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December 15, 1951

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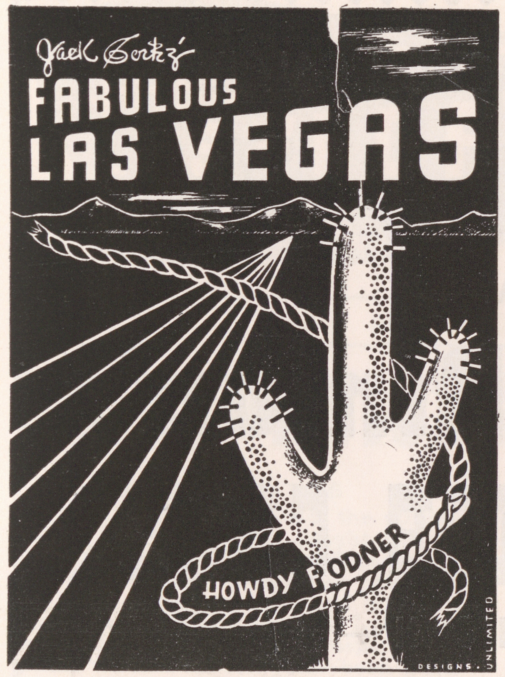

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OBSERVATIONS, By POP SQUIRES

"THAT'S FOR SURE," By JACK CORTEZ

HOLLYWOOD HAPPENINGS, By MARTIN LEWIS

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

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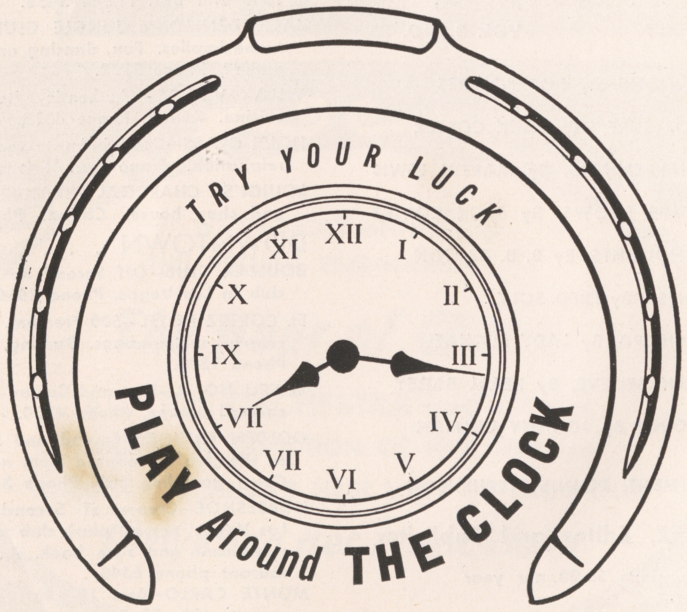


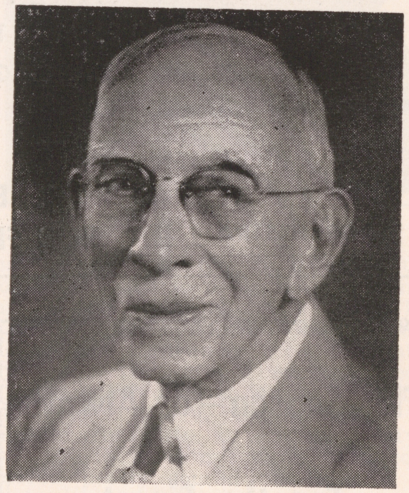
FARO BANK

DEALING HIGHEST LIMITS IN NEVADA

Jack Burtz'
FABULOUS LAS VEGAS
HOWDY PODNER

VOLUME 3 DECEMBER 15, 1951 NUMBER 35

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



COMMUNITY CHRISTMAS

IN THE year 1915, the outlook was not very bright for the little city of Las Vegas. True we had in the few preceding years accomplished so much that it seemed the future of Las Vegas would be assured. The prosperity for which we had for ten years been working and planning and praying, was about due to hit us.

We had succeeded in dividing the county and creating Clark county in 1909. In June of 1911, driven by the necessity of providing a sewer system, we had incorporated the City of Las Vegas. In 1912 we had succeeded in carrying a $40,000 sewer bond issue. We had built the big school building on Fourth street after an angry dispute between factions of our people. We had succeeded in a campaign to vote $75,000 in bonds for the new court house. We felt, with some reason, that we had done right well by our little Nell, Las Vegas.

However, in 1915 we were, like many other communities, suffering from the effects of World War I. Money was scarce and the fear of war discouraged all enterprise. Building and such developments seemed to be at low ebb. There was poverty and suffering in Las Vegas and we were anxious to do what little we could to help out, but no great movement apeared on the way to assure prosperity.

As if created for that especial emergency, the Mesquite Club (women's social and civic organization), stepped forward, picked up the reins and took over the job of driving. The club was still a young organization, its chief accomplishment to that date having been the starting of a public library on a very, very modest scale, which however down through the years finally culminated in the present fine organization, which shortly will move into its fine new building. They had also organized an "Arbor Day" and were instrumental in having some two thousand cottonwood trees planted along our streets. Not dodging their personal responsibility, the women dragged sections of garden hose up and down the streets all through the hot summer months, to water the cottonwood posts which today, in some parts of town, still add to the beauty and comfort of our city.

So it was just the natural thing for us poor old geezers of tired out men to welcome the activity of the Mesquite Club women.

Our daughter (now Mrs. C. C. Boyer) was active in the work of the club that year and she was made chairman of the general committee on Community Christmas Tree for Christmas of

(Continued on page 29)

NOW . . . "THE LARGEST CLUB IN NEVADA" OPENS

THE
TRENIERS
AND THE
Gene Bilbeaux
QUARTETTE
★
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HORSESHOE
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UNDER MANAGEMENT OF
TOM ALLEY



POKER - LOW BALL
TABLE STAKES

RANDOM THOUGHTS

. . . By B. B. BARTON

SUCCESSFUL MARRIAGE



WHILE speaking with a dear friend of mine, I asked her the reason why everyone thought she was the person to whom they should bring their troubles. After discussing the subject of marriage with her, I thought her views were good enough to pass along to you . . .

First of all, she told me she looked upon her husband as being a very important person to her and treated him as such. She said she didn't approve of making a husband into an errand boy and jack-of-all-trades around the house. That doesn't mean that friend husband should prove completely idle around the house. The little woman can use a helping hand once in a while. But, the male animal must be made to believe his assistance was his own idea. Ah, psychology! . . .

Then, the wise woman pointed out that she never discussed finances in front of others. Were you ever in the presence of a married couple who argued over the price of a gift he brought home? The wife who insists he should have saved the money to pay the grocery bill is not the type of woman a guy wants to surprise with little gifts. If you're looking for a method to wound your husband's ego, just tell him he doesn't know how to spend his money . . .

I knew of one couple who are quite successful in their chosen work. The gal was the first to establish herself in this certain field and helped her husband gain recognition. Not one single second rolls by without Mrs. Big letting her husband know it was SHE who made their luxuries possible and it was SHE who was directly responsible for every bit of glory and money. Lord! How does a man stand such a female? Not only does she remind her husband at home, her conversation can be heard no matter where they go, even during a floor show at a night club. Brother—that's all! . . .

You know, too many women become self-satisfied after marriage. Most of the newly-wed gals pity those who are still single. They should remember they were single once also and it wasn't too bad an existence. Some people like television! . . .

Another important characteristic of success in marriage is the privacy of the male. No man, no matter how much he loves his wife, wants to drag her along, everywhere he goes. Just because a fellow wants to open his own mail or spend a few hours with the boys—or wants to do some solo thinking, it doesn't mean he is losing his affection for his wife. Women should make these allowances for their mates and realize they aren't being slighted.

A pet peeve of mine is that too many gals discuss every personal detail of their marital life at a "hen party." Most of these things should be considered pretty sacred and should be kept within the barriers of the home.

A successful wife never insults her husband in public and tries her best to avoid doing so at home. She is a woman in a million because she never contradicts him nor stirs up a row over some insignificant matter. She treats him as though he were a man to whom she wasn't married. (Clever?) If you think that's easy—just try it! Unfortunately, most women feel that their husbands are just dummies that should be pushed around . . .

If her husband's tie isn't straight or there is a speck of dirt on his clothing, a thoughtful wife tells him about it rather than doing it herself and leading people to believe she is his nurse instead of his wife. She also spends time in acquiring knowledge of her husband's work. In this way, his home hours can be spent in discussion of the things he does rather than the usual conversation about the weather and the gal next door . . .

Even though we've just discussed

(Continued on page 33)



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"CAVE OF THE OUTLAWS"

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SHELLEY WINTERS in

"THE RAGING TIDE"

MARA LYNN in

"SKY HIGH"

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FRIDAY and SATURDAY

JOSE FERRER in

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BRIAN DONLEVY in

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THAT'S FOR SURE . . .

by JACK CORTEZ

That's right, folks. You have but seven more days in which to complete your shopping, with two Sundays added for your holiday preparations. Where has the time flown? That's something we all would like to know. Hope you've finished the tasks you set for yourselves. Engaging in that last minute rush can be mighty tiresome. We wonder if you've taken time to think about others, outside of your family circle and intimate friends? In the warmth and security most of us feel, we sometimes forget there are those among us who could use just the slightest bit of remembrance to give their Christmas a tinge of happiness. Please try to select one person to whom you can bring a smile with a small gift of some sort. That little girl down the street isn't going to have a memorable December 25. Her mother is ill and her dad is out of work. An inexpensive doll would bring the sunshine to her eyes. Or, how about the newsboy who rides around on his bicycle, making deliveries with unprotected hands? A pair of gloves would be more appreciated than any other thoughtful gesture. There are many humans who could use our assistance. Let's all seek just one person to whom we can bring a bit of joy. Christmas brings with it a wonderful inner glow of contentment, especially when we know we've wiped the clouds from another's heart. Join the "Parade of Smile Instigators," this season. You'll be a happier person for it . . . and that's for sure.

In our December 8th issue, we carried an item about a couple of real estate brokers who went to J. W. ANDERSON, builder and contractor of the DESERT INN COUNTRY CLUB ESTATES, for the sole purpose of buying lots for speculation. Well, seems that JOHN A CARROLL (local real estate operator), read the item and misunderstood. When we said we congratulated Mr. Anderson and his associates "for refusing to allow such magnificent sites to fall into the hands of agent who seek that profit above all principles," we were directly referring to the two who had approached Mr. Anderson. That was not meant to be understood as a general statement, with application to **all** brokers. Forgive us for being inadequate in our usage of words, Mr. Carroll. We fully agree with you that the real estate profession has done much to promote the growth of Las Vegas. Our ire was aroused by the few "bad apples," not by the many of you who have devoted yourself (with tireless effort) to the progress of our fabulous town and its vicinity. (Are we forgiven?)

FLORIAN ZABACH, the violinist appearing at the FLAMINGO HOTEL, has become the first person in 25 years to make the violin a popular instrument again, and has been called the present-day Rubinoff. A Decca Record artist, his "Hot Canary" has been a best seller for months.

Many of his friends were saddened to learn that a heart attack proved fatal to ED WHITLOCK in Los Angeles, December 10. Mr. Whitlock was a retired chemical engineer and he lived in Las Vegas since 1941. He was widely known as a prominent sportsman.

There is a possibility that BILL MOORE is negotiating for the purchase of the EL CORTEZ HOTEL. We admire both Mr. Moore and the present owner, J. K. HOUSSELS. Although there may be denials, we understand there is $1,200,000 in escrow and the deal might materialize shortly.

We'd like to use this medium to thank JAKE FREEDMAN for that interesting novel he sent us last week. Incidentally, Jake also forwarded a photo of a beautiful thoroughbred horse which he named, "LADY MICHAEL," in honor of our lovely columnist. If that horse can run as well as Lady Michael can write, it will be a champion for sure.

The LEONARD MARXEN family are just about beginning to calm down a bit after their recent, horrible experience. PEPE, their pet boxer (a beautiful, well-trained animal), was brutally attacked recently and his poor skin was ripped unmercifully through some inhuman's use of a knife. The person who wrought the damage is unknown. That's the type of character we'd like to put our hands on—just once. Anyone who can approach an animal with malicious intent to harm should feel the hangman's noose.

Aside to CONNIE MORMON of the CLUB BINGO: We're very sorry to hear that JIM'S mother is so ill that you kids have to postpone your nuptials. However, we know that you'll make a terrific wife now that we learned you insisted he spend his time with his ailing parent, instead of returning to your side. 'Tis an unselfish love you carry, lass!

Ringsiding at the DESERT INN were the glamorous ELIZABETH TAYLOR and her escort, HOWARD HUGHES. "Liz" seems to grow more beautiful, daily.

(Continued on Page 15)



EXCELLO

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WHAT'S DOIN'?

. . . with JOHNNY UHLMAN



HOW could it be so close to Christmas so soon! I don't think I've even got all the icicles and artificial snow out of my living room rug from last year and here it is, time to put up a tree for this year already! I may be just an old bachelor, with just the KID and me in the apartment, but it wouldn't be Christmas at all if I didn't have myself a tree of some sort. I usually wind up with a super small job that I'll place on a table and load down with a flock of lights and a half dozen boxes of icicles so that when I've finished you'd never know there was a tree under all the camouflage. I'd be just about as well off if I'd use the ribs of an old umbrella! Still . . . it isn't what the thing looks like that counts when it comes down to cases, it's what it stands for and the feeling it gives a person when they gaze upon the symbol and realize their many blessings.

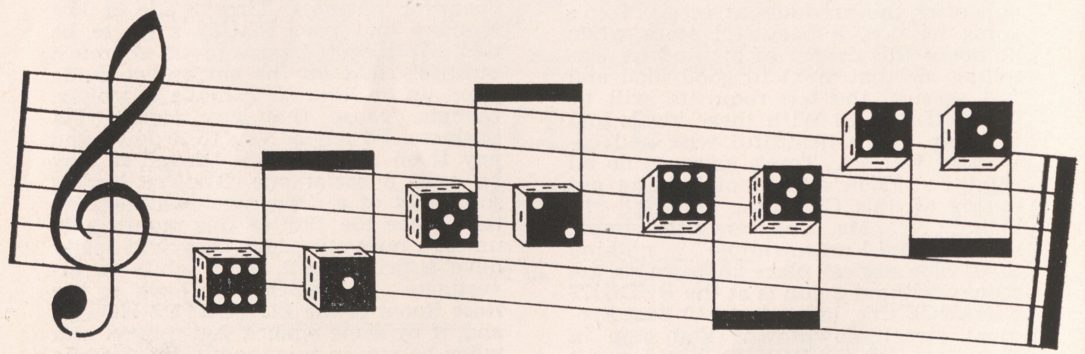
Had a long talk with TOM PANOS the other day and found out that he is going to operate his own pastry and candy shop in conjunction with his new MELODIE LANE RESTAURANT which he will open soon at the corner of Third and Fremont street. The pastry shop will be facing on Third street and will offer the products at retail. Tom's going to have a beautiful store when he opens this dream of his and he was telling me that, next to good food and fast service, the top requisite will be CLEANLINESS! With these ideals and the help of his beautiful wife and co-worker, WILMA, Tom's going to do all right. . . . How's the loot holding out during all this Christmas buying! . . . Unhuh! . . . . Me, too! Here's the simple solution, and I mean simple . . . nothing to it! The easiest place in town to get money without a gun is at the BUDGET FINANCE CO., located at 510 East Fremont street, downtown. You stop in there see DAVE BOYER; if he can't work out something for you neither can anyone else . . . You wanta know HOW COME I know all this? . . . How ELSE come! . . . Say, I found some wonderful gifts at the THRIFTY LIQUOR STORE for those of you who hie to hootch. To name a few, there are I. W. Harper, Kentucky Tavern, Old Taylor, Grand Dad and others to be found in lovely crystal decanters, which Thrifty will gift wrap for you, and ALL for the regular price you would pay for the merchandise under every day conditions. They also have cordials in china pitchers that are cast in the likeness of ducks, parrots, etc., and even one of the Eiffel Tower. These aren't little bitty things, either! They'd look great in a den or a rumpus room. The THRIFTY is at 28 Fremont street, downtown. . . . FERGUSON FURNITURE finally got open for business. They made it last Monday and poor PAUL is fit to be tied. He didn't expect to do so much business right off the bat and it kinda piled up on him. He'll make out okay, though, 'cause that guy knows his business. I'd advise you to drop in and pay them a visit, even though it may be only a social one. They're having some sort of a drawing down there to take place the 19th of this month and, unless I miss my guess, they will really have a prize worth your while to investigate. . . . WOODY is back in the Rose Room of the EL CORTEZ HOTEL and, if by some chance you missed him when he was in this room a short while back, you now have the opportunity to put yourself in step with the rest of the crowd who have enjoyed his work. If you should happen to wander into the room while the show is on, you might suspect merely that someone has strolled up out of the audience and is kidding around at the piano and having himself a ball . . . that's WOODY! His work is the height of informality and entertainment. He's on and off the stand all night long so there's no use trying to tell you when show times are supposed to be. Go in any time and you

(Continued on page 33)



DOWNTOWN

IT'S A "NATURAL"!



SOON — SOON — SOON — SOON

TOM PANOS'

MELODIE LANE RESTAURANT

THIRD AND FREMONT

This You Can Believe . . . By PEARL BAILEY

DEAR friends, people and citizens: The unforgivable thing in journalism happened for the last two weeks. Pearlie Mae neglected to send in her "little ol' column." There are many apologies I could make but what the heck. I'd still be wrong. So let's not have any apologizing, just don't do it again, ever. (Yes siree, never again).

Folks, things have been happening so fast and furious that it'll take years to catch up with the news. Still at "La Vie En Rose" (French, you know), and we're really packing them in. (Six weeks).

Everybody from **everywhere** has been in the club and having a ball, you betcha. Marlene Deitrich **dropped** in the other night **(dropped** in—I mean **swept** in) looking like (now let's see) well approximately eight million bucks. You mean to tell me you can have grown daughters and look so good? This woman really upsets a place when she walks in by just—uh, by just—uh—what the heck—**by just walking in.**

Monte Proser (the nicest man) is really in there pitching with this place and let's hope he continues, and has success. He's a wonderful man, believe me. Enough about our place cause we must tell you about our **New York weather.** Now, this is really it. Folks are walking around without top coats on it's so warm; perspiration running off of you like July. Wonder what the devil is happening??? Soon the snowflakes will come and probably scare us all silly.

If no one in the whole world is enjoying this, then give a listen please—they're crazy. Only one beef Perlie Mae's got and here 'tis. A few weeks ago in the column, I was telling you my sad tale of woe about the **heavy cloaks** being in storage. So "whata happen," out comes the coats and the weather's so warm, **who needs** 'em??, I ask ya? "Life gets tedious, don't it?"

Mr. Riley (my pup) is having the time of his life, getting fat, being in show business (oh, yes, he makes every show) and enjoying the heat. He's the real joy of this ol' gal's life. Course you folks out Nevada and California way shouldn't be too jealous or is it snowing in Los Angeles?? (I ask you?)

Sure would like to make a mad dash out that way and see what's going on, but gotta make the tax money you know. Haven't seen too much outside of the club because we've been, (as I said, and probably repeat) busy, but will be able to make a few rounds



soon. Have lost considerable weight, feeling good, and dying to see you one and all at some of the old familiar haunts.

Television has let many of my friends see me, but I sure would appreciate it, if television could be perfected to the point that I could see you, cause, my babies, I love and miss you all, really.

—PEARLIE MAE.

Some people believe anything you tell them if you whisper it.

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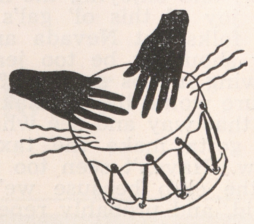


THAT'S FOR SURE:

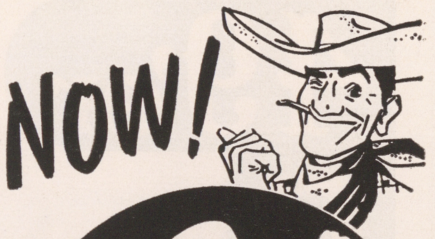
(Continued from page 9)

Better move back a little. We feel like exploding! Why can't something be done about the irresponsible "Swill Slingers" in our town? (Translation: Garbage collectors.) Why in heaven's name can't they make their collections at a time set aside for such purposes in other cities and in a manner that is utilized by other collectors! These so-called collectors strew the refuse over the streets and cars nearby as they make their feeble attempts to dump the contents of receptacles into the trucks. We had one experience with them and find them to be pompous and without regard for property that isn't theirs. Are we going to permit them to destroy the appearance of our homes and cars with their indifferent collection methods? Why must our belongings suffer defacement because the garbage men believe their muscles should be saved for displayment at swimming centers?

During a conversation with SID SHEPPARD (owner of SHEPPARD'S FURNITURE STORE), we were amazed to learn certain facts about our localites and their experience in the field of buying. For instance, Sid used a certain hotel as an example. The management of the popular bistro sent to California for all of the furniture in its apartments. Costs were exorbitant, although they were allegedly "wholesale" costs. Mr. Sheppard showed us how he could sell the same type of furniture, at a retail price, and still present a smaller bill to the hotel than the wholesale company did. Which reminds us, why don't our businesses patronize our local shops when on a buying spree? Visitors will offer high praise for the stock our local perchants offer. Still, some of our localites head for out-of-town buying, when in the market for merchandise. Is it the name on the price tag that makes our business heads believe they are getting better quality elsewhere? What a fallacy! Reminds us of that old yarn about the grass being greener on the other side of the fence.

MURRY DEITCH is having a time, trying to get his lovely MURIEL to settle down in one place. Muriel's mother, "HONEY," is expected to arrive from New York, any plane now. She is going to spend three or four months in L. V. However, Murry tells us there won't be any of that familiar mother-in-law trouble. He loves Honey as though she were his own mother and is glad she will be able to keep Muriel company while he is on his job as pit boss (swing shift) at the GOLDEN NUGGET. You're a lucky man.

(Continued from page 21)



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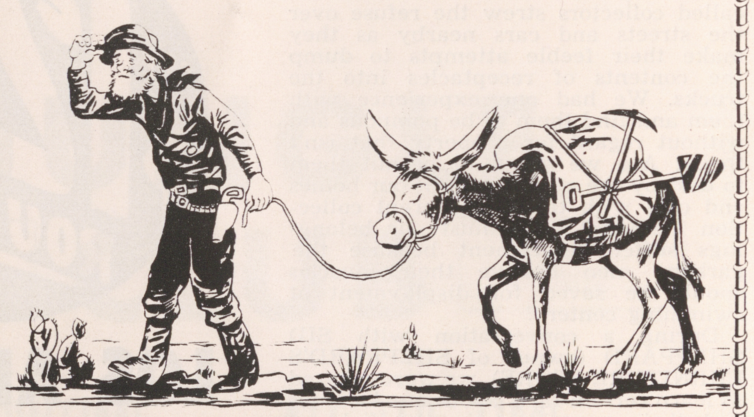

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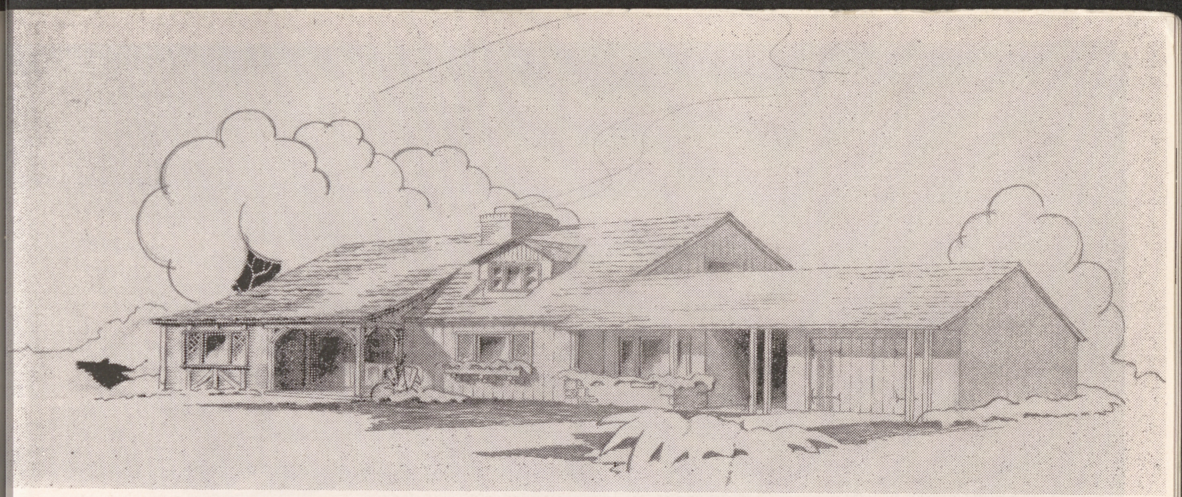

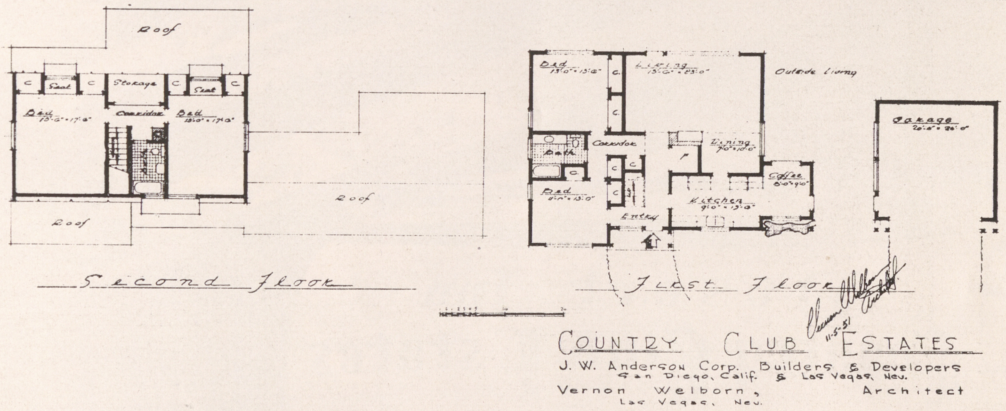

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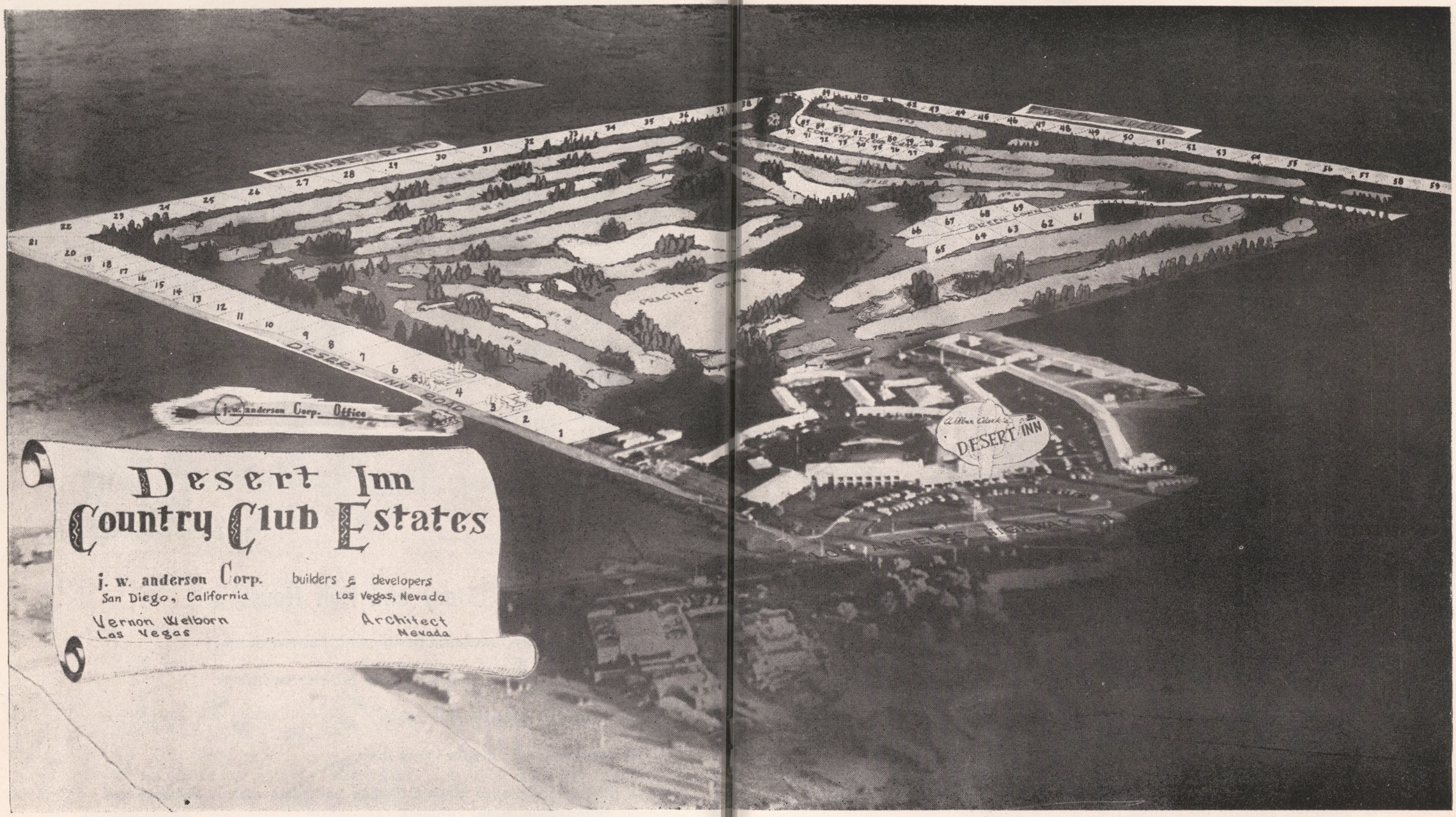

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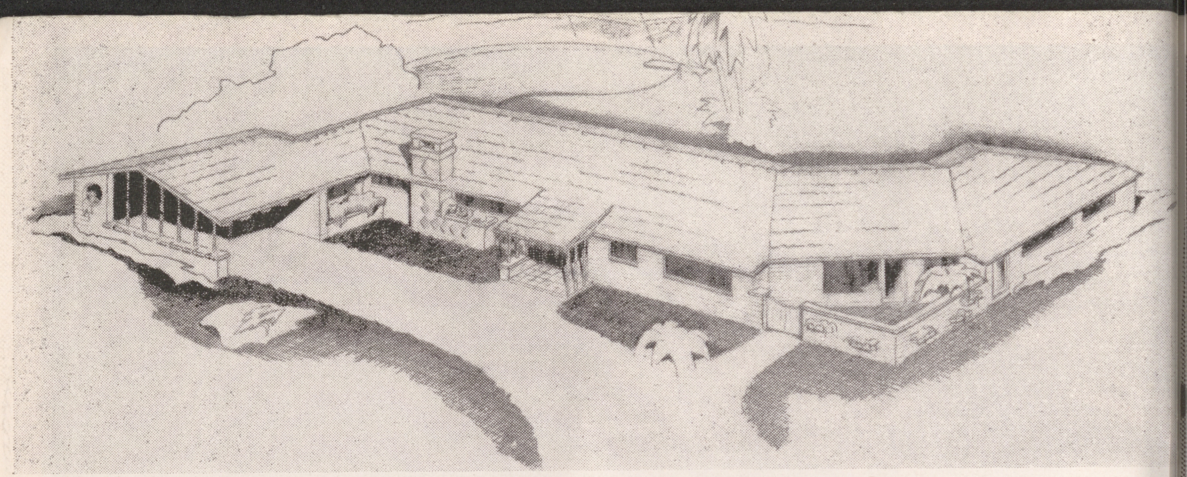

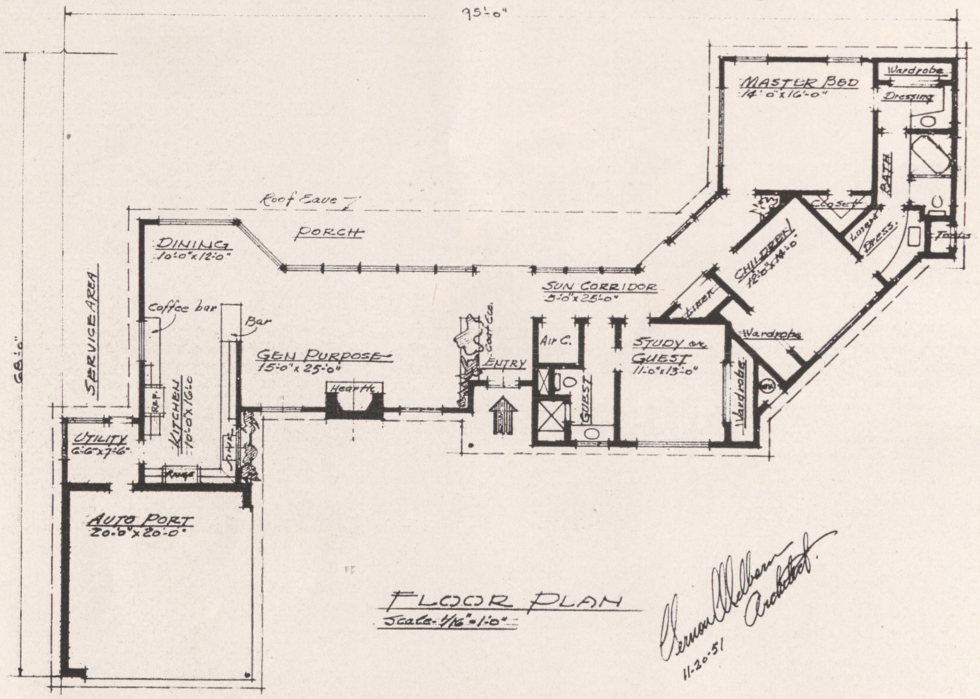

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El RANCHO VEGAS

GERSHGORN *Jewelers*

LOBBY-HOTEL *El Rancho Vegas*

THAT'S FOR SURE:

(Continued from page 15)

Murry. Many husbands wish they had a mother-in-law such as Honey.

Here's good news for good-music-lovers! CARLTON HAYES signed a year's contract with the management of the DESERT INN. That means Carlton and his music makers will be supplying their excellent instrumentations for at least that much longer. Congratulations to all concerned! We're sure this is a move that will receive warm welcome from the patrons of the PAINTED DESERT ROOM. Incidentally, have you caught any of Carlton's air shows yet? There's a dreamy half-hour of music that should be on a national hook-up!

We have belated birthday congratulations in store for three of our friends. BARBARA VELONA (wife of DOMENIC of the VILLA VENICE), made her wish and blew out those tiny candles on her cake, December 12. At the same time, FRANK SINATRA was guest of honor at his party in Hollywood. Lovely JEANNE COLE, the little lady who formerly worked at the JUNGLE CLUB, celebrated her natal day on December 13. Bushels of happiness to you folks!

Residents in the vicinity aren't objecting to the liquor license acquired by JOE SCHRAMM and HARRY FARNOW for their DUFFY'S TAVERN on South Fifth. They are just slightly wary and are afraid that Joe might suddenly break into "Ace in the Hole," sometime around 4 or 5 a. m. Tell them you won't do it, Joe!

SHERLOCK FELDMAN, box man at EL RANCHO VEGAS HOTEL, is beaming from ear to ear. Reason for his ever-present grin is daughter, SAMARA. Miss Feldman is a student at the UNIVERSITY OF MISSOURI. When she wrote and told her Dad she would be home for the holidays, he actually turned two somersaults. Have a happy holiday, people!

Ooops! Another belated birthday. This time we forgot to extend our best wishes to GORDON BELL, youthful building superintendent of the DESERT

(Continued on page 25)

SHOW REVIEWS by Jack Burtz

Flamingo

December 13 to December 26
(Not a review)

FLORIAN ZABACH comes to town acclaimed as one of the hottest new show business personalities New York has uncovered in many years. He is the young man with the "Hot Canary" violin. After winning the Arthur Godfrey talent contest, Florian became one of television's popular figures. He is called the Rubinoff of today. This blonde, handsome 6-footer is the only violinist in the nation with a bobby-sox following. You can judge his popularity for yourself when we say he went into New York's Strand Theatre for a two-week appearance and stayed for 33 weeks. Quite an accomplishment. . . . On the same program is that favorite comedian of all comedians, DOODLES WEAVER. We're sure you remember "Professor Feetlebaum" when he played here with the Spike Jones organization. Seeing Doodles doing a

(Continued on page 31)

El Rancho Vegas

Show presented December 5

LENNY KENT, the "ol' mustang," is featured in this all-star show, in the OPERA HOUSE. Lenny is in rare form for this engagement. This would-be Texan is armed with two barrels full of gags and stories that he fires smack into the center of your sense of humor. His sense of comedy is infectious, embracing each member of his audience. Lenny once again proves himself quite adept in the land of amusement. . . . Newcomer BEVERLY HUDSON is adding Las Vegas audiences to the fans she acquired in Hollywood and New York. She has a distinctive song style and seems to live every number she presents. For a smal gal, she certainly has a great big voice. If audience reaction is a barometer, Miss Hudson is well on her way to stardom. . . . Those youthful favorites of song and dance, PEGGY RYAN and RAY McDONALD, have returned with new material and zestful presentation. You just can't get enough of these kids and their vivacious talents. Whether soloing or dueting, their performances are thoroughly enjoyable. We've never seen so much enthusiasm displayed in any other act. What a personable team. . . . TED FIO RITO and his aggregation of music makers are precise in their show-backgrounding. The boys keep the produc-

(Continued on Page 31)

LAST FRONTIER

November 30 through December 27

All the seasons of the year have been rolled into one for the presentation in the RAMONA ROOM. The love of Spring, the warmth of Summer, the colors of Autumn, and the etched beauty of winter have all been combined in this thrilling performance of PHIL SPITALNY and his HOUR OF CHARM, consisting of the famous all-girl orchestra and choir—featuring America's first lady of the violin—EVELYN and her "Magic Violin." . . . Never before have the onlookers feasted their eyes on a more delightful sight than the one that is revealed at curtain time. When those shimmering drapes part, you see beauty in all its splendor, highlighted with supreme talent and festive spirit. . . . The graciously lovely EVELYN is unsurpassed when she lifts her en-

(Continued on Page 31)

Wilbur Clark's DESERT INN

Show presented December 11

The PAINTED DESERT ROOM presents the unusual Broadway success, Tom Ball's "CHINA DOLL REVUE," a picturesque production. . . . In the starring spot are MING and LING, two gentlemen who present impressions, songs and comedy that please all showgoers. . . . Featured on the bill are the ASIA BOYS whose balancing rou-

(Continued on Page 31)

Thunderbird

December 13 through December 26
(Not a review)

Back in the NAVAJO ROOM after a seven months' absence is the "Shotgun Boogie" boy who has risen to the top in the short span of only two years, TENNESSEE ERNIE. Since Ernie's engagement here, he has been playing clubs and theaters throughout the country and giving the people the surprise of their lives with each and every new engagement. He rocks them back on their heels when he applies his beautiful baritone voice to the semi-classics or a popular ballad of the day. And that's just it; Ernie can sing **any** type of tune. He returns to the room with a wealth of new material as well as bringing back your old favorites. . . . Costarring on this bill with Ernie is that popular comedienne of radio and screen fame, MISS IRENE RYAN, whom most of you will remember as half of the famous TIM and IRENE. This little lady is guaranteed to get to your "funny bone" as she presents her well timed and polished routines. Besides this, she is a "mugger" from the word "go" . . . this gal is "gone"! . . . Openers on the bill are the members of that fast paced and spine-tingling act, The MAR-VELS, "virtuosos of the teeter board." Rated

(Continued on page 33)



—look out! Only glue will hold you in your seat. A terrific duo! . . . Accompanying the Treniers are the GENE BILBEAUX QUARTETTE. When we heard these lads, we thought we were

(Continued on page 33)

CLUB BINGO

Show presented December 5

The BONANZA ROOM has been tied down for this engagement to prevent its being carried away by the rhythmic presentation of the TRENIER BROTHERS. Man! Those gentlemen are really **groovey!** When we say these twins are loaded with ability in the field of song and dance, we're voicing the opinion of all supper-clubbers who have viewed their act. The boys seem to have music in their veins, instead of the ordinary red-stuff. When they start dishing out their tunes and jumping in jive fashion

SILVER SLIPPER SALOON

December 7 through December 21

BEDELL and MATSON, two of Las Vegas' favorite exponents of comedy, are back on the local scene. The boys are treating their fans to some fine comedy antics. They are cleverly skilled in the art of mirth and offer you the type of pantomiming that lifts you right into the realm of laughter. . . . HELEN HALL arouses musical memories. This songstress has a talented voice and is gifted with the type of showmanship all audiences appreciate. . . . RIMI RUDINA is the young girl with the violin. Those who have witnessed her performance are complimenting her highly. Those who haven't seen her are making plans to do so. The young lady has everyone talking. . . . Backing the show is CHUCK GOULD and his ORCHESTRA, with GEORGE REDMAN at the ivories.

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THAT'S FOR SURE:

(Continued from page 21)

INN COUNTRY CLUB ESTATES. The lad's celebration took place on December 10. While we are on the subject, we're going to "jump the gun" for a change and offer our sincere, early felicitations to WILBUR CLARK, who chalks up another year in his exciting life on December 27. This is one occasion that hasn't caught us napping. Join us in a malt, Wilbur?

Well, ROSEMARY CLOONEY has certainly arrived! Whenever a show personality has a street or a boulevard named after him, it indicates top-of-the-ladder accomplishment. Back in her hometown of Maysville, Kentucky, her neighbors named a street in Rosemary's honor. Nice going, gal!

LORRAINE GAGNEBIN set some sort of a record down at NEW VEGAS LANES, last Sunday. After completing the night's bowling of two leagues (one of which is the team we sponsor), Gag discovered she bowled 574 series in each. Not bad, eh? Just a 191 average for six games. Yipe! There's one gal we aren't going to challenge.

Lovely SHERRY MORGAN is certainly a very busy gal. Her latest contract calls for her to create a mural for the CANDLE LITE ROOM of RALPH and DOMENIC'S VILLA VENICE. Knowing the type of work Miss Morgan turns out, we're sure the result will receive a lot of favorable comment.

There's a gal in town who would make a very good room clerk if such a position is available. She is LOUISE WRIGHT. Louise has a lot of experience in this type of work, having held such a post at the HOTEL ASTOR in New York, for approximately nine years. Miss Wright visited our town for the first time, a few weeks ago. Since then, she has admired it so much, she doesn't want to leave. Hope you locate a job soon, gal.

Very sorry to learn that MIKE WERNER, of the CLUB BINGO, has been hospitalized. If you happen across this item, Mike, we want you to know we're all hoping the medics soon put your tummy in proper working condition. The town doesn't seem the same without you around.

Lawdy! Thought we'd never drag Mrs. C. away from GERSHGORN'S JEWELRY SHOP in EL RANCHO VEGAS HOTEL. Can't say that we blame her, however. Mr. Gershgorn has a beautiful assortment of jewelry and charm watches that's drawing all the women in the vicinity. Almost reminds us of "Jewelers' Row" in Manhattan.

AL NISSELL is a very disappointed man. Although the town is turning out, en masse, for his sale, he is downhearted because his sister, MRS. BENJAMIN WINTER, of New York City, hasn't arrived yet. Maybe this is the reason his hair is turning into electrified curls? Mrs. Winter owns a few Manhattan hotels, among which is the HOTEL DAUPHIN. Simmer down, Al. Maybe your sister is so busy with her properties that she just can't leave at this time.

Approximately a year ago, MONTY MONTGOMERY (retired millionaire) purchased a home in our community and settled down to becoming a native. Not too long ago, Mr. Montgomery donated hundreds of thousands of dollars to the hospital in his home town of Battle Creek, Mich. After making his humane gesture, Mr. M. left for a three-month vacation in Florida. Here is a man who has made his purpose in life a devotion to those who need assistance. We salute you, Mr. M.

MRS. BARRETT, of Miami Beach, Fla., was sipping an orange juice at the bar of the JUNGLE CLUB, when she suddenly raised a finger to her lips, motioning her escort to silence. After listening a while longer, she turned around, beamed and beckoned to the bartender, LEONARD CALVIN. Right then and there, Leonard and Mrs. B. renewed an acquaintance they shared in the south, years ago. That just goes to prove that everyone comes to Las Vegas, at some time or other. Incidentally, have you noticed that JACK DENISON'S name is now on the sign outside of his newly-acquired JUNGLE CLUB? Mighty nice looking, eh?

Did you ever watch PHIL SPITALNY while he was in a creative mood? That man certainly works harder than a quartet of males could. We happened into the HOTEL LAST FRONTIER while he was composing a special arrangement for "Ghost Riders in the Sky." From what we heard, it will be a wonderful treat in the special Christmas show to be presented by the HOUR OF CHARM. If you are out that evening, drop in and catch one of the most moving musical productions you'll ever hear. You deserve bouquets of our gratitude for the talent you bring us, Mr. Spitalny . . . and that's for sure.

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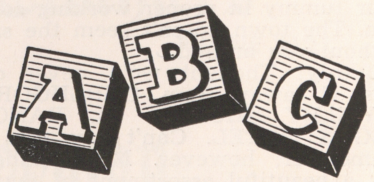

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THE WATCHBIRD

. . . by LADY MICHAEL
(Michael Neale)

WE'RE supposed to write a Christmas column for the BIG Christmas issue of the magazine, but somehow we can't get into the mood. Where are the street Santas of yesteryear? The holly wreaths and berries and such tunes as "Jingle Bells" and "Silent Night" played over a loud speaker and blending with the voices of merry holiday shoppers. Back "East" they start the festivities the day after Thanksgiving and we all immediately get into the mood of the season and spend the moola.

It seems as though the merchants of the Main street and the Main stem are going to string up their lights the day before the BIG day—and will probably keep their tremendous effort alive until the following Easter. Without extreme cold and loads of that lovely feathery white stuff called snow, we can still have more Christmas spirit, especially in decorations to please the home folks, not to discount the out-of-towner who is here for a brief visit AND who remembers Main Street back in Keokuk and Kokomo . . .

TOM BALL'S China Doll Revue, which opened at the Desert Inn last Tuesday surpasses the sparkle of last year with the prettiest oriental faces this side of Shanghai, plus such exceptional acts as the KANAZAWA TRIO, the ASIA BOYS and those two delightful Chinese hill-billies, MING and LING . . .

IMPAIRING THE MORALS OF GROWN-UPS (c'est possible?) **OR**—IF YOU'RE OVER TWENTY-ONE, DON'T TRY TO MAKE UP YOUR OWN MIND. What with all the fuss about LILI ST. CYR in the Los Angeles courts, we have this to say about the tax payers good money spent in trying a farce. Everyone connected with it seemed to get a vicarious thrill out of the whole affair, and if it's come down to that, why not just go and pay the fancy prices at Ciro's and be done with it. They're not **that** steep. This business of whether LILI inferred the slightest sexy grind or insinuated the merest bump, is an insult to the ADULTS that hung around the bar three deep. When are certain factions going to stop trying the morals of adults—or, do they think man can be old enough to vote on wars, world affairs and the state of the union and still not know what is good for him morally???? . . .

THE SHOW MUST GO ON, MR. JORDAN: When reporters called BOB



HOPE in Palm Springs to check on those wild death rumors, Bob sallied: "I couldn't possibly die, I'm doing the Lux Radio Show Monday night." . . .

Since this is the Christmas season, and the spirit of Christmas prevails (to some degree, throughout the world)—it has come to our attention that a lone woman has proved herself to be Mrs. Santa throughout the whole year by raising $23,000 which was divided between Beth Israel Hospital, The Archbishop's House and the Shriners' Hospital for Crippled Children, all in Massachusetts. This madonna is beautiful LUTZA SMITH, wife of LOU SMITH of Salem Depot, New Hampshire, who through her own inimitable efforts raised the money to aid crippled children, regardless of race, color or creed. With such unselfish and noble people on this earth, who should be an inspiration to all of us, there should be less worry about the world of tomorrow . . .

CUPID'S LITTLE HELPER: When CONNEE BOSWELL was at the Flamingo, she introduced LT. STANFORD PARRIS, jet pilot in the air force, to JANE McCULLOUGH of the N.T.G. CALENDAR GIRLS. Next scene: They will be married December 22 at the Flamingo Chapel and will honeymoon in Santa Barbara . . .

Just received word from the "little man" JAKE FREEDMAN, who is known from Main to Spain and around Houston, too (he's liberally mentioned in GEORGE FUERMANN'S new book, "Houston—Land of the Big Rich")—

(Continued on Page 29)



MY THANKS TO

BELDON KATLEMAN
CARL COHEN
JIMMY STEWART

AND
EVERYONE ELSE
AT

HOTEL
EL RANCHO VEGAS

FOR A WONDERFUL
ENGAGEMENT

You, My
"Buddy, Buddy"

LENNY KENT

Did You Get Yours

?



?

— DOWNTOWN —

POP SQUIRES:

(Continued from page 5)

1915. Among those who took active part in the work, and still living in Las Vegas, are: Mr. and Mrs. Ed Von Tobel; Judge A. S. Henderson (then principal of the infant Las Vegas high school); Mrs. C. P. (Emily) Ball; Colonel Charles E. McCarthy (who soon after that enlisted in the armed forces and is now again a resident of Las Vegas, after serving his country for more than thirty years in remote parts of the world); and, of course, Delphine and I helping where we could.

Some money was raised. A few fellows (probably members of the Eagles) went to the mountains and got a big fir tree which was mounted on a platform, built at the intersection of First and Fremont streets (then the most prominent business corner in the city). Bags of candy and popcorn, oranges and apples were placed on the tree for every child in the city.

That year Mesquite women canvassed the city visiting every family and deciding which were destitute and a committee of Stray Elks assumed the very heavy burden of providing big baskets of groceries and some luxuries, and distributing them to every needy family. That is a custom still kept up by the Elks, financed largely by the sale of tickets for the annual Charity Ball.

The members of the Volunteer Fire Department started the collection and reconditioning of toys and provided most of the help in constructing the platform and decorating the tree with lights and fancy trimmings. The Firemen's Band provided the music, A. S. Henderson acted as master of ceremonies, a short program carried out with community singing of the Christmas carols. The children's gifts were distributed and there were no enemies nor cliques nor bitter partisans in Las Vegas that night.

After the tree ceremonies were completed, the band played spirited music and we all danced on the rough surface of Fremont street. Later the firemen held a grand ball in the hall upstairs in the building where the Pioneer Club now is.

You Las Vegas residents of 1951 may not think so much of that simple Community Christmas held in 1915 at First and Fremont. But I am sure that none since has equalled it in the display of Christmas spirit. Even our modern New Year parties in our great hotels, at $25 per person do not bring such supreme satisfaction as did that of the first Community Christmas Tree planned and carried through so successfully by the women of the Mesquite Club in 1915.

That Community Christmas was repeated many times down through the years, always with pleasure and satisfaction to the people of Las Vegas. The last one, as I remember, was held on the Court House grounds in the late 1930's or 1940's. Then we began to be too big and prosperous, I suppose, for such simple matters.

Oh, Yes! The Mesquite Club women this year, as they have each year for many years, hold their own Christmas party. May we congratulate them on the many fine thing they have done for Las Vegas and wish them A VERY MERRY CHRISTMAS!

'TUTOR PREDICTS'
100,000 POPULATION
IN LAS VEGAS BY 1954
DON'T WORRY—WATCH US GROW

WATCHBIRD:

(Continued from page 27)

that the name LADY MICHAEL has been accepted by the "board" and the little filly will run at one of the Miami Beach tracks around January 15. Anyone know a working bookie, so we can place our wager??? . . . By the way, Jakie, she looks like us, according to the people who have seen her photo . . .

CHIT CHAT: BENAY VENUTA'S ex-husband, wealthy M.G.M. producer ARMAND DEUTSCH, married HARRIET BURK SIMON in Beverly Hills, Saturday, December 8 . . . EVELYN ROEN has been visiting her family in Los Angeles for the past week . . . SHERRY NORTH, captain of the N.T.G Calendar Girls, is ill in the hospital. Cheery cards will be welcome . . .

"No," said the customer, "this pair of shoes it too narrow and pointed."

"But they are wearing narrow, pointed shoes this season," said the salesman.

"That may be," replied the suffering customer. "But I'm still wearing my last season's feet."

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FLAMINGO:

(Continued from Page 22)

solo again reminds us of the terrific job he did at Theodore's RUBAN BLEU in New York. Doodles has a very engaging manner and always outdoes himself to bring hilarity to his audience. He is the type of comic that **can** be seen and heard by all, including children. Here's one performer who is always welcome. . . . The DE WAYNES are an astounding acrobatic act. Their amazing feats will have you on the edge of your seats. . . . The N. T. G. CALENDAR GIRLS, under the able direction of DAVE GOULD, plan to offer two new routines with choreography that is scheduled to top all their other productions. . . . MICHAEL EDWARDS is featured in the production numbers and does a wonderful job as m. c. for the revue.

LAST FRONTIER:

(Continued from Page 22)

chanted bow and creates musical strains that fill your heart with happiness and poignant pleasure. If you are one of the few unfortunates who never had a home holiday celebration, Evelyn's magic violin will transport you to such a place, with all the trimmings reaching your senses. . . . The velvet voice of NORMA will charm you. Miss Norma delivers two fiery songs that embrace the listeners to the final note. What a rendition of "Sorrento." Simply beautiful. . . . LOUISE, the featured pianist, proves her prowess by traveling from light popular tunes to the depths of the classics. An excellent musician. . . . Blonderful contralto, MAXINE renders "Night and Day" in such a convincing manner, you are prone to believe you are in the midst of a Hollywood set. . . . TOBY is a live bundle of dynamite. She specializes in novel tunes and rhythmic bounce. . . . VIOLA and her 17 drums will fascinate you. Her dexterity in action is unequalled . . . Under the adroit direction of PHIL SPITALNY, the HOUR OF CHARM is one of the most talented productions open to the public today. . . . Make it a definite MUST on your list. You'll be grateful for the opportunity and will retain the memory for all time to come.

EL RANCHO VEGAS:

(Continued from Page 22)

tion moving at a smooth pace. . . . During intermission, GUY LANDIS and JIM DI STEPHANO weave intimate musical magic for your listening and dancing pleasure. . . . PAUL GARDOS and CHUY MIRANDA strum their way through the CHUCK WAGON ROOM to make your relaxing moments pleasant ones.

DESERT INN:

(Continued from Page 22)

tines never lose the interest of the patrons. . . . Unfortunately, we just don't have enough space in which to mention each and every one of the performers. They are all very talented and deserve lengthy tribute. We can only say that this is one of the most unique presentations that was ever offered in Las Vegas. . . . You will find a great deal of enjoyment in the excellent dancing of the famous "CHINA DOLLS," consisting of the world's most beautiful Oriental show girls. Against an exotic background of Eastern decor, the choreography is a pleasing blend of Asiatic symbolical dancing and modern American jive, all done in daring and vivid costumes. . . . CARLTON HAYES directs his orchestra in a difficult and intricate score. He and his musicans remain on the bandstand for patron dancing. . . . We still maintain that the GROVER SHORE TRIO in the LADY LUCK BAR are the "Best in the West."

Charles P. Squires

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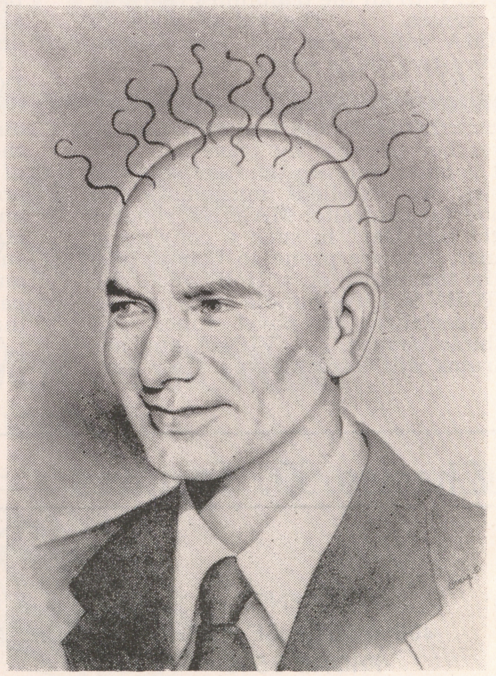

WHAT'S DOIN'?

(Continued from page 9)

can't miss. Showing a lot of improvement since they first started in this room is the musical foursome known as the HARMONAIRES. A lot of danceable music comes out of that group! . . . Would like to thank MARJORIE STARRS of the LAS VEGAS ART LEAGUE for dropping us the note regarding the current painting exhibit by that top ranking artist, JAMES SWINNERTON. The league is sponsoring this public exhibit in the mezzanine of the Flamingo Hotel lobby from December 14 to 17. In addition to holding a high place in the field of oil painting. Mr. Swinnerton is the artist-author of the first cartoon feature in this country. His "Little Beans and Jimmy" is still a feature in the Hearst papers throughout the East after more than 50 years In regards to the exhibit . . . here is a chance for you to buy something different for that person on your list who seems to "have everything"! . . . EVELYN BLAINE (Buck's Mrs.) just returned from New York and you'd never guess what she brought back as a present for the Luceys' LUCINDA, who is all of almost 5 months old. MINK MITTENS! What a price for pinkie pelts! Little Lucinda will live to learn her luck at living in the Lucey lean-to! Besides, she's the cutest thing you've ever seen in a long, long time. . . . I don't see anything in the papers but I imagine there must have been some kind of a riot in Omaha, Neb., about this time last month. It seems that three gals, from the song and dance division of our ever lovin' show business, got together for a reunion after not having seen one another for over 18 years. One of them was BOBBYE DISTASI, another was WINONA ROMOLO and the clincher was our own BESS HELLER. I didn't know until I heard about this incident that Bess had been a time-steppin' thrush once upon a time. The way I hear it, that reunion made the Chicago riots sound like tea parties. . . . Met SOL HOLLUB who is at the 49'er CLUB with JIM PAPPAS. He's a brother-in-law to IRVING PEARLMAN who has been in town for some time now. As a matter of fact, **both** of them are there at the 49'er CLUB. After talking to Sol for a while I felt that here was a man who knew what he was about and Jim should do all right with men like him and Irving working along with him. I notice they took down half of the lights inside the club . . . a lot better! . . . Congratulations to TED MOSSMAN who has celebrated the completion of more than a year in the SKY ROOM of Wilbur Clark's Desert Inn. Over that period of time the patronage of the room has tripled to what it was prior to Ted. May you remain "'Til the End of Time," Ted. . . . And there you have it for this week li'l kiddies, and, you know somethin'? . . . You'll find life a lot more liveable if you'll try wearing a smile on that beat-up kisser of yours. Other people who are pleasant search for a pleasing smile but will by-pass a pickle-puss. . . . And now; let's let the last minute Christmas rush pertain purely to the buying of Christmas seals and not the driving of automobiles! . . . 'til next week . . . . Bye!

—JOHNNY.

THUNDERBIRD HOTEL:

(Continued from page 23)

as one of the top acts of its kind in the business today, the Mar-Vels are appearing in Las Vegas for the first time at the Hotel Thunderbird. . . . Holding to the Christmas theme, the KATHRYN DUFFY DANSATIONS are presenting two seasonal numbers, "Wedding of the Painted Dolls" and "Sleigh Ride" with Christina Carson and Thelma King in the featured spot. In the vocal section is featured Johnny O'Brien. The entire cast gets into the act for the finale as they do "It's Beginning to Look Like Christmas." Musically speaking it is the Normandie Boys, Al Jahns Orchestra, and the Jack Martin Men.

CLUB BINGO:

(Continued from Page 23)

back East, in one of the jive spots in Harlem. After listening to them, we are aware that their clever instrumentations inspire the twins to successful presentation. . . . TONY MARTINEZ, the suave Latin, has a very fine style of song delivery and captivates the audiences with his fine vocalizing of popular tunes. This handsome lad is a good showman and looks as though he's really establishing himself in our town. Incidentally, Tony does a right fine job as m. c. . . . MIKE WERNER and his ORCHESTRA alternate with the MICKEY TERRY TRIO to provide lilting dance rhythms until 5 a. m.

RANDOM THOUGHTS:

(Continued from page 7)

characteristics that make for a good wife, you gentlemen had better not forget that you, too, have contributions to make to prove yourselves good husbands. We gals deserve some consideration also. A little bit is enough to make us very happy . . .



DOWNTOWN



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MICHAEL EDWARDS
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SHOW TIMES: 8:30 P. M. - 11:30 P. M.

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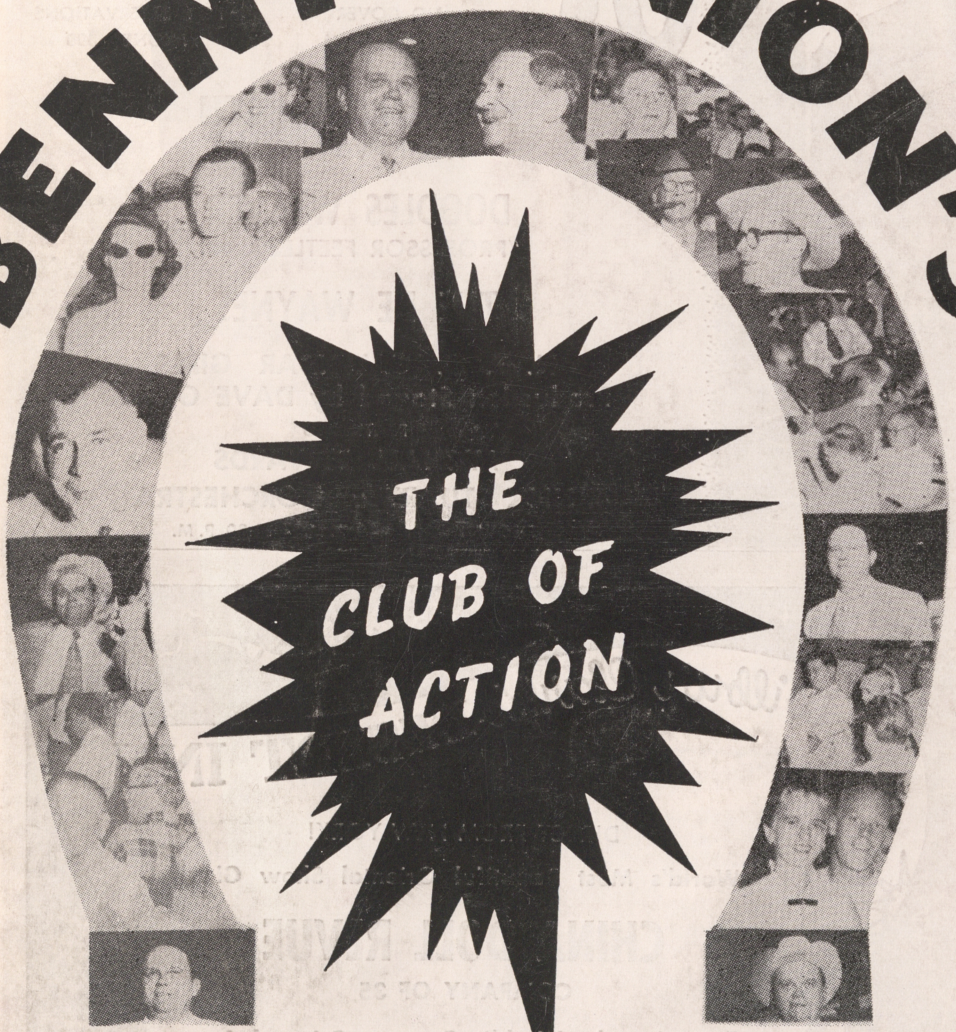

Horseshoe

DOWNTOWN

