Jack Gorkz

Fabulous LAS VEGAS

HOWDY PODNER



Beauty and the Drink

(See page 9)

15c

November 3, 1951

NOW IN THE ROUND-UP ROOM



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PINKY LEE

GRACE and NIKKO



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"Stop at the sign of the windmill"

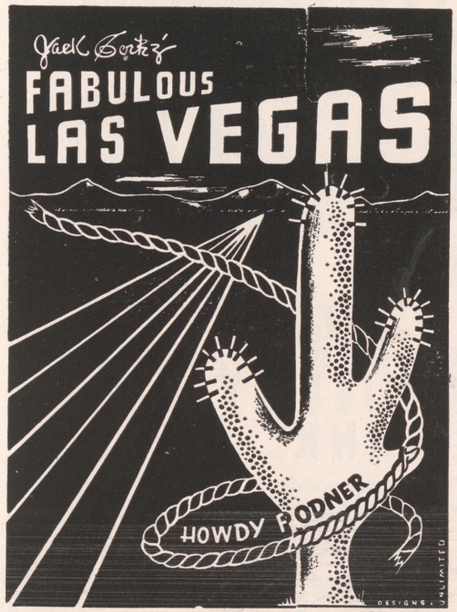
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PUBLISHED WEEKLY VOL. 3, NO. 29

OBSERVATIONS, BY POP SQUIRES

"THAT'S FOR SURE," BY JACK CORTEZ

HOLLYWOOD HAPPENINGS, BY MARTIN LEWIS

VERSE, BY TUTOR SCHERER

REVIEWS OF CAFE SHOWS, BY JACK CORTEZ

RANDOM THOUGHTS, By B. B. BARTON

CHESS, BY FRED SOLY

THE WATCHBIRD, BY LADY MICHAEL

THIS YOU CAN BELIEVE, By PEARL BAILEY

WHAT'S DOIN? BY JOHNNY UHLMAN

FOLKS I KNOW, By ANNE STERLING

LAMENT, By LIBERACE

ART DEPARTMENT, DENNIS STEPHENSON

JACK CORTEZ, Editor and Publisher

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HIGH SPOTS

ON THE STRIP . . .

EL RANCHO VEGAS—At the sign of the windmill. Dining, dancing, swimming, gaming casino. Famed Wagon buffet and breakfast. Phone 1300.

FLAMINGO HOTEL—Show place of the nation. Nevada's most beautiful wedding chapel. Heated swimming pool. Midnight bufffet. Dining, dancing, gaming casino. Phone 4000.

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BOULDER CLUB– Off Second on Fremont. Oldest club in Las Vegas. Phone 2866.

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MONTE CARLO—Bets 10 cents and up. Craps, roulette, 21. 15 Fremont. Phone 2750.

NEW LAS VEGAS CLUB—18 Fremont, same popular gaming club but in a new location. Featuring bingo games. Phone 28.

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DEALING . . .
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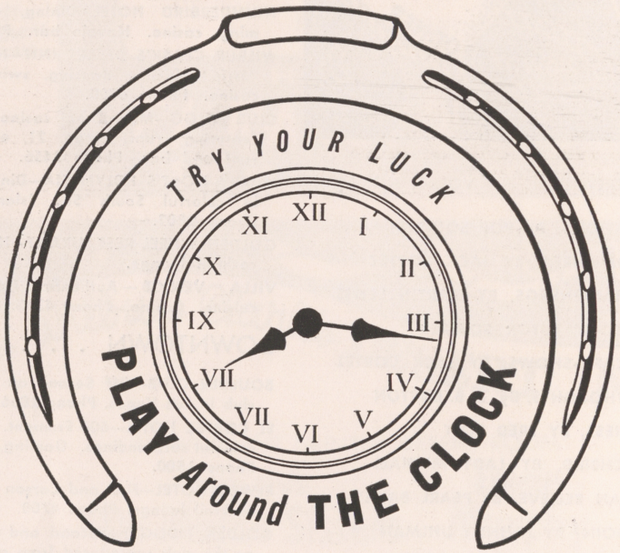
NIGHT *or* Day

YOU'LL FIND

Action Galore

AT THE

FARO BANK



AT

THE Horseshoe

BAR — RESTAURANT — CASINO
(ELDORADO CORP.)
DOWNTOWN
PAT COLLINS, General Manager

Jack Cortez'
FABULOUS LAS VEGAS
HOWDY PODNER

VOLUME 3 NOVEMBER 3, 1951 NUMBER 29

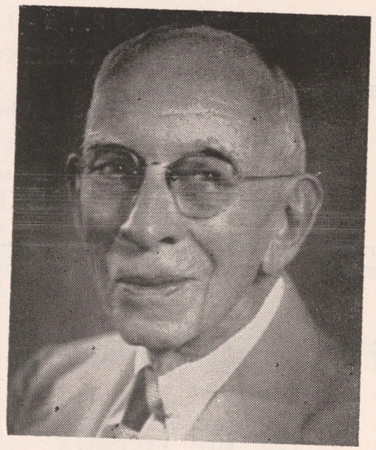
OBSERVATIONS . . . by CHARLES P. "POP" SQUIRES

MORE WATER

THE complex problem of providing more water for Las Vegas Water District (including Las Vegas, North Las Vegas, Henderson, Pittman, Whitney, The Strip, Paradise Valley, Nellis Air Base and other portions of Las Vegas Valley) may be properly solved with ample benefits to all and disadvantages to none, if those having authority over this great problem shall continue to consider it as the purely engineering and financial problem which it is.

Mr. Ralph O'Neill associated himself with James Maxfield and "Pop" Squires, and in a desire to present a workable and financially feasible engineering plan to the District, put on paper roughly, a plan which he long had in mind. It was a comparatively simple plan, but it provided perfectly for all the seemingly opposing factors. It was possible for Mr. O'Neill to devise this plan because he was engineer for the owners on construction of the Lake Mead-Henderson pipeline and water system and for three years was in charge of its operation. With this experience, it was obvious that the best workable plan would be brought to light and that is exactly what happened.

After the disappointing experiences the District had suffered in their many efforts to find a feasible plan, it was not easy to arouse the interest of those having authority, but once they had the opportunity of seeing the plan in detail on paper they became convinced that a solution for their troubles could be found. So the District Board conferred with the Colorado River Commission, with the result that Mr. O'Neill has been employed to work out his plans in detail and present them to the



authorities. After this is done further steps to finance and build the new system will be undertaken.

The best minds in the engineering world, including Mr. J. M. Montgomery, who is widely known as a consulting engineer for many great cities from San Francisco and Los Angeles to New York City, are in approval of Mr. O'Neill's plan, leading us to believe that the seemingly impossible task of obtaining a water supply for Las Vegas Valley Water District is not nearly so difficult as we were led to believe.

Without attempting to use engineering language, I will try to give our readers an understanding of the general plan.

From the intake works in Lake Mead, the present pumps, with comparatively slight modification, can put fifty million gallons of water a day into the

(Continued on Page 37)

OPENING SUNDAY NOV. 4

"THE LARGEST CLUB IN NEVADA"

OPENING SUNDAY NOV. 4

The Jokers

★

ROBIN JEWEL
Exotic Dancer



The Jokers

★

ROBIN JEWEL
Exotic Dancer

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CONTINUOUS DANCING — 2 BANDS — TILL 5 A. M.

★

MIKE WERNER
AND HIS
ORCHESTRA

IT'S ALWAYS CLUB BINGO
FOR FINE FOOD

•

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JACKIE VERNON,
Comedian

MICKEY
TERRY
TRIO

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in
Women's Fashions
It's

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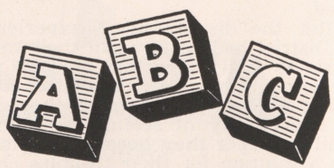


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A Personal Message

To Our Editor . . . J. C.:

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WE SURE DO MISS AND NEED YOU . . .

YOUR STAFF

(and Better Half)

PALACE THEATRE

210 SOUTH SECOND STREET PHONE 98



NOW "A Streetcar Named Desire"

An ELIA KAZAN Production
Produced by CHARLES K. FELDMAN

THE PULITZER PRIZE AND CRITICS AWARD PLAY BECOMES THE MOST EXCITING WARNER BROS. SCREEN OFFERING!

IT STARS VIVIEN LEIGH AND MARLON BRANDO

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FREMONT

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STARTS SUNDAY
BRODERICK CRAWFORD
in
"THE MOB"

—o—

LUCILLE BALL
in
"THE MAGIC CARPET"
TECHNICOLOR

HUNTRIDGE

PHONE 86

STARTS SUNDAY
CARY GRANT
in
"PEOPLE WILL TALK"

—o—

GEORGE MONTGOMERY
in
'SWORD of MONTE CRISTO'

THAT'S FOR SURE . . .

by JACK CORTEZ

The lovely gal gracing our front cover this week is SALLY LA MASTER, charming cocktail waitress at the FLAMINGO HOTEL. Although she is only 23, Sally has two children: BEN G., 6 and SALLY, 3. This raven-tressed, gray-eyed damsel has been a resident of Las Vegas for two years now. She originally arrived for "legal reasons." When she arrived, Sally was accompanied by her parents and youngsters. As soon as they saw this fabulous community, they fell in love with it and decided to put their names on the permanent list. You may wonder why we chose Sally for our cover girl this week. Well, heretofore, we've dedicated that spot to those who have gained recognition and success here. We feel that each member of a town contributes toward its growth in his or her own way. Many people have spoken to us, asking why we haven't previously chosen some of the workers to spotlight our front cover. Seems our residents are interested in knowing other residents in our town and feel this would be the easiest way in which to learn something about the remainder of the populace. So, this will be the beginning of a series that could easily be titled: "Know Your Neighbor." So, kindly accept this as a printed introduction to SALLY LA MASTER, our "Neighbor-of-the-Week." She is a wonderful person and one you would like to have as a friend . . . and that's for sure.

That fashion show the MAGICEYE presented at the THUNDERBIRD HOTEL last week, has all the local damsels in a dither over the GOYA creations. Although nationally-known designers presented their latest modes, everyone agreed that the exquisite gowns, bearing Goya's talented ideas, far outshone all others. If this gal branched out and showed her frocks in all fashion centers, she'd provide a lot of competition for Ceil Chapman and all other successful designers. Say, come to think of it, how come FLORENCE RICHARDS didn't model some of the gowns? Why hide that figure, F. R.? (You still haven't told us. Your public is anxiously awaiting HIS name!)

ABE SCHILLER, p. a. of the FLAMINGO HOTEL, just returned from an extensive good-will and promotional tour that carried him across 24 states and covered 5000 miles. His traveling schedule was supervised and arranged by WESTERN AIRLINES. During his tour, Abe spoke before 20 service gatherings and appeared on 23 radio programs, reaching an audience of two million people. He discovered that people outside of our fair city were under the illusion that living and vacationing here called for a millionaire's wallet. However, Mr. S. did a fine job of convincing these people that they could have a splendid time in Las Vegas for a reasonable amount of expenditure. Many were surprised to learn they could stay at any of the finest hotels in town for a mere $5.00 daily. Abe did a marvelous job of promotion and expounded the many reasons Las Vegas provides for a vacation ground or residence: A job well done.

When the current show opened at the HOTEL EL RANCHO VEGAS, PINKY LEE received a telegram, informing him that PROCTER & GAMBLE were the sponsors of his t.v. show, "TWO OF US." We never saw a happier guy in all of creation. That's probably the reason he really outdid himself and "fractured" his audiences. Pinky is greater today that he ever was. After this engagement, Pinky leaves for N. Y. C. to meet VIVIAN BLAINE, beautiful star of GUYS and DOLLS. Together, they will prepare for their t. v. debut, November 26. This is another one of those times we regret L. V. has no t. v.

Question of the week: WHO WAS THAT PERFORMER WE SAW WEARING A MINK LAST WEEK? It didn't quite complement those football shoulders, fellow! (Oh, brother, if you see a black eye wandering around town, you'll know to whom it belongs. Can't you take a joke, CHUCK?)

If you're in need of a cocktail waitress who will increase your business by way of her ingratiating personality, we suggest you contact lovely DOLORES CHRISTENSEN at 3849M. She really needs the job, with a handsome 4-year-old son to support. Mom looks like a high school soph and would be an attribute in any club or hotel.

Beginning November 5, the Strip hotels will not have any entertainment on Monday of every week. Along with this new regulation, there will no longer be any music in any of the Strip hotel cocktail bars. We are sorry to note that many of the smaller musical units will suffer because of this ruling. Too bad labor and management can't see eye-to-eye in our fabulous town. Visitors are accustomed to our every-night policy and will miss the soft background music that was always provided in the intimate sections of the hotels. We're keeping our fingers crossed, hoping the boys who have lost out through this move will be able to locate new positions shortly.

(Continued on Page 17)

FRENCH SHRINER & URNER

FRENCH SHRINER
& URNER

MEN'S *Extra Quality* SHOES



BROADWAY LAST:

One of our all-time leaders in tailored looks and exceptional comfort, styled in fine seam pattern. No. 116 black.

20.50

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Christensen's
MEN'S WEAR
316 FREMONT STREET
LAS VEGAS, NEVADA

SHOP UNTIL 9 SATURDAY NIGHT

★ **ONLY 43 SHOPPING DAYS 'TIL CHRISTMAS**

THE WATCHBIRD

. . . by **LADY MICHAEL**
(Michael Neale)

WE ATTENDED the Compo Dinner given at the Beverly Hills Hotel for the directors, producers, actors and writers who went out on tour for "Movie Time, U. S. A." The object of this organization is to promote moving picture interest to the public and present a truer picture of the better half of the "Industry" to show that only a small group are dope addicts, commies, etc. JESSE LASKY and MARVIN SCHENCK were among those who sat on the dais. We sat by the kitchen door.

Midst the popping of flash bulbs, the clatter of dishes and the hypnotic glow of candlelight, WE dined on roast beef while everyone else had a large selection of cold buffet. THE important stars were conspicuous by their modesty and every HAM in the room stood up and mugged and bowed and posed. Every once in a while one would vigorously wave — we couldn't see the recipient of the wave but assumed it really was to someone. Most of the genuine fresh, young beauties sat around the edge of the room, adorned in their best costume jewelry and deep decolletage. The "better knowns," surer-footed on the precarious ladder to fame, sat at the choicer tables and wore innocuous clothes and less chic hair-do's.

It was our first real-life close-up of JOHN WAYNE, RONALD REAGAN, DAN DURYEA, KEENAN WYNNE, GEORGE MURPHY and JEFF CHANDLER. They look about the same. JEANNE CRAINE, who is more beautiful off-screen, was there with hubby PAUL BRINKMAN. MARTA TOREN never looked lovelier. DEBBIE RENOLDS was busy mingling with her friends and looked much too young to be out after dark. DENISE DARCEL was escorted by HUGHE O'BRIEN who looks like PETER CROSBY. We did a little hand-waving ourselves, to BYRON FOY of Warners, who sat at the very next table to ours, and to BOB and LENNY GOLDSTEIN of Universal-International, who sat at the same table with us.

Miss NORMA EBERHART was asked to speak, but declined—she'd given so many lectures while on tour, that she didn't care if she never said another word again.

ITEM, RIGHT FROM THE BIRD'S MOUTH: YVONNE EALY and HERMAN HOVER will definitely NOT eat wedding cake with their Thanksgiving



turkey, and for that they should be thankful.

VISITING FIREMAN: Seaman First Class JOE MORMON, who used to cook at the Last Frontier, is now plying his trade aboard the U.S.S. Sicily for Uncle Sam. We met Joe at Inglewood airport in L. A., enroute to Vegas, and he shortened the usually tedious trip by telling us of his adventure in Kobe and Sasabue, Japan and other far flung places. He was here to visit his sister CONNIE MORMON, cashier at the Bingo, and his nephew JEFFERY, aged four, who proudly sports a miniature sailor suit like his Uncle Joe. . . .

HAROLD LLOYD is here visiting his friend EARL MORAN, commercial artist who glorified THOSE calendar girls that bear his name. . . . EDDIE CANTOR yakking it up at the Branding Iron Dinner. . . . We glimpsed EDNA BEST, the former Mrs. HERBERT MARSHALL and her present husband, NAT WOLFE, Hollywood agent, concentrating on the roulette table. Wonder if they have a new system?

HORATIO ALGER 1951: Four years ago BUD YODER started manufacturing aircraft parts and today is the youngest leading manufacturer of such stuff in the country. He was here with his friend, BUD FERGUSON of the Clark-Ferguson Aircraft Co., to visit with WILBUR CLARK and plan their Honolulu vacation. The two Buds are each other's biggest competitors, but they're real buddy-buddies . . . and

(Continued on page 33)

WAITRESSES!

You don't have to wear "old lady" shoes to get the world's most delightful comfort.



$9.95

Naturalizer
Black or White
CARRIED IN ALL SIZES

Johnson's
APPAREL FOR WOMEN
410 FREMONT



$7.95

Baer Stepper
Try a pair on our assurance of complete satisfaction.

RALPH and DOMENIC'S

Famous VILLA VENICE
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American - Italian Dishes

DON CORTEZ Nightly at the Piano Bar

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HIGHWAY 91 PHONE 4313 OPEN 6:00 P. M.



TO LOOK YOUR BEST . . .

EL RANCHO BARBER SHOP AND MANICURING

HOTEL EL RANCHO VEGAS

PERRY DI RIENZO, Manager

Pattie Phillips, Manicurist

HOURS 9:00 A. M. to 6:00 P. M. . . . FOR YOUR CONVENIENCE PHONE 1300

FOLKS I KNOW

. . . By ANNE STERLING

Editor's note: We're proud to welcome to our Staff, very lovely ANNE STERLING, talented songstress of stage, screen and video. It seems as though it were yesterday that Anne and yours truly were columnists for a Hollywood publication. But—that "yesterday" was approximately four years ago. Lots of water has run beneath the bridge since then. Miss S. became a "big name" in Show-Biz and received acclaim as a penwoman. National periodicals such as Life, Look, Time, etc., have published her articles. By-line and the rest of the "gravy." We sincerely hope our readers will look for and enoy reading FOLKS I KNOW, by ANNE STERLING.

BE KIND TO HUMANS WEEK

THERE is an old saying, "Find the reason behind the act," but unfortunately that takes too much time and above all is not in the least interesting, or is it? There is a lot of good in the human race. They have appointed a "Be Kind to Birds Week," "Be Kind to Animals Week," etc. Wouldn't it be wonderful if they started a "Be Kind to Humans Week"?

One week where every individual did nothing but good for his fellow man. A whole week of building up instead of tearing down!

The day arrives to break ground and the beautiful plan starts to take shape. Everything goes along fine until one day one bricklayer says to the other, "I don't think Mr. Bricklayer next to me here is in our class, let's throw him out." Boom! The trouble has started. Perhaps the poor little bricklayer isn't quite up to par, or maybe his color isn't quite the right shade. Whatever the trouble is, still remains that he must go.

So out goes the poor bricklayer. This is just a taste of what happens when Mr. Big goes to work. All he has to do is push to get the inferior (or what he considers his inferiors) out of the way. His followers are impressed, so they start pushing right beside him.

Here was a willing worker, minding his own business, but because Mr. Big decided he would pick his company, which is everyone's privilege if it is not overdone (no one seems to be just right for his company), the whole project goes to pot!

It is so much easier to be the center of attraction with a big fat juicy story about so and so, than a few kind words or a boost about some person. The unfortunate thing is that people do not realize how many heartbreaks are caused and how many lives have been wrecked by them because they have some juicy bit of gossip to tell, which nine out of ten times is not true.

"Be Kind to Humans Week" would bring about far more tolerance and understanding between human beings. It would cure ideas like, "What can he do for me," or "How much money has he got?" The proof is in the pudding. Take the party-giving system, for instance. First there are the only two classes, the party-giver, who has something to gain, such as the business people, usually gives two parties a month. Now, the quickest way to find out where you really stand with Mr. Party-giver is by looking at the other people at the party. If you happen to have a few million stashed away (one will not do any more), or if you are a big shot, you just might get invited to the champagne and baked ham deal, but if you happen to be dipping into your last half million and your name is second billing, kid, you are the plain old blended bourbon and (if you get there in time) "hor dervee" class.

This is one example, and, of course, there are exceptions to the rule.

One of the greatest acts of kindness I have heard of in a long time came from one of the most prominent and beautiful actresses on the screen today. This type of thing is the reason that she has remained near and dear to the hearts of everyone who has ever had the pleasure of being able to name Joan Crawford as a friend or acquaintance.

Miss Crawford read in the paper one

(Continued on Page 37)

NO PICTURE
THIS TIME —
PERHAPS . . .
NEXT WEEK

(IF Anne remembers NOT to forget!)

. . . For Sartorial
Elegance . . .

Albert Mariani

TAILLEURS TO
GENTLEMEN
SINCE 1927

8625 Santa Monica Boulevard
Beverly Hills, California

WHAT'S DOIN'?

. . . with JOHNNY UHLMAN

LAST Tuesday night I saw my first Branding Iron Dinner and Revue which I sincerely hope will not be my LAST. Here is an annual event that is destined to become the outstanding social function of each year. So far as I can see, the greatest problem next year will be where to hold it!

The Flamingo facilities accommodated approximately 700 and the tickets were at a premium a month in advance. The finest feature of the legitimate libel is the spirit in which it is accepted by those particular parties who are put on the pan. Everyone who took part in the 1951 presentation did a most outstanding and commendable job, from the general chairman on down through the list. In my humble estimation, the smoothest performance of all was that of the narrator, TOM MAGOWAN. His delivery was great as he set the scene for the skit to follow, by refreshing the memory of those present regarding the background for the skit. Of course, there's no getting around the fact that another of the show stealers was the performances of the MORO-LANDIS DANCERS, and also that NAT BRANDWYNNE did a great job considering that there was no musical score written for hardly any of the show. Personally, I hope I never miss another of these Branding Iron Dinners and Revues. . . . You're missing something if you haven't been in to see JAGUAR, the hypnotist, who does his amazing feats of hypnotism nightly in the SAHARA ROOM of the SANTA ANITA TURF CLUB, located on Fremont street, downtown. This gentleman of great mental power is just that; a gentleman. He doesn't believe in hypnotizing a subject and having them act like birds, or dogs, or cows, or put them into embarrassing situations. The other night he had a young lady throw the deputy out the front door after he had hypnotized her. This deputy stands 6 foot 6 inches and weighs around 230 pounds. She threw him out **twice!!** There are three shows a night and I'm sure that after you've seen one of them you will be back to see more. . . . Many of you may not know it but one of the country's finest drummers is appearing nightly at the JUNGLE CLUB out on the strip. J. C. HEARD is the gentleman's name and he was with the great Cab Calloway for eight years before he went out on his own. At the JUNGLE CLUB he is using piano, bass and drums with the three of them putting out more music than you can imagine. Wait until you hear them do a few Latin tunes with J. C. taking off on the bongo and congo drums. One word . . . WOW! . . ."HAVE YOU GOT YOURS YET?" Now that phrase could mean a lot of things but in this particular case it refers to that which is available to you at the WESTERNER CLUB on downtown Fremont street. "What is available?" queried the newcomer. "JACKPOTS!" quoth the old-timer. There is jack potting all over the place since this campaign has gone into effect and the proof of the pudding is the steady play they enjoy at the machines in the WESTERNER CLUB. Here is a club where the atmosphere is truly western, as the name implies, and where the employees are top exponents of that thing known as western hospitality. The club is a credit to the capable guidance of "Gumbo" GEORGETTI, who is the owner-manager. . . . It's always showtime when you are around the one and only DICK SHERIDAN. He and his partner, JIMMY BLAKE, opened the HOUR GLASS out on the Strip a few weeks back and their business thrives on the patronage of their many friends. Getting back to my opening statement on this item; those of you who know Dick are well aware of the meaning of the statement, and those of you who haven't met him as yet, have a treat in store for you when you get to know him well enough to get him to



(Continued on page 35)



DOWNTOWN

DO YOUR CHRISTMAS SHOPPING EARLY!

UNUSUAL

TOYS AND GIFTS
FOR THE ENTIRE FAMILY!
THE

PURPLE COW

412 NORTH FIFTH STREET
ROBERT IRVING, Proprietor
TAKE ADVANTAGE OF OUR LAY-AWAY PLAN

THAT'S FOR SURE:

(Continued from page 9)

Mrs. C. keeps insisting Ye Editor spends too many hours on the job but she should realize that one of the hardest working fellows in town is ILVO PETRICCIANI, who is in charge of the slot machines at the EL RANCHO VEGAS. Personally, we think the lad spends more time there than he does at home. He is one of the most conscientious workers we've ever seen or watched. Here's one man who doesn't mind dirty hands, gained from earnest labor. He's high on our list of people we would have working with us if we were proprietors of a club or hotel. We don't believe there is another man in town who knows as much about slot machines as Sil does.

CLARK COLEMAN is a very lucky guy to have a wonderful man such as CHARLES (POP) SQUIRES affiliated with his real estate organization. Yep! In his column last week, Pop broke the news, telling all that he is now a real estater. What an asset for any organization. Lots of luck, Pop! Don't forget you still have a deadline.

MARGARET MOORE, JAKE KOZLOFF'S secretary at the HOTEL LAST FRONTIER, is a mighty, mighty happy young lady. For four months, hubby, CAPTAIN THOMAS L. MOORE, has been attending Army Finance School in Indianapolis. Now, Margaret is eagerly looking forward to his return, sometime around November 18. To heighten her happiness, the Captain will be stationed at NELLIS AIR BASE, practically at home plate! We share your happiness, M. M. When two people love each other as much as you, it's unfair to separate them.

BETTY TURNER, daughter of "KING MIDAS," lovely dansation, is having a real "ball" since she bought that convertible Chevvy. Just as happy as a lark! She always wanted a car and after some diligent work, saving, and doing without luxuries, she has it and feels it was a worthwhile cause. Nice to see you so happy, gal!

Not too long ago, a certain local deputy from the EL RANCHO VEGAS was involved in an auto accident. The outcome was a broken knee. Doctors had to remove nine inches of bone from his leg in order to rebuild the knee. Naturally, such attention and surgery calls for quite a bit of cash. When BELDON KATLEMAN heard of the situation, he knew his employee would refuse any offer he made. So, he didn't ask, he just did! Beldon took care of all expenses and made certain the fellow's family was well provided for during the hospitalization and recuperation periods. Our salute of the week goes out to a grand guy who knows that life without humanity is no life at all. Beldon! You're a great guy!

Belated birthday wishes to that wonderful guy, MORRY DEITCH (October 31) of the GOLDEN NUGGET. We're only sorry we couldn't share his cake with him. There's one person whom anyone would value as a true friend.

Practically every act that ever appeared in the PAINTED DESERT ROOM of WILBUR CLARK'S DESERT INN has spoken highly of their youthful boss, ALLARD ROEN, executive secretary of the hotel. Anytime a new performer arrives, he usually feels strange and a friendly hello and cordial welcome helps. Mr. Roen, although a very busy young man, has made a point of personally greeting the performers and seeing they receive full cooperation. Because of such thoughtfulness, it's easy to understand why the shows at the D. I. are 99 percent solid hits. In behalf of the many acts, we'd like to convey special thanks to you, Allard Roen.

Ageless HARRY RICHMAN and "our boy" WILLIE SHORE are headlining the show at the CHEZ PAREE in Chicago, with S.R.O. signs in constant attendance. You can't beat a pair of troupers such as these.

Well, they finally went and did it! Yep! The kids managed to get off from work on the same day and tied the knot, October 24, celebrating the event at the EL RANCHO VEGAS. It is now MARGIE and JACK BULLOCK. (He is box man at the HOTEL LAST FRONTIER and she is the lovely hostess in the RAMONA ROOM.) Looks as though the boss thought he'd be kind to the lovers and arranged the same evening off for the two, in order to fill the air with the scent of orange blossoms. Lots of happiness, kids.

The DE MARCO SISTERS, now at the D. I., recently completed a pic, "SKIRTS AHOY!" It bears the M.G.M. label and was directed by JOE PASTERNAK. The gals worked with ESTHER WILLIAMS, VIVIAN BLAINE and BARRY SULLIVAN, and had quite a time for themselves. The flicker also marks BILLY ECKSTEIN'S

(Continued on page 25)



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This You Can Believe . . . By PEARL BAILEY

BEANS, beans, BOSTON BEANS! How this kid gets around. Paul Revere had the horse but he never moved so fast. They say that Philadelphia closes early but, brother! That's soooo wrong. At 1:00 a. m., honey, if you haven't, you won't. The sidewalks fold right up and tuck themselves away. Let's not be too hard on the town because the folks are nice and it is a wonderful historic city (only dead after 1:00 a.m.).

We find some of the oldest buildings and oldest laws here in Beantown. I hear you can't kiss your wife on the street (how about that, husbands? Glad or sorry?). If you girls or fellows are thinking of buying some crazy shoes, come here. Really — they have the greatest shoes you've ever spent a dollar on. Hotels (some of the best, the Statler, Copley-Plaza, Ritz, Bradford, Touraine—oh! loads of 'em. Now don't kid yourself about the town being **too** dead because there's still a little life in it yet. A performer can come here and work a year (plenty of spots). All of them don't have the big name policy, but, honey, **change** is **change!** (So—"Come on a Boston.") The Latin Quarter is the most popular place and there must be a hundred more.

This week we have a **stupendous** (never used the word before) (probably never will again) show: Johnny Coy, Billy Vine and the kid. Oh, the Arden-Fletcher dancers and Al Martin, m. c. That Johnny can dance like nobody's business. Such artistry! Billy Vine? Well, don't ask! When he does the drunk act—you scream! Oh! I forget to ask ya—do you like Chinese food? You do? Great! Ruby Foo's original place is here in Chinatown and I'm telling you—that food! That food! Pearlie Mae's on a strict diet but one time this week, LAWDY!

There's some wonderful folks here on the newspapers. One of them is my favorite, George Clarke. What a newspaper man! What a cook! He had me over to meet the wife (Helen) and the baby, Georgia, a honey! To say he put the pot on is putting it mildly. All in all, you'll find it's not too bad here (honest!).

Mr. Riley (the puppy—my child), is in the hospital to get his ears cut and it is certainly breaking my heart. It's like taking the first curls from a kid's head. He looked so sad when the Doc



put him in the cage. I cried (cross my heart). I'll always love Mr. Callahan and all the folks at the Beverly Hills in Kentucky for giving me that dog. He'll be ready to come home when I finish here. Happy am I! (Oh, the trials of motherhood.)

Next Sunday, will be like D-Day on the Lucky Strike "This Is Show Business" t.v. show. Opening the same night at Monte Proser's "La Vie en Rose." Guess I gotta learn the song. (Well it's a pretty one.)

Why don't you write to me folks? I write you every week—it's unfair! Bless Mr. Fields and Mr. Oxman (the bosses) at the Latin Quarter for this week so I can pay these new taxes Harry just thought up. See you in New York. Love ya, but mad at ya for not writing! —PEARLIE MAE.

HECHT'S
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MISSES' AND
WOMEN'S APPAREL

SHOW REVIEWS by Jack Burtz

Flamingo

Show opening November 1
(Not a review)

The management of the FLAMINGO HOTEL takes great pleasure in bringing back America's No. 1 female vocalist, CONNEE BOSWELL. Seems our localites and visitors just can't get enough of this wonderful songstress. When we know there are performers such as she in the entertainment world, we can't help wondering why they allow so much time to elapse in between engagements. Many wonderful things have been said about Miss Boswell, including the description, "Female Bing Crosby." We can simply say she's GREAT. . . . Co-starring on this bill is DICK WESSON, the "Sunniest, funniest mimic." He is a terrific comic and impressionist. His characterizations of various stars are remarkably accurate. We enjoy his pantomime of a drunkard trying to get some action at a gaming table that is too crowded. He's cer-

(Continued on Page 39)

LAST FRONTIER

November 2 through November 16
(Not a review)

The RAMONA ROOM is preparing the S.R.O. signs and warning patrons to make their reservations early if they want to see LIBERACE in this, his tenth return engagement. Yes, folks, the pianistic genius will be back in our town by the time we hit the stands. This brilliant young American pianist is acclaimed the "most amazing piano virtuoso of the present day." He is a terrific personality with wit that amuses all who came to watch him play and listen to his chatter and songs. Accompanied by his musical conductor (brother), GEORGE LIBERACE, "Lee" manages to provide the utmost in entertainment . . . and that's for sure. . . . On the same bill are the PROCTORS. For those who look to tomorrow for fantasy and fiction, new and

(Continued on Page 39)

El Rancho Vegas

October 24 through November 6

GORDON McRAE, handsome young singing star of stage, screen and radio, is the star of the current show in the ROUND-UP ROOM. Now at the very peak of his sensational career, Gordon has one of the finest voices we have ever heard. He has such a smooth method of presentation, it makes singing look like the easiest accomplishment in the world. Those of us who have tried, know it isn't. He is the type of performer with appeal for everyone, no matter the age group. We suggest early reservations—you'll need them. . . . On the same bill is that tiny-mite comedian, PINKY LEE. This extremely humorous, lisping comic works very hard to please. There is never a dull moment when Pinky is in the spotlight. He combines rib-tickling interpretations of the dance with humorous versions of xylophone music. He is the most "kissingest" comedian in creation. Here's a lovable character you'll all enjoy watching in action. . . . Opening this bill are those two terpsichorean satirists, GRACE and NIKKO, who do their routines with the nimbleness and ease of two bovines in a ballet; which is exactly what is intended—and—they do a wonderful job. . . . TED FIO RITO and his boys are back from their vacation, cutting a magnificent back-

(Continued on Page 39)

Wilbur Clark's DESERT INN

October 30 through November 12

Starring in the PAINTED DESERT ROOM are the FIVE DE MARCO SISTERS and DEAN MURPHY. The De Marco gals have been stirring up quite a bit of comment in the entertainment world and live up to all of the nice adjectives used in their behalf. They are a terrific group of songstresses, with freshness and zest to

(Continued on Page 39)

Thunderbird

October 25 Through November 7

"Bewitched, bothered," but not the least bit "bewildered" were we, because we knew we had witnessed a great performance when the sultry and shapely Miss CAROL BRUCE had finished her portion of the current show at the Hotel Thunderbird. Miss Bruce appears in gowns that are out of this world and with a selection of songs to match. When she does her interpretation of "A Man Is a Man Is a Man" there can only be one comment . . . aarrrufff!! You should see and hear Miss Bruce. . . . Returning to this room for the third time are the ever popular REDHEADS, who come on this time with a wealth of new material and a lot of requests for some of their old routines; especially the one regarding the "clean cut American boy," Li'l Abner. These young men have come a long way in the short period of a year or so under the direction of EDDIE GALE and stand to go a whole lot further. Theirs is an act of lyrical satire and song impressions that goes at a fast pace through its entirety. . . . It's another return engagement to this hotel of the ever entertaining dance

(Continued on Page 39)



their act. . . . On the same bill will be ROBIN JEWEL. Miss Jewell is billed as an exotic dancer. That by-line should be sufficient in itself to advise you as to what type of performance

(Continued on Page 39)

CLUB BINGO

Opening November 4
(Not a review)

Looks like there will be a lot of laughs emanating from the popular BONANZA ROOM, come November 4. Starring in the new presentation will be THE JOKERS. You can just pull up a chair, make yourself comfortable, and enjoy some of the maddest, hilarious type of humor available to the general public today. The Jokers have enough material to change their each and every show. You'll really make it a worthwhile trip to drop in and catch

SILVER SLIPPER SALOON

DENNIS and DARLENE are a tuneful twosome who, in the short time they have appeared, have collected many fans and followers who fill the Slipper, to hear their favorites. The couple sing all requests and know more songs than most of us can remember. You'll enjoy their presentations and terrific stage personalities. . . . DICK DRAKE, the "Wizard of the Mandolin," has a terrific sense of music and his individual brand of delivery highlights the evening's entertainment. . . . MAXINE GATES is that charming songstress with a marvelous sense of comedy. She is 250 pounds of pep and personality and needs no microphone to amplify her strong, clear voice. . . .

(Continued on Page 39)



THANKS . . .

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OUR SINCEREST
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JIMMY NELSON

WITH



DANNY O'DAY

"The Mahogany Kid"

AND

THE SONGS OF

BETTY NORMAN

SPECIAL THANKS TO MOE SEDWAY AND MAXINE LEWIS

PERSONAL MANAGEMENT
LOUIS W. COHAN
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THAT'S FOR SURE:

(Continued from page 17)

film debut. A Naval official was on hand to provide authenticity and one of the sisters was broken-hearted when she had to cut her long tresses to conform wtih regulations. Well, that's celluloid life, kids!

For our sport-minded clientele: TED WILLIAMS, Red Sox outfielder, says he will quit baseball if his club trades him this winter. For $100,000 a season, we think Mr. Williams should think twice. Where else would he make such terrific earnings for so short an annual period? Maybe that's what they pay fishermen? If so, then we know why ABE SCHILLER takes so many trips to Lake Mead.

JAKE KOZLOFF, of the HOTEL LAST FRONTIER, has been going around, grinning to himself, this past week. His two sons, TEDDY, 9, and CHICKI, 8, are cadets in a California Military School. Well, seems that Ted has been a sergeant for quite some time and has been "pulling rank" on the younger Chicki. Last week, Ted lost his stripes and Chicki stepped into the vacated spot. Now—right! You guessed it! Chicki is the "big wheel" of the moment. If you were their dad, wouldn't you grin also while you watched this turnabout?

Looks as though Santa Claus made an early visit over at the BENNY BINION household. Lord! How many packages are there in this world? The occasions were two birthdays: BECKY, on October 30, and BARBARA, October 23. Lots of birthday wishes to you two lovelies. Wish we had parents like yours.

Dreaming again! If we are ever lucky enough to hold even the smallest percentage in any club, one fellow we'd employ is MINEY, "21" dealer at the EL RANCHO VEGAS. Employes with personality build up a clientele for any spot and Miney is just the boy who knows how.

The romance of romances that just might terminate on that "path down the aisle," involves blonderful LEE COOPER, cigarette girl at the THUNDERBIRD HOTEL, and GARY (AMIGO) PICKARD. Lee's only lament is that she doesn't see her beau as often as she'd like. Reason is that the guy's as busy as the proverbial bee. Every day, between noon and two, Gary teaches Spanish to four of the dancers, Miss COOPER and PATTI PHILIPS. From two to four, he's at the SCHERER mansion, teaching TUTOR and LA VEDA the same romantic language. (Guess those Mexico and Acapulco trips convinced them they should know the native tongue.) In the evening, Gary announces those FLAMINGO air shows from 10:30 to 11:00. Throughout the balance of the day, he's a real estate salesman for CLARK COLEMAN. What do you do in your spare time, Gary?

First wedding anniversary congratulations are in order for YOLANDA and LES SEIFFER who celebrated the happy occasion on October 15. (He is a salesman for station KLAS.) Yolanda is a well-known localite who worked for JIM PAPPAS for a three-year period when he had the WHITE SPOT. Incidentally, the place is now known as the FORTY-NINER and we have a hunch Jim's license will receive an official o. k. within ten to fifteen days.

We thought the sun was just about the brightest object our eyes ever saw until we witnessed the happiness of SUSAN and JAY McARTHUR. (He is pit boss at the MONTE CARLO CLUB and she is that fabulous foreteller of the future at the JUNGLE CLUB.) The couple have been married for more than seven years and appear to be more devoted to one another than any newlyweds.

On October 29, JEAN PAUL KING left Station KRAM and moved his belongings over to Station KLAS. We certainly wish Jean all the luck in the world and trust his move will provide him with all he seeks.

The VARIETY DINNER, to be held at the FLAMINGO HOTEL, December 4, will definitely have JACK BENNY as its star, along with JANE POWELL. Purpose of the event will be to raise funds for the very important School for Handicapped Children, now in the process of construction. Chief Barker, BEN GOFFSTEIN and ABE SCHILLER are doing their utmost to get MARGE and GOWER CHAMPION and other luminaries to appear. Mr. Benny has his entire writing staff composing new material. The famous comedian wants this to be the greatest show he ever presented. Goffstein jokingly told the "Thirty-Niner" that he just might receive a two-week engagement at the hotel if he presents a good performance that evening. Tickets will go on sale next week at $20.00 a couple. Remember, first come—first served! GUS GREENBAUM, president of this fabulous hotel, will donate all food for the event, in order to enable the VARIETY CLUB to realize as great a profit as possible. We feel this is one of the nicest gestures anyone could make . . . and that's for sure!

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HOLLYWOOD HAPPENINGS ... by MARTIN LEWIS

PORTRAIT OF A STAR



WITH amazing regularity, one film favorite or another steps onto his soap-box and shouts his resentment of the public's intrusion in his private life. This, claims glamorous JOAN FONTAINE, is nothing but a lot of humbug.

The blonde and beautiful star of Paramount's new comedy, "Darling, How Could You!" has the distinction of being one of movie-town's most widely-traveled actresses. Recently returned from a junket to France and England, she has chalked up tours to the Orient and visits to Mexico, Samoa, Tahiti, Honolulu, Bermuda and the countries of Europe. Yet she has never registered any complaint of "public treatment" during her travels.

"I never travel incognito," Joan announced between scenes with John Lund and Mona Freeman on the "Darling, How Could You!" set. "I consider dark glasses an unnecessary disguise. Furthermore, I make it a point never to drip with jewels and furs. These things only serve as invitations to attention. I try to travel like an average sightseer. As a result, I've never found is necessary to hide my identity."

Joan says she has found that people in all corners of the world are courteous and considerate to travelers. She believes if celebrities would behave like normal human beings in "foreign" surroundings, they would be rewarded with complete privacy—or as much as they desire. As a tourist, the popular actress tries to participate in the life and customs of the country she happens to be visiting. She tries to adapt her diet habits to those of the local residents, and she considers it a "must" to be able to speak the language of the locale. As a result, she has developed her ear to sound and languages so well she speaks Italian, French, Japanese and Spanish fluently. In addition to Joan's eating and speaking versatility, she considers it of utmost importance to travel simply. Her advice to other would-be tourists is: "Dress simply and don't put on a grand manner. Act like a girl on a bus."

During her travels, the leading lady of "Darling, How Could You!" has been stopped and told: "You look just like Joan Fontaine. Her stock answer is: "I have been told that before." On the other hand, if she is recognized, she never hesitates to comply with a request for an autograph.

In regard to how celebrities behave in public, Joan tells this story on herself . . . Not long ago, she boarded a Fifth Avenue bus in New York and proceeded to find a seat near the rear entrance. A familiar-looking gentleman carrying several bundles also boarded the bus. JOAN was certain she knew him although she could not place him. After the bus had traveled several blocks, she was overcome with curiosity and approached the gentleman.

"I beg your pardon," she apologized, "but I have been trying to place you. Don't I know you?"

"I don't believe I have had that pleasure, Miss Fontaine," replied the distinguished fellow. "But allow me to introduce myself. My name is Herbert Hoover."

TOUGH-GUY GETS TOO TOUGH

Even a Hollywood tough-guy can be too tough! The other day, ALAN LADD became so engrossed in the big barroom brawl of Paramount's western, "Shane," that he threw a left hook and neglected to stop it. The result: A wild swing into a wooden post and a left hand in vivid Technicolor.

NEWSPAPER COLUMNIST TURNS ACTOR

Darr Smith, prominent Los Angeles newspaperman, has ceased writing about movie actors long enough to become one. Producer Hal Wallis has

(Continued on Page 29)

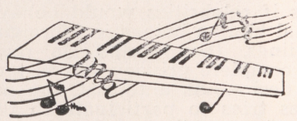
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HOLLYWOOD HAPPENINGS:

(Continued from page 27)

signed the columnist for a featured role in the Dean Martin-Jerry Lewis comedy, "Sailor Beware." Smith will play a nightclub owner in the hilarious film which, also stars French actress Corinne Calvet.

The meanest man in the world: He was deaf and dumb and didn't tell his barber. —N. Y. U. Varieties

---

Tourist: "How are crops this year, Hiram?"

Hi: "Waal, so-so. The gas station and the hot dog stand has fell off a bit this month, but they're agonna hold 'Othello' fer another week in my barn."

—Chaparral

"Mother," asked little Ambrose, "is it correct to say 'water the horse' when he is thirsty?"

"Yes, dear."

"Well, then," said Ambrose, picking up a saucer, "I'm going to milk the cat." —Arizona Kitty Kat.

November: When we stop slapping and start shivering. —Coed.

Examining admiral (to naval candidate): "Mention three great admirals."

Smart candidate: "Drake, Nelson, and, I beg your pardon, sir, I didn't catch your name."

—The Patuxent Tester.

"You look like you were poured into that evening dress."

"Oh, thank you."

"But you shouldn't have run over."

—Oklahoma Covered Wagon.

Toast: Here's to the land we love and vice versa. —Purple Parrot.

FAVORITE RECIPES OF THE STARS

From PAULINE KESSINGER
Manager, Cafe Continental, Paramount Studios

Gone are the days when many women could be described as "beautiful but dumb." Today, if a modern miss is beautiful, chances are she is brilliant, too.

For proof positive, take the stellar case of movie actress Rhonda Fleming. Recognized as one of the most breath-takingly beautiful stars in Hollywood, she is also extremely intelligent, capable and versatile. Being an intelligent damsel, this red-haired leading lady of Pine-Thomas' exciting saga, "Cross-winds," has made an effort to become an accomplished home-maker as well as a very educated person. Rhonda's friends will tell you that the "Cross-winds" star is an excellent cook. They will also tell you that one of her favorite recipes is a breakfast treat which gives top-billing to baked ham and eggs. Here is how it is made. You will need:

8 tablespoons ground ham
1 tablespoon minced parsley
2 tablespoons grated cheese
pepper
butter or margarine
6 eggs

Blend ground ham, minced parsley, grated cheese and dash of pepper. Spread butter generously in molds of a six-muffin tin. Line the sides and bottoms of each mold with the ham mixture, saving about one-third of the mixture for topping. Break an egg into each mold, top with remaining ham mixture, sprinkle with generous dots of butter or margarine and bake in 350 degrees over for 12 minutes. Serve with cups of steaming hot coffee and crisp slices of fresh toast.

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DOWNTOWN

Weekly Fashion Letter

from EDITH HEAD

Paramount Fashion Designer

In recent years the American woman has plucked fashion ideas from great grandfather's clothes collection (starched shirt fronts and cuffs), from friend husband's wardrobe (ties, vests and suspenders) and from baby's layette (bids and bonnets). Now comes the topper. The style-wise damsel has borrowed her new fall accessory from—of all things—the family dog.

Dog collars have entered the fashion picture. Styled of suede, velvet, net, lace or braided fabrics, the dog collar is proving a clever display piece for milady's favorite pins, clips and earrings. It's worn 'round the neck, then studded with smart pieces of jewelry. Here's how the best-dressed stars of Hollywood are wearing fabric and leather dog collars:

JAN STERLING, who plays RAY MILLAND'S leading lady in "Rhubarb," clips gold initials to a dog collar of scarlet suede and wears it with a tailored suit of navy wool . . . MONA FREEMAN pins tiny gold circlets to a dog collar of champagne, orange and brown plaid wool. She repeats the color theme in her short plaid gloves and handbag, then teams the striking threesome with a sports suit of imported brown cashmere.

LIZABETH SCOTT accents a strapless evening gown of shaded blue chiffon by wearing a velvet dog collar which flashes a dazzling rhinestone buckle . . . BETTY HUTTON arrived on the set of her new Paramount movie, "Somebody Loves Me," wearing a sleek-fitting black suit and a black dog collar studded with tiny red velvet rose buds . . . CORINNE CALVET, the French actress who co-stars with DEAN MARTIN and JERRY LEWIS in "Sailor Beware," lends a dash of color to a stark white crepe dinner suit via a gold kid dog collar . . . And JANE RUSSELL, who introduces the dog collar fashion to movie-goers in BOB HOPE'S "Son of Paleface," wears a white velvet collar studded with seed pearls with a matching white velvet strapless evening gown.

Weekly Beauty Letter

from WALLY WESTMORE

Makeup Director, Paramount Studios

For the beauty-conscious woman who would like to make a game of learning new tricks to improve her appearance, your reporter offers this suggestion: Play Hollywood Beauty Quiz, the game which established stars and promising new comers play between scenes of their pictures.

Recently, JAN STERLING and movie newcomer Elsie Holmes bided their leisure time on the set of Paramount's hilarious comedy, "Rhubarb," by asking each other these beauty "do-you-knows." JAN started the game with these queries:

Do you know that pearls are meant to compliment only truly beautiful skins?

Do you know that using another woman's powder puff or loaning yours is an excellent method of spreading infection?

Do you know that papaya juice is a valuable item for clear skin inasmuch as it acts as a digestive?

Do you know that when eyes are small or deep-set, mascara should be used only on the tips of the upper lashes?

Do you know that eyeshadow should never be applied on the inside corners of the lid, next to the nose, except when a person has a very flat bridge?

Do you know that fluffiness in hair-styling accentuates lines and wrinkles on a mature woman, while soft, simple waving in a dignified style minimizes lines?

Do you know that the simplest way in which to achieve an upturn at the corners of the mouth is to end application of lipstick on the upper lip just before the corners are reached and carry lipstick to the extreme corners on the lower lip alone?

Do you know that mud baths have no skin value and may even prove damaging to the skin?

Emeralds and rubies, diamonds and pearls
And a yacht on the bounding main,
Will never replace true love, sweet girls,
But, oh, how it eases the pain. —Coed

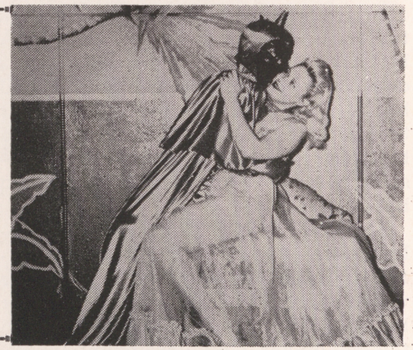


MANY THANKS
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AND
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GROVER - SHORE
TRIO
APPEARING NIGHTLY AT THE
LADY LUCK BAR
WILBUR CLARK'S
DESERT INN

THE WATCHBIRD:

(Continued from page 11)

that's enough for any "buddy." WOW! . . . About that pun!

GLAD TO SEE YA': DEAN MURPHY is happy to be back at the Desert Inn after a year's absence, and we were happy to see **him.** He brought regards from simply everyone at the Riverside in Reno, where he recently played, and also from his lovely wife, DOROTHY DEY, in Miami. . . . The five adorable DE MARCO SISTERS are with us again and fill the Painted Desert Room with their glorious singing and feminine pulchritude. They just finished their latest picture, "Skirts Ahoy" . . . and if you want to see five photogenic femmes, don't miss it. MAMA DE MARCO is with her talented little chicks this trip.

EAST BOUND: The "Little Man," namely JAKE FREEDMAN, is headin' for New York with quite a number of units in the cracker barrel. Have fun, dahling, and hurry back. . . . JODY HUTCHINSON left L. A. for New York for an extended personal appearance tour. Say hello to PHYLLIS ADAMS and BETTY and JANE KEAN for us.

CINDERELLA STORY: LOU ASHE, famous millionaire from Richmond, Indiana, married ELEANOR POLITO, former salesgirl from the May Company in L. A. The ceremony was performed October 30, at 6 p. m., by District Judge Henderson at the home of PAUL RALLI, author and lawyer. Paul was best man and the bride's sister, MARTHA POLITO, was maid-of-honor. Mr. and Mrs. Ashe will reside in Huntridge upon their return from their honeymoon.

HAPPY BIRTHDAY TO: ELAINE BADT, daughter of Mr. and Mrs. MACK KUFFERMAN. Mrs Badt was 23 on the 27th. . . . . ELLIOT EVANS, president of Industrial Metal Products of California. He was 30 on the 22nd. Elliot moved his offices to Beverly Hills and his office staff is simply delighted. They're close enough to drop in to Romanoff's or the Beverly-Wilshire drug store for lunch.

The surprise elopement of the age was when MARION DAVIES and CAPT. HORACE G. BROWN JR. flew to Vegas in a chartered plane and were married by Justice JAMES DOWN at four ayem, October 31. Captain Brown is in the Marine Corps and also handles the Marion Davies Foundation for charity. He claims to be forty-six. She claims to be forty-five.

BITS AND PIECES: The consensus of opinion of the new saddle stools at the bar of the El Rancho is that they're lovely to look at, BUT . . . ladies can't sit on them with propriety and gentlemen find them a wee bit uncomfortable. After ten drinks . . . who cares! . . . CARLTON HAYES will premiere "Only For You" over CBS-KLAS. The music was written by BUDDY GROVER of the Lady Luck Bar and the lyrics are by TED MOSSMAN of the Desert Inn Sky Room. Buddy also wrote the popular "Honeybee," and has two others in the work. . . . HAROLD STERN, who enchanted us with his string orchestra at the Flamingo last year, is just as enchanting at the Beverly Hills Lanai Room.

Tah everso to JACK O'DAY for being so kind about picking up our suitcase at the airport and delivering it to our hotel. We made that show by the skin of our skin.

TO OUR EDITOR: Dear Jack: We hear you're feeling poorly again. Get well fast, sweetie!

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WHAT'S DOIN'?

(Continued from page 15)

talk freely. Dick is a character right out of Damon Runyan's story books. His vocabulary and phraseology alone are enough to throw you, but when coupled with his quick wit, Dick becomes a first-class comedian. . . . New to the game, but NOT new to the guests, is attractive PAULA THORE, who is now dealing "21" for CLARENCE WRIGHT in the SHILLALAH ROOM of the SHAMROCK HOTEL. Paula used to peddle 90 proof in the room until about a week ago when, during a lull, she sat in to deal a few hands and has been at it ever since. It looks like you made a good move, "Clarency," and good luck to you, Paula. . . . Things are coming off regular as clock work at the RED ROOSTER these evenings. The BURLESQUE SHOWS go on at 11 p.m., 2 and 4 a.m., with music for your dancing provided by TONY DOTO and his BAND. By the way, have you tried one of SLIM'S $2.00 charcoal broiled STEAK DINNERS as yet? There, to me, is about one the best bargains in town. It will be interesting to see what happens to the front of this club when the state has to whack off a few feet to make way for the new highway that is going in within the next few months. The ROOSTER is about the oldest club on the Strip and it is about due for another face lifting job. You can't tell—what with the new highway and a new front—it could be the turning point for the good for this pioneer club. It has one of the best locations of any club on the Strip as it is. . . . In the belated birthday department we have, firstly, a double celebration for two of my favorite chorines. One a brown-eyed blonde and the other a blue-eyed charmer with dark brown hair, both of them Jean Devlyn Dancers. The blonde, BETTY PRYOR (nee London) and the blue-eyed CANDYCE KING were given a party between shows by the rest of the kids in the group last Monday night, October 29, and I'm sorry I didn't get back to have some of the cake (which I don't need as I have a few rolls already—around the middle of my middle). I know Betty's future birthdays will be happy ones on account of she was just married two weeks ago. It looks pretty good for "Candy," also because of a lucky lad in California. Wait'll my hair grows out, maybe I'll be able to catch a catch for **myself** before Father Time throws a ban on my activities!! . . . Then there was a surprise birthday cake for ZOYLA VAN HOUTEN at the El Rancho last Tuesday night, when hubby, JIMMY, took her out for a celebration and to see the show. He turns "21" as often as he can for the same club. How about that name: Zoyla? Sounded like some new salad dressing when I first heard it and the more I repeated it the prettier it became; but still not as pretty as the little lady who carries it . . . Now we come to another belated birthday and this one among the DeMarco sisters. November 1st was the natal day of ANN, the one on the far right, who sings all those low contralto notes you hear as you listen to them perform at the Desert Inn. Did you know that these girls work out their own arrangements and then sing them to an arranger who in turn makes out the orchestrations? Theirs is a blend of five voices to such perfection that they sound as one. Happy birthday, ANN, and may you be here to celebrate with us every year . . . And now a birthday that is coming up. That of TINA HARY who will chalk up another 12 months Sunday, November 4. Tina is president of the Women's Wednesday night Minor Handicap League at the local bowling alleys, the New Vegas Lanes, but more notably, she is the wife of RONALD HARY, who is dealer at the Flamingo Hotel, having been there since the hotel opened . . . I wonder if anyone will remember my birthday! . . . Here I am rattling on and on and the column is getting so long I'll have to have a special section in the book to carry it all. So, to keep on the right side of the boss and the printer, who puts up with an awful lot from we would-be McLemores, I'm quittin' as of these . . . here . . . now . . . words!

—JOHNNY.



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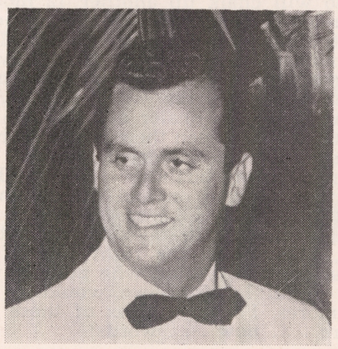
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POP SQUIRES:

(Continued from page 5)

booster pumping station on the 40-inch steel pipe line now in use, at elevation 1400.

The present pumping plant at that point has the capacity of raising fifty million gallons a day to a new reservoir to be built at Manganese Ores at elevation 1836.5 because the lift would be 201.5 feet less than is now required to pump the water into the Henderson terminal reservoirs at elevation 2038 feet.

From Manganese Ores reservoir a new and comparatively inexpensive pumping plant would deliver, if needed, thirty million gallons a day to the Henderson reservoirs.

From Maganese reservoir, elevation 1836.5 feet, a pipe line would be built along the east slope of Las Vegas Valley to a point near East Charleston Boulevard. The ground elevation at this point, where a large concrete standpipe would be built, is 1750 feet, thus providing a gravity flow to East Charleston. A system of booster pumps will readily put as much water as may be needed into the mains of the Las Vegas Land & Water system.

By use of the standpipe mentioned above, which will rise about 125 feet above the ground surface, the Las Vegas artesian water system, from the wells at elevation 2100 feet, would provide a gravity flow of water back through the new pipe line to Manganese Ores, so that, in time of sabotage or an atomic bomb making the waters of Lake Mead radio-active and unusuable, the great industries at BMI plant will not be compelled to suffer the great loss which closing down would entail. Also, the fact that there is a supplemental water supply available, may have a very beneficial effect upon insurance and other rates.

So we see that if the BMI plant lessees fit to permit Las Vegas Valley Water District to put this plan into effect by allowing the District to use whatever surplus water there may be, those lessees will receive a very valuable consideration in return without suffering any disadvantages.

Of course it is obvious that if Las Vegas shall decrease its withdrawal of water from the artesian underground storage, the basin will refill until there is ample surplus underground water to meet any emergency.

And the crowning beauty of the whole plan is that its cost will probably be something like half the cost of previously offered plans, well within the reasonable bonding capacity of the district, thereby commanding "cheap money." This will leave water rates to consumers within reason, instead of requiring rates several times as much as at present, which had been contemplated under plans proposed and rejected by the District.

I have tried to make my description of the O'Neill plan clear and simple, but I realize that it is difficult to visualize a plan with so many seemingly contradictory engineering features. I have a set of Mr. O'Neill's preliminary plans which I would be pleased to show to any person interested upon request.

No, this is not an advertisement of my proprosed real estate business, but it forms the basis for certain future growth and development, not of Las Vegas alone, but of the entire valley. It makes possible what some of us were half inclined to doubt — the growth of Las Vegas until it becomes one of the great cities of the inter-mountain west. The only thing which might delay our growth was insufficient water. Now we know that can be provided.

Wan' a buy some Las Vegas real estate? So do I!

FOLKS I KNOW:

(Continued from page 13)

morning that a former actress had been arrested for drunkeness and vagrancy. Immediately after reading the story, Miss Crawford set about finding out all about the causes behind such a tragic ending to a once bright and shining career.

Joan went to see the actress and after a long conversation, decided the actress was worth helping. The next day Miss Crawford got busy on the phone and contacted her business associates, they had a meeting and before the day was out this young lady had bee signed for a nice part in "Flamingo Road," Miss Crawford's latest picture. The lady in question did so well, and everyone was so pleased, that she was immediately signed for another picture. Here was a person who had every qualification, still attractive, young and ambitious. But after many attempts, which failed to work, she decided that no one cared what happened to her, she started slipping. But, thank God, people like Joan Crawford still exist.

Now with a new lease on life and a wonderful new career and the most important thing in the world — a good friend, this girl has been restored. She has regained her faith in humanity.

This column is dedicated to the Abott and Costellos, the Atwater Kents and the Joan Crawfords of the world, who make life worth while.

QUOTE: HERMAN HOVER,
OWNER OF CIRO'S
IN HOLLYWOOD, CALIFORNIA

"Those AMES Brothers are truly sensational. They are about the finest quartet in the country today!"

UNQUOTE



FLAMINGO:

(Continued from Page 20)

tainly tops in his field. . . . Something new has been added in the form of the CALENDAR GIRLS. We haven't seen them yet but we understand they have some interesting choreography to offer. Production is staged by DAVE GOULD. Featured in the numbers is MICHAEL EDWARDS. . . . NAT BRANDWYNNE and his ORCHESTRA will retain their places on the podium for show backing and danceable rhythms.

LAST FRONTIER:

(Continued from Page 20)

creative in the dance moderne, the Proctors cast a spell of excitement and dramatic power—exotic and hypnotic. . . . The DEVLYN GIRL REVUE have worked out some interesting choreography for "A Cavalcade of Dance," with Mr. GENE NASH presenting each girl. Their second number, "Satan Wears Satin," introduces the girls in unusual garb. . . . Backgrounding the show is BOB MILLAR and his ORCHESTRA with DON BAKER, King of the Hammond, filling intermissions with soothing rhythms.

EL RANCHO VEGAS:

(Continued from Page 20)

ground for the show and providing the type of dance music you want. . . . During intermission, GUY LANDIS and JIM DI STEPHANO play your favorite tunes. . . . PAUL GARDOS and CHUY MIRANDA are the roving troubadours in the Chuck Wagon Room.

THUNDERBIRD HOTEL:

(Continued from page 21)

combination of COPSEY and AYRES, two gals and a guy. They display their conception of the Hindu and Oriental dance set to ultra rhythmical background music. You'll enjoy their second offering when they give you their interpretation of the old-time story of "Frankie and Johnny," brought up to date. . . . Proving themselves to be a little different in the way of society music, and pleasing to all, is the music of a newcomer to Las Vegas, DICK PIERCE and his ORCHESTRA. Their arrangements are a combination of semi-modern and society that you'll believe when you hear them. . . . The KATHRYN DUFFY DANSATIONS feature Joy Walker and Sheri Scoot in a polka presentation and open with a boogie number. Johnny O'Brien emcees the show and does an outstanding bit of vocal in the polka production number.

CLUB BINGO:

(Continued from page 21)

this lovely lady will present. Looks like another eye-treat is in store. . . . Cutting the music for the show is MIKE WERNER and his "Big-Little Band." Alternating with Mike's combo for dance sets is the MICK TERRY TRIO, who musicate for you until 5 a.m.

DESERT INN:

(Continued from Page 20)

match their youth. They enjoy themselves so much, the audience just has to appreciate them also. The De Marcos certainly have what it takes for some mighty smooth harmony. You're missing a good bet if you don't make your reservations now and watch these kids in action. . . . Co-starring is DEAN MURPHY, "America's Foremost Impressionist." We've had the pleasure of watching Dean work for quite a few years now and will always remember how greatly our now deceased President Roosevelt admired him. Dean's impressions are almost carbon copies of those whom he mimics. He almost makes you feel he is living another's life when he presents his natural imitations. Dean has a sure-fire formula for audience pleasing with material that appeals to all. . . . On the same bill is BILL HUGHES who presents one of the most novel acts we have witnessed in a long time. Bill has a pet crow, BLACKIE. To prevent his pet from breaking loose, Bill has him on a leash. Blackie utters some mighty convincing bird-call imitations and humorous quips the like of which we never heard from any other feathered pet. You'll enjoy this act. . . . The ARDEN FLETCHER DANCERS provide some excellent choreography, garbed in exciting costumes. . . . Holding down the M. C. chores is that capable, personable GENE GRIFFIN. . . . Backing the show with their usual professional touch are CARLTON HAYES and his MUSIC MASTERS.

SILVER SLIPPER:

(Continued from page 21)

THE SILVER SLIPPER GALS are still on hand to provide you with their individual brand of dancing, and their famous BAR ROUTINE. . . . Your capable master of ceremonies is STUART KEARNS, who keeps the show moving at a smooth pace. . . . Accompanying the show is pianist GEORGE REDMAN, with WHITEY'S TOPPERS filling in during intermission.



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LIBERACE'S LAMENT . . . By LIBERACE

PRETTY soon, it might not be a bad idea for me to take out voting papers in Las Vegas.

This is trip number ten for me to The Last Frontier, and each one has been more fun than the previous one. So by the law of immutable returns, there is more than a likelihood that my voting might be done in these precincts.

Just before hopping out here, the schedule took me to Uncle Miltie's amazing program out of New York. For the first time, my piano noise was heard in California and in Hoboken at the same time. You know what I was thinking about at the time?

I thought, "Maybe they'll learn how to pronounce my name right now."

Is your name Smith, or Johnson, or Goldman? Brother, you're one of the lucky ones, not to be tagged with a name that sounds like a frustrated sneeze when some of the natives go to work on it.

Liberace. It sounds simple enough to me. I could say it as soon as I could talk. But I've been called Lie-beer-ace and Liby-atze and even Liver-ache. My liver is in fine shape but that one still keeps coming. Liberace. Li-ber-AH-chee.

It sounds simple enough to me. But you should hear some of the sounds that come out when people try to talk to me.

I was once hired by a booker who thought he was hiring someone else. That's how bad it can get.

But coming back to Uncle Miltie, it's completely amazing how that man keeps on going, week after week, knocking himself out and doing the same to the audience. It's fun maybe to keep on repeating that Milton lifts from everybody, including himself.

Funny thing though, when others use the stuff, it doesn't percolate the same way. This comedian was Number One and my guess is he'll be remembered that way for a long time to come.

All of this was of double interest to me. I'm going to take the big plunge myself in a few weeks and get up in front of that one-eyed monster with my own weekly show.

Mine is going to come from Hollywood, so I guess Las Vegas is still going to be a weekend spot for getting away from the world. Or did I tell you about taking out voting papers?

What am I going to do on the show? Well, I'm going to have a piano around, for certain. My trusty Baldwin isn't going to be overworked, though. I'm going to warble my way through some



of the tunes of the day with that treatment somebody was nice enough to say was individual.

Maybe I'll show off some of my designing. At The Last Frontier practically nobody would be interested if they knew I did designing, and that some of my material is in the market already. Who cares if there's going to be a cookbook of mine called "Show-Pan in the Kitchen" coming out soon? But nearly all of the great chefs are men, and when that's seen on TV, it should be good for a change of pace. Filet mignon and Baldwin, and How to Change that Living Room, with a little bit of "Come Onna My House" tossed in. Begins to sound like a salad, doesn't it?

I might even have a course in how to pronounce the name. That Jack Benny and Bing Crosby with those easy names!

Some people get all the breaks!

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