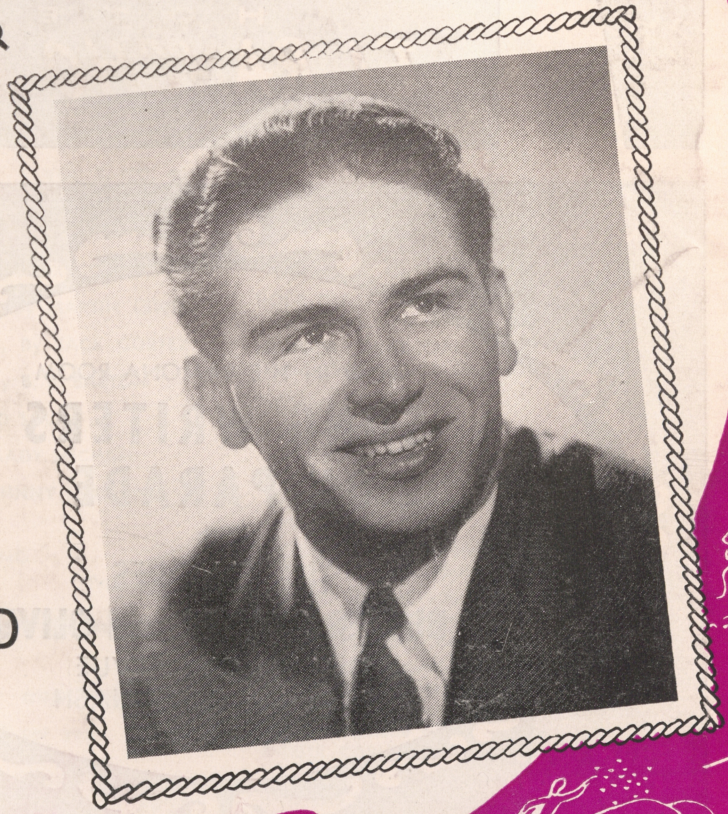
Jack Gorkz

Fabulous LAS VEGAS

HOWDY PODNER



SID SHEPPARD

(Story on Page 9)

15c

March 1, 1952

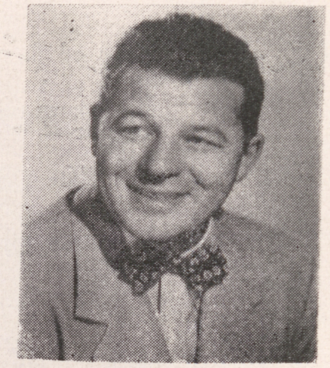
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LAS VEGAS, NEVADA



PUBLISHED WEEKLY VOL. 2, NO. 46

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

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HIGH SPOTS

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HOWDY PODNER

VOLUME 3 MARCH 1, 1952 NUMBER 46

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

EARLY TRIUMPHS AND TRIALS

LAST week I recounted briefly some of the trials and tribulations we endured during the first few years of the life of the new community of Las Vegas, which we were trying to fashion into a civilized community, and the things we did through our simple little civic organizations such as our first "Sanitary Committee," our Board of Trade, the Las Vegas Promotion Society and our Lincoln County Division Club.

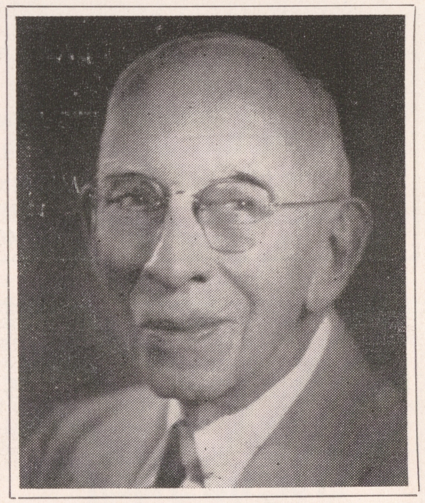
This last gained for us our greatest triumph when, on the first day of July, 1909, our first Board of County Commissioners met, organized our county government, approved the bonds and administered the oaths of office to our little group of county officials.

Governor Denver Dickerson had appointed the members of our first board of Clark County commissioners: W. E. Hawkins, of Las Vegas; S. H. Wells, of Logan, and W. H. Bradley, of Searchlight. They in turn appointed a slate of officials upon whom we all had agreed:

Sheriff—C. C. Corkhill.
Recorder and Auditor—Frank Clayton.
County Clerk—Harley A. Harmon.
Assessor—W. J. McBurney.
Treasurer—Ed W. Clark.
District Attorney—W. R. Thomas.
Surveyor—C. E. McCarthy.

Col. McCarthy, now living at the corner of Fourth and Stewart Streets, is the only one in that list, so far as I know, still living.

It was with pride that we realized at last that Clark County was a going concern and with still greater pride that the people of the town of Las Vegas tendered the County of Clark the use of the new courthouse (now occupied by the justice court) for three years at the rental of one dollar a year.



Just why we made the term of the lease three years instead of the five years we had promised, I do not remember. However, the County of Clark had the use of that building at the nominal rental of one dollar a year through 1914, when the present courthouse was built. For that we used $65,000 or a $75,000 bond issue for the building and $10,000 for furnishings. We thought it was a grand job, and it was.

A most important matter was the appointment of a committee consisting of the district attorney and the county treasurer to negotiate with the old county (Lincoln) and determine the amount of county funds the new county should receive from the old and also the amount the new county was indebted to the old county because of the old bonded indebtedness of approximately $640,000.

(Continued on page 23)

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RANDOM THOUGHTS

. . . By B. B. BARTON

ENDING A VISIT

WHENEVER you visit friends, don't you feel just a trifle self-conscious when it's time for you to rise and say good-night? . . . I've never heard anyone discuss this angle of visiting before, but it is true in many instances. Seems silly that the termination of a visit can be an ordeal. . . .

You don't want to wear out your welcome by staying too long. Yet, you don't want to make your visit too short to be an enjoyable one. Well, we all have to judge that part of it for ourselves. But, the move to terminate the visit is up to the guest. It wouldn't be very polite for your host to say, "What are you waiting for? Here's your coat and there's the door."

Although many home-makers are tempted to get rid of visitors in this manner, they just don't do it. Why can't the guest have some consideration for people who are nice enough to invite them? . . .

Actually, it's the easiest thing in the world to do. All you have to do is stand up and say goodbye. That's it! Have you ever tried doing that when you were really enjoying yourself? It's hard to get up and walk away from a pleasant evening. But—it is better to leave when people still smile than to wait until that deadly hush falls over the room and you realize they are just waiting for you to help yourself to the nearest exit. . . .

If it is very late and your host politely inquires, "Must you go?" he is very happy at the prospect of your leaving and wonders why you hadn't made the attempt earlier. . . .

Don't you just love people who come to your home and want to stay until you practically have to force them through the door? Sometimes, nothing short of fire will help you get rid of them. However, we don't recommend arson, in any case. . . .



Personally, I don't know why the "Art of Visiting" isn't taught to children so they'll be able to hold on to their friends when they mature. Taking advantage of your host is just as bad as involving a friend in a shady business deal. Remember, everyone can't stay up until 4 o'clock in the morning. If you are lucky enough to be able to do so, try to give a thought to the guy who has a busy morning schedule and who just invited you for a COUPLE of hours of relaxation. . . .

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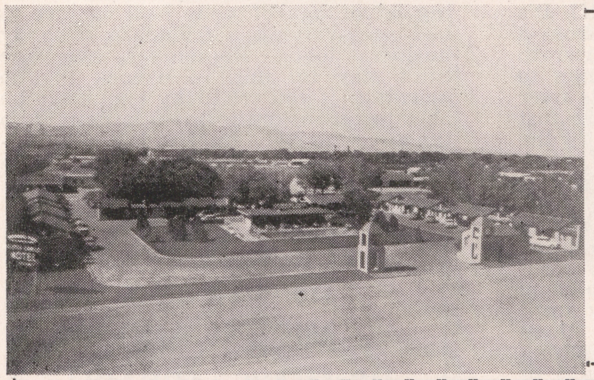
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THAT'S FOR SURE . . .

by JACK CORTEZ



IF you take another look at the gentleman whose photo appears on this week's cover, you'll see one of the most persevering individuals in existence. He is SID SHEPPARD, owner of SHEPPARD'S FURNITURE STORE on South Main Street . . . It was approximately three years ago that Sid had his first introduction to Las Vegas. He didn't arrive with a bank account that his rich relatives had willed him. In other words, he was armed only with ambition and the desire to succeed in his chosen field . . .

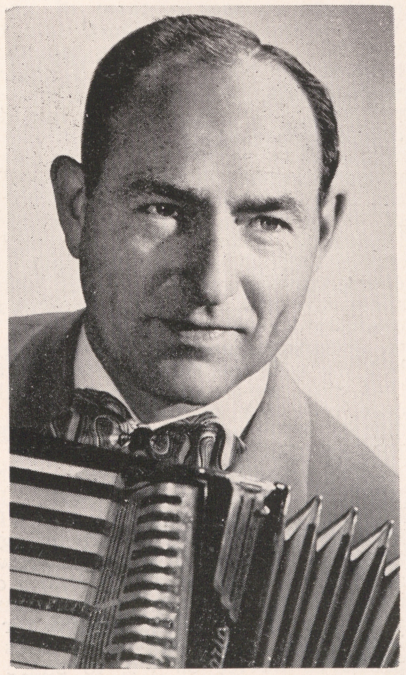
After making quite a few contacts, Mr. Sheppard managed to locate a position with a local furniture store. He worked for that house for one and one-half years . . . However, he couldn't quell the zealous yearning he had to strike out on his own. One fine day he brought up the subject and he and his lovely wife, Pearl, entered into a very serious discussion . . . If he had any qualms about his wife's opposition, they were soon dispelled. Mrs. Sheppard has always been her husband's leading booster and would lend her support willingly to any enterprise he would suggest . . . With his wife's staunch faith behind him, Sid opened a very small shop in North Las Vegas. It wasn't long before they discovered the quarters were too cramped. With tongue in cheek, Sid rented a much larger place on East Fremont. Luck smiled upon that shop and the Sheppards learned the public was satisfied with the merchandise he carried . . . Not too long ago, Sid purchased the shop in which he held his first job in Las Vegas. Sounds simple as you read it, doesn't it? But—it was a very long, arduous road that Sid had to travel in order to become the largest independent furniture dealer in Las Vegas. Some would think that a man who enjoyed such an accomplishment could now sit back and rest on his laurels. Sid doesn't share that opinion. He is constantly branching out and is busily engaged in preparing a public announcement which will be made in the near future . . . To you, fabulous SID SHEPPARD, goes our salute of the week. You have proved the pot of gold is really at the end of the rainbow for those who are willing to exert all effort to reach it . . . and that's for sure.

As you well know, our local executives are well-schooled in the business field and their decisions are usually correct. We wonder just how these accomplished men will fare on the ten-pin battleground, on the evening of March 8th? The majority of them have a very limited knowledge of bowling. In fact, the closest some have come to a bowling center was to write out a check to sponsor a team of keglers. Well, on the aforementioned date, there will be a very interesting tournament held at the NEW VEGAS LANES. It will consist of two-man teams, comprised of sponsor and bowling team captain. Personally, we feel it is a wonderful idea and it will serve as a means of acquainting the sponsors and bowlers. The sponsor will toss the first ball of every frame and the experienced keglerette will throw the second (or spare) ball. It will be a mighty interesting contest and you can be sure the spectators will enjoy it as much as the contestants will. We haven't been able to obtain a complete list of sponsors but we will mention a few and trust that those we do not note here will excuse our lack of information. MR. GEORGETTI will represent the WESTERNER CLUB; JAKE KOZLOFF, the HOTEL LAST FRONTIER; BENNY BINION, the Horseshoe Club; DON FERGUSON, ANDERSON DAIRY; MARC WILKINSON, his printing establishment. Of course, the little woman has inveigled Ye Editor into a commitment also. Closest we ever came to a bowling ball was to carry it for our better half. Yipe! Hope the others will prove as novice as we, to share our

(Continued on page 19)



DOWNTOWN



APPEARING NIGHTLY
IN THE
SHILLALAH ROOM
OF THE
SHAMROCK
HOTEL

DON RIDLEY
Piano-Accordion-Organ-Songs

DINING-DANCING-FINE FOODS

600 NORTH MAIN STREET

PHONE 2200

WHAT'S DOIN'?

. . . with JOHNNY UHLMAN



REMEMBER some time back I was cryin' the blues about not being able to find a bomb that would blast my particular "flu" bug? I've always had to sneeze, sniff and blow my way through until this nasal appendage of mine looked a nosegay of red roses! !

Well . . . I found a bomb! Last weekend my eyes and nose were spouting moisture at a rate to rival the feed line to an irrigation ditch, or so it seemed during the "mopping up" process. After I'd finished my work last Saturday, I made the purchase of these powerful pellets from the neighborhood drug store and beat a hasty retreat to the confines of the apartment to dive under a stack of my army surplus blankets, first donning a sweat shirt and wool sox (I usually go to bed wearing less than a young robin). I guided these missiles down my gullet at the required intervals until I arose SEVEN HOURS LATER feeling as though I could execute the lead of any of the toughest ballet productions; and I can't even do the Buck and Wing! Oh, I still sneeze and dribble a bit but it's nothing like running around for a **week** with a moistured mug! The name of the stuff is THEPHORIN-AC and most drug stores have it. Of course, there are different types of colds and this may not help you, but if you're like me and feel the way I did, you'll try anything . . . Have you noticed those little patches of grass in your front lawn that are beginning to turn green? A sure sign of spring (even as good as waitin' for me to get a crew cut). What I'm getting at is this; spring is here and it's time for you to start working with that confounded lawn again. If you refer to your yard work something similar to that, it is probable that you don't like to do it because you don't have the proper tools with which to work. (That's some build-up to get around to a commercial, isn't it?) Starting last week CASHMAN'S FIRESTONE STORE on North Main street brought out all of their gardening equipment that was left over from last year, and supplemented it with an awful lot of new stuff so that your every need is there for you to pick up in one trip. The greatest thing yet are those power mowers. Man, how I hated to herd the handle of a lawnmower when I was a kid (still do). Ask BILL BORDEN to explain to you how you can get one of these mowers on terms. He's got all the gardening tools you'll need, too, from hoes and hose to hand rakes! . . . Little by little CLEM MALONE is getting the Fiesta Room of the SHAMROCK HOTEL set in order and will be ready for dining and dancing pretty soon. (Howcum a "Fiesta Room" in a "Shamrock" hotel? Gotta change that immidgetly.) The SHILLALAH ROOM is doing a good business every night during the early hours of the ayem and appearing there nightly is DON RIDLEY who plays and sings most any tune you can mention. Don was quite a ball pitcher some years ago; having pitched ball in the Pacific Coast and Sunset Leagues. This he gave up to go into music and the field of entertainment. During the war he was in the navy and did some radio work with Ginny Sims over NBC. Don goes heavy for hunting and fishing and so arranges his bookings in entertaining so that he will be close at hand for one of his particular sports. Some of you old timers in town may remember when he worked at the Green Shack on the Boulder Hiway some years back . . . It never ceases to amaze me when I walk into the WESTERNER CLUB and notice the amount that has been paid out

(Continued on Page 29)

WHEN THE OCCASION DEMANDS
The Finest
TELEPHONE 811
DOT'S FLOWER SHOP
808 SOUTH FIFTH STREET

THANKS, EL RANCHO VEGAS,
FOR A WONDERFUL ENGAGEMENT

JACK CARSON

AND

The Honey Brothers



So Where's the Money?

THE WATCHBIRD

. . . by LADY MICHAEL
(Michael Neale)



KNOW what day this is? It's "gotta write a column" Tuesday! It won't be Tuesday when you read it; it'll be Friday then, but here we are, without a single note, relying on our memory (Wow, is it fallible!). Our boss, J. C., editor and owner of the magazine, called us at the wee hour of 10 a.m., and said: "Lady—are you going to have a column this week?" (By this he meant today, Tuesday, but you'll be reading it on Friday.) Gad, we went all through that a few lines before. If we sound the teensiest bit toxic, it's because we ARE at this moment. Along with J. C.'s phone call awakening us, the A. G. WILLIAMS CO. rapped on the rear door with gear in hand, to do a bit of fishing, not trout or bass, but silver. Put fish on the end of that and it turns out to be a household pest.

Anyhoo—in order to exterminate all these uninvited, they almost included yours truly. Not from an overdose of the flitgun, mind you, but from keeping all the doors and windows open—pneumonia almost set in.

To get back to our phone call. J. C. announced that MARC (maiden name's WILKINSON) was climbing the walls, chewing up linotype slugs and throwing them at his staff with both hands, from the uncertainty of it all. Said staff would like us to let Marc lead a nice normal life and he could do so if we got the WATCHBIRD to press on time.

J. C. went on to say (oh, yes, we had quite a conversation) that since HE is the editor of the magazine would it be too much to ask if we would oblige him by allowing him to edit the column occasionally, especially since we made such a flagrant error in last week's issue. We stated under a big boo hoo that an act called the SKYLARKS was disbanding, when all the while it was the WHIPPOORWILLS. (We knew it was a bird—but that's our bright little mind for you.) Our humble agologies to the Skylarks for the Lady Michael Wrongo . . . Speaking of this wonderful act, we'd like to take this opportunity to congratulate BETTY LONDON and husband JOE PRYOR on their impending parenthood. It should be a beautiful baby . . .

Our dear friends and neighbors BILL and DUD LAUCK, who have the cigar stand and the pillbox at the Desert Inn, are opening a third branch which will also cater to your sensory glands. It is facetiously named the "HOUSE OF GOOD SPIRITS," and will be ready to supply your most finicky needs (in this case distilled, not spectral) by the time this magazine hits the stands. It is located between the Desert Inn and the Jungle Club, behind the gas station, in that row of sharp new shops. It's especially convenient for us alcoholics of Dio Street, but don't let that deter you folk who live in outlying districts. Dud will rush the growler anywhere, and he'll also carry the makings for such super hors d'oeuvres as crabapple-smoked oysters, Beluga caviar and pate de foi gras. Quelle chic? . . .

GISELLA KLEINMAN has gone east, like the birds in the spring. We shall truly miss the lovely wife of MORRIS KLEINMAN and we all feel her visit with us was much too brief. Have a good trip, dahling, and come back soon . . . Mr. and Mrs. ALLARD ROEN (she's the former EVELYN LEWIS), and Mr. BOBBY KAYE will be the weekend guests of EDDIE ROTHSCHILD at Palm Springs, for the golf tournament there. Do come back with a birdie or an eagle or whatever it is one wins in golf. (As anyone can see, we're hep to THAT game!) . . .

To our very dear fried, MICKIE DIETCH, we say HAPPY BIRTHDAY little Pisces (Thursday, February 28). Mickie wore aquamarine chiffon with jewels to match and never looked lovelier. Bless you, dahling, and have many, many more . . .

IN THE NEWS THIS WEEK: Italian film actress SYLVANA PAMPANINI embroiled Hollywood with her smug statement that some of Cinemaville's male stars were too old to kiss. She

(Continued on page 23)



NIGHT or DAY . . . There's Action

AT

Benny Binion's HORSESHOE CLUB

— DOWNTOWN —



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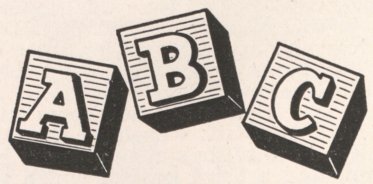
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DECORATE YOUR HOME . . .

WHAT IS PERIOD FURNITURE?

FURNITURE styles have always been subject to cycles where the designs and general characteristics conformed to definitely related patterns and were similar in line and decoration. The determining factor in setting the style was usually the preference of the reigning monarch and his court. Because of this reason, the major periods bear the name of the monarch (Louis XIV, Georgian), the name of the reigning house (Tudor, Jacobean), or else are descriptive of the kind of government (Commonwealth, Directoire, Regency).

Small attention is given to styles prior to the Sixteenth Century because they have little or no direct influence on the furniture of today. The Egyptions, Greeks, Romans, Moors and Chinese developed furniture which influenced later designers, who returned to them for inspiration, but it was not handed down directly to us.

The first major period of importance was the Gothic, which lasted from about 1100 to 1500 A. D. The furniture during this time was very similar in all of the European countries. It was of ecclesiastical inspiration, principally produced in monasteries, and was massive and architectural, ornately carved.

The Sixteenth Century saw the birth of the Renaissance — a time which brought revival of interest in classic Greek, Roman and Egyptian culture. The arts flourished in all of the European countries during this era. Furniture and cabinet making became honored crafts and furniture manufacturing received new importance. Because of its classical origin, all Renaissance furniture has many common characteristics, regardless of the country of origin. Following the Renaissance, furniture became more commonly used and individual craftsmen began to develop styles with pronounced national characteristics, more closely keyed to the preferences of the designers and the public.

Our furniture of today is directly descended from, and much of it is copied from, the great styles of the Seventeenth and Eighteenth centuries. The designers and manufacturers of the present have taken the traditional styles of the past, improved upon them in many cases, increased the comfort of virtually all pieces, and have scaled them to fit the homes of today. Mass production has brought furniture within the reach of all, such as kings could scarcely afford in the past.

The furniture salesman need have no hesitation in recommending contemporary reproductions of period pieces. Only the museums of the very wealthy can afford true originals. And in almost every case the reproduction is better proportioned, more comfortable, sturdier and more practical than the original.

Favorite Recipes *of the Stars*

from PAULINE KESSINGER

Manager, Cafe Continental, Paramount Studios

Things became very hot for RHONDA FLEMING and RONALD REAGAN when the two stars faced the Technicolor cameras for the exciting climax of their new Pine-Thomas adventure saga, "Hong Kong."

Miss FLEMING and REAGAN reported to Paramount sound stage to devote an entire morning to emoting within the torrid confines of a blazing boat. By the time they arrived at the studio commissary for lunch, they were anxious to cool off. To achieve the desired results, they ordered a refreshing salad—chilled California chicken salad. Here is how this "dish" is made in the Commissary. You will need:

- ½ cup chopped walnuts
- 1 tablespoon butter
- 2½ cups diced cooked chicken
- 1 tablespoon sweet pickle relish
- ¾ cup chopped celery
- 2 tablespoons chopped onion
- 2 hard-cooked eggs (chopped)
- ½ cup sliced stuffed olives
- 1 tablespoon chopped pimiento

Saute walnuts in melted butter. When nuts are crisp, remove from saucepan and cool. Combine the diced cooked chicken, pickle relish, celery, onion, eggs, olives and pimiento. Add nuts. Chill until serving-time. Then combine chicken-mixture with a salad dressing made by blending one-half cup French dressing and one-half cup mayonnaise. Place individual servings in lettuce cups, garnish with tomato wedges, fluted cucumber circles, radish flowers and sprigs of parsley.

This recipe yields 4 generous portions.

SHOW REVIEWS by Jack Curtis

Flamingo

February 21 through March 5

KAY STARR has never looked cuter nor sung better than when you'll see and hear her during this engagement in the Flamingo Room. Her style of singing is hers alone and is better described as a vocal version of a "take-off" interpretation for trumpet, presented with the mellow tones of a fine tenor sax. She sings a song as it would be played on an instrument. Kay is one of Capitol Records' capital recorders and whose latest rising recording of "The Wheel of Fortune" promises to be a top seller. Kay's style and personality will provide her with prolonged popularity for many years to come . . . Supporting Miss Starr on this bill are THE LANCERS, a male quartet that has made a few recordings with her, as well as having worked on many of the top radio and teevee shows on the West Coast. After presenting their own act, they return during Miss Starr's per-

(Continued on Page 22)

LAST FRONTIER

February 22 through March 7

One of the most unusual productions can now be seen in the RAMONA ROOM of the HOTEL LAST FRONTIER. Starring in this new revue are four SONG WRITERS ON PARADE. The composers are ARCHIE GOTTLER, GUS ARNHEIM, HARRY BARRIS and SHELTON BROOKS. Each plays his own piano. They stir the nostalgia and create beautiful melodies of their individual creation. In the background, the ENCORES (four men and a girl) lend their voices to some of the tunes. The singing group do a very smooth job of harmony and make for pleasant listening . . . Mr. Gottler wrote "America, I Love You." Mr. Arnheim composed "Sweet and Lovely." Mr. Barris donated "I Surrender, Dear" to our land's music album and Mr. Brooks scored a triumph with the unforgettable

(Continued on Page 22)

El Rancho Vegas

February 20 through March 4

Patrons of the OPERA HOUSE THEATRE RESTAURANT are really very happy with this engagement that stars the handsome movie star, JACK CARSON. Mr. C. exudes so much infectious personality and with that he immediately ingratiates himself with all present. He has enjoyed a great amount of stage experience since last we saw him, and is proving himself to be just as great in front of live audiences as he is in the cinema world. His boyish attitude strikes the proper chord and you just can't help but like the former football player. Aside from his terrific sense of humor, Jack has a remarkably well-controlled singing voice . . . THE HONEY BROTHERS offer wonderful support for the comedian. They indulge in some split-second timing endeavors that make you gasp. Their hilarious take-offs are something you wouldn't want to miss. Their mugging, combined with their down-to-earth humor, makes for mighty fine entertainment. But—how can that "little fellow in the middle" take so much punishment? Man! He deserves a lot of credit . . . Rounding out the bill is the very lovely MARION COLBY. Miss Colby does a delightful job of singing favorite melodies and specially-written material. She has a refreshing stage personality and literal-

(Continued on Page 29)

Wilbur Clark's DESERT INN

February 19 through March 3

Miss PEARL BAILEY, one of the greatest in the business, has been doing a grand job of entertaining in the Painted Desert Room these past two weeks. We still like to refer to her as "Two hands, a voice, and a pair of eyes." As Pearlie Mae puts it, she's "in no big rush to go any place," and in her own matchless style she passes that relaxed feeling on to you. You'll learn to love her as she "socializes and

(Continued on Page 22)

Thunderbird

February 21 through March 15

Miss PENNY SINGLETON is the star of the current show in the Navajo Room and is appearing in Las Vegas for the first time in person, although I'm sure that everyone in the nightly audiences has seen her at some time or another in one of the many Bumstead motion picture features, with her in the role of "Blondie." Miss Singleton's presentations in the current show consist of all special material that show a lot of thought and a lot of time in rehearsal. She sings, she dances and is certain to bring you pleasure . . . After an absence of some years from local stages we welcome back that international pantomime star, CHAZ CHASE, one of the world's greatest clowns. Chaz has a smoothness of continuity and a perfection of timing that will have you roaring with laughter. To describe the act fully would take away from your initial pleasure. Chaz you must see! . . . This is also the first appearance here for BERNADETTE PHELAN and her DANCERS. This is a trio of adagio dancers, consisting of Miss Phelan and two male partners. Theirs is a little different idea, in that they use the story of the lady's vanity as a theme and have a metallic mirror that is tossed from one to the other throughout the dance to make new and attractive "pictures" of some of the catches . . . The KATHRYN DUFFY DANSATIONS present another sparkling miniature musical, "Hello Beautiful," which features the dancing prowess of Miss CHRISTINA CARSON and Miss BETTY TURNER. There are three production numbers and all of them lively, moving routines, wonderfully executed . . . JOHNNY O'BRIEN is the emcee of the show, as well as handling the vocals in the production numbers, along with the NORMANDIE BOYS . . .

—JOHNNY.

CLUB BINGO

February 24 through March 4

Sure is a lot of action going on in the BONANZA ROOM. Gales of laughter and shrieks are emanating from that fun center. Instigating the uproarious reaction is RED INGLE and COMPANY. Yep! You really can tell that the boys are back, keeping our localites and tourists in a mighty funny mood. . . . They offer a vast selection of skits and humor provoking situations. Although their presentations may be compared to the slapstick variety, it's good entertainment; the type most people want when they have a "night out." . . . Red and the boys have a remarkable sense of timing and are full of comedy tricks . . . They are refreshing and spark the show with the proper amount of zest and mirthful energy . . . Incidentally, the boys remain on the bandstand to bring you good dance rhythms, alternating with the JACKIE COON TRIO.

SILVER SLIPPER SALOON

February 29 through March 14
(Not a review)

There's a new revue heading your way from the stage of the SILVER SLIPPER SALOON . . . Starring in this production will be the COOPER SISTERS, two ladies of comedy who are well known to local audiences . . . On the same bill will be AMES and ARNO. Here is another act that is new to us and we believe it is a "first" for our town. They are billed as "Two Social Errors." From that alone, we rather imagine that they are a comedy duo also . . . Rounding out the bill will be JACK LADELLE, a fellow whom HERB McDONALD feels is a very funny individual. We can't say anything about the comic as yet for he is another performer we've never seen . . . Backing the presentation will be CHUCK GOULD and his ORCHESTRA with GEORGE REDMAN tickling the ivories.

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"WHERE YOUR WORD IS YOUR BOND"

THIRD AND FREMONT "Pay As Little As $1 Weekly"

THAT'S FOR SURE:

(Continued from page 9)

harassment. C'mon over about 8 p.m. on March 8th. Don't laugh too much at our meagre attempts. Incidentally, there will be three prizes distributed, along with a bowling-pin paperweight for every sponsor.

—— SUPPORT THE VARIETY CLUB JOURNAL ——

Congratulations are in order for the FRANK SCHIVO household. SHIRLEY has informed her handsome husband that parenthood is in store for them, some time in early fall. MILTON PRELL (owner of the CLUB BINGO) is having quite a time for himself, offering Frank information about diapers and such. Did you ever sit in on a session where an established father advises an expectant one? It's quite an experience!

The management of the FLAMINGO HOTEL was very happy when LOUELLA PARSONS spent a few days at their fabulous hotel, recently. ABE SCHILLER hosted Miss Parsons around town and provided a great amount of entertainment for the Hollywood personality. Wonder if our town will be one of her "first exclusives" when she makes her next broadcast?

Another customer who purchased a lot at the DESERT INN COUNTRY ESTATES is MRS. G. STRAUSSBERG. Mrs. S. has been a long-time resident of Reno. However, when she saw the magnificent golf course and construction in the midst of this beautiful community, she immediately decided to become a local resident. VERNON WELBORN, architect, is now drawing up the plans for the Straussberg home.

MR. and MRS. STAN FAYMAN (owners of BOND'S JEWELERS) have finally managed to leave town for a much-deserved two week vacation. The couple will find a great deal of relaxation in romantic Acapulco. Speaking of vacations, Stan's father-in-law visited the young couple over the Washington birthday week-end. When he arrived, he became so ill he spent his entire visit in bed. However, the gentleman has a sense of humor and promises to return again, shortly, armed with enough medicine to keep all virus bugs at a distance.

——— HAVE YOU SENT IN YOUR AD FOR ———
——— THE VARIETY CLUB JOURNAL ? ———

Although she didn't say much about it, ARNOLD CHRISTENSEN (owner of the men's shop on Fremont Street) knew his wife, PHYLLIS, was very melancholy over the loss of her favorite cat, "Cortez." In order to make her happy, Chris purchased a new Plymouth sedan. Some day, we hope Phyllis will tell us how she felt about receiving a new car in exchange for a cat.

There's a lot of sunshine in the shoe salon in JOHNSON'S APPAREL SHOP on Fremont Street. DICK FURER, manager of the footwear section, received an order that was long awaited. It is a modern shoe display that was custom-built by WAYSIDE HOSIERY. That window never looked better.

All of our local business men were amazed by the tremendous amount of tourists that invaded our town during the recent holiday. They admitted the crowds surpassed the turnout for the last New Year's Eve celebration. Despite the many extra accommodations and buildings, thousands were still left without sleeping quarters. We can well imagine what an overflow there will be for the Memorial Day and July 4th weekends. All this brings to mind a statement we made four years ago. At that time we voiced our opinion that there would never be enough room in Las Vegas to house the growing number of visitors. Some scoffed when they heard our prediction—but—whenever a holiday rolls around, our theory receives full support. Our fabulous town is easily comparable to a giant magnet.

——— VARIETY CLUB NEEDS THE SUPPORT ———
——— OF ALL LOCAL BUSINESSMEN ———

So many people were disappointed to learn that JIMMY STUART will be transferred from his post at the HOTEL EL RANCHO VEGAS. Nevertheless, we are all happy to know the distinguished gentleman will become the West Coast representative for the Hotel in Los Angeles. Lood luck, J. S. We'll miss you, Commander!

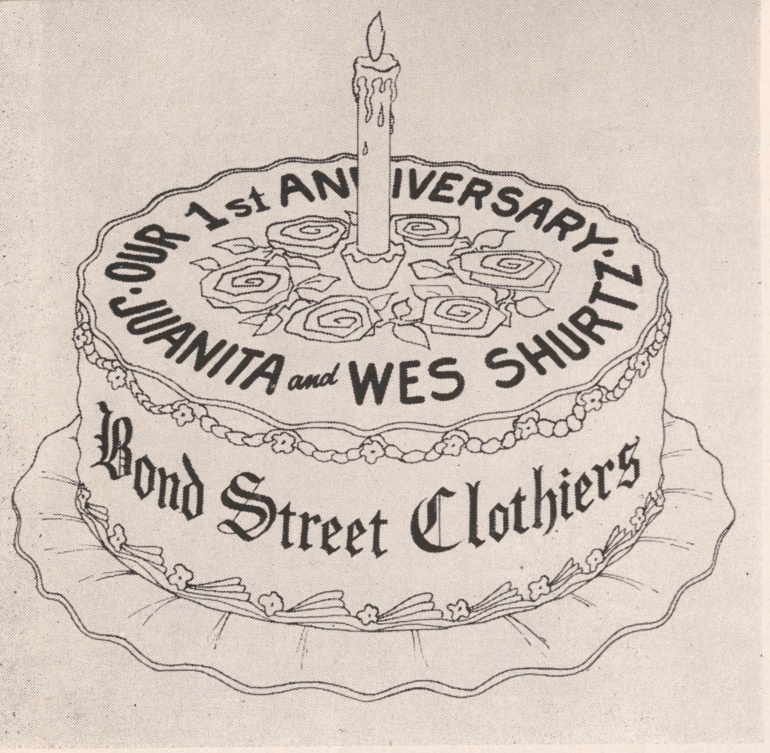
Our heartfelt felicitations to JUANITA and WES SHURTZ, owners of the BOND STREET CLOTHIERS on Fremont St. The couple celebrate their first year in that location, Saturday, March 8th. Their customers will readily offer much deserved laurels for the treatment and courtesy received in this men's shop. We hope we will be able to help the couple celebrate many more anniversaries in years to come.

Look for JOAN CRAWFORD to turn motion picture producer before the end of the current year. The glamorous Academy Award winning actress is thinking out loud about dividing her time between emoting before the movie cameras and piloting pictures behind them. In all probability, Joan will launch her own film company.

Is it true that the INTERNATIONAL TYPOGRAPHICAL UNION is negotiating with a prominent localite to take over a morning newspaper in Nevada?

ROSCOE THOMAS, one of the owners of the GOLDEN NUGGET, recently returned from his gold and silver mine in Death Valley. When queried about

(Continued on Page 27)



We're ONE YEAR OLD

TODAY
(MARCH 1st)

Thank you, Las Vegas, for making our first year so wonderful!

Each passing day heightens our happiness for choosing to come to this Fabulous Town.

Our greatest wish is to continue serving in the future.

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World's Finest Men's Furnishings at Great Savings

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. . . . AND MANY MORE SENSATIONAL VALUES ! ! !

BOND STREET CLOTHIERS

PHONE 3121

DESERT INN:

(Continued from Page 16)

mixes" during the "Diamonds" number, and you'll witness the talent that is hers when she does her interpretation of "The Birth of the Blues" . . . Appearing as an extra added attraction is that "great big beautiful doll" and one of the top comedians of the nation today, BILLY VINE. Not only is he an excellent impressionist and great pantomime artist, but a wonderful actor as well. His is the ability to have you laughing one minute and tearing at your heart-strings the next, while doing the same character. His pantomime interpretation of the fellow who goes from "naive to numb" while waiting for his girl friend is one of the best to date . . . The BOLIANNA IVANKO QUARTET are the opening act of the show and are exciting exponents in the art of adagio dancing. They work with great speed and turn that little lady every way but loose. They'll amaze you in the close of their act when the men use her as a human jump rope. Be sure to see this . . . The ARDEN - FLETCHER DANCERS present two new numbers. "Have You Met Miss Jones?" features the dancing of Miss FLUFF GOULD, while Miss MARGIE BAKER takes the solo spot in the "Luck Be a Lady" number. ALLAN GILBERT vocalizes these productions, as well as emceeing the show. This is the farewell engagement for Allan and the Arden-Fletcher Dancers and we can truthfully say we hate to see them go. They've done some excellent work, as well as being real people. They're only leaving because the next show is a "package." CARLTON HAYES and his orchestra provide the musical background for this show and play for your dancing . . . In the lounge you'll find the DANNY CASSELLA ORCHESTRA and the RIST BROS. TRIO.

—JOHNNY.

FLAMINGO:

(Continued from page 16)

formance to back her vocally in their interpretation of the story of "The Two Brothers." These four fine young men deserve to go far . . . The FLAMINGO LOVELIES bring you two new numbers, the first of which is placed around the favorite "Black Magic" in which all of the girls do a bit of magical manipulations, and which features Miss SHARON DEXTER. The other number is a medley of tunes by the composer, SAM COSLOW, who is also producer of the show. Miss SHERRI NORTH is the featured dancer . . . This is the last week for the music of WILL OSBORNE and his fine orchestra. We wish them well in the future and look forward to their quick return to our town. Will has a good band and a good book . . . BOBBY PAGE and the Musical Pages play for your pleasure in the Mural Room 'till the wee sma' hours . . .

—JOHNNY.

LAST FRONTIER:

(Continued from page 16)

"Some of These Days." What a host of talent! . . . . BUSTER SHAVER and OLIVE received a warm "welcome home" for this engagement. Mr. Shaver provides piano background while Olive raises her petite voice in song. She is one of the most famous Lilliputian artists in the theater today. When the duo present their interpretation of the dance, everyone is amazed. Despite the difference in their individual height, they coordinate very well on the floor. . . . The DEVLYN REVUE presents their famous CHARLESTON routine, featuring GENE NASH and DOLORES FRAZZINI. On the podium, BIB MILLAR and his talented group of music makers cut a precise background for the show. . . . During intermissions, it's the King of the Hammond organ—DON BAKER.

POP SQUIRES:

(Continued from page 5)

It was a serious matter. We had to have some money to pay salaries of the new officers and other expenses of the new Clark county. But Lincoln county promptly spent what money there was in the treasury on various improvements on their own property at Pioche and Clark county had to get along, some way, without any money in the treasury. However, our First State Bank, after some cautious negotiating, agreed to cash all warrants issued by the new county, and by that means we got along until tax money came in December, 1909. I well remember the thrill I had when Ed Clark called me over to the treasurer's office and showed me the check whereby the railroad company paid their first taxes to Clark county—something like $25,000, I think it was—and the world looked brighter. We had hoped and prayed for that kind of money and, sure enough, here it was at last.

But the other horn of the dilemma took considerably more "negotiating." To agree on the amount that the new County of Clark should pay on the bonded indebtedness of old Lincoln county was something else again. The matter was taken into the next session of the State Legislature in an effort to get some action there, but to no avail. Clark county could get no credit for the amount of the Lincoln county courthouse we claimed we owned, and finally had to assume about $430,000 in indebtedness. This we finally paid off, as we agreed, in 20 years, and I well remember when David Farnsworth, county auditor and recorder, called me over to the courthouse and showed me the last of that bond issue all paid off.

That year of 1909 was a great year, a great year for Las Vegas, aside from that splendid victory of county division. The San Pedro, Los Angeles & Salt Lake Railroad Co. announced they were going to build 49 cement block cottages to rent to their employes. They started the work immediately, running a temporary railroad track up Garces Street, with branches to the north on First, Second, Third and Fourth Streets. They built not just 40 new houses, but 64, nearly all of which are still standing. That eight blocks of new houses, eight houses to the block, was almost like a miracle to us.

Eight blocks of new houses was not all came to encourage us that year and the one following. The company announced it would build large machine shops in Las Vegas to do the repair work on its rolling stock, and building began at once. What an encouragement it was when the immense smokestack was built toward the sky and the massive foundations were poured and the towering walls of the great structure began to rise.

But few now living could imagine that once here in Las Vegas was a shop building 150 feet wide and 450 feet long, filled with fine machinery of all kinds, where the giant locomotives were dismantled, the parts reconditioned and then assembled into practically new locomotives. For ten years the great shops were a vital element in our lives. But in the early twenties the shop plant was moved to Los Angeles, another heart-breaking disaster for Las Vegas. The beautiful, heavy and powerful machinery which once was our pride was taken away, the great building razed and even the massive foundations reduced to rubble. Worse than all, our payroll of more than 500 men was gone.

Nevertheless, the division of the old Lincoln county to form this new County of Clark, effective July 1, 1909, really marked the beginning of what small prosperity we enjoyed for the next 20 years. Of course, the promotion of the Boulder Canyon project began seriously in 1920, but Las Vegas did not begin to grow substantially until ten years later when it became evident that the enterprise would really be approved by Congress and built by the Bureau of Reclamation.

That is a new and very interesting phase of the growth of Los Vegas from a desert town on a railroad siding, to the brightest and gayest little (not too little) city in the country.

WATCHBIRD:

(Continued from page 13)

even named such names as CLARK GABLE, CHARLES BOYER, HUMPHREY BOGART, etc. The wives of these stars all rose majestically to their defense, natch! The picture of Sylvana's "hungry kiss" which ran in the papers was something no teenager ought to try. (We were on our "dignities" and were quite taken aback, even though "Prude" is not the word for us.) To quote Mrs. Bogart: "It took them years to know what they're doing and for that we women should be thankful." We add: AH-MEN!!! . . . Other items of interest were an eclipse of the sun in Khartoum, an earthquake in Germany, a child who became a mother at 13, SENATOR HUMPHREY valiantly trying to help the woiking goil, fishing is suspended during spawning, the hod carriers of L. A. flinging whatever is carried in hods at each other over illegality of something, and a Baron who is seeing Four Roses through a rainbow . . .

JAKE KOZLOFF, who is doing such an expert job of managing the Hotel Last Frontier, has found it necessary to remodel the casino. The entire pit will be enlarged to accommodate the tremendous increase in business since Jake has been the front of the Frontier. Have you ever noted the comfortable crap tables? All edged with a soft leather padding so your elbows won't get chafed while waiting to win your point. Jake has a lot of other surprise innovations for the comfort of the Frontier patrons.

BOO HOO DEPT.: We thought we could get to Gotham before JUDY GARLAND closed at the Palace, but we shan't be able to. Missing Judy there is missing one of the great theatrical treats of all times. She is replaced by LAURIZT MELCHIOR, who is a fine singer in his own right—but his type of voice just doesn't lend itself to "Somewhere Over the Rainbow" . . .

VISITING FIREMEN: LOUELLA PARSONS spent the weekend in our gaming paradise and enjoyed every minute of it . . . BARNEY ROSS, ex-marine and great fighter of yesteryear, was here with his lovely wife KATHY . . . Mr. and Mrs. NATE MILLER (he's big in cattle) did a bit of spending their weekend here . . . and CARLTON HAYES. Carlton was just a visitor to our local post office, where he stood

(Continued on page 30)

Arthur Murray

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THREE
MAJORS

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GAY NINETIES BAR

Hotel Last Frontier

HOLLYWOOD HAPPENINGS ... by MARTIN LEWIS

WHEN an actor has been in the Hollywood spotlight for almost a decade, he is usually well-known by his fellow film folk. But not RAY MILLAND. The handsome Welshman has been kicking around the film capital for several years, has bagged himself a golden Academy Award and has starred in dozens of hit films, yet, in many ways, he remains something of a riddle—in others, a study in contradictions.

Early in his screen career, MILLAND became known as a smooth drawing-room type. Later, he won an "Oscar" for his brilliant portrayal of an alcoholic in "The Lost Weekend." He has emoted in comedies, musicals, outdoor sagas and dramas. Despite the fact he has never been listed with the rugged, athletic heroes of the screen, he has played such parts in "California" and "Copper Canyon." In private life, his favorite hobbies include such he-man sports as deep-sea fishing, skiing and sailing.

Movie people who have worked with RAY will tell you he is quiet, reserved, often stand-offish on the motion picture sets. Friends come to the actor's defense by saying there are several explanations for such actions. They point out that it's a native British reserve which stems from his early life in Wales and England. They also say it's a mental pre-occupation, that he is constantly busy with a book, a card game or a new hobby. For example, RAY spent most of his leisure moments on the set of his new drama, "Something to Live For," playing a marathon gin rummy game with JOAN FONTAINE.

While MILLAND may not be overly-friendly, he certainly does not wish to be alone. One day, he and JOAN were discussing the Korean stiuation and the possibility of Hollywood as a prime target in an atomic war. When JOAN asked him what he would do—that is, would he head for the hills or a lead-lined hide-out—he answered:

"No, I'll take my chances with everyone else. I can't imagine anything worse than being the only man left alive west of the Pecos. No, thanks, that's the one thing I wouldn't want!"

What do MILLAND'S co-workers think of him?

"Working with RAY is superb," JOAN FONTAINE announced when she had completed her role opposite the actor in "Something to Live For." "He isn't pompous. He doesn't have to get into the mood. He simply goes to work, and he knows his job. He's thoughtful of others, too. In all the pictures I have made, he's the only co-star who complimented me on my work."



George Stevens, the topflight producer-director of "Something to Live For," and "A Place in the Sun," claims RAY is without a doubt the greatest master of comedy in the film industry. No one has ever scratched the surface of his talent. And he's so good you don't realize how good he is; his technique doesn't show.

"After 'The Lost Weekend'," he explained, "it would have been terrible if I had been a stuffed-shirt or adopted a holier-than-thou attitude."

Don't get the idea RAY takes a big bow for his terrific portrayal in "The Lost Weekend." He believes a drunk is one of the best character parts there is and that an actor automatically has much more to work with than a straight role. It's like trying to fashion a model boat out of an old piece of driftwood or a piece of fine lumber, says the star.

Although RAY appears to be easy-going, he is actually super-charged with energy. He makes movies in rapid succession and is constantly busy in his spare time, between scenes, between films and on Sundays. He is an amateur astronomer, a short-wave radio fan, a workshop hobbyist and an Encyclopedia reader . . . During filming of "Something to Live For," he sold a flashy, foreign-made convertible he had been driving and replaced it with a popular-make American car. . . "I got tired of stopping at a traffic light and having some fellow say disdainfully, 'Look at that. He must be an actor'." . . . MILLAND, it seems, is that manner of man.



There's only one
Las Vegas

and there's only

ONE DESERT INN
" WILBUR CLARK
" PEARLIE MAE
" BOLIANNA IVANKO QUARTET
" ALLAN GILBERT
" CARLTON HAYES
" BILL WILLARD
" JACK CORTEZ
" LADY MICHAEL
" FRIENDLY IRISHMEN, Inc.
" JACK KARNS
" JOHNNY UHLMAN

BUT

A MILLION THANKS FROM

Carol and Billy Vine

THAT'S FOR SURE:

(Continued from Page 19)

his hobby, the sun-tanned gentleman remarked that "It's a natural." You know, that's not a bad hobby to have.

JACK CARSON (now appearing at the HOTEL EL RANCHO VEGAS) gave up ten two-week engagements in order to participate in a revival of the stage play, "Of Thee I Sing." He will co-star in the production with VICTOR MOORE, the lovable 76 year old actor. At the end of his current engagement, Mr. Carson will leave for rehearsals in New York.

This is a retraction for RALPH WOOD, one of the owners of the VILLA VENICE, on Highway 91. Ralph finally managed to beat Ye Editor in a gin rummy session. Nice going, lad. Incidentally, this retraction does NOT apply for DOMENIC VELONA, Ralph's partner. Dom is still a beginner—aren't you, fellow?

DAVE PEARL, manager of the bingo parlor at the CLUB BINGO, is really an expert in four-wall-handball games. Thus far, he has run the gamut of his opponents. He challenges anyone, at any terms. His last conquest was a victory over the former champ of the NELLIS AIR BASE. Dave turned in two beautiful wins—21 to 0 and 21-2. This chap is really dynamite on the court.

SI TREINIS, owner of the HOUSE OF ENCHANTMENT at the HOTEL EL RANCHO VEGAS, recently made a deal with the management to construct a building alongside the Little Church of the West. It will be an ideal location for his florist shop. The architect designing the plans is DICK STADELMAN.

— REMEMBER VARIETY CLUB CONVENTION — ——— APRIL 28 THROUGH MAY 1 ———

CHET LAUCK of the popular LUM & ABNER radio series, leased two of the stores being built alongside the DESERT INN by JOHN and MITZI HUGHES. In one, he will feature fashionable dress apparel for men. In the other, the stock will be devoted to men's sportswear.

WAYNE MARSHALL and JAMES BRADLEY, managing directors of the ARTHUR MURRAY DANCE STUDIOS in the Simon Building on Fremont St., wish to announce they are occupying suites 7-8-9. A call has gone out for dance instructors. Those who apply will be schooled in the Murray technique. Wait until you meet PRISCILLA PITTMAN, the assistant dance director. From her accent, you'd NEVER think she came from Boston, now would you?

While on the subject of the dance, did you ever see MORRIS KLEINMAN on a dance floor? Every once in a while, Mr. Kleinman will escort a partner to the stage of the DESERT INN and will indulge in some of the finest rhumba steps we've ever witnessed. The man is really an expert.

BEA and BALLARD BARRON are back in town, happy to see their many friends again. Mr. Barron's oil wells provide the couple with a tidy income and the ability to relax. Some people believe that Ballard is affiliated with BILL MOORE in a pending transaction. When questioned about it, Mr. Barron denied the rumor and wants it known that he is not interested in any such enterprise at the present.

Looks like that boy, PAUL SPERLING, wants to get into the act again. Sis sister, EDYTHE KATZ, gave birth to a boy on February 23. From the way he acted, you'd think Paul was the mother, father and son. What a neurotic personality! (Wait until your turn comes, lad.) The equally nervous father was LLOYD KATZ, who is affiliated with Paul in the NAVADA THEATRE CORP.

We're happy to see CHUCK BENNETT and GEORGE C. ALTMAN working as box men on the swing shift at the HOTEL LAST FRONTIER. Chuck was a former pit boss at the D. I. and is also associated with the BANKRAFT SLOT MACHINES. We were sorry to learn that the card room in the SILVER SLIPPER was closed after such a short run. It is understood that the location was needed for another enterprise.

—— SUPPORT THE VARIETY CLUB JOURNAL ——

It was a great pleasure to see our ex "AD LIBS" columnist, BILL HENRY, back in town with his lovely wife, the former BARBARA KNUDSEN. The youngsters are visiting family and friends in town. We will be looking forward to receiving some of Bill's enjoyable writings when he returns to Hollywood.

When JIMMY SERINO married his girl, KAROL, he not only acquired a wife but a ready-made family as well. Karol's three children, aged 3, 6 and 8, are crazy about Jimmy and couldn't love him more if he were their real daddy.

LOLA ALBRIGHT recently enjoyed a pleasant stay at the HOTEL EL RANCHO VEGAS. She shuddered when she had to leave, because her next destination was the Arctic Circle, where the mercury drops to 80 or 90 degrees below zero. Brrr! We'd shudder also if we had to go there. Miss Albright's contract calls for her to make the trip to star on location there with WAYNE MORRIS in the flicker, "Arctic Circle." What an extreme exchange of climate: from Las Vegas to icicles!

When DENNIS DAY appeared in the

(Continued on page 30)



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WHAT'S DOIN'?

(Continued from page 11)

in jackpots during the previous 24-hour period. Just drop in there and check it once in a while and you'll see why there is always so much action at the slots in the Westerner. You might think that the remodeling for the restaurant is at a stand-still but as soon as the bulk of the material is gotten together you'll see the room take shape in short order. I think it's going to make all the difference in the world in that club . . . Does anyone ever see FLOYD COPE without that "10-gallon topper" on his head? When HE came west, dern, he WENT western; boots, shirts and all! That's my boy! Floyd and Louise are the genial owners of the BOTTLE HOUSE LIQUOR STORE out on South Fifth across from the Anderson Dairy and two finer people you'll **never** know. I'm not the kind to throw soft soap or bouquets, either. You get to know them and you'll agree that I'm right . . . "The Show Place of North Las Vegas!" That's what they're calling the EMBASSY CLUB out there nowadays. And that's just what it is! . . . BURLESQUE . . . They show you plaenty! Don't go out there expecting to see some chunky "has-beens" because MR. MITCHELL is bringing you some of the best available talent possible from all over the country. Currently in the starring spot is MISS TEMPEST STORM who is packing the room every show, every night. Flowing red hair and beauty of face and figure will hold you entranced as you watch Miss Storm perform. Also on the current bill is MISS FRANCINE, another red-head, who opens the show at a fast tempo amid a flurry of grinds, bumps and fan(i)fare. Newest member of the show is MARNEE who emcees the show and does a few vocals with recitative and finishes her part of the show with a few disclosures of her own. Her voice is a low sultry quality making it pleasureful listening . . . uh, she's a red-head, too! THREE REDHEADS in one show! You take it from there. Music is by the CHUCK GLASSPOOL TRIO which also plays for your dancing until 4:30 ayem . . . The LAS VEGAS CLUB has just about completed the rough-in for their new cocktail lounge and bar and from what I've seen so far, it promises to be quite an attractive little spot. Watch for it! . . . From time to time I've made mention of art exhibits to be held in the mezzanine lobby of the Flamingo Hotel and always about someone I knew nothing about. Now comes one with someone I know. Starting March 1, for 10 days, there will be an exhibit of the works of a young man who is a r e s i d e n t here, J. CRAIG HILLE. He began painting when he was about 5 years of age and has been at it ever since, having studied and traveled all over this country as well as France, Canada and Mexico. Craig has been in Las Vegas for a year and a half and is connected with the Nevada Studios at present. During this time he has painted for a great many of the city's leading citizens. Plan to attend this show and view the works of one of our own . . . I was notified anonymously that one of the wheel dealers at Hotel El Rancho Vegas has been taken for "Gorgeous George" by a couple of his steady female customers. Wonder which one it is? . . . Did you know that JOHNNY and EARL have some "hard to get" vintage wines in their stock at the THRIFTY LIQUOR STORE? Some of us were having a big argument over whether or not there were many people in Las Vegas who knew good wine when they saw it. I contended that there are plenty people in our town who know and appreciate good wines and know their vintages. Those are the ones I'd like to let know that the Thrifty has some of these fine wines . . . Last Sunday evening at 5 p. m. was the time and the Little Church of the West was the place of the long looked for wedding of MISS MARIE ROWE and ANDY MARS. Marie was a dancer in local hotels for some time and has recently been in Reno with the Moro-Landis Dancers. Andy has just recently sold his interest in a bar in Chicago, and may go into business here in Las Vegas. May you both live to celebrate many anniversaries . . . As for me; I'm about to die on the vine. My leaves are beginning to wither. Wonder if I'm looking too hard for the right gal to give me the nod? I've been a bachelor too long is my biggest trouble. Kinda thought getting the KID (my Doberman) would help matters for me but I find that she is a lousy housekeeper. Well . . . wattaya donna do? . . . Drop around again next week for a visit, won't you? —JOHNNY.

EL RANCHO VEGAS:

(Continued from Page 16)

ly sparkles while in the spotlight . . . The EL RANCHO DANCERS, featuring JOY WALKER, GERRY PEDERSON and LOUISE BURNETT, present two novel routines, beautifully executed. The girls surround Mr. Pederson in very exciting costumes . . . Offering a precise background for the show is TED FIO RITO and his aggregation of music makers . . . During intermissions, it's the smooth musicalization of GUY LANDIS and JIM DI STEPHANO . . . PAUL GARDOS and CHUY MIRANDA strum their way through the CHUCK WAGON ROOM to make your relaxing moments pleasant ones until 6 a. m.

—JOHNNY.

Weekly Beauty Letter

from WALLY WESTMORE
Makeup Director, Paramount Studios

A woman's best friend is her mirror. Unlike well-meaning friends, the mirror does not lie. It reflects things as they are. True, the mirror doesn't lie, but the woman reflected in the mirror sometimes lies—to herself.

Wally Westmore, world-famous make-up director of Paramount Studios, made this observation during a visit to the "big top" of Cecil B. DeMille's Technicolor circus epic, "The Greatest Show on Earth." Scores of "extras" were performing in a scene which spotlighted BETTY HUTTON, in the role of Holly, the aerialist, and JAMES STEWART, in the role of Buttons, the clown. A pretty young player remarked about Miss HUTTON'S breath-taking blond beauty. . . . Westmore heard her and observed that BETTY probably looked herself squarely in the mirror every day.

"It's a puzzle to me," said Westmore, "how the average young woman can look into a mirror and not recognize obvious makeup, hair and style faults. After many years, I've reached the sad conclusion that most women, instead of studying themselves honestly, prefer to see themselves as they looked at 18. Rough figure and beauty edges become hazy in the memory of what appearance once was or what in their minds they wistfully wish for them to be. Consciously or unconsciously, most women imbue themselves with a near-perfection they do not have!"

If a woman can't see herself as others see her in regard to hair and figure, Westmore advises her to consult a competent hairdresser and an expert stylist.

"As for the face," continued the makeup director, "the easiest way for any woman to stop lying to herself is to search out good daylight and look at herself in a magnifying glass. It's the one sure way to bring home the brutal truth and an effort toward correction."

WATCHBIRD:

(Continued from Page 23)

in line with the rest of us, to post a package of records to BUDDY "HONEYBEE" GROVER, who is back in New York . . .

WATCHBIRD'S-EYE VIEW OF SOCIETY: SIR JODY HUTCHISON and his lovely DORA gave a delightful tea and duck-shoot on the patio of their hilltop home, for HERBERT SEXAUER who lives in the valley . . . JOHNNY LEE is in Mexico City and loving every moment of it. He plans on writing a book on the profound subject of "The Retreat—and Its Effect on the Layman." It's to be a study of the soul . . . SALLY RAND is cooling off the desert air by waving her fans in a Palm Springs niterie . . . TONY CURTIS and JANET LEIGH are finding that "the first year is the most difficult" . . . If a gal is in a quandary and wants to know whether to marry for love or money—see a picture called "Pesos O Besos." We hear it gives the answer — in Spanish! . . . HERB SHRINER got this one off on T-V about the "fellow who is too young for social security and too old for ELIZABETH TAYLOR." There's a joke in there somewhere for you. Find it yourselves. We're too busy . . .

Hialeah Results: Monday, Feb. 25 (Clear and fast). First—clmg., mdn., 2-yr.-olds, 3 fur.: Fansong, Eddie Sue, Jaconora. Time, :34. LADY MICHAEL also ran—but not fast enough! . . .

THAT'S FOR SURE:

(Continued from page 27)

RAMONA ROOM of the HOTEL LAST FRONTIER, he shattered all previous records, and the former management agreed with the present owners that it would be many years before his record was topped. Not too long ago, the seating arrangements were adjusted, making way for 50 additional seats. This factor, combined with their terrific ability, enabled CHICO and HARPO MARX to prove their engagement was one to smash all former records. Many disappointed patrons were turned away.

In the near future, MR. ROTHCHILD will build an exclusive shopping center alongside the DESERT INN, with 250 rooms in the back. The shops will house such well-known firms as I. MAGNIN and BULLOCK'S. It won't be long before our Highway 91 becomes a boulevard of beauty, equal to any other in any metropolis. Our fabulous city is definitely the Shangri-La of America . . . and that's for sure.

Airman: "Have you any caviar?"
Mess Sergeant: "No, but we serve a pair of dark glasses with our tapioca."

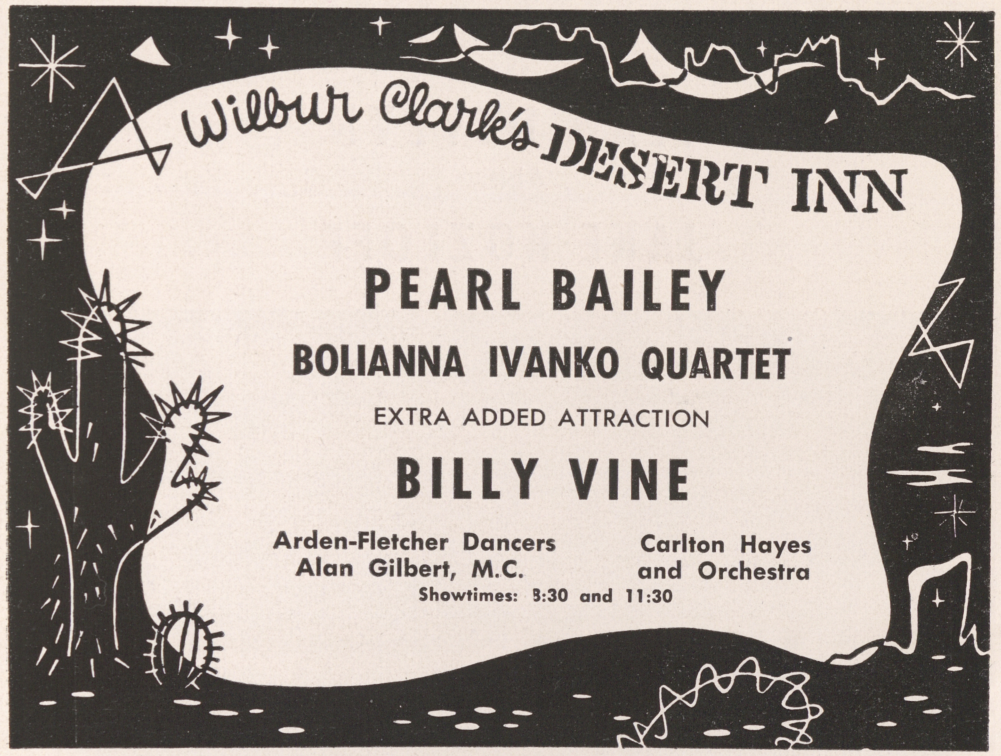
—LACKLAND TALESPINNER

"So your son got his B. A. and his M. A.?"
"Yes, but his P. A. still has to support him."

—POINTER

Betsy: "Something came into my mind and then went out again."
Jim: "Maybe it was lonely."

—OLD MAID





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JEAN DEVLYN

AND

JAKE KOZLOFF



THANK YOU FOR

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HOTEL LAST FRONTIER

GENE NASH