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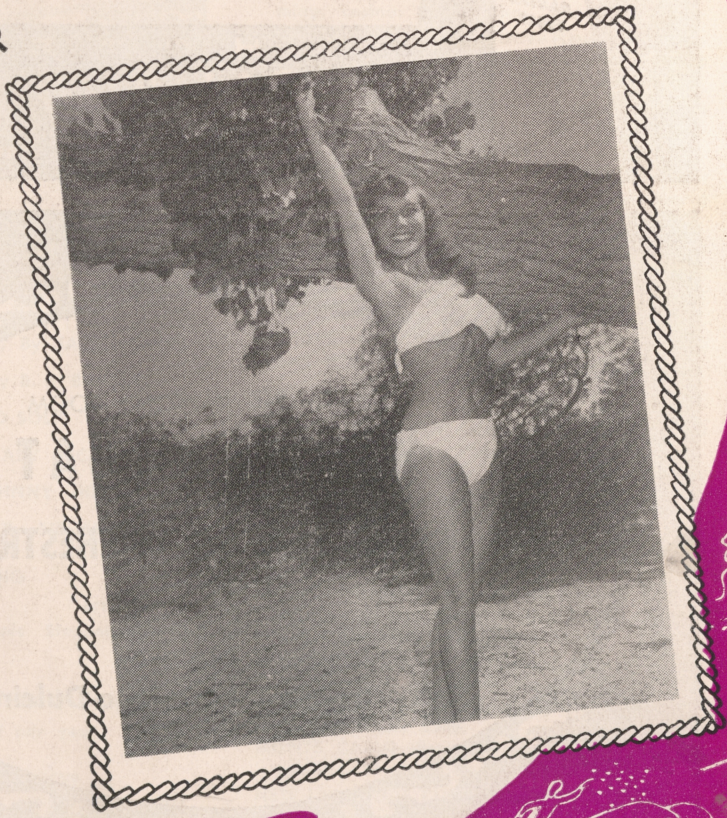

VACATION TIME

(See page 9)

15c

March 8, 1952

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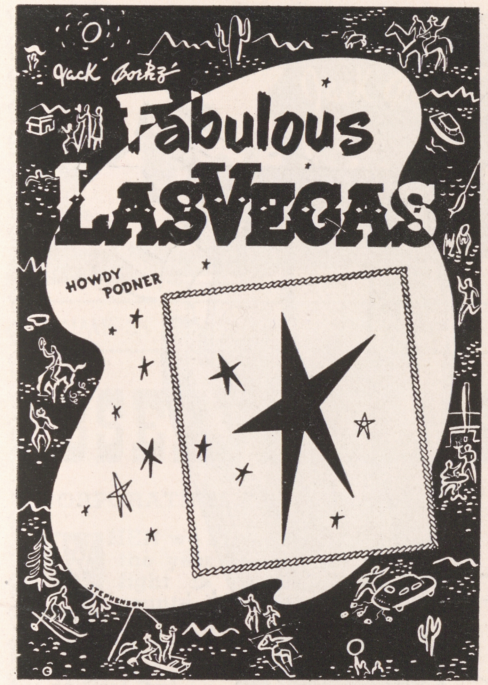

PUBLISHED WEEKLY VOL. 2, NO. 47

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
DECORATE YOUR HOME, By SID SHEPPARD

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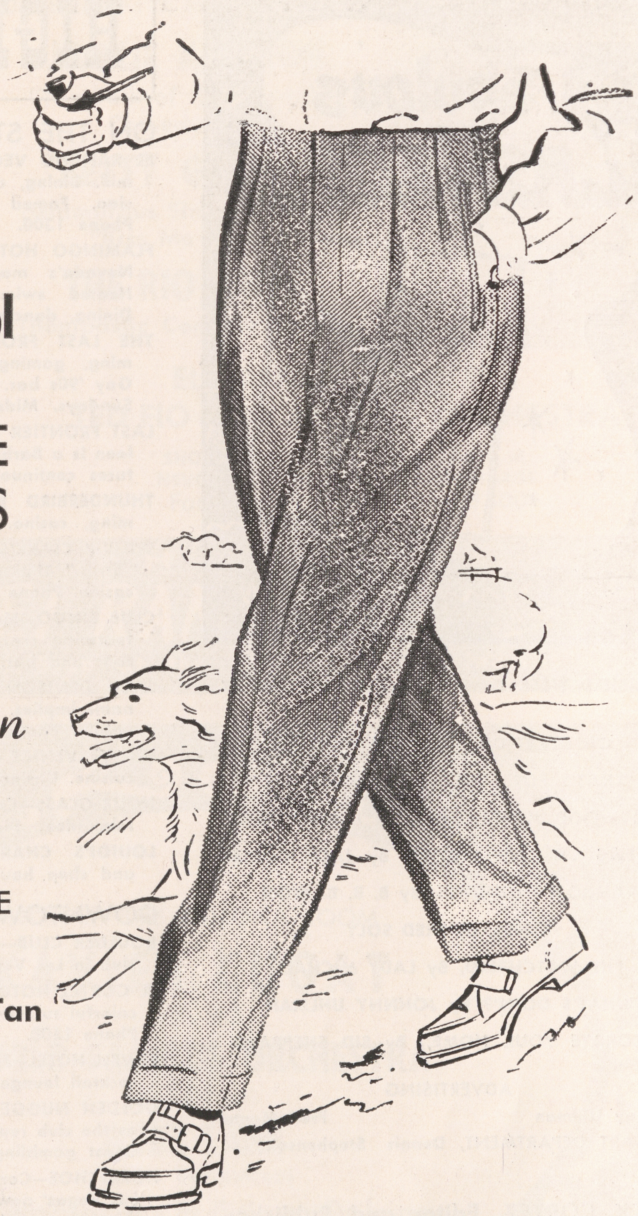

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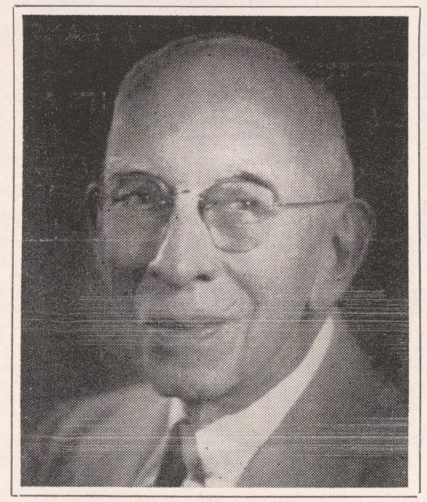
VOLUME 3 MARCH 8, 1952 NUMBER 47

OBSERVATIONS

. . . by CHARLES P. "POP" SQUIRES

INCORPORATING LAS VEGAS



WHEN we of young Las Vegas in the year 1909 won our great fight to divide old Lincoln county and had a little new courthouse and a group of county officers, all functioning and drawing very modest salaries (although we at first had no money in the county treasury), we felt mighty important. In spite of the fact that Clark county had no money and owed about $430,000 on the old Lincoln county bond issues, we felt that a new horizon had opened up for us and that, at last, we could see where we were going and had a chance to get somewhere.

By the way, it is now of some interest to review history a bit and see how Las Vegas early assumed the supremacy in county affairs. Searchlight was the ruler of the county, as far as the number of people and registered voters were concerned, from before the year 1900. The town was a booming mining camp, with several great mines, among them the Quartette and the Duplex. There are a few of us still who can remember the beautiful turquoise-like ore samples, shot full of yellow gold, which the Quartette yielded. There was quite a contest among the miners to find such samples, which, of course, they kept and had made into beautiful ring settings and other jewelry. Those fellows in Searchlight laughed at us poor suckers who were trying, beginning in 1905, to make a metropolis of Las Vegas.

The lot sale boom of May 15, 1905, brought hundreds of strangers to Las Vegas, but the hot summer following, with its pests of dust and flies, and heat, drove most of them away, leaving only a few hundred obstinate souls. We really suffered quite a slump—the only slump in our history.

When the registration of voters took place prior to the November election in 1906, there was great competition between Searchlight and Las Vegas. It is a sure thing that neither town allowed any eligible voter to miss registration. When the county clerk in Pioche sent out his compiled lists of voters, we were amazed to find that Searchlight had 320 votes—and Las Vegas had 320 votes. We were a jubilant town because we had hardly hoped that we could compete with Searchlight, the great mining town. But here we were, tied for first place.

It is of interest to observe the voting strength of the other "leading cities" of Lincoln county at that time: Caliente, 176 registered voters; Pioche, 132; Delamar, 114. Those were the "big" towns.

(Continued on Page 27)

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

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Horace Heidt Show
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RANDOM THOUGHTS

. . . By B. B. BARTON

THERE are so many interesting things to do in a city as large as New York. You usually know enough people to keep your schedule very active, leaving little of your free time for anything but social activities. However, I always made it a point to take time out for a solo drive along the magnificent Henry Hudson parkway, for no other reason than to be alone and give my thoughts free rein. . .



While indulging in these hours of introspection, the car would usually wend its way toward a small, suburban restaurant, featuring spaghetti and such. Even though I wasn't hungry in the least, the conversation shared with the proprietor was well worth the trip. . .

He is a citizen who came to this country from his homeland at the age of 12. Since his arrival, he has performed all sorts of jobs. Starting as a shoeshine boy, he went on to become a dishwasher, shoemaker, janitor, and practically anything else that required hard work and meager stipends. . .

Through the years, he saved every cent he could and spent only that which was necessary to cover the bare necessities of daily living. Not too long ago, he realized his dream. He had accumulated enough funds and opened his own cafe. This gentleman knows what it is to work toward a goal and finally achieve it, after many years of planning . . .

Well, we were sitting together at one of the tables recently when a group of youngsters trooped in. They ranged from scrawny 9 to almost-grown-up 12. They seated themselves as though they were actually adult. As we watched, the small fry dug into pockets and deposited all available coins into an ash tray on the table. After tabulating the total, the oldest summoned the waitress and requested an Italian pie. . .

Everyone in the place noticed the action and grinned. Some of the older customers shifted uneasily as they realized the "collection plate" held money that must have been saved over quite a period of time. One of the customers approached the proprietor and asked if he might be allowed to pay for the pie ordered by the youngsters . . .

When my friend answered him, I wished a lot of people who insist the kids of today lack ambition could have heard him. The owner thanked him graciously but explained the youngsters would resent the offering and would consider it charity. He went on to explain they all came from homes that were financially comfortable. However, this specific group of youngsters refused home allowances of any sort and preferred to accept odd jobs in order to pay for their own recreation. They saved their nickels and dimes for this special get-together and received a great deal of enjoyment by paying their own check. On a previous occasion, someone paid their check. When they learned of the transaction, the youthful citizens arose and left the place without touching their food. . .

I don't think we older folks should fret so much about our youngsters. This is a good example of how they are building their foundations for the future. They have more ambition and drive than most of us think they have. In fact, there are many adults who could learn quite a bit from this younger generation. What do you think? . . .

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PENNY SINGLETON says:

Thanks, Las Vegas !

for a wonderful welcome !



AND THANKS TO THE

THUNDERBIRD HOTEL

FOR HAVING ME !

THAT'S FOR SURE . . .

by JACK CORTEZ

DO YOU smell that distant aroma that is slowly but definitely wafting into our territory? Seems to be comprised of one part verdancy, a touch of warm, gentle breezes and a goodly amount of indolence. Mix them all together and the result is conducive to swimming, baseball, golf, sun-bathing and tall, cooling drinks. Yep! Sure feels as though ol' man Sol is doing his utmost to sweep the chill from the air and bathe our community with warm, invigorating rays that spell S-U-M-M-E-R. Why is it that we all feel like breaking those chains of employment when the weather sends the temperature to a higher level? Certainly feels good to sit at the edge of a pool and watch the children splashing in enjoyment or rooting for the home team when your favorite batter is at the plate. As torturous as it actually is, you'll always find a vast number of the populace stretching out on lawns, beach chairs or grass, luring the sun with various lotions and praying for a nice, even tan. Why undergo such agony? Well, some individuals indulge because it makes them "look healthy." Others will suffer the ordeal in order to wear this "vacation cloak" to show the folks back home that they had a relaxed reprieve from their everyday routine. Whatever the reason, those happy, sun-bronzed faces spell contentment; something we all appreciate. Here's hoping it won't be long before our local scene is once again the mecca of sun-tanned citizens. Summer is such a beautiful season . . . Oh, yes, we'd better halt our written appreciation to name the lovely on our front cover. Doing a wonderful job of filling out that Bikini bathing suit is MARGIE RYAN, formerly employed at one of our hotels. Do you blame a guy for looking forward to the good old summertime?

——— SUPPORT THE VARIETY JOURNAL ———

To satisfy our tourists, two of our local hotels have been presenting late Saturday evening shows in their dining rooms. Latest spot to adopt this precedent is WILBUR CLARK'S DESERT INN. We think it's a very good idea. It permits the tourists to see more of our extravaganzas and also allows our swing shift workers to see the 1:15 a. m. presentations; something they couldn't do previously because their working schedules wouldn't permit them the opportunity.

Many in our town who have seen GENE NASH in the RAMONA ROOM of the HOTEL LAST FRONTIER have



admired the many talents he possesses. Not only does the lad dance magnificently, he also writes and sings. In his entire life, Gene has silently prayed for the day on which a talent scout might appreciate his efforts. Well, it finally happened. A representative from RKO contacted Mr. Nash and a screen test has been arranged for March 12. We all join forces to wish Gene the best of luck and hope he will soon be the possessor of a long-term contract.

Oops! Slipped again! Why must we always be so belated in our congratulations? Must be senility creeping up on us. Anyway, we do extend our sincerest good wishes to BESS and JOE ("Sugar Plum") ROSENBERG who celebrated their 19th Wedding Anniversary at the HOTEL FLAMINGO, February 25. (He is credit manager of that bistro.) The couple enjoyed a wonderful party and have many pleasant entries to make in their diary of memories. We certainly hope they will celebrate their 50th anniversary right here in the same place.

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

Our thanks to DR. RALPH CARLYLE SMITH for the marvelous compliments he paid our publication. Dr. Smith is the "Atom Bomb Doctor," now at Los Alamos, N. M., and is considered one of the leading scientists of our time. He very humorously described how

(Continued on page 19)



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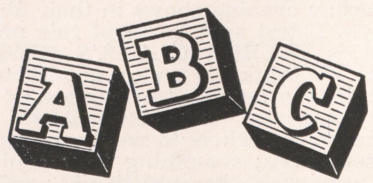

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WHAT'S DOIN'?

. . . with JOHNNY UHLMAN



HOW ABOUT this road-work they're doing out there on Hiway 91, which will one day be one of the most beautiful divided hiways in the country, what with being lined on both sides by some of the most glamorous hotels in the world. Some people are griping like all get-out because they have to slow down or detour once in a while because of the work, but if they'll just stop and think how great it's going to be when they finish it, it's going to be worth it. Come to think of it, if you happen to be driving an MG or an Austin or any other car that size, you'd better slow down while driving out that way or you might drop right out of sight in some of those chuck-holes. You see, this rough driving bothers most of you people but I live on North Ninth street, so I'm used to it. Most of us over that way use crash helmets and safety belts just to drive over to the neighbors! Sure we drive to the neighbor's house; it isn't safe to walk those trails unless you're akin to a mountain goat. Now that I mention it, I've seen a few who do show a slight resemblance. I'm not hinting that our street is really bad but we've trained the dogs in our neighborhood to ferret out school children who have come lost trying to find their way home from school.

JOE MAIZE and the CORDSMEN left last Monday night after work for a quick sojourn to the land of smog to make a pair of shorts for Republic Studios. These are the kind of shorts where you can **see** what's going on . . . celluloid! Joe and the boys are really deserving of such a break, as they are a highly entertaining group and each a master of his own instrument. How PAT manages that triple tummy twitch of his with the accordion is more than I can fathom. Must be a case of nerves! If you look real close you'll find "little" JOE behind that big electric guitar; a quiet little guy who does quite a big job. CHUBBY pulled a lot of strings to get where he is . . . plays bass and sings a wild song. The amazing JOE MAIZE gets more out of a steel guitar than these old ears have heard in many a year. At first I thought all of his stuff was rehearsed but the other evening I heard him and the boys backing a guest artist extemporaneously so expertly that it sounded as a well rehearsed routine. Be sure to catch these boys before they leave the GOLDEN NUGGET SALOON . . . If you're having trouble with your footwear you should drop in and complain to your "senator" . . . that's DON SENATOR who is the manager of the local outlet for LEED'S SHOES at 516 Fremont street. You ladies won't be troubled with "torrid tootsies" this summer, either, if you take advantage of some of the new lines that Don has just gotten in. Firstly, he has a half dozen different styles of straw sandals that came in from Trieste, Italy, in all colors that sell for from $2.99 to $4.99. (You and I both know that it will really take three to five dollars but the penny is for your parking meter.) Another line he has just received is imported English linens for $4.99 and $6.99 (the penny again) that they will dye any color you wish . . . FREE! Now I know why Don said he felt so dead the other night! (There's a corny gag there someplace.) . . . Someone else has envisioned the possibility of the future of television in Las Vegas and the surrounding country and has moved in to establish a business. PERSHING RADIO AND T V opened their shop at 118 North Third street a few weeks ago and are ready to do business. Mr. Pershing has been in radio repair and sales for the past 15 years in Burbank, Calif., where he has established a sound reputation for dependable service, which in the past few years has also come to include television. The Las Vegas store will handle most of the popular brands of radios and record

(Continued on page 29)



IT'S EASY

the . . .

Arthur Murray

WAY

—o—

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THE WATCHBIRD

. . . by LADY MICHAEL
(Michael Neale)

THE DESERT INN has succeeded in bringing a genuine touch of good musical comedy to Vegas in its new show "Shooting High." This delightful capsule musical is fast-paced, nicely costumed and chock full of singing, dancing and comedy talent. We enjoyed every minute of it from start to finish, and so did everyone we spoke to. GEORGIE KAYE, who played the D. I. over a year ago, is funnier than ever. His bit about women lunching together is so typical of us females. We overheard women all about us laughingly admit it was "absolutely like my girl friends and me" . . .

JACKIE BARNETT, once married to beautiful MARION COLBY, hasn't missed a single performance of hers at the El Rancho. From the starry-eyed stares they give each other we wouldn't be surprised one fraction if they remarried. Jackie, as everyone knows, is the talent who writes all of JIMMY DURANTE'S special material songs and is the associate producer of the show. Last week we caught a broadcast from HERMAN HOVER'S famous Ciro's and heard Jackie on it out-Durante-ing Durante. . .

We don't see too much of ART ROZEN these days around the strip, since he's settled down to being a happily married man. However, we did see him on Fremont street when we were waiting for a light to change. Art was very sad over the loss of their newly-acquired boxer puppy and has offered a substantial reward for its return. We hope by this writing that you've found him, Art. . . .

PRESIDENT TRUMAN has added a touch of whimsy to Washington. He had a sign painted for the White House lawn: "Keefauver the grass!" . . .

The EVE ARDEN pilot film of "Our Miss Brooks" went right to Colgate in New York, which has first option on it . . . C. B. S. T-V has just signed CASS DALEY to star in a half-hour variety show. . .

SUCCESS SIGN: PATTI PAGE just bought herself a yacht. . .

COOSOME TWOSOME DEPT.: Songbird BETTY RILEY and musician CHARLIE BARNETT are making beautiful music together. . . Unpredictable ILSA BEY is doing the L. A. niteries with Texas millionaire POLLARD SIMON. Ilsa did much to console GARY COOPER when he broke up with PAT NEAL. Wonder who's consoling Pat? . . . JOE DI MAGGIO'S batting average is hitting a new high with starlet



MARILYN MONROE. . . Actress ELIZABETH FRASER, who is the ex-Mrs. RAY MACDONALD, and CHARLIE PECK, screen writer, may tie the knot any day now. . .

The beautiful bouquet MICKIE DEITCH received for her birthday came from her dear friend DALE LENNETT. Said bouquet came from the Patio Flower Shop, naturally—Dale is co-owner. . . We don't know who was responsible for changing a word in our last week's column. It was changed from "hip" to "hep," and whoever did it "sure ain't hip" . . .

Overheard at the Thunderbird: "She's not going to sag when she gets old—she'll just pinch together like wet crepe . . . Overheard at the Desert Inn: "How green is my golf course?" . . . Overheard at the Flamingo: "The only difference between KAY STARR and JOHNNY RAY is that she looks better in a sweater!" . . .

THE GAY D4C's: VERA FADIMAN is here for the six weeks reason. She'll divorce BILL FADIMAN, story editor of R. K. O., and brother of "Information Please" CLIFTON. . . BESSIE JAMES, wife of the two times Pulitzer Prize winner MARQUIS JAMES, is here for the cure. . .

WELCOME HOME DEPT.: MOE DALITZ, big game hunter and yachtsman. . . FULTON BURLEY, singing emcee at the Club Bingo. . . PALLY

(Continued on page 30)



EMBASSY CLUB

BURLESQUE

STARRING

TEMPEST STORM

"Tempestuous Tempter"

MARNEE

"Titian-haired Terpsi-chorine"

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DECORATE YOUR HOME . . .

ONE of the first and important steps in decorating your home is color combinations, the size of the room and the exposure. For example, first choose color which is to dominate room, select according to preference, and as room size, light, or lack of it, demands it. Be sure color is suitable for room—such as avoiding pink for living room, etc. After the dominated color is selected, decide on the relative or harmonizing colors to be included. A spot or two of contrasting color will add interest.

Most rooms are decorated in ascending scale of values. This means that rugs should be darkest, walls lighter and ceilings lightest of all. Avoid white in favor of oyster or other off-white shade, as pure white is too glaring.

The floor surface is the foundation of the room and here darker colors give stability and dignity, and especially in living rooms and dining rooms. Dark wood floors enhance color and texture of rug and also make rug look larger.

Many professional decorators today use a descending scale of values, with solid color walls and ceiling of greyed or darkened hues and light floor coverings. This requires considerable decorative skill, however, and is best avoided by beginners, unless they have the help of a decorator.

The next step is draperies. In using your draperies, today's trend is the treatment from ceiling to floor, eliminating cornice boxes.

One important step if using a pattern drapery, then use solid colors in living room sofa and occasional chairs; however, a pattern can be picked up from drapery if occasional chairs are to be used across the room, although in informal furniture, which consists of colonial or provincial, the treatment has been used very successfully when the sofa is used against the drapery pattern and sofa of the same material.

Every year furniture fabrics play such an important part in decorating, so next week I will describe the new fabrics and trend of color that is going to be used this coming year.

Weekly Fashion Letter

from EDITH HEAD

Paramount Fashion Designer

"Gimmicks" seem to hold special interest for every woman—society matron, hard-working Girl Friday, gold-digging chorine and sweet young ingenue. But for the style-conscious damsel, be she 14, 40 or 64, the fashion "gimmick" proves almost as interesting as a man from Mars.

Gimmicks are fun, gay, crazy and above all, decidedly different! For proof positive, we want to cite current "gimmicks" which are winning favor with Hollywood film folk.

Edith Head, the Academy Award winning designer who created the screen clothes worn by TERESA WRIGHT and JOAN FONTAINE in Paramount's "Something to Live For," is adding patch-pockets to spring petticoats. Miss Head adds one large pocket or a series of small ones near the hemline of her favorite petticoats—then she uses the pockets as "carry-alls" to house her mad-money, hankies, lipstick and other feminine necessities.

BARBARA RUSH, the brunette and beautiful member of Paramount's Golden Circle who stars in Nat Holt's "Flaming Feather," has a detachable peplum of fine braided straw which she teams with simple, cotton afternoon frocks. Artificial and real flowers of matching or contrasting colors spill out of the corners of the peplum, giving each dress flower-freshness.

Instead of shortie - coats or waist-length "toppers," pretty TERESA WRIGHT favors very brief artists' smocks of lettuce - crisp organdy, starched lace and striped silk. The smocks are just-below-the-waist length, have balloon sleeves and pleated or gathered backs. They're ideal toppers for bare date frocks or strapless evening gowns.

Favorite "gimmick" of MARION MARSHALL is the dress - bib. The young leading lady of MARTIN-and-LEWIS' "Sailor Beware" has bibs of all shades and fabrics. She ties them 'round her neck, baby-style, and frosts them with embroidered monograms, miniature nosegays, appliques of suede, gold and silver charms and large triangles of red, blue, green and gold brilliants. Once again, a gal's best "fashion friend" is her ingenuity, not her pocketbook.

The newlyweds were honeymooning at the seashore. As they walked arm in arm along the beach, the young groom looked out to sea and poetically cried out: "Roll on, thou deep and dark blue ocean, roll!"

His bride gazed at the water for a moment, then in hushed tones gasped: "Oh, Fred, you wonderful man. It's doing it!"

—Ohio State Sundial.

SHOW REVIEWS by Jack Burtz

Flamingo

March 6 through March 19
(Not a review)

Headlining the new bill of fare in the Flamingo Room is ARTHUR LEE SIMPKINS, known as the "Good-Will Ambassador of Song." He has a beautiful tenor voice and is a master in that phase of singing known as breath control. Arthur returns to Las Vegas stages after too long an absence, with a wealth of new material, as well as the old stand-by numbers that have become favorites of local audiences. . . Also on this bill is one of our favorites. A dog act! BOB WILLIAMS and his little canine caper cutters. In case you have never witnessed what takes place during this act, you really have a treat in store for you. If you are a lover of animals, this act will tug at your heart strings, as well as have you roaring with laughter from the novel method in which Bob presents his pals. . . Ap-

(Continued on page 26)

El Rancho Vegas

March 5 through March 18

If you're a non-believer of written superlatives, better take time out and get first-hand proof by a visit to the OPERA HOUSE-THEATRE RESTAURANT. Here you will be treated to one of the finest performers to be seen in show business in a long, long time. JACKIE KANNON is a sensational comedian who has a very firm foothold in the ladder of success. He is young, refreshing, and throws so much zest into his work that he completely captures all supper clubbers. While you watch him, you know that Jackie's star has risen to a definite place in the silver-studded field of grease paint and spotlights. His material is completely new and more than welcome in the entertainment world where there is usually so much repetition. Jackie Kannon, you're tops! (Couldn't find a lovelier addition to the act than your beautiful wife.) . . . Co-starring on the bill is the very beautiful stage star, BETTY GEORGE. Miss George recently completed the lead role in a New York production and is as glamorous as a dream. She presents an act with a slight deviation from the normal, and the audience loves it. Her voice is super and her presentation, delightful. . . . Also starring in this all-star cast

(Continued on page 26)

LAST FRONTIER

March 7 through March 20
(Not a review)

Arriba! Arriba! Get out your dancing slippers and make way for the RAMONA ROOM of the HOTEL LAST FRONTIER. That famous caricaturist is causing the temperature to become as torrid as Latin drums. The King of Rhumba has arrived with his complete contingent of musical artists. . . It is an honor indeed to announce the arrival of XAVIER CUGAT and his orchestra. . . . You've seen him in the movies; you've heard his excellent recordings, but you've never really appreciated his talents until you've SEEN him. It's a treat of a lifetime to sit in an audience and watch this master in action. Mr. Cugat is one of the finest violinists in the world and his orchestrations are unsurpassed in the Latin division. . . Appearing with Mr. Cugat is that sultry

(Continued on page 26)

Wilbur Clark's DESERT INN

March 4 through March 31

"SHOOTING HIGH," an original Merriel Abbott Production, has shot a new high in entertainment for Las Vegas, a city of show-viewers who supposedly, up 'till now, had "seen everything." Here is a superb Broadway show, fitted to a night club stage, and executed most excellently from beginning to end. A 65-minute revue that seems to be over in half the time, due to the wonderful pace. It would be

(Continued on Page 28)

Thunderbird

February 21 through March 15

Starring in the current show in the Navajo Room is the one and only "Blondie," PENNY SINGLETON, who is appearing for the first time in Las Vegas in person. As a matter of fact, this is the first night club engagement of any kind for the pert Penny. Many of you who caught the show in the first few days will be able to note the changes that have been made in her routines and continuity, and all for the better. Miss Singleton is a most gracious and cooperative person in that almost every day since she arrived in Las Vegas she had made personal appearances at clubs, schools, benefits, parties for children, etc. Not only here, but in Boulder City and Henderson as well. Miss Singleton is to be greatly admired, and as soon as she finds out that the public will long remember her as "Blondie" she will find her proper niche in the night club phase of show business. . . 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,

(Continued on Page 26)

CLUB BINGO

Show opening March 5

You're in for a real treat with this new show in the BONANZA ROOM. If your mood calls for a variety of talent, head in that direction fast. Maybe you'd better make your reservation first. . . Starring in the production is LOU DI MAGGIO, the youth who recently won over all other competition in the Horace Heidt Talent Opportunity contest. He is a sensational accordionist and handles the heavy instrument as though it were feather-light. Mr. Di Maggio possesses an extraordinary ability and makes his accordion live with every movement on the keys. Here's one performer you must see and hear! . . . VINA BLUM is the captivating songstress on the program. Miss Blum makes a very fetching picture in the spotlight and her songs reach out to embrace the audience. The gal knows exactly

(Continued on Page 26)

SILVER SLIPPER SALOON

February 29 through March 14

Heading the bill in the SILVER SLIPPER are those two favorite comediennes, THE COOPER SISTERS. These stars of stage, radio and television will win your hearts. They delightfully combine their singing with infectious humor and terrific stage personalities. Their material is original and stimulating. The gals possess "surefire" talent that is bound to keep you highly entertained. . . On the same bill are AMES AND ARNO, "Two Social Errors." The duo does its utmost to keep you smiling. From a "beautiful" entrance, they indulge in some clever singing and fun in the spotlight. Ames and Arno live up to all expectations. . . JACK LaDELLE is one of the most accomplished musicians we've seen in a

(Continued on page 28)

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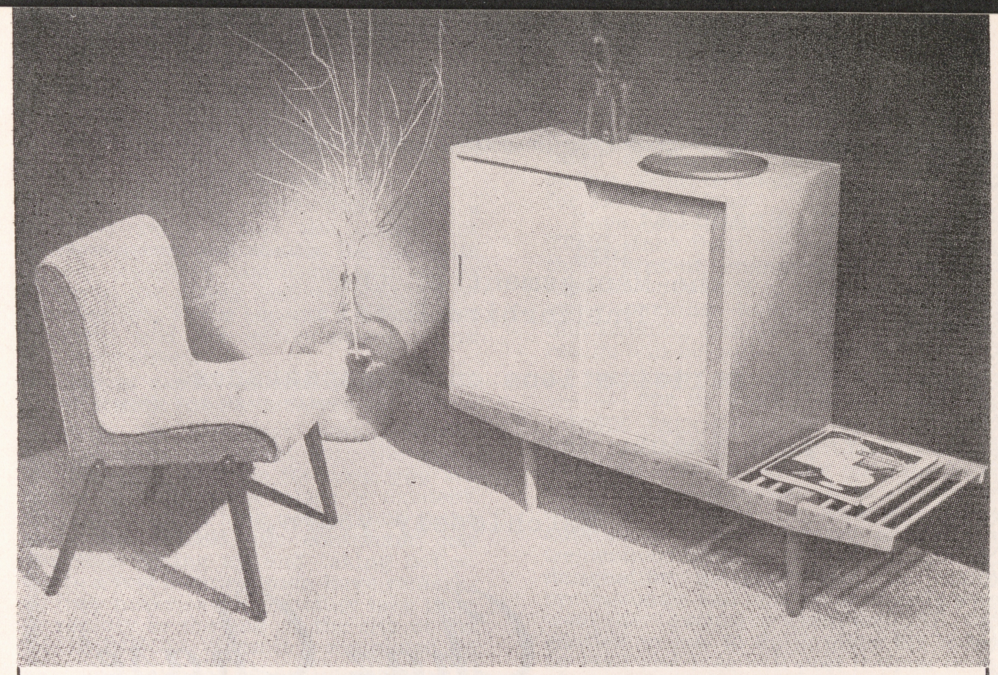

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THAT'S FOR SURE:

(Continued from Page 9)

much his colleagues like our magazine. We'd like to quote him right now but he promised to forward his own personal letter with a thorough description of the manner in which they receive our editions. Don't forget, Doctor. We're watching the mails.

JAC LESSMAN was in town—but only for a few hours. He is one of the busiest individuals we've ever known. At the moment, Jac holds one-hundred-million-dollars' worth of contracts and is so rushed, he hardly has a chance to have a glass of water. He is supervising construction of all the HENRY KAISER buildings; a terrific chore for one man.

If you don't want to be seen with a broken collar bone or feel the sudden pressure of weight upon your aching corns, better not make mention of (whisper) Income Tax Collectors right now. Man! You're liable to get your arm broken if you dare to make reference to this subject. Our taxpayers are a group of sensitive people and—we assure you—those smiles aren't "for real." Wonder who the make-up man is who's going around painting the grins over the actual grimaces? Can't blame them. We are in complete accord with our fellow citizens and—IT HURTS!

Saw the new TRANSLUX NEWS TICKER that recently arrived at the offices of KALMANIR, KLINE & CO. It's a marvelous invention, and a distinct improvement over the old ticker-tape machine. You can sit back in your chair and watch the latest quotations flashed upon a large screen. Aside from the on-the-spot market results, you can also view important current news.

Speaking of stocks, if JOHNNY DE LUCA sold shares in his DE LUCA IMPORTING CO., we would certainly accumulate as many as possible, now that ART FORCE is handling the public

(Continued on page 21)

To Hal Braudis:
and
the Management of the
Thunderbird Hotel:

My felicitations on my appearance

at your joint.

Matchlessly yours,

Chaz Chase

P. S. Including thanks to Al Jahns

Orchestra, the Girls and all the Dealers!



THANX, LAS VEGAS!

THE

Lancers

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THAT'S FOR SURE:

(Continued from page 19)

relations for that outfit. That Art is a dynamic press agent and makes for definite action and results. He has quite a few tentative contracts with other firms in the offing and we couldn't be happier. Mr. Force became a free-lancer recently and his achievements speak for themselves.

—— ADS IN VARIETY JOURNAL WILL BUILD —— — THE SCHOOL FOR HANDICAPPED CHILDREN —

When you see that station wagon rolling along the street with the name HOTEL SAHARA on its sides, you are prone to believe the place is existent. Well, it won't be long before such is the case. MR. WEBB, the contractor, has everyone sitting up and taking notice. Quite a few business men have remarked they never saw a structure take form as rapidly as the one on the site of the CLUB BINGO. When it is completed (in approximately 60 days), the Bingo will be closed down for a period of two months. At the end of that time, the Hotel Sahara will stand in place of the current club. We congratulate MILTON PRELL and his associates for their choice of Mr. Webb and their untiring efforts to minimize the amount of time in which their place of business will be darkened.

We **would** have had a scoop if "brother" GEORGE LIBERACE had known about the event in advance of its materialization. But—it will still be news to a lot of their friends. On March 2, George played the role of nervous bridegroom and took unto himself a lovely bride, JAYNE SHIELDS. The former Miss Shields is the manager of the KENNETH HOPKINS exclusive MILLINERY SHOP in Hollywood. The ceremony was performed in the Village Church in Westwood, Los Angeles. Best man was handsome LEE LIBERACE, the vibrant pianist while YVONNE HOVER was matron-of-honor. Incidentally, Yvonne introduced the pair at her husband's nightclub, CIRO'S, a short time ago. It was a whirlwind courtship that was terminated by a proposal in the beauty parlor. While Jayne sat under the dryer. George yelled his proposal above the noise of the machine. Sounds like a scene from a romantic movie, doesn't it? We extend our fondest wishes and trust there is a great amount of happiness in store for the couple.

Incidentally, LIBERACE'S t.v. shows are now sponsored by CITIZENS NATIONAL BANK. We knew it wouldn't be long before they acquired a good sponsor. Aside from all that good news, the pianist affixed his signature to a long-term contract with COLUMBIA RECORDS and is now cutting four sides with PAUL WESTON'S orchestra. Featured on the recordings will be nine strings. What heavenly music is in store for Liberace fans!

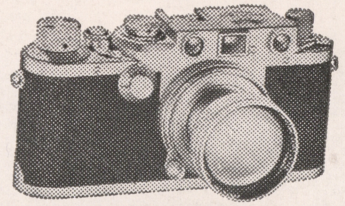
Have you seen the COOPER SISTERS since they returned to town for their present engagement? The gals have an added lift to their noses (physically speaking—not snootily). When all that swelling disappears, we believe the results will be quite admirable.

—— THE VARIETY CLUB NEEDS ALL SUPPORT —— ——— FOR ITS VARIETY JOURNAL ———

INEZ JACOBS of TOWN & COUNTRY, makers of the finest custom-made shirts for men, is moving onto the local scene from Cincinnati. Mrs. Jacobs is considered one of the leading fashion authorities in our country and has a tremendous amount of records on file, designating measurements for many professionals and non-professionals who wear her exclusive creations. All the gentleman has to do is place his order by mail and Inez will post it upon completion. MARTY JACOBS arrived in town approximately five months ago and is working at the DESERT INN. He finally convinced the lovely Mrs. J. that Las Vegas would be a marvelous location for her business. Without try-

(Continued on Page 24)

CAMERAS . . . from $2.85 to $469.20



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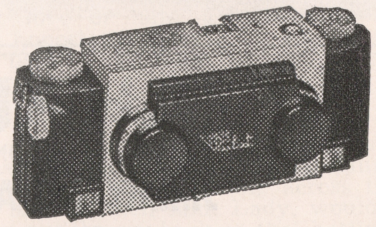

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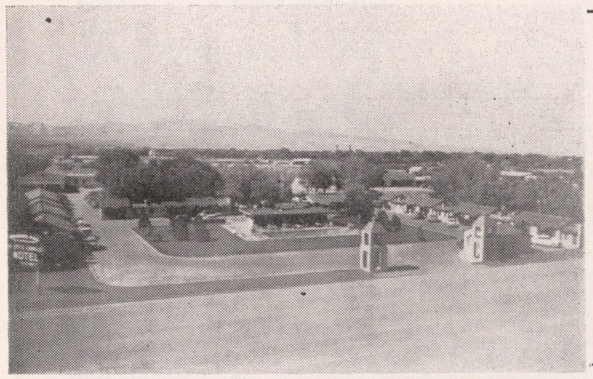

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HOLLYWOOD HAPPENINGS ... by MARTIN LEWIS

PORTRAIT OF A STAR



THIS is the strange but honest confession of JOAN FONTAINE, Academy Award winning actress and one of the "first ladies" of the American screen:

"I was a flop at the age of 19 and I knew it!"

What saved JOAN'S movie career? Two words—"Feel it!"

Between scenes of her new George Stevens drama, "Something to Live For," Joan told an inquiring reporter that the turning point in her career occurred during the filming of the bygone hit, "The Women." It seems the young star was experiencing great difficulty interpreting a particular scene. After several rehearsals and a half-dozen "takes," Director George Cukor preceded his order for action by turning to Miss FONTAINE and shouting: "This time, feel it!" From that moment on, the young woman who heretofore had been known as OLIVIA DE HAVILLAND'S sister has lived her screen roles.

For JOAN, the playing of a straight role of an ingenue part is sheer agony. She likes the kind of role she can sink her pearly teeth into—a meaty character role which offers a challenge to her acting ability. JOAN'S part of Jenny, the aspiring young actress who has numerous bouts with the bottle, in "Something to Live For" offers that sort of challenge. It gives her ample opportunity to run the full-range of her acting "emotions"—laughter, tears, inebriation, romance and heartbreak.

Contrary to the popular Hollywood belief, JOAN does not go along with the idea that an actress must study a real-life subject in order to turn in a realistic interpretation of a role. She believes it is practically impossible not to resort to imitation under this system. . .

"If an actress is creative," says the talented beauty, "she must feel free to express herself in imaginative situations and her characterization must be her own. To achieve the "right" emotional aspect of a role, she must feel it and think it!"

To the majority of Hollywood actors and actresses, the two emotional "extremes"—laughing and crying—present major problems. Many players have their private tricks to assist them in creating the afore-mentioned emotions before the motion picture cameras—and JOAN FONTAINE is not an exception to the rule. However, she is quick to point out that she finds crying easier than laughing.

"When the tears are especially difficult to shed," says JOAN, "I recite 'The Lord's Prayer' to myself. It's my ace-in-the-hole and it's infallible. I think it's the humility of the prayer that does it."

As for laughing, the blond leading lady of "Something to Live For" feels there is nothing as phony as a forced laugh. Consequently, she makes every effort to inject realism into this emotion. So far, her only solution is to have a private joke with the actor or actress with whom she plays the scene. Then, with the aid of whispers or eye signals, JOAN and her co-player can spark each other off.

Whether a scene demands laughs or tears, love or hate, JOAN injects it with honest emotions . . . and when she "feels it," so does the motion picture audience.

As the train passed the stockyards a woman opened her bottle of smelling salts. The little boy sitting across the aisle sniffed, then said: Lady, wouldja please put the cap back on that bottle?"

—Voo Doo.

"You look worried."

"Man, I'm booked solid on worrying. If something bad happens to me today, I won't get time to worry about it for two weeks."

—Tester.

THAT'S FOR SURE:

(Continued from Page 21)

ing very hard, we can name at least 20 men who will become customers.

WONDER WHY ROOM 120 (AT THE HOTEL LAST FRONTIER) is so popular?

Just as soon as BOB DAVISON signs the papers and returns them from Argentina, his estranged wife, PAT KING, will marry localite, JOHN PIERCE. Mr. P. is in the investment and financing field.

Any connoisseur of Italian food would highly praise the delectable dishes being served in the VILLA VENICE. However, we could almost guarantee that the epicure would be grossly amazed to discover the chef is not Italian but a Filipino. FRANK CARTO is his name and he will **not** allow a dish to leave his kitchen unless the proper seasoning is applied and the proper degree of heat is present. Everything must be perfect. No wonder so many people make this their favorite dining spot. (Incidentally, Frank's wife DOROTHY is preparing to present him with a child in the very near future.)

It was a distinct pleasure to meet and speak with BOB PECCOLE, a few days ago. There's a wonderful person! Although he is inactive at present, we have a hunch that Bob will soon reveal a new undertaking. As you know, Bob's brother, BILL PECCOLE, is a city commissioner.

Along with his many other duties, EDDIE FOX is now handling all advertising for the SILVER SLIPPER and the HOTEL LAST FRONTIER. We hope that everyone will do their best to cooperate with him, for it's a tremendous task.

—— DEADLINE FOR VARIETY JOURNAL ——
———— ADS — MARCH 28 ————

The building that will house DUFFY'S TAVERN on South Fifth street is now completed. HARRY FARNOW and JOE SCHRAMM informed us that the equipment is being installed and they are hoping for an April 1 opening. Say, isn't Joe doing a wonderful job as host of the LADY LUCK BAR in the DESERT INN? His list of friends is growing steadily.

MARCUS DALY, owner of the CAMERA and HOBBY SHOP on South First street, is branching out! Not too long ago, he opened the same type of store in Reno and installed JOE GUILLIAMS (formerly of the DESERT DRIVE IN) as the manager. Mr. Daly also has plans for shops in Phoenix and Tucson and wherever else tourists vacation. In his shop you can find the finest cameras, from moderate prices to those in the higher brackets. We wish a big **bon voyage** to Marcus and his very lovely KAY. The pair will soon take off for a six-week vacation in the East and Southeast, where they will visit families and friends. Hurry home, folks!

On March 12, JACK COON (of the CLUB BINGO) plans to present his wife, BETTY, with a lovely token in celebration of their second wedding anniversary. The couple have a talented young daughter who shows signs of being as ardent a hep-cat as her dad. Although less than 1 year of age, the youngster says, "Hi-ya, man!" a la Jack Coon. Lots of everything that's nice, kids. Keep on being happy, huh?

After an Eastern trip, JO and JIM BOOKER dropped into town to stir up memories with some friends. Jo was a featured dansation at the THUNDERBIRD HOTEL and Jim was a security chief at the HOTEL LAST FRONTIER. At present, Jim has business to take care of in Los Angeles but they are hoping to be back in Las Vegas when their heir or heiress is born. As much as they've traveled, they both admit other cities are no competition for L. V.

We have some local keglerettes who will become good-will ambassadors for Las Vegas by attending the WOMEN'S INTERNATIONAL BOWLING CONGRESS NATIONAL TOURNAMENT in St. Louis, Mo., some time in May. We aren't certain of all the names, but here are a few: MARGEE THURNBLAD, BARBARA BORLA, JEAN PETERSEN and MAXINE RUGGEROLI. In a contest of this nature, where most states will be represented, it will be good publicity to see these gals, wearing the colors of our fabulous town on their bowling outfits. Good luck, kids! Bring home the trophies! (No—Mrs. C. isn't going. She's waiting until her lesser half gets a chance to vacation with her.)

—— SUPPORT THE VARIETY JOURNAL ——

Our felicitations to TOM OAKEY for purchasing the controlling stock in Radio Station KRAM. Mr. Oakey is president of the HUNTRIDGE THEATRE CORPORATION. He and his associates, LORETTA YOUNG, IRENE DUNNE and their respective husbands, will take active control just as soon at the F.C.C. approves the change of ownership.

(Continued on page 28)

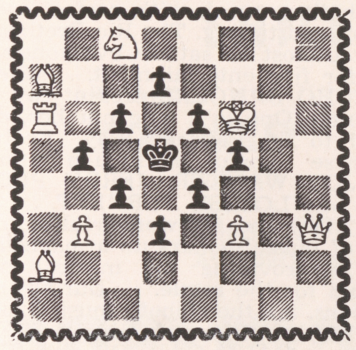
UNION CAB CO. . . . . PHONE 911

CHESS » » »

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

PROBLEM No. 122

Black 9



White 8

White mates in two.



Solution to problem No. 121: R-B4

GUIOCO PIANO

Mrs. Piatigorsky	Dr. Kupka	Mrs. Piatigorsky	Dr. Kupka
White	Black	White	Black
1—P-K4	P-K4	14—Q-R4ch	B-Q2
2—N-KB3	N-QB3	15—BxPch	NxB
3—B-B4	B-B4	16—QxN	O-O
4—P-Q3	P-KR3	17—R-Q	Q-B
5—N-B3	N-B3	18—O-O	B-N5
6—B-K3	B-N3	19—Q-Q5	P-B3
7—Q-Q2	P-Q3	20—Q-K4	P-QN3
8—P-Q4	B-R4	21—R-Q2	R-K
9—PxP	BxN	22—Q-KB4	Q-K3
10—QxB	NxP(5)	23—N-Q4	Q-N3
11—Q-Q3	B-B4	24—NxP	R-K5
12—PxP	NxP	25—P-KB3!	B-R6
13—Q-N3	N-R4	26—QxR	Resigns

Gross	Mrs. Piatigorsky	Gross	Mrs. Piatigorsky
White	Black	White	Black
13—Q-N7	Q-R4ch	33—P-B5	K-B
14—P-B3	O-O-O	34—P-B6	K-Q
15—QxP(6)	B-K4	35—RxP	RxP
16—QxBP	BxPch	36—R-N8ch	Resigns
17—K-K2	B-Q5	(a)—RxP would have given Black winning chances!	
18—BxB	RxB		
19—QxKPch	K-N		
20—KR-Q	Q-R4ch		

CARO-KANN

Gross	Mrs. Piatigorsky	Gross	Mrs. Piatigorsky
White	Black	White	Black
1—P-K4	P-QB3	21—P-N4	R-K!
2—N-QB3	P-Q4	22—PxQ	RxQch
3—N-B3	PxP	23—K-B3	RxP
4—NxP	B-N5	24—QR-B	R-KR5
5—B-B4	P-K3	25—R-K	R-B3ch
6—P-KR3	BxN	26—K-N3	RxP(R5)
7—QxB	N-Q2	27—R-K7	R-N4ch
8—P-Q3	N-K4	28—K-R4	P-KR3
9—Q-N3	NxB	29—R-B4	R(3)-B4?(a)
10—PxN	N-B3	30—P-B4	R-N7
11—NxNch	PxN	31—R-N4	R-QN4?
12—B-K3	B-Q3	32—RxR	PxR

SICILIAN DEFENSE

Mrs. Piatigorsky	Rosenbaum	Mrs. Piatigorsky	Rosenbaum
White	Black	White	Black
1—P-K4	P-QB4	11—PxB	NxP
2—N-KB3	N-QB3	12—B-Q3	NxQBP
3—P-Q4	PxP	13—Q-R5	NxN
4—NxP	N-B3	14—B-K5	N(6)-K7ch
6—B-K2	B-N5	15—K-R	N-B4
7—O-O	O-O	16—BxN(5)	PxB
8—B-KN5	P-KR3	17—QxRP	P-B3
9—B-R4	P-KN4	18—Q-N6ch	Draw agreed
10—B-N3	BxN		

FLAMINGO:

(Continued from page 16)

pearing in Las Vegas for the first time is the lovely LOUISE RUSSELL and her company. At this writing we have not as yet seen the sexational "world's greatest hula dancer" in action, but from what we can gather from advance notices she will win you at once with her singing, ukulele playing and her hubba-hubba super hula dancing. This may give you some idea of her talents: For the past three years she has won first place for hula among contestants from the entire Pacific area, and first for ukulele in the same contest for the past two years. . . The FLAMINGO LOVELIES do two new routines in this show, one of which is an Oriental, featuring the dancing of SHERRI NORTH and GENE SUMMERS. The other is built around a new song by SAM COSLOW, who is the producer of the show, the name of which is "That's How the Hula Was Born," written especially for and featuring the dancing of Miss Russell. . . This show also marks the return of the ever-popular MATTY MALNECK and his orchestra to the Flamingo Room. . . The sensational combo in the Mural Room is BOBBY PAGE and his Musical Pages. . .

—JOHNNY.

LAST FRONTIER:

(Continued from page 16)

songstress, ABBE LANE. Miss Lane has also cut many records and has a beauty that equals her lilting voice. You will be quick to add her to your list of favorites. . . LAS BARANCOS are a dance team that provides some of the finest executed routines in the show business. They are graceful and merit every bit of applause they receive . . . Wait until you hear EL GRINGO DOLCINA give out with the beat on the bongo drums! His rhythms extend into his dancing, during which he seems to live in another world. . . EDDIE GARCON will keep you highly amused and entertained with his ventriloquism. We believe you will enjoy his inimitable approach to this art. . . Good news for you folks who enjoy dancing to Latin strains. Mr. Cugat and his orchestra will remain on the podium to provide inspiring dance rhythms.

EL RANCHO VEGAS:

(Continued from Page 16)

are the RIO BROTHERS, a bombastic trio of gentlemen who torment your funnybone with a variety of skits, gags and situation comedy. Topping all their other efforts are their remarkable soft-shoe routines. This is an endeavor in which they excel, with perfect coordination and timing. The Rio Brothers do their utmost to satiate everyone's desire for fine entertainment. . . The EL RANCHO DANCERS present two new routines. One is a cute number, dedicated to St. Patrick's Day. Featured in these colorful production numbers are JOY WALKER, JERRY PEDERSON and LOUISE BURNETT. . . TED FIO RITO and his wonderful aggregation of music makers do a magnificent job in providing the musical background for the revue. . . 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.

CLUB BINGO:

(Continued from page 17)

the type of tunes everyone likes. . . Rounding out the bill are the LEILANI SISTERS. The lovelies are exponents of Oriental dancing and their grace is delightful to behold. . . . Your singing M. C. is that lovable Irishman, FULTON BURLEY. Fulton keeps the show moving at a smooth pace and spices the production with some mighty fine singing. . . Backing the show is MIKE WERNER and his "Big-Little" Band, alternating with the JACKIE COON TRIO to bring you lilting dance rhythms until 5 a.m.

THUNDERBIRD HOTEL:

(Continued from page 17)

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.

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POP SQUIRES:

(Continued from page 5)

Now, after this digression, let's get back to the story we started to tell—about the incorporation of the City of Las Vegas.

In spite of our great victory in creating Clark county (in 1909), we soon found that there were still troubles for the young Las Vegas. Most important of these troubles was the necessity for a sewer system, the ground by this time being pretty well saturated with the seepage from cesspools. It was a serious problem—a challenge which it was difficult for us to meet. Much more so than the similar problem of today.

The first difficulty was the necessity for money—more money than we could raise by any means other than by the sale of bonds. So we set forth bravely to induce our county commissioners, under whom Las Vegas was operating as an unincorporated town, to call a bond election. We very soon learned that the county commissioners had no legal authority to issue bonds, which was a real slap in the face. Discouraging, to be sure, but we had to do something.

There was no alternative except to incorporate the city, so we started in right away and our Chamber of Commerce appointed a nice large committee to suggest a city charter, which started to work early in the summer of 1910. For a meeting or two there was some enthusiasm, but most of the committee became discouraged. They met once a week at the office of Judge Lillis, in a little wooden office standing on Fremont street about where the Boulder Club is now, but Judge Lillis, Frank Clark, Frank Stevens and myself were the only ones who stuck with the job, and we had trouble in agreeing on many ideas advanced for operating the proposed city government.

We finally did agree on the "commission form," with each of the city commissioners operating and responsible for one branch of city activity. My own particular pet was the provision intended to be modeled after the California cities, for establishing districts for street improvements, to be paid for by the abutting property owners in installments spread over ten years. That provision, probably written roughly, was incorporated in the charter when it was adopted and is not yet working too well, after a dozen attempts to amend it into workable form.

Finally, early in 1911, while the legislature was still in session, we had the draft of the first "Charter for Las Vegas" ready. Being a close friend of

(Continued on page 30)

THAT'S FOR SURE:

(Continued from Page 24)

In the short time he has been there, VICTOR KARPUS, deputy at the SANTA ANITA TURF CLUB has certainly built up a wonderful list of friends. The likeable gentleman is one of the tallest humans hereabouts, and has a generous nature that exceeds his stature.

Just a reminder to all of you people who like to visit with SUZANNE and have her reveal what the cards hold in store. Previously, this gracious lady could only be contacted at the JUNGLE CLUB in the early morn hours. Now, you can make an appointment with her at the VILLA VENICE, where she is from 8 p.m. to midnight, and then over to JACK DENISON'S late spot. Many have firm belief in what Suzanne has told them. We are in that group and have been amazed at her revelations.

The RIST BROS., currently at the LADY LUCK BAR of the DESERT INN, are in a wonderful frame of mind. One of the original group who couldn't accompany them when they opened here, is now on his way with his wife and three children. GENE CORRY is considered one of the finest organists. Now the musical men will consist of a guitar, bass and organ. "The Three Buddies" will play together again on March 14.

This past week, the DAVE MATTHEWS TRIO auditioned for HERB McDONALD at the SILVER SLIPPER. Dave played the xylophone, piano, sax and clarinet, while the other boys played the guitar and bass. Dave has had one of the finest musical educations possible and is a master of his profession. We certainly hope something will come of this audition. The fellow is too good a musician to be kept from the bandstand, and the Trio, SENSATIONAL!

—— HAVE YOU PLACED YOUR AD FOR THE ——
——— VARIETY CLUB JOURNAL YET? ———

CLARK COLEMAN happily announces that LORA C. WILSON is now affiliated with his real estate office. Miss Wilson was formerly a cocktail waitress but has always yearned for a place in her present vocation. We understand the young lady had one of the highest marks on record when she passed her tests.

DEMPSEY FOSTER, pit boss at the DESERT INN, has one of the most beautiful belt buckles in creation. It is solid gold and silver, encrusted with 20 diamonds. The buckle was a birthday gift from his wife 5 years ago, and was custom-made by a goldsmith in Reno. What a beauty! . . .

FRANK HICKS, chef of the CHUCK WAGON at the HOTEL LAST FRONTIER, will soon leave for Omaha with his charming wife. Their heir apparent is due during the second week in April and Frank wants to make certain Mary has the best attention available.

We would like to take time out to commend BOB LODEN for the terrific job he did in designing the front cover for the VARIETY JOURNAL, being readied by our local Tent No. 39. It is truly a work of art. Our compliments also to chief barker BEN GOFFSTEIN, of the FLAMINGO HOTEL and JAKE KOZLOFF, general chairman of the VARIETY CLUB convention to be held here from April 28 through May 1. They have taken time out from many important duties to devote tireless efforts and countless hours to this convention. A note to all businessmen in our locale: If you haven't already taken an ad in the Variety Journal, you may soon be approached by a representative of the Variety Club. PLEASE DON'T REFUSE ASSISTANCE!! Remember, all proceeds will be turned over to the fund for the SCHOOL FOR HANDICAPPED CHILDREN. It is still not too late—in fact—IT'S NEVER TOO LATE TO GIVE . . . and that's for sure.

SILVER SLIPPER:

(Continued from page 17)

long time. He recently returned from a tour with the HARRY JAMES group. Mr. LaDelle can play the guitar, clarinet, trumpet, saxaphone, piano and violin—all with equal ease and great skill. Aside from all that, he has a very pleasing voice. A true showman. . . . Backing the production is CHUCK GOULD and his orchestra.

DESERT INN:

(Continued from page 16)

impossible in this short space to properly extol the merits of the 14 members of the cast; suffice to say that each member possesses such top talent that at no time does the production lag in the least. GEORGIE KAYE brings comedy that had us holding our sides. LOUISE HOFF, fast rising comedienne, sparks the entire production with her slow drawl. BAMBI LINN and ROD ALEXANDER are flawless in their ballet interpretation, "Outside the Gate." TOMMY WONDER does some prime pivots in place to further prove his prowess in that field. MARGARET BANKS fairly floats through her toe specialty in the third act. THE CABOTS (Dick Beard, Marianne Sanders,

(Continued on page 30)

WHAT'S DOIN'?

(Continued from page 11)

changers. With the advent of television in this area they plan to add the Dumont and Stromberg-Carlson lines. As yet they haven't had a grand opening at the local store and don't plan to do so for a while, but during the present time they are doing expert radio repair under the supervision of SAM TARVER, who just completed his reserve hitch in the marines and was in radio work in Texas before that . . . Yes, sir, I can truthfully say that there is plenty coming off every night at the EMBASSY CLUB out in North Las Vegas. Fast becoming known as the "show place of North Las Vegas" the Embassy is putting on some very good burlesque dancers in their revues. Currently starring in the revue is MISS TEMPEST STORM, the girl with the "$50,000 frontage." Miss Storm has only been in burlesque for a year and has everything she needs to become one of the nation's top burlesque queens, except that irreplacable "experience," and even more important, proper management. She has beauty of face and figure, grace, and paramount, she doesn't have that "hard" look. Opening the show is lovely MARNEE who sings and does a recitative on "I want to go home with you" in which she uses a mirror to spotlight the ringsiders with the reflection and does a wonderful job with her low sultry voice. Marnee winds up her part of the show with a few "take-offs" of her own! . . . Opening with the show this week-end will be the NAVARRO TWINS, billed as "Double Exposure." I'm told that these two girls are identical twins and work together as one. Ya know, if a guy were loaded and seeing double, he'd think he were watching a well synchronized chorus line . . . CHUCK GLASSPOOL'S BAND provides the music and gives out with a lot of music for a trio . . . The THREE MAJORS have certainly done a great job of keeping things jumping and adding to the life in the Horn Room of the GAY NINETIES BAR of the Hotel Last Frontier since they've been there. With NORMAN on accordion, COLE on guitar and SANDO on bass, they stroll and make everyone in general feel right at home. I wonder if TOM and AGNES CARVEL ever got here from White Plains, N. Y., to visit Sando! Haven't seen one another since school days. Tom owns the Carvel Freezer Company back there. Those things that make frozen custard and the likes, ya know? He makes 'em! I keep those joints in business during the summer! . . . Got a surprise when I walked into the Thunderbird the other evening! I ran into JAY LAWRENCE; we spoke, I asked what was doin', naturally, and he replies, very nonchalantly, "Oh, nothing much! Just came up to get married." Then he introduced me to his bride, the lovely and blonde MISS CLAIRE HOGAN. I took one look at her and my eyes must have bugged out like a tromped-on toad, she was that pretty, and he says, "nuthin' much!" They'll be back up here in a couple of weeks for a week or 10-day honeymoon. (It'll be a weaker 10 days, all right.) My felicitations for a full future, kids! . . . A belated "happy birthday" to "MAMMA" MYERS. In fact, she may be on her way back to Erie, Pa., by the time this comes out on the streets. There's an example of how crowded the vet hospitals are. Mr. Meyers isn't well but can't get into any of the hospitals in this area because there isn't room. They have to go back east to get taken care of. I'm gonna miss Mamma Myers' cookin'! Their daughter is NADINE who peddles the tobacco packs at El Rancho . . . Well, I don't know what time you're reading this but the time I'm finishing typing it is in the early ayem! The lead has moved up from where it is usually, to make my eye lids so heavy they feel like they're flattened out on my cheek bones, so I suppose I should give in and turn in (or should it be "give up and shut up"?) . . . Anyway . . . Seeya later!

—JOHNNY.

Weekly Beauty Letter

from WALLY WESTMORE

Some damsels have all the luck! Take the case of Jane Doe, a young lady from Wisconsin who recently had the good fortune to tour Paramount Studios and watch DINAH SHORE and ADELE JERGENS do a key scene in the Technicolor musical, "Aaron Slick from Punkin Crick."

It was while Westmore was on the "Aaron Slick" set that he overheard Miss Doe comment on the peaches 'n cream complexions of Miss SHORE and Miss JERGENS. He also heard her bemoan her own beauty problem of vitiligo—that is, the loss of pigment in areas of the skin. Always anxious to come to the aid of a young woman, Westmore introduced himself and asked if he might be permitted to give her advice.

"To date and to the best of my knowledge, the medical profession has not found either a cause or a cure of vitiligo," Westmore told the visitor. "The only solution lies in makeup. The most effective disguise is through the use of a soapless, lanolin-base cake make-up. The shade chosen should match the normal skin tone."

POP SQUIRES:

(Continued from page 27)

Governor Oddie, I was commissioned to take the proposed charter to Carson City and present it to the legislature and attempt to get it enacted into law. The final action by the legislature came on St. Patrick's Day and the bill was signed by Governor Oddie, March 17, 1911.

I am sure I was quite well pleased that the legislature had condescended to allow Las Vegas to attempt to govern herself, because the Carcon City News in an issue about that date, said:

"Charles P. Squires, editor of the Las Vegas Age, is in this city from the southern city and is a guest of Governor Oddie. Mr. Squires brought with him from Las Vegas a large box of peach, apricot and almond blossoms from the trees of his homeland, which are a welcome sight for us of the snow and mud.

"Mr. Squires was an interested spectator at the legislature yesterday when the measure was going through that body which tended to incorporate the city of Las Vegas under the Des Moines commission plan.

"He said there is only one place in the state of Nevada where the sun shines always, the flowers never cease to bloom and the birds are always in foliage, and that spot is Las Vegas. We excuse him for the reason that he is biased in his opinion."

As we figure it, the charter of the City of Las Vegas was adopted 41 years ago this month. But our trials still were not over, but were just beginning. The big trouble came when we tried to put out a bond issue that would sell. It took us a year or so to do that—perhaps I may tell how it was done in another issue of this Fabulous Las Vegas.

DESERT INN:

(Continued from page 28)

Frank Sabella) provide just the right amount of "suggestive dance" to round out the show during their "Get Thee Behind Me Satan" interpretation. JODY MILLER and THE SONGSMITHS make up the strictly vocal section of the show and take care of it in fine fashion. Much credit is due DICK BARSTOW, who wrote, directed and did the choreography for the show, as well as HESSIE SMITH for her wonderful lyrics and music. . . There is no end to the credit to be given CARLTON HAYES and the men of his orchestra for the marvelous job they have done in backing this show musically, due to the fact that they are behind scenes at all times. . . . This is a show that we will see, in person, many times before it closes. . . At the Lady Luck Bar you will be entertained by the music of the DANNY CASSELLA ORCH. and the RIST BROTHERS TRIO. . .

—JOHNNY.

WATCHBIRD:

(Continued from page 7)

STRAUS, our landlord. . . PHIL and BILLIE SKOLSKY GELLER. Billie is the Flamingo's photogenic photographer and Phil is in charge of the Health Club there.

Everyone in PETER LAWFORD'S family wants to get into the act. After Pete became a star, a major studio signed his mother. Then his dad got a bit part. Now his aunt is making her screen debut in Pete's latest picture, "The Hour of Thirteen." His aunt is 91 years old, which proves it's never too late to get into pictures. . . VAN JOHNSON is such a tennis addict he bought the lot next to his home for a tennis court, at a very fancy, four-figure price.

Most rising young actors literally starve before they reach their pinnacle of fame, but not DALE ROBERTSON. When he started out to seek his fortune in Hollywood his family put him on a five-year plan and staked him to $20,000. He got his contract in four and a half years and is now paying the money back at the usual rate of interest. . . A friend of ours, who shall remain anonymous, told us this sure-fire cure for empty movie theatres. Theatre owners should start giving away dishes —like AVA GARDNER. Ha, ha! Hmnn.

This week 'Tah eversos' go to JAKE KOZLOFF for the very nice and very much needed cigarette lighter . . . and to Dee-Vine BILLY VINE for including us in his "there's only one" list. . .

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