day;
He puts His arms around us
And dries our cares away.

Our hearts are so burdened,
But God knows it all;
He gives us new strength
So that we won't fall.

But if we live for Jesus
On this earth below,
We will meet Ann in Heaven,
That is one thing we know!

—EDYTH DANIELS.

NOW IN THE RAMONA ROOM
CHARLES FREDERICKS
"WORLD FAMOUS BARITONE"
OLLIE FRANKS
"SINGING COMEDIENNE"
ESTELLE SLOAN
DANCING STAR OF "NIGHT & DAY"
★ ★
AL WHITE DANCERS
IN THE GAY '90s BAR
GEORGE REDMAN
and
BOB LAINE
AL JAHNS
and
Orchestra
★
DON BAKER
'Organ Interlude'
Hotel LAST FRONTIER

"THE INCOMPARABLE"
MARTHA RAYE
AND A MUSICAL PRODUCTION
FEATURING
THE GUARDSMEN THE KINGS
Flamingo Adorables
A JEAN DEVLYN PRODUCTION
★ ★ ★
COMING SOON
DOLLY KAY
VAUGHN MONROE
JIMMIE DAVIS & CO.
HARPO MARX
TONY MARTIN
ALWAYS THE BIGGEST SHOW IN TOWN
THE Flamingo
NEVER A COVER OR MINIMUM
Brought Back by Overwhelming Demand
BILL CLIFFORD
AND ORK.
WITH
MARY MARSHALL

Thank you, Las Vegas, for helping us make the Desert Inn opening the Greatest in the West!

Wilbur Clark's
DESERT INN
LAS VEGAS, NEVADA

Make Your Reservations
To See . . .

VIVIAN BLAINE

★

LES CHARLIVELS

★ ★

Edgar Bergen

WITH CHARLIE McCARTHY
AND MORTIMER SNERD

★

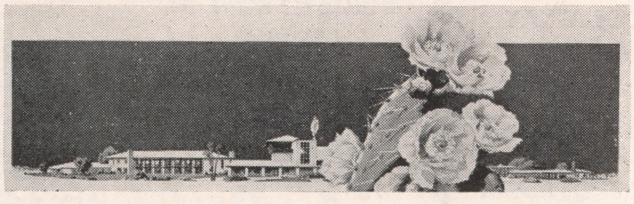
PAT PATRICK
AS
ERCIL TWING

ARDEN-FLETCHER
DANCERS

★

RAY NOBLE AND HIS ORCHESTRA

Come
As You
Are!



PHONE 6000 FOR RESERVATIONS