Jack Gorkz

Fabulous LAS VEGAS

HOWDY PODNER



HAVE A HEART

(Story on Page 9)

15c

FEBRUARY 9, 1952

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LAS VEGAS, NEVADA



PUBLISHED WEEKLY VOL. 2, NO. 43

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
WHAT'S DOIN'? By JOHNNY UHLMAN

ADVERTISING
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FABULOUS LAS VEGAS

HOWDY PODNER

VOLUME 3 FEBRUARY 9, 1952 NUMBER 43

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

HERE WE ARE!

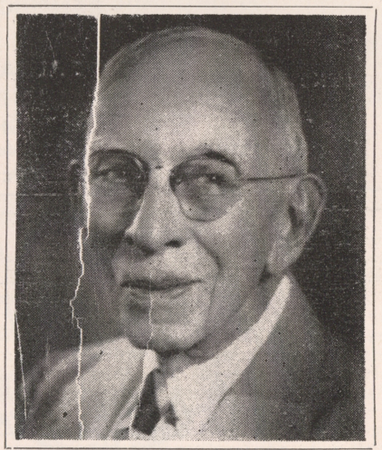
I signed my name in the yellow paged "Journal" Register of Ladd's Hotel on the morning of February 13, 1905. That was the morning I first arrived in Las Vegas. Ladd's Hotel was on a little temporary diagonal street, off of which part of the brush had been cleared, running from near where the Union Pacific Depot now is to about the present corner of Main and Carson Streets. Near that point was the corner of an alfalfa field and pasture the south line of which cut easterly across the desert past the present corner of Third and Fremont.

Far off toward the southeast was a little group of tents which we were told was "Navaho City." Since the railroad company prohibited any person from occupying any of its land prior to its sale of lots except for a few special privileges necessary to care for the waiting population, some of the waiting people had pitched tents on this Navaho City area, on the corner of the White Forty which projected into the railroad lands near the present corner of Fifth and Bridger Streets where the old Grammar School building now stands.

At that time the future townsite "Clark's Las Vegas Townsite" had not been surveyed. Even officials of the new railroad did not know where the principal street of the townsite (Fremont) would be located, but one of them stood with me on the mainline track and pointing out across the desert said:

"Along about here the principal street of the new city will extend out and the town lots will be on each side of it." That was Fremont Street.

However, it would be a mistake to assume that the railroad town was the only Las Vegas at that time. Our old friend J. T. McWilliams, a surveyor, had lived in Goodsprings since 1894. He had located some timber land on the west side of Spring Mountain Range



(Continued on Page 17)

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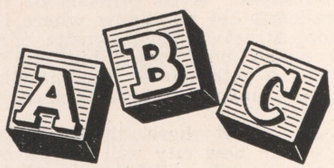

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RANDOM THOUGHTS

. . . By B. B. BARTON

ONE thing I shall always regret is the fact that I wasn't born soon enough to witness some of the amazing feats that were presented by one of the greatest magicians of all—HOUDINI. He must have been a million-in-one type of person.

Although this columnist never saw him, we are all fortunate in having a tremendous amount of literary individuals to keep memories such as his alive.

We have a very dear friend who was closely associated with the great showman and have spent countless hours listening to and discussing certain anecdotes in Houdini's life.

As you know, he could free himself from handcuffs and locked safes that were located under water. Well, this man was also a magician when a domestic problem presented itself. He extricated himself from the scene of combat and brought about a reconciliation in a very clever manner . . .

Anyone who knew them will tell you that Houdini and his wife were very much in love. However, their domestic atmosphere wasn't always serene for the couple had (what is termed in polite circles) sensitive temperaments. If you aren't affiliated with show business, you'll recognize that to be nothing but violent temper, in disguise . . .

Whenever they entertained and Houdini felt his wife was talking too much (how could a woman be guilty of such a crime?), he would catch her attention and lift his right eyebrow three times. That was a pre-arranged signal for her to relax and give someone else a chance. If you want to try that solution, better make sure your wife is the cooperative type . . .

When the lady of his heart was upset, the magician would take a stroll around the block. Upon his return, he would toss his hat into the room in which his wife was pouting. If the hat sailed back at him, he went out for another stroll. This routine would continue until his wife finally relented and kept the hat at her side. Then, Houdini would go in and they would greet each other as though nothing had happened. (Gee! I wonder if my husband would make such a concession? Poor guy! He'd probably have to walk for a day and a night before his better half's stubborn streak gave way) . . .

Incidentally, the Houdinis set a good pattern that a lot of us should follow. There is nothing more welcome than a way in which to avoid a drag-down quarrel and save the other person's feelings . . .



Speaking of Houdini, did you ever hear about the incident he considered the most embarrassing of his entire career?

The magician was performing at the Winter Garden in New York City and made a dramatic announcement that he was prepared to present a trick that had taken 15 years of preparation . . .

He explained he would insert a certain amount of needles (one at a time) into his mouth and follow them with a long string. He informed the audience the needles would leave his mouth, individually threaded upon the string of cotton.

When he called for a volunteer, no one would respond. Finally, after some

(Continued on page 33)

★
STARS . . .
★



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224 FREMONT PHONE 3654

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Van Heflin — Patricia Neal
"WEEKEND WITH FATHER"
CO-HIT
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PALACE

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CO-HIT
"THE HARLEM GLOBE TROTTERS"

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PLUS
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THAT'S FOR SURE . . .

by JACK CORTEZ

THE adorable young lady on our front cover is SHARON JAN ALTMAN who will celebrate her sixth birthday on February 26. Sharon has the most sparkling brown eyes that bespeak intelligence far beyond her years. You can be assured that Miss Altman is well aware and grateful of the fact that she is a healthy, normal child. If she could, she would personally conduct a tour, asking adults to PLEASE HAVE A HEART and donate all they possibly can to other young children not as fortunate as she . . . The heart signifies the symbol of St. Valentine's Day.

It also signifies the appeal we are making to all of our localites to really get behind the world premiere of the LAS VEGAS STORY which takes place on February 12, at the FREMONT and HUNTRIDGE THEATRES . . . Yes, Las Vegas, we need your hearts and your generous natures to make this a complete success. It was through the auspices of the VARIETY CLUB Tent No. 39 (our local unit) that our site was chosen for this tremendous honor. Various business establishments have contributed vast sums of money to make this premiere possible . . . All of the monies realized as a result of this affair will be immediately added to the fund for the Clark County School for Handicapped Children . . . Let's all do our share to give these youngsters a sorely needed institution of learning. All they ask of us is: HAVE A HEART!

Did you know that the property upon which the WISHING WELL in the RAMONA ROOM (of the HOTEL LAST FRONTIER) stands, was deeded to FATHER FLANAGAN'S BOYS' TOWN, years ago? The owners of the hotel wouldn't even consider moving the well unless they received legal permission. Whenever it is cleaned out, the money is collected and sent right out to Boys' Town. You'd be surprised how many people toss a monetary token into the Well and make sincere wishes. There are quite a few individuals who will tell you it has inspired them and others who will tell you their faith was renewed because of the famous Wishing Well.

On countless occasions, we've stood and stared at MOE MILLER, dealer at the DESERT INN. He always appeared to be familiar and yet, we couldn't recall any past meeting with him. The other evening the mystery was solved when Moe reminded us he worked at BEN MARDEN'S RIVIERA (now BILL MILLER'S), across the bridge from New York City. At that time, PETE BRADY was a big-wheel at the same spot for about eight years. The globe certainly does shrink at times, doesn't it?



PEARL and SID SHEPPARD are combining business with their vacation tour of Mexico and Acapulco. While treating themselves to the beauty of the land of romance, the Sheppards are negotiating with a Mexican furniture manufacturer. If the terms are right, Sid will obtain the franchise to sell authentic Mexican home furnishings in Las Vegas.

RICHARD WIDMARK and his attractive wife spent a few days in town, this past week. Their main purpose was to see Dick's picture, "Red Skies of Montana," at EL PORTAL THEATRE. The Widmarks prolonged their stay and were regally hosted about

(Continued on page 21)

★

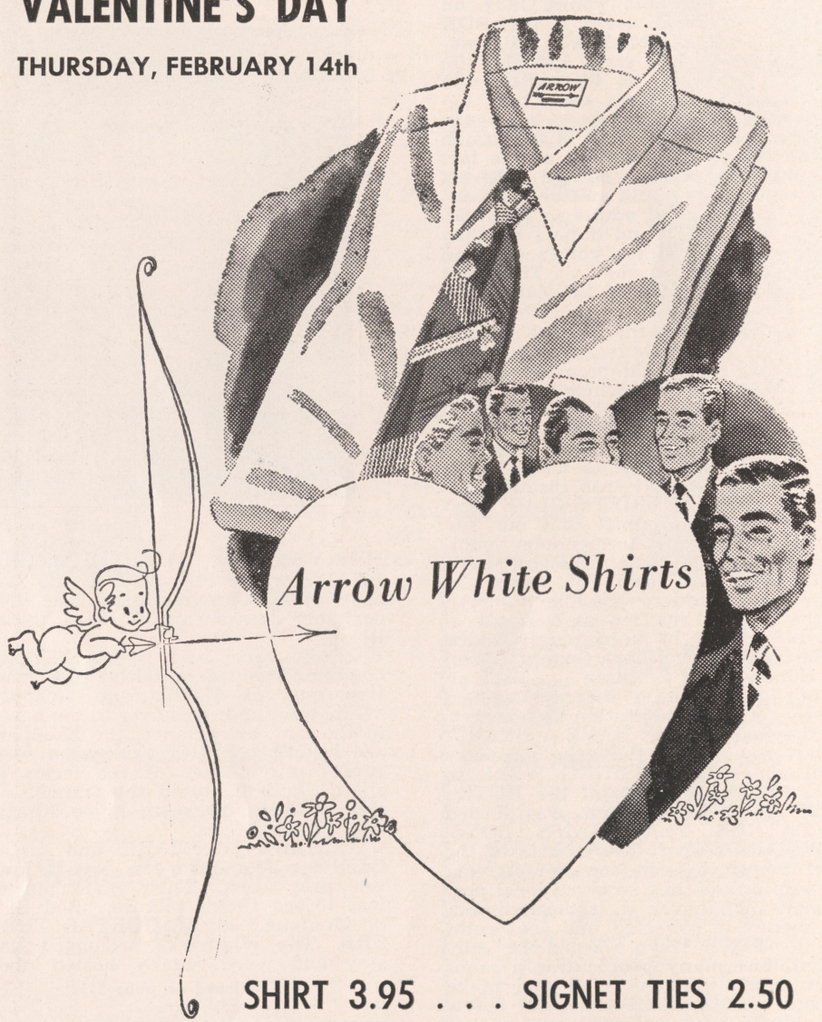
GLAMOUR . . .

★

GO STRAIGHT TO HIS HEART ON

VALENTINE'S DAY

THURSDAY, FEBRUARY 14th



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UNTIL 8:30

A SALUTE . . . to DOROTHY LAUNDERS
on Radio Station KLAS

A FEW years ago Baptist ministers and their families traveled often from church to church, from state to state . . . and so it was that Dorothy Launders acquired a hobby and love for social service work both through the religious atmosphere of her home and from first-handedly observing the need for assistance to the poor and the underprivileged.

When the minister - father and his family arrived in Long Beach, Dorothy Launders had already lived in a half dozen states across the nation, had received the early part of her schooling in New York, and had so become imbued with a passion to help those unfortunates in need of medical and social welfare that she entered Long Beach City College and the University of California at Los Angeles to major in social service and minor in arts and dramatics, so that by the aid of the latter she could better present to the public the true cause for social welfare.

In her spare time she worked as a dress designer for 20th Century-Fox movie studios.

After her college years, Mrs. Launders, then the wife of Willard E. Launders, an accountant, worked as a volunteer for various California social agencies. Six years ago she and Mr. Launders moved to Las Vegas.

Immediately Mrs. Launders became active among the women of First Baptist Church, a congregation just then expanding into new, enlarged facilities.

But, because she enjoyed the work and the opportunities presented, and because the community was quick to observe how efficiently and unassumingly she went about her civic work, that first job in the Baptist Church became the start of a long series of community posts which Mrs. Launders now holds.

She is executive secretary of the Clark County Tuberculosis Association . . . she is president of the Clark County Council of Social Agencies . . . director of nursing services of the Clark County chapter, American Red Cross . . . secretary of the Southern Nevada Community Concert Association . . . vice president of the Baptist Women in the state of Nevada . . . and in her spare time Mrs. Launders is housekeeper and, with Mr. Launders, maintains their home on Encanto drive.

For her ability to perceive the need in Clark County for social work and for her ability to perform that work once found . . . for her willingness to take on more jobs in the interest of public welfare . . . for her sincere desire to serve all people no matter their color, their religious beliefs or the side of the tracks on which they may live . . . to Dorothy Launders, the girl from Hamilton, New York, who has made good and who has done good in the Nevada desert country . . . Marc Wilkinson and his printing staff of 20 tonight offer this salute!

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

★
PARADES . . .
★

Charles P. Squires

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If I were told of
a place that could
top Las Vegas,
I would answer in
two words

"OOM POSSIBLE"

MYRON COHEN

MY MOST SINCERE AND HUMBLE

"THANKS"!

TO EVERYONE AT THE FLAMINGO HOTEL

AND TO THE PATRONS OF THE

FLAMINGO ROOM

WHAT'S DOIN'?

. . . with JOHNNY UHLMAN

ALL I can think of is the fact that here we are, almost to the middle of February in the No. 2 year of the 1952 decade, and I wanna know, "Warinells the time go?" That inevitable and annual natal day of mine is slipping around too fast and too often these past few years and it's gotta stop!! (Watum I sayin'?) Another thing that makes me realize that I'll soon be calling Father Time by his nickname, is the fact that, not too long ago, I was in swimming every day by this time of the year; whereas, nowadays I am hesitant to swap my "swingin' seat" suit for shorts even when the season suits shorts!! (Try reading that last line out loud. I had trouble even typing it! . . .

Before I forget it, I have an announcement to make regarding this particular time of the year. In all fairness to those who have used my noggin as a notice to do their spring plowing each year I am NOT getting a crew cut this season!! It took all winter to get my two "cow-licks" to cooperate and settle down to where they would caress my cranium as they should, so it will take an awful lot of persuasion from the elements to get me to appear wearing a "head-hedge" this summer . . . The SHAMROCK HOTEL is decidedly NOT closed down as recent rumors would put it. And the SHILLALAH ROOM is decidedly **open** and doing business! CLEM MALONE has taken over the running of the establishment and has done a lot of cleaning and repainting. The Shillalah Room is now one of the most relaxing rooms in town what with the color combinations they have utilized. Also, Clem has acquired the services of DON RIDLEY who plays piano, accordion and organ and has more songs in his repertoire that neither you nor I ever heard, or can remember hearing . . . The LAS VEGAS CLUB has started on its remodeling plans toward installing an up-to-date bar and lounge in the area of the club once occupied by the race book. The old bar will come out and the bingo will be moved into that area. According to ART SCHELLANG, this will be one of the finest bar and lounge combinations in the downtown section . . . I got a glimpse of the left hand counter in the THRIFTY LIQUOR STORE the other day. Almost since the time that JOHNNY and EARL took this place over, they have had cases of liquor stacked on the floor so high that no one could see over. Not "off brand" mind you, but the best that money can buy.



They've been doing a tremendous business there in case sales; mostly because buyers know that they will be able to get what they want when they go in to buy . . . WHITEY'S TOPPERS are now playing in the SAHARA ROOM of the SANTA ANITA TURF CLUB BAR and CASINO. "Whitey" is none other than the old favorite of many a night club here in Las Vegas, "Whitey" POTICHER. With him, and playing some mighty fine accordion is one VIRGIL BRALEY, who played in Las Vegas last at the old Hi-Life out on the Strip, with a group called the Paragons. Some of you remember! Between the good music of the accordion and the crazy antics of Whitey, you will find yourself being entertained. DAVE STEARNS and his new partner, JOE WOLF, are doing their utmost to bring new and varied talent to

(Continued on Page 27)

★

FIREWORKS . . .

★



DOWNTOWN

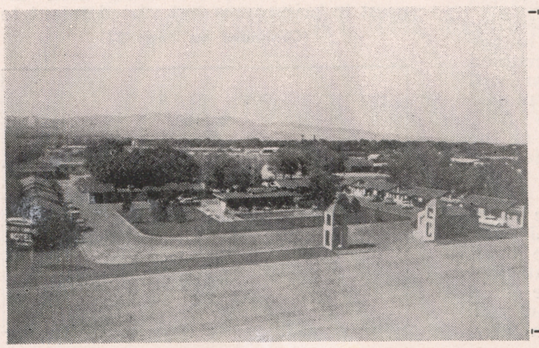


Phil Copleys'

RESTAURANT AND COFFEE SHOP

FEATURING **KOSHER**

CORNED BEEF — HOT PASTRAMI —
SALAMI and FRANKFURTER
SANDWICHES



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YOUR HOSTS
MARY and MARINO BRANDOLINI

HOLLYWOOD HAPPENINGS ... by MARTIN LEWIS

PORTRAIT OF A NEW STAR

MOVIES and television are not on speaking terms. Yet they are ready and willing to "bury the hatchet" long enough to tell their public they gave the world a chap named CHARLESTON HESTON.



So you've never heard of CHARLESTON HESTON? Who is he, you ask? Mr. HESTON is TV's gift to the motion picture industry. He's a rarity because he made screen stardom in one easy jump. It happened when film producer Hal Wallis spotted him in "Studio One" on television. Wallis liked what he saw—a big fellow with a kind of ruggedness the ladies love. The movie-maker starred the newcomer in his first film, "Dark City." Now, HESTON is the talk-of-the-movie business. His second role is that of circus boss in Cecil B. DeMille's spectacular Technicolor production, "The Greatest Show on Earth"—and "Chuck" plays it for all its worth.

Actually, HESTON is no newcomer to the entertainment business. He claims he became an actor at the ripe age of 5 in a grade school Christmas pageant. Later, he graduated to radio soap operas, 16-millimeter films and so on. He met his wife, Broadway actress Lydia Clarke, while they were both studying drama at Northwestern University. "We were insufferably rude to each other during play rehearsals and argued constantly," admits Lydia. "So we decided it must be love."

Since their marriage, the HESTONS have become a husband-and-wife career team. When one is working, the other is errand boy and assistant. For example, when CHUCK was in Florida with "The Greatest Show on Earth" troupe, LYDIA was on hand with her camera shooting stills of her husband. Later, these stills were turned over to CHUCK'S press agent for planting. When LYDIA made her screen bow in Paramount's thriller, "Los Alamos Story," her ever-loving mate was at her beck and call. He introduced her to studio workers and members of the press, but never told her how to say her lines or enact a scene.

HESTON is a big fellow, standing six feet two inches and weighing in at 205 pounds. He's genial and easy to know. But don't try to beat him in a business deal. He drives a shrewd bargain . . . He likes to entertain small groups of friends at home, but shuns the cafe society set. He enjoys listening to operatic selections, yet refuses to attend the opera because he dislikes bad actors.

This new star who shares top billing with such established headliners as BETTY HUTTON, CORNEL WILDE, JAMES STEWART, DOROTHY LAMOUR and GLORIA GRAHAME in DeMille's "Greatest Show on Earth" manages to keep down his weight by fencing. However, he puts it on again via special rich concoctions which he fixes himself . . . Unlike many people, CHUCK readily admits he's a procrastinator.

"I rise early, then spend the next few hours putting off the things I should do," says the actor.

Although HESTON makes no pretentions of being an intellectual, he reads at least two serious books a week. He has an active interest in politics but

(Continued on page 33)

★

T-V & NEWSREEL
COVERAGE

★

NIGHT *or Day*

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"WHITEY'S TOPPERS"

— EXPONENTS OF RAMPANT RHYTHMS —

APPEARING NIGHTLY AT THE

SANTA ANITA TURF CLUB BAR & CASINO

POP SQUIRES:

(Continued from page 5)

(near Lee Canyon) and occasionally made a trip to Las Vegas where he was employed by Mr. and Mrs. Stewart to run some levels for irrigating ditches and to locate the corners of their ranch land.

Thus it came about that McWilliams discovered a tract of land not covered by the Stewart Ranch and soon acquired title to it. Then when it was reported that the new railroad of Senator Clark from Salt Lake City to Los Angeles would pass through Las Vegas, he moved over from Goodsprings, surveyed part of his land into lots and was all ready with "Original Townsite of Las Vegas."

Then, as if fate were arranging the details entirely for McWilliams' benefit, the railroad surveyors laid out the right of way of the new railroad so that it cut through the McWilliams land, leaving a small,, triangular plot on the east side of the right of way.

McWilliams plotted a street along the railroad and offered lots for sale. The waiting people, of whom there were by this time several hundred, promptly snapped up the lots and Las Vegas became a real town. Along the railroad street was quite a row of tents, several of which housed saloons and gambling houses, a couple of large tents for lodging houses and a large tent back of the street in which was located the large mercantile store of Crowell & Allott. Back of that were several large corrals in which were kept several hundred horses and mules used in hauling the big freight wagons which plied between Las Vegas and the Bullfrog District and the recently discovered camp of Goldfield.

The saloons were a real blessing to the country, it seemed. There the teamsters, drivers and hostlers operating the big freight teams over the couple of hundred miles of desert in the bitter cold of winter, could find shelter and warmth and a little gaiety after weeks plodding the dreary desert tracks.

The roulette tables provided entertainment. The teamsters and cow hands stood around playing. Their money was mostly in one dollar bills hanging over their belts. It seemed a very safe way to carry money after you became used to it, because those chaps all carried six-guns and had no compunctions against using them if there was provocation. So, in spite of the wild and woolly appearance, things were fairly peaceful.

During all those months from the time the railroad reached Las Vegas from the east (October, 1904) to the time the railroad company sold the lots in "Clark's Las Vegas Townsite," McWilliams was the kindly king of Las Vegas, the most important man here except on some occasions when Chief Engineer Jones for the railroad company claimed the center of the stage for a day or two.

McWilliams was enterprising. He sold lots to quite a group of business people who established themselves in business on his townsite. Among some of those whose advertisements appeared in the Las Vegas Age (before I owned it) were:

F. I. Kreamer, Gen. Mdse., Clark Ave.; Kuhn Merc. Co. (next to P. O.); Vegas Home Bakery (Harry Bulgin), Clark Ave.; A. T. Wright & Co. (real estate), Wilson Ave.; Crowell & Allott, gen. mdse.; The Eldorado Saloon, Clark Ave., Central Lodging House, Wilson Ave.; Red Cross Drug Store, Wilson Ave.; W. E. Hawkins, men's furnishings, Clark Ave.; C. A. Rucker, M. D., Wilson Ave.; Las Vegas Bank & Trust Co. (Capital $30,000), Wilson Ave., and many others, making quite a busy and important business center on what we now call the Westside.

Probably the most metropolitan sounding of all the enterprises of the McWilliams Townsite was the Las Vegas Trocadero, Casino and Cafe, which was partially constructed on Clark Avenue before the railroad townsite was opened. The theatre was planned to seat 500 people and the concert hall 300. It was very joyously announced that engagements had been booked for the Trocadero for Edwin Booth, Lillie Langtry, Sarah Bernhardt, Mrs. Drew, and other stars who would come here "direct from New York."

I must try to close this little bit of gossip, which probably nobody in Las Vegas today can quite understand. When the Las Vegas Land & Water Company sold lots in Clark's Las Vegas Townsite, May 15, 1905, McWilliamstown or, as it later was called "Ragtown" was doomed.

The early evening of May 15, 1905, saw shacks and tents on wagons or on skids, being dragged to the lots which their owners had bought that day. That night Fremont Street was marked by several business houses (in tents) and

(Continued on page 34)

★

GO WESTERN . . .

★

SHOW REVIEWS by Jack Curtis

Flamingo

February 7 through February 20
(Not a Review)

Returning after a year's absence and starring in this current show is DICK HAYMES, billed as "Everybody's Favorite." That billing couldn't more suit anyone than it suits Dick, because his program is loaded with everybody's favorite selections and he sings them with such an ease and sincerity that he is bound to please all present . . . Appearing with Mr. Haymes are those "Oriental Funambulists" THE MANDARINS who will put you on the edge of your seats with their feats of tumbling and balancing. Bound to give you a thrill . . . Also opening with this show will be a super musical production under the direction of SAM COSLOW, who has written song hits that are your favorites and mine, too numerous to mention. He has written two new tunes for this production in which you will see the FLAMINGO LOVELIES featuring THE VOCAL-LOVE-

Continued on Page 34

El Rancho Vegas

February 6 through February 19

The new revue in the OPERA HOUSE THEATRE RESTAURANT is just about the fastest-paced show in town. Starring in this terrific extravaganza is BEN BLUE, the dancing comedian of stage, screen and TV. Mr. Blue is just about the most hilarious funster that ever played before an audience. Ably assisted by SID SLATE and BOBBIE MARTIN, Ben actually excites his audience to the point of convulsion with his varied, mirthful skits. His timing is perfection to the Nth degree. When he dons his turban and becomes a mystic, you'd better not be eating. This sketch is enough to make you gasp for breath. You're in for a fine evening of entertainment with BEN BLUE and that's for sure . . . Co-starring on the same bill are that popular team of ANDY and DELLA RUSSELL. The youngsters present a program of songs that send you back to the years of your first love and stimulate your sense of comedy with some cleverly written material. The Russells are refreshing showmen and are so filled with zest and vitality, they immediately ingratiate themselves with every supper-clubber present. The sparkling song and dance team are the cutest couple in show business and are as talented as any performer would

(Continued on page 34)

LAST FRONTIER

February 8 through February 22
(Not a Review)

When you plan to visit the RAMONA ROOM for this new presentation, better come prepared to indulge in hilarity at its finest. Direct from Hollywood, you will see two of the finest exponents of comedy: CHICO and HARPO MARX. Chico is that famous piano playing comedian. His appearance in battered hat, oversized coat and burlesque Italian dialect makes him seem to have stepped right out of the celluloid . . . HARPO is the pantomime harpist with the $12,000 harp. Of course he has never had a music lesson and doesn't know one note from another. His latest flicker is "Love Happy." Harpo brought a lot of cheer into the hearts of our servicemen during the time he devoted to playing

(Continued on page 33)

Wilbur Clark's DESERT INN

February 5 through February 18

It's CARMEN MIRANDA, the "Brazilian Bombshell" and she blasted first-nighters with a load of new material and an even greater wealth of bubbling personality than ever before. You can't help but enjoy the pleasant informality with which she presents her program—a program well planned for smooth continuity. After removing her famous

(Continued on page 34)

Thunderbird

February 7 through February 20
(Not a Review)

Once again we are to enjoy a return engagement of that popular star of stage, screen, radio and television, MORTON DOWNEY, whom all of you have heard most recently as he starred on his own show for the Coca-Cola Company. Mr. Downey is even more entertaining when you see him in person than when merely heard over the air waves. It is then that his personable personality radiates throughout the room as he sings the songs you all know and love . . . Appearing as an extra added attraction is one of America's foremost exponents of Oriental Dancing — Miss BEATRICE KNIGHT. You are certain to be entranced by her interpretations as she performs with her two male partners. Miss Knight's appearance has been preceded by her excellent reputation . . . The KATHRYN DUFFY DANSATIONS offer another great miniature musical based on the perennially popular "Rhapsody In Blue" by Gershwin, in which will be featured the dancing of Miss CHRISTINA CARSON and the voice of JOHNNY O'BRIEN who also acts as master of ceremonies.

—JOHNNY.

CLUB BINGO

Show presented February 3

You're in for an all-star presentation when you drop in at the BONANZA ROOM . . . FRANKIE RAPP is really proving himself to be a terrific showman. His tableside manner makes everyone feel at home and weaves a marvelous atmosphere of relaxation. Frankie is equipped with the type of humor that all funsters should have. He seems to have an untapped spring of comedy that bubbles over constantly. His aim is your pleasure . . . THE FOUR ROUNDERS are a group of musically-minded gentlemen who scored such a hit on the Edgar Bergen show. They present some of the smoothest harmony ever heard. Their tunes are adroitly spiced with some fine quips of comedy. The four rounders are well prepared to offer entertainment at its best. You'll return for many encores . . . Rounding out the bill is lovely DIANA ROBINSON . . . Her interpreters' dance routines and many acrobatic tricks are truly wonderful . . . Backing the show is MIKE WERNER and his "BIG-LITTLE" band, alternating with the JACKIE COON TRIO, for dancing until 5:00 a.m.

SILVER SLIPPER SALOON

February 1 through February 15

Everybody's raving about the program at the SILVER SLIPPER. Tops on all lists are the DOUBLE DATERS who come to us directly from a successful run on the FRANK SINATRA show. Here is a vocal group that will set your memories to tapping in time with your inspired feet. They specialize in YOUR musical desires and devote their presentation to pleasing all audiences. The Double Daters will leave you with a highly satisfied feeling . . . LENNY GALE is just the chap to fit the bill when you desire a session with humor. When he takes over the spotlight, he wins the attention of all present and proceeds to "give out" with comedy that is guaranteed to make you laugh. For infectious funmaking, it's Lenny Gale . . . REX STORY certainly proves himself to be the "World's Worst Juggler." He is equipped with some mighty clever tricks that will add to your merriment and jostle your funny bone. You will more appreciate Mr. Story in action

(Continued on page 33)

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THAT'S FOR SURE:

(Continued from Page 9)

town by CARL WILLIAMS, assistant manager of the DESERT INN.

The DEVLYN DANCERS over at the HOTEL EL RANCHO VEGAS are certainly "sold" on ANN SWEENEY, captain of their line. Ann is a very conscientious worker and is well-liked and admired by her co-workers. Not too long ago, Miss Sweeney was captain of the GERTRUDE HOFFMAN dancers throughout their European tour.

Here's an interesting item for our local bowlers. Some bowling alley proprietors from Detroit are in town, looking for a site on which to build a 40-lane Drive-In kegling center. If they locate the proper setting, they will install the most modern BRUNSWICK equipment available. (B-10 machines—electric eye fouls—etc).

In two to six weeks Las Vegas will be declared a vital area by the United States government. We're quoting what we consider to be reliable sources.

Although she isn't appearing locally as yet, SALLY RAND has been stopping all shows on her tour of our high spots. That gown that she doesn't quite wear causes her to be the cynosure of all eyes. When Miss Rand walks into a room, all other activity stops. She and her entire revue will open at the CLUB BINGO in approximately six weeks time. From all reports, it will be a presentation that will set the town on its ears.

Quite a few people (local and tourist) have a qualified gripe about a prevailing condition in our town. Why is it, in such a busy town as ours, there aren't telephone booths in the business establishments? There are a couple on the Strip—one in the Golden Nugget and a few on South Second Street. Whenever a person walks into a place and recalls the necessity of placing a call, he must submit himself to a usually irate proprietor. You can't blame a manager or owner for not wishing to relinquish his business phone for a personal call. But—what else can we do? We locals know we can usually make these requests but the tourists are unaware of such a courtesy. The requests are piling up so much, the business men are missing out on some important calls. How about someone from the phone company making arrangements to install some pay phones around town? It is a necessary move and should be done before too much time has expired.

When MORRIS KLEINMAN was chosen to be the chairman for the ISRAEL BOND DRIVE, everyone agreed a finer selection couldn't have been made. He has devoted a lot of time and energy toward building the fund to be utilized for the growth and development of Palestine. Congratulations, Morris, for a job well done.

This has been a pretty hectic week for someone whose job it is to be a first-nighter at all show openings. Previously, the hotels and clubs on the Strip used the stagger system, allowing for the openings to take place on varying weeks. This week, all the hotels and the CLUB BINGO presented their new revues. Howcum? We think the stagger system is much better.

Practically everybody is talking about the commendable job that JOHN MORELLI is doing as maitre d' over at the FLAMINGO HOTEL. He is a most sincere person and has completely won the devotion of his entire personnel. When your co-workers admire you, you **have** to be a nice person.

We received a card from CARRIE FINNELL on which she writes she recently returned from a successful tour of the French music halls, including a six months engagement at the famous CLUB LIDO in Paris. She is currently appearing at the BAND BOX in New Orleans.

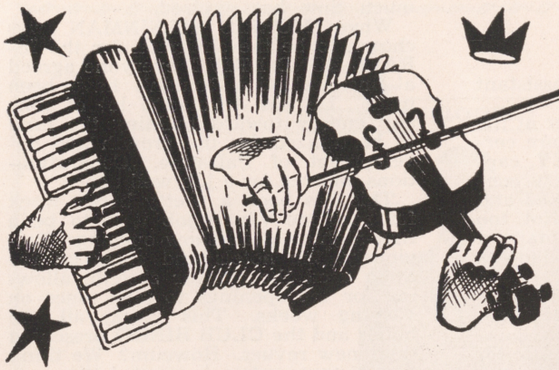
At this writing, FERN and JAKE KOZLOFF are vacationing in Palm Springs. However, unless we miss our guess, we believe the Kozloffs will be back in town when this edition hits the stands. Jake is the type of person who can't stay away from his place of business very long. We only hope our thought is disproven and that Fern manages to keep Jake relaxing for another week.

LOUIS HECHT (owner of HECHT'S LADIES SHOP on Fremont Street) is preparing and looking forward to a trip he will make to Paris in two months. He and his son, CHIC, have been close buddies and this is the longest separation they've known. Chic is stationed in Berlin and will receive a two-week furlough in time to meet his dad in France. We hope the Messrs. Hecht will have a wonderful reunion and that it won't be too long before the son returns to his father's side, here in the states.

JUDY PALEY (of New York City) is in town, sitting out the six week cure. Well, not exactly "sitting." She

(Continued on Page 23)

UNION CAB CO. . . . . PHONE 911



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HENRY LINDSAY

P. O. BOX 391 — HENDERSON, NEVADA

THAT'S FOR SURE:

(Continued from Page 21)

is being escorted around our fabulous town by ABE SCHILLER, who recently returned from a talent tour.

ELLEN STARR, change girl at the DESERT INN, is wearing sparkles in her eyes as well as a new one on her third finger, left hand. The lucky lad is RAY ANDREWS, pianist with CARLTON HAYES' ORCHESTRA . . . We hope JUDGE RICHARDS' lovely frau soon recuperates from her illness and returns from Tucson. Her daughter and husband, along with her many friends, miss her.

When her son went into the service, MRS. EILEEN JOHANSEN took a job as change girl at the SILVER SLIPPER. JACK sends his mother $50 every month to be used in any way she wishes. Mrs. J. doubles the amount and deposits it to his account so he will have some security when he is released from uniform. (Jack has been on Okinawa for 14 months now). Mrs. Johansen is also HERB McDONALD'S mother-in-law. Herb is that popular manager of the WESTERN VILLAGE. Speaking of the Silver Slipper, were you aware that LEFTY SELMAN is spending every second possible, thinking of HOPE?

BILLY WILLIAMS and M. K. COOMS leave for the New Orleans' Mardi Gras February 19. After indulging in the week's frivolities, they will head for Hot Springs for a sobering up period. SEYMOUR WEISS, owner of the ROOSEVELT HOTEL in New Orleans, will be a mighty busy man during the celebration. Mr. and Mrs. GLEN JONES will also be participants in the revelry.

THELMA FREEMAN is sitting on pins and needles, going through the many stages a girl feels while preparing for her bridal vows. (She is a change girl at the MONTE CARLO CLUB, downtown). The future groom is JOHNNY KNUEHMAN, bartender at the CLUB BINGO. The wedding bells will ring February 18, with a reception following at JIMMY HALPINE'S home. Lots of luck, kids, and bushels of future happiness.

We don't know who put it there! We don't know where it came from! We don't know who owns it—BUT—there is a 50 foot television aerial on the grounds of WILBUR CLARK'S DESERT INN. Does anyone know anything about it?

If you can find her during her free time, sit down and talk with JENNIE PIAZZA, cashier of the CHUCK WAGON at the HOTEL LAST FRONTIER. Although she is a young lady, Jennie can tell you interesting stories about Las Vegas and could swap yarns with the pioneers of this fabulous town. You see, Miss Piazza is a native Las Vegan and has watched the community grow steadily.

We'll hazard a guess and surmise that negotiations between BILL MOORE and J. KEL HOUSSELS are close to completion. It won't be long before the EL CORTEZ HOTEL changes ownership. As we've written previously, we hope all concerned will be mutually satisfied.

One of our office visitors recently was ART FORCE. Since he decided to go into business for himself in the Public Relations field, Art has been busier than usual. He has quite a few good propositions pending and we only hope they will do justice to this great guy.

A message to HILDA SHORE in Brooklyn, New York, U.S.A.! Thanks very much for calling our relatives and conveying our greetings. We're still waiting to hear when the GROVER-SHORE TRIO plans to return to L.V. Oh, yes, lest we forget—is it true about BUDDY?

HERB SCHWARTZ, big-wheel insurance agent from Kansas City, is expected in town, shortly. He will visit with his brother, LES, who manages the C. C. McDANIEL USED CAR LOT. We use the term "big wheel" for a very special reason. Since 1946, Herb has been the top agent with the SUN-LIFE ASSURANCE OF CANADA. Each year, the agent who brings in the most business is treated to a two week, all-expense paid vacation at any spot he chooses. Since his affiliation with the company, Herb has won over all competition, every year. That's a commendable accomplishment.

H. D. HOVER (owner of CIRO'S in Hollywood) is in town with his lovely bride, YVONNE. They certainly look like the happiest couple alive and we hope their radiance will last for many years to come.

In case you haven't heard about it yet, the TEXACO STATION at the WESTERN VILLAGE has been taken

(Continued on Page 27)

★

AT THE

SPECTACULAR . . .

★



THE

"MR.

AND

MRS.

OF

SONG"

ANDY and DELLA

RUSSELL

NOW AT THE

Hotel El Rancho Vegas

SHOWTIMES 8:30 and 11:30

FOR RESERVATIONS PHONE 1300

This You Can Believe . . . By PEARL BAILEY

I'm Tired



This is Pearlie Mae's Vacation time . . . . See you all next week . . . .

Love ya'

P. M.

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"FABULOUS LAS VEGAS"
$5.00 PER YEAR

THAT'S FOR SURE:

(Continued from page 23)

over by the management of the HOTEL LAST FRONTIER.

We are very happy to report that our adopted protege (and staff artist) DENNIS STEPHENSON has had to acquire office assistance, due to the amount of work he is receiving. Guess there's a lot of truth in the belief that a man is as successful as his wife's love for him. LIBBY certainly is devoted to her husband and is all the incentive an ambitious person needs. If you're a cynic, you'll believe in story-book romances after you've seen the Stephensons.

Down at the NEW VEGAS LANES, the women's individual match game championship is stirring up a lot of interest. After four weeks of bowling and eliminations, there are four young ladies who will participate in tonight's (Saturday's) contest in the A division and four in the B division. The gals who will be kegling this evening will be (B division) DOROTHY SMITH, DOROTHY MACE, ELLA READ and MOLLY MIRABELLI.

In the A division, it's ETTA CORTEZ, MAGGIE BELDING, EVELYN MATON and HELEN COREY. After this session, there will be two entrants left in each division. They will meet on the following three Saturdays to bowl for the respective division championships. Good luck to all of you keglerettes!

Walking around with a bunch of cigars in his trembling fists and a tie trailing down the back of his jacket, we saw FRED SOLY, on the evening of February 6. Reason? Why, if you didn't know before this, podner, lean over and listen. NINA SOLY gave birth to an eight pound baby boy (FRED LOUIS) at 8 o'clock the same morning — which — incidentally — is also the mother's birthday. We're very happy for the Solys and know that their "cup is now full."

If you haven't seen CARMEN MIRANDA at the DESERT INN yet, don't wait any longer. She is one of the most refreshing personalities in show business; truly a bombshell!

GENE McLAIN, the new manager of the SILVER SLIPPER RESTAURANT, is doing his utmost to bring the best of everything to his clientele. He is importing chefs from his previous places of business and from the future menus, we just know every customer will be satisfied. Eating at that dining center is a pleasure . . . that's for sure.

WHAT'S DOIN'?

(Continued from page 13)

the Sahara Room at all times! . . . TED WIENS tells me that his TEXACO STATION at the corner of Main and Charleston Boulevard is doing better and better all the time thanks to the fact that a lot of you who use South Main as one of your main arteries are finding just how convenient this TEXACO STATION is as you make your daily trips. Ted has every type of device available, also. You just name your trouble and he has what you need. Wash, lube, tires, tubes, accessories, and right on down the line. Give him a try the next time you're going out that way . . . It is good to see MARIANTHE back at the piano in the Golden Nugget Saloon only this time she is with JOE VENUTI instead of doing a single. What's more, she blends real well with the rest of the group—musically—that is!! When it comes to looks, she's got 'em all beat!! Did you ever see such dark eyes on anyone before? . . . Received an announcement of a wedding to take place this Saturday afternoon, February 9, with two of my very favorite people playing the leading roles. DONNA JEAN FOWLER and the very fortunate BOB MANNERS, will overlap their lives from that day forward and " 'till death do us part." Donna is one of the gals in the fast rising vocal group, the SKYLARKS, and Bob was playing bass with Harry James the last I heard. Many of you may remember Bob Manners Music Makers. One of the finest "Miller effect" quartets to ever blend a bar of music. Too bad dissension severed the seams and the foursome fell apart. Speaking of coming apart, almost on the heels of the wedding announcement we learned that the Skylarks are to go to Korea for a month to entertain the troops. Tha's a honeymoon? This news came to us from Mrs. JOE PRYOR who was Miss Betty London before she wed JOE PRYOR, who is one of the Skylarks. Betty is at the Last Frontier to work with the Devlyn Dancers

(Continued on Page 33)

★
. . . The Las Vegas Story . . .



MY SINCEREST THANKS

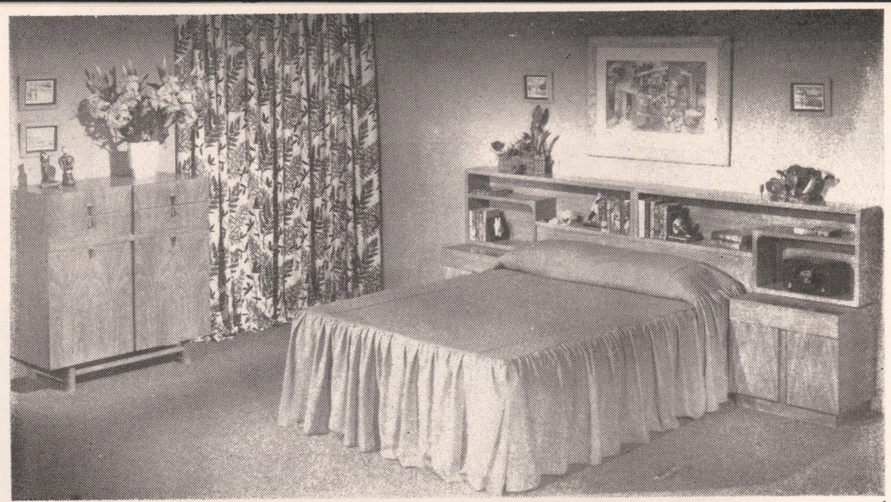
TO ALL AT THE

Hotel LAST FRONTIER
LAS VEGAS NEVADA

FOR A WONDERFUL

ENGAGEMENT

Buddy Rogers



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ITS SPLENDOR FOR DESERT LIVING

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SHEPPARD'S
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Favorite Recipes

of the Stars

The truth hurts . . .

Most housewives hate to admit it, but men are often better cooks than women. Of course, members of the housewife brigade do have the edge on males when it comes to culinary versatility. Men-folk like to concentrate on a few "specialties," while women must scatter their efforts throughout the entire cooking field.

For example, there's the stellar case of LYLE BETTGER, cold-hearted villain of Cecil B. DeMille's exciting technicolor epic, "The Greatest Show on Earth." Although LYLE is far from a villain in real life, neither is he a "softie." Yet when his wife takes a day off to shop, the actor often invades the kitchen to cook supper for his two boys. One of BETTGER'S favorite supper "specialties" is rice with ground beef. Here is how it is made. You'll need:

⅓ cup melted butter or margarine
½ pound ground beef
1 cup uncooked rice
1 onion (chopped fine)
2 cups tomato puree
2 cups boiling water
½ cup sliced stuffed olives
salt
pepper
paprika
grated cheese

Combine butter or margarine, ground beef, rice, chopped onion, sliced stuffed olives and seasoning. Add boiling water and tomato puree. Mix ingredients thoroughly, then place in casserole or baking dish. Bake at 350 degrees for one hour. Top baked rice with grated cheese then return casserole to oven, and bake for additional hour at 250 degrees.

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

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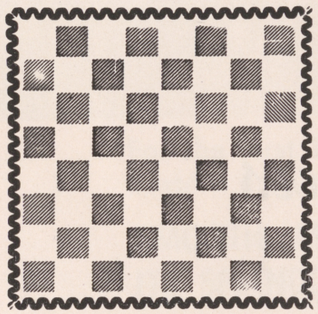



There's no problem today for

Fred Soly . . . In the Fred

Soly home it's a new boy . . .

Congratulations and happy

days to Fred, Nina and young

Louis Fred . . .

LAST FRONTIER:

(Continued from Page 18)

camps and hospitals throughout the states, an activity he still carries out. . . . Double trouble comes to us in the form of the NILSSON TWINS. They are a fresh act with new gags and songs. The duo was featured in several movies and toured with our finer comedians. The zany antics of EILEEN and ELSA may amuse you . . . THE DEVLYN REVUE will present two exciting routines, featuring MR. GENE NASH, DOLORES FRAZZINI, CANDYCE KING and RENEE MOLNAR. We're looking forward to the "Valentine Party." . . . On the podium is the very able BOB MILLAR and his talented group of music makers . . . During intermissions, it's the King of the Hammond Organ—DON BAKER.

RANDOM THOUGHTS:

(Continued from page 7)

time had passed, he selected a member of the audience and practically begged the man to join him onstage. Houdini went through many exaggerated gestures to show the people in the back of the theatre that he was opening his mouth wide enough to show the gentleman that he had no concealed gimmicks . . .

Houdini kept asking the man if he saw anything at all. He challenged the fellow to locate something. Finally, the man peered into the magician's mouth and said: "Pyorrhea!"

The audience simply roared in convulsion and Houdini had to wait a long time before he could regain their attention. Of all nights, just when he was prepared to astound the people with a new, magical trick, he unwittingly chose Groucho Marx for his "straight man." (How did Houdini know what Groucho looked like without his famous mustache? . . .

SILVER SLIPPER:

(Continued from Page 18)

than in print . . . JIMMY CAVANAUGH is the capable gentleman who emcees the entire production . . . CHUCK GOULD and his orchestra cut the background music for the show with GEORGE REDMAN at the ivories.

HOLLYWOOD HAPPENINGS:

(Continued from Page 15)

refuses to get drawn into unpleasant arguments . . . He likes to travel by plane and had several occasions to do so during the location junkets for "Greatest Show on Earth." He usually falls asleep on the take-off and doesn't open his eyes until the plane touches ground . . . He likes to drive new cars, but he refuses to trust the care of his automobile to a professional car washer. Consequently, three or four times a week he can be seen with hose and cloth attacking imaginary spots on his 1952 model.

A regular guy with a great acting talent, CHARLTON HESTON has snatched stardom in a short but notable film career. His portrayal of Brad, the handsome trouble-shooter of "The Greatest Show on Earth," gives the film industry its most powerful male star of many seasons.

WHAT'S DOIN'?

(Continued from Page 27)

while Joe is in Korea . . . BILLIE and PHIL GELLER leave for New York next Tuesday (12th) for a two weeks vacation and to visit old friends. Needless to say, Billie was beaming from here to there when she gave me the news the other evening . . . It's good to have MATT HOWARD back in our midst after his recent absence and we hope he stays this time. Matt has purchased one of the better clubs in North Las Vegas but doesn't take over until a later date so watch for his announcement in the very near future . . . So what's with this black coffee routine? I thought it was supposed to keep you awake! I'm going' into my third Silex (not cups) and still can't keep my eyes open. I'll knock off for now 'cause I need a nap and I'll see you all next week . . . Bye for now, good people!—JOHNNY.

. . . ALL
PROCEEDS GO
TO THE . . .

UNION CAB CO. . . . . PHONE 911

POP SQUIRES:

(Continued from page 17)

by some piles of lumber and partly-built shacks.

Of course, there were some who still imagined that McWilliams Townsite had such a big start and was so far ahead that the railroad townsite would never compete with it, but it was a sadly disappointed hope.

That May and June of 1905 experienced several destructive fires in Las Vegas, most of them on the McWilliams Townsite. I remember the night the big partially-completed building of The Trocadero went up in flames. To be sure, the fires were not all on the west side. We gave them some competition in that line over here in the new railroad townsite.

I should have mentioned before that Mrs. J. T. McWilliams, one of my very fine friends, still resides in the lovely little home on Wilson Avenue, where she and her late husband once reigned together.

EL RANCHO VEGAS:

(Continued from Page 18)

want to be . . . The EL RANCHO DANCERS, featuring JOY WALKER, GERRY PEDERSON and LOUISE BURNETT, introduce two novel routines. The Valentine number is most beautifully performed . . . Ably backing the show is TED FIO RITO (Mr. Memory) and his talented aggregation of music makers . . . GUY LANDIS and JIM DI STEPHANO fill the intermissions with their intimate songs and music . . . PAUL GARDOS and CHUY MIRANDA strum their way through the CHUCK WAGON ROOM to make your relaxing moments pleasant ones —until 6:00 a.m.

FLAMINGO:

(Continued from Page 18)

LIES. Spotlighted in solo spots will be SHARON DEXTER, SHERRY NORTH and MARILYN O'CONNOR, with the choreography for the numbers being set by PHYLLIS INEZ . . . The music is in the ever capable hands of WILL OSBORNE and his ORCHESTRA, while BOBBY PAGE and the MUSICAL PAGES play for you in the Mural Room.

—JOHNNY.

DESERT INN:

(Continued from Page 18)

high platform shoes in one number, she follows with a number explaining the finer points of the Hawaiian dance. You'll like the South American rhythms of Carmen and her troupe . . . For the first time in the west we have had the pleasure of seeing and hearing "The Clown Prince" PAT HENNING. He comes to us fresh from a fifteen-week run with the Josephine Baker Show in the east. Pat presents new twists to old gags that will keep you guessing what will happen next. And he must have been a stunt man or a tumbler at one time to accomplish the prat-falls he takes. Moreover, his comedy is clean! . . . STAN KRAMER and COMPANY present some new ideas with their Novelty Marionettes. Most appreciable was the speed with which the act progresses. There is none of the usual lull between the changing of characters and scenery. For a finale the entire company comes forward to do a routine based on the Cake Walk, done in minstrel style . . . The beautiful ARDEN - FLETCHER DANCERS present a new routine in gorgeous blue velvet gowns, that needs twice the space they have, in which to do the number properly. They bring Miss Miranda on with their excellent Peruvian Mambo . . . ALAN GILBERT does outstanding vocal work in both numbers, as well as emceeing the show . . . The entire show is backed flawlessly by the wonderful music of CARLTON HAYES' ORCHESTRA.

—JOHNNY.

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Wilbur Clark's DESERT INN

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