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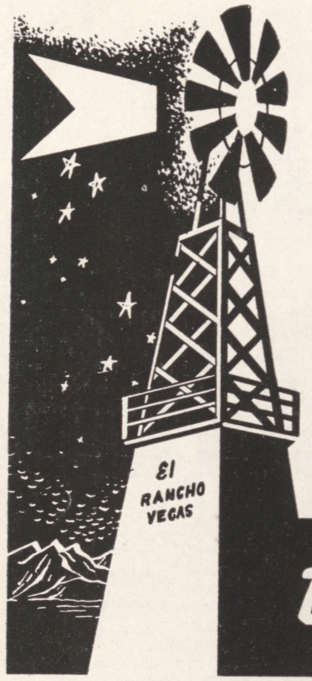

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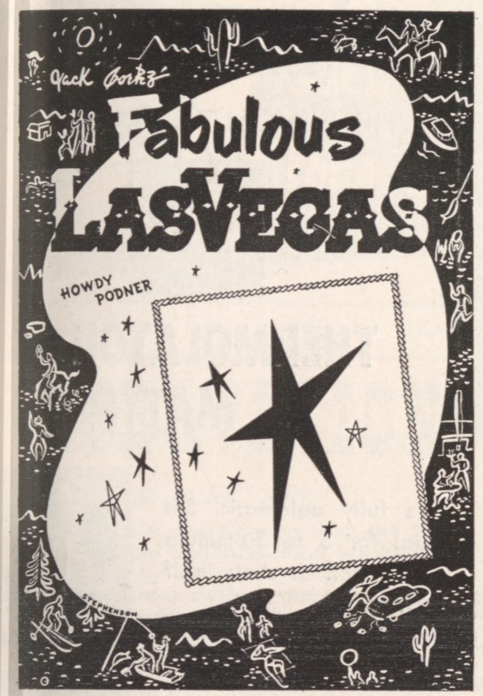

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OBSERVATIONS, By POP SQUIRES
"THAT'S FOR SURE," By JACK CORTEZ
HOLLYWOOD HAPPENINGS, By MARTIN LEWIS
REVIEWS OF CAFE SHOWS, By JACK CORTEZ
RANDOM THOUGHTS, By B. B. BARTON
CHESS, By FRED SOLY
THE WATCHBIRD, By LADY MICHAEL
WHAT'S DOIN'? By JOHNNY UHLMAN
JEST WRITING, By STAN IRWIN

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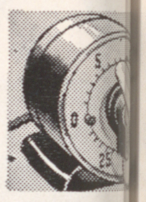

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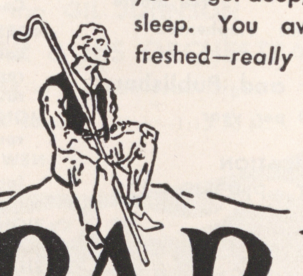

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VOLUME 4 MAY 3, 1952 NUMBER 3

OBSERVATIONS

. . . by CHARLES P. "POP" SQUIRES

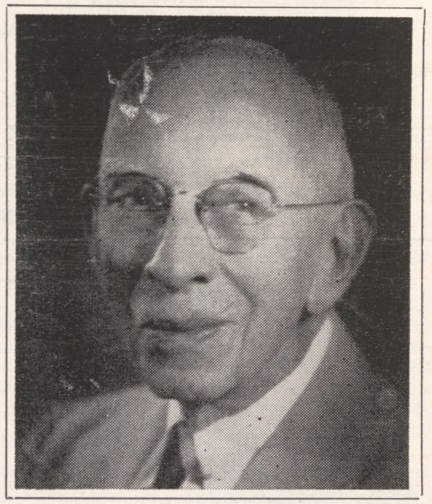
PLAYING IN PLAYLAND

IT is a coincidence that the two great organizations which are typical of entertainment should both come to Las Vegas the same week. The comparatively new organization of Variety Clubs, made up of those who devote their talents and their lives to entertaining the public, held their convention here the fore part of the week, bringing approximately a thousand delegates and members. I am sure they had a very happy time, because bringing happiness to the world is their principal object in life.

Then the latter part of the week, their activities culminating today, we have the Ancient Arabic Order Nobles of the Mystic Shrine, generally spoken of as Shriners, about a thousand of the fellows, in their red fezzes, many of them in fantastic uniforms, putting on clever acts to amuse the public.

In the Shrine, as in Variety, they all have a good time when they visit Las Vegas because here we have the tops in every kind of fun-making. And perhaps you will be tempted to criticize the fellows because they cut loose occasionally and throw propriety to the wind. But don't be too severe with them, because much of the hilarity, at least with the Shriners, is part of the great lesson which the order teaches. We should not be too quick to judge by appearances. Anyhow, even if they do touch the border of impropriety once in a while, they may be pardoned because of the great work of humanity in which both Variety and the Shrine are so seriously engaged.

Just at this moment I do not recall very exactly the figures given out by Variety on their humanitarian projects. Like the Shrine, they are devoting millions of dollars to making lives better for our children, especially the handicapped children who somehow have a great burden to bear through life.



Monday last, this sixteenth annual convention of Variety International, with delegates from far corners of the world meeting here and with Variety Tent 39 of Southern Nevada acting as hosts, dedicated the first wing of the Variety School for Handicapped Children. They hope to have it ready for use by September next, and will go on for years enlarging and improving the school. This school is sponsored primarily by the Las Vegas Tent 39, which was started about eighteen months ago and now has 130 members.. And it is their hope and belief that down through the years this school will change the lives of thousands of children handicapped by some demon of misfortune, from hopeless misery to

(Continued on page 33)

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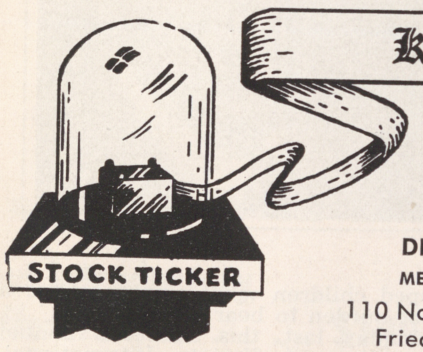

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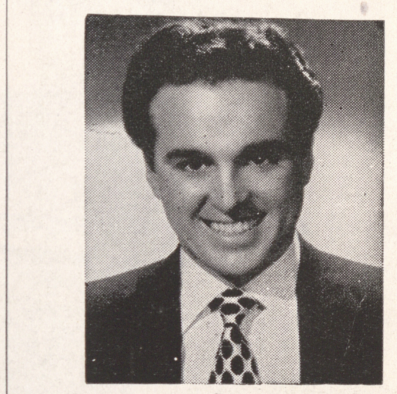
JEST WRITING

. . . by STAN IRWIN



THOUGHTS at random!!! Did anyone ever say to you, "What are you thinking about?", or "A penny for your thoughts?" Sure they did! If you answered "Nothing!", you're wrong. . . Science has proven that even while we sleep, we're thinking. . . They did this by attaching a wire here and a wire there while a person was asleep and on a cathode tube thought waves were registered. If it ever gets to the stage where these thoughts can be deciphered, there will be many more divorces in this world.

For this column, I will play "cathode tube" and try to surmise the thoughts of different people. . . at definite times:

Thoughts of a cocktail waitress around 3 a.m.: "How did an ugly duck like him ever wind up with a beauty like her? I wonder what his wife is doing now? She probably thinks he's attending to business. If that's his business, he certainly puts out a nice line of merchandise. What am I beefing about? . . . A sucker like that is good for a healthy tip. Say, after looking at him again, no matter what he left, the tip would be healthier than he is. I tell you, if I ever write a book, it will have to be printed on asbestos."

Thoughts of a shill having a "hot" roll: "Look at the dough that guy's making on me. I wonder how I can let him know I'm a shill without being too obvious. . . After all, he might throw a tip. No, this type never tips. . . I hope he loses all his money. Now, why should I say that? . . . What does it mean to me? . . . Gosh, this guy bets as if money is going out of style. If I was playing for myself, I couldn't make a point. . . For him I make them the hard way. Well, what do you know? . . . A bet for me? Thank you, sir! Come on, dice! . . . Eight's my point. Easy number. Made it five times already. Come on, dice! How do you like that? . . . Seven away. . . Clear the line. Hmmmmm!!"

Thoughts of a mental roulette player: "I think I'll just stand here and make a few guesses. . . Sort of make mental bets in my mind. . . What can I lose? Only my mind! This roll I would have bet Black. How about that! . . . Red. Saved money that time! Let me see—11, 17, 28 and 33. . . Number seven wins! Gosh, I'd be out pretty good now. Well, let's double up on split "O" and "OO," 36, 18, 24, 29, 27 and 11. . . 14 wins! Fake, it jumped right out! I could have been even. I think I'll try that again. Padding all the bets . . . lose ag'in. . . the wheel must be fixed. Oh, hello, honey! No, I'm not playing. . . just in my mind. What number do I like?. Seventeen. You'll take half my mental bet. OK, here it goes! . . . winner, 17! How do you like that? The first time I win and I have to have a partner!"

My thoughts: "I think these past six weeks went too fast, for there is only one place in the world that has the fascination, the audiences, the friendliness and the future of Las Vegas. . . and that's Las Vegas. The first time I came to Las Vegas, I fell in love with it and as Las Vegas grows, your love has to swell. . . I stayed away too long and my return has been too short, but in leaving I hope to be able to come back soon . . . for here you have the dessert of the world.

East is East and West is West, and in Las Vegas the "twain" does meet.

Thank you, Las Vegas, for everything!

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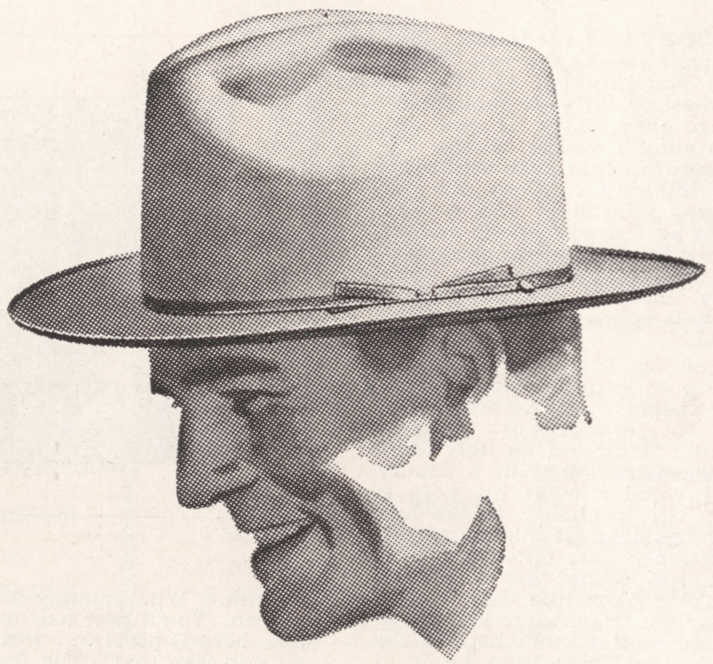

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THAT'S FOR SURE . . .

by JACK CORTEZ

THIS past week in Las Vegas has certainly looked upon a scene replete with activity. It has been hail and farewell. We have bid adieu to the countless number of Variety members who really blazed their way into town to celebrate the 16th Annual VARIETY CLUBS CONVENTION. We were real proud of the showing put on for the Variety members. Our town turned out en masse to welcome them. You can bet these visitors will long remember fabulous Las Vegas and the colorful Western garb, sported by our residents. This week-end, we are hosting the renowned organization of the Utah SHRINERS. These esteemed gentlemen decided Las Vegas was a more alluring site for their Imperial Council sessions than a certain Southern locale. Guess the boys know where the pleasure and fun is at its utmost. Our town certainly has been wearing the appearance of a gala fun capital. Quite a few of our visitors have remarked that no Mardi Gras or New Year's Eve celebration could possibly compete with the wonderful atmosphere that our Nevada city has to offer, especially during Helldorado time. . . We extend a very cordial welcome to the Utah Nobles and their wives. They plan a parade through our business district Saturday morning. For those who have never seen the Shriners during one of these sessions, be advised that the lads have arrived with an immense bag of tricks and gimmicks. . . Have fun, folks. We of Las Vegas consider your pleasures primary. . . and that's for sure.



AUSTIN MACK, the terrific pianist who accompanies JOE E. LEWIS, at the EL RANCHO VEGAS HOTEL, is wondering where his Lady Luck has been, all this time. The other day he walked into the MONTE CARLO CLUB downtown and chalked up five jackpots in a short one-half hour peried. Well! Another firm L. V. booster has been created!

We've got to admit it. HELEN and GUS COREY are certainly two of the most gracious hosts that ever reigned in any restaurant. They create a delightful atmosphere for patrons of their new RESTAURANT CINNABAR. Their establishment is one of the most beautiful, and the food—hmmmm—simply DELICIOUS!

Any time after July 15, there could be a television grant for Las Vegas. DON REYNOLDS, publisher of the REVIEW JOURNAL, has applied for Channel 8. DESERT T. V. (Station KRAM) has its bid in for Channel 13. If all goes well, Don hopes for T.V. in L. V. by October 1. ED JANSEN'S target date is Christmas Day. How does that sound to you folks who have been anxiously awaiting this entertainment medium?

During this past week, we had the pleasure of reminiscing with our very good friend, JIMMIE GRIPPO. Without a doubt, Jimmie is one of the most adept prestidigitators we have ever witnessed in action. When that man handles a deck of cards, he displays so much finesse and dexterity. Jim now operates the MAGIC LOUNGE in the PROMENADE HOTEL in Miami Beach. This was only a short trip, in between flights, but we're hoping this wonderful guy will make the next visit a longer one.

BOB MILLER, erstwhile manager of the EL CORTEZ in Reno, was recently appointed by MILTON PRELL as manager of the new HOTEL SAHARA (soon to replace the CLUB BINGO). We compliment Mr. Prell's selection and also wish to congratulate our boy, STAN IRWIN, who was signed as entertainment and publicity director, of the same bistro. Although the Sahara is fast taking form, we can hardly wait to see the finished product. We're betting it will be outstanding in beauty.

TRUMAN HINKLE, vice president of

(Continued on Page 15)



WHERE PITCHIN'S BEST ! !

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WHAT'S DOIN'?

. . . with JOHNNY UHLMAN

HEH-HEH-HEH-ELL now, this is a little more the way I like to see things around this town of Las Vegas! People wearing western clothes once again! So what if some of 'em are a bit "dude-ish" they're still western gear and, by golly, there's a wonderful relaxed feeling and an air of brotherhood around when people are all decked out in this sort of regalia that just doesn't seem to exist at other times. I've said it many times before, and I'll say it many times again, that the town is fast growing away from the friendly town it once was, and is fast becoming a commercial city. The one thing that would contribute greatly to its holding onto what it once had is for home-towners to appear in western wear a greater majority of the time. By "home-towners" I don't especially mean long time residents, either! I mean those who own and operate our fabulous hotels and motels as well as the casino and cafe owners. Men and women who are in the business of greeting and entertaining tourists and guests; and you and I. This past week I was half startled when I overheard a guest of the town as he nudged his friend and said, "See, there's a pair of those western boots." **Are boots and blue jean boys like me becoming a thing of the past? One of the greatest attractions we've had and we're losing it!**

This past week saw the opening of THE DESERT GALLERIES on our starlit Strip. "Traders in Treasures" is their slogan and how right they are. Their place of business houses some of the most magnificent treasure pieces you've ever seen; and they come from all over the world. Here's the greatest part of all . . . these works of art are sold at auction each day and you'd be amazed at the low price you may have to pay for some beautiful pieces of art on which no one could actually set a price. Take a look at the ad in the center spread of this book this week and you'll see more of what I mean. Better yet, drive out to the place and sit in on one of the auctions. You'll thrill at the experience! . . . You ladies have seen and admired these leather western jackets with the fringe and so on, but figured they were probably out of your price range. ARDEN'S is located next to the new J. C. PENNEY store and they have some of these jackets for from $25 on up. **Some** I say . . . they've got a **lot** of 'em to choose from! . . . There's been a lot of limber-lip "yes" or "no" on television around here and "will it" and "when" with no one coming up with anything very concrete; so MR. EVERETT PERSHING, who owns and operates PERSHING TV AND RADIO on North Third street, sent a letter off to the FCC in Washington, D. C., with a few questions of his own. His reply informed him that Las Vegas was to get channels 8, 10 and 13, with channel 10 to be educational. Eight and 13 have been assigned to the two existing Teevee companies locally, and both companies are known to have said that they would be in operation by the end of the year. If I had a home of my own I'd be getting the place rigged for television before the rush starts and the prices get out of hand! . . . There's only two nights left for you to see the Alaskan Heat Wave at the EMBASSY CLUB BURLESQUE in North Las Vegas because LILY LAMONT closes Sunday night. Opening Monday night will be JULIE ALLYN who comes down from San Francisco to entertain the crowds that have been attending the four shows nightly in this booming little entertainment palace known as "The Show Place of North Las Vegas." Now appearing also is "The Golden Girl" EVE ROCHELLE from Strip City who is one stripper who keeps time with the music instead of the music keeping time with **her.** DOC STARR is the singer of songs and this guy knows more knockout parodies than anyone I know. The music is by CHUCK GLASSPOOL'S BAND



(Continued on Page 13)

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FOOD TO TAKE OUT

WHAT'S DOIN'?

(Continued from page 11)

and if three pieces comprise a **band** these boys are comparable to John Phillip Sousa for the amount of music they put out. Incidentally, the "Tempest" is coming back! . . . Now I know how these cocktail girls keep their weight down! Did you ever try to move one of the chairs in most of the cocktail lounges in the hotels or elsewhere? I moved a few around a table the other night and darned if it didn't remind me of when I was bucking hay for a living down in Imperial Valley. Sure those chairs have skids on 'em . . . so small they "skid" right down into the nap of the rug! No wonder those gals are always going in for chiropractic treatments . . . THE THREE MAJORS, who play nightly in the Gay Ninties Bar of the Last Frontier Hotel donated their services toward the entertainment of the Variety Club Members as they gathered for the cocktail party and barbecue at the Frontier Village during the first two days of the convention; as well as did the STAR-KINGS and AL DAY. A very nice gesture on the part of each of them . . . Speaking of western boots a while back . . . LEED'S SHOES, at 516 Fremont street, just got their stock in this past week for Helldorado boot buyers so you shouldn't have too much trouble in getting fitted at the first sitting. That goes for Mom, Pop and the kids! They've got 'em all . . . Have you heard the trio that is playing in the SANTA ANITA CASINO AND BAR? This fellow at the piano, BOB SEAMAN, has a most amazing little instrument there of which I'm told there are very few in existence. The trade name is "Pre-Piano" and it's actually a little electric piano with three octaves but here's the part that gets me . . . at times this thing will sound like a celeste, then maybe an electric guitar and then again you'd swear you were listening to someone playing a set of vibes! Drop in and give it a listen some time. The other members of the trio are WINNIE WILSON on vocals and brushes, with GORDON POLK on bass and also vocals . . . By the end of next week ZACK HOUSTON and his wife, CAROLE, hope to have their new shop open out on the strip. It's to be called the YOUNG RESORTER and it's located at 3103 South Fifth. If you're like me numbers mean a big nothing on the strip so I'll tell you where it is. In the new building in back of the Standard Station across from the Frontier and south of the Desert Inn. They plan to stock clothes and dolls for youngsters up through teen-agers. Watch for their opening date . . . Found JANE DILLARD and LARRY SOCKWELL celebrating birthdays the other night. Hers was the 29th and his will be May 4. **She** has to buy on HIS! . . . Belated congratulations to MR. and MRS. VIRGIL MURPHY (two of the greatest) on their celebration of their Silver Wedding Anniversary, April 28. He's manager of the El Rancho and was given a surprise party by Beldon, Carl, Maurice, Dorothy, Bonnie, Paul and some of the rest of those who are closely associated. . . . Also a belated birthday bests to the classy carrier of the cigaret tray at the El Rancho, NADINE MYERS, who did her celebrating on April 28. Why those eyes of hers haven't put her into modeling and onto magazine covers long ago I'll never be able to understand! Congratulations, Little Girl! . . . And that does it for this week, kids! I hope you're in your western riggin's the next time I see you! —JOHNNY.

Coed: "What do you think of men?"
Roommate: "The best opposite sex we've got."

—CENTRAL RAY.

Gold-digger: A girl who mines her own business.

—NAVAL AIR GOSPORT.

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—MISS. SPECTATOR.

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"I don't like to mention this, either, Doctor," said the patient, "but so did my gout."

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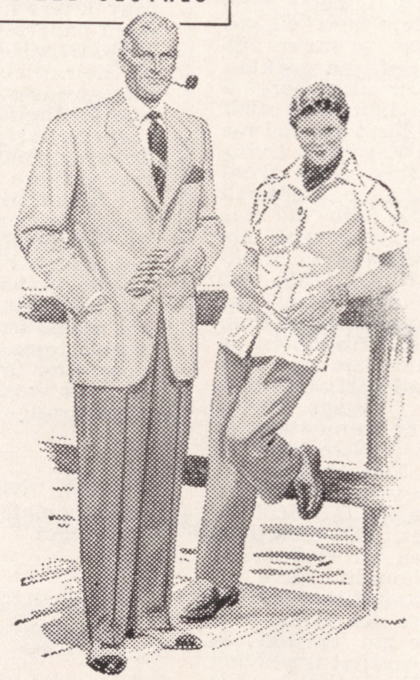

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THAT'S FOR SURE:

(Continued from Page 9)

Station KRAM, has left for a two week training course in San Diego. Truman will be prepared for an instructor's post in the Seaman's Naval Reserve program. Guess it won't be too long before Lt.-Commander Hinkle becomes a full-fledged commander.

Although LILLI FAIR has been here for one and one-half years, we just met her recently, along with her lovely daughter, SONDRA. Lilli is a dancer at the FLAMINGO HOTEL and one would never believe she is the mother of a two-year-old. Incidentally, Lilli's dad, who has been in this country a short time, is now an employe at BENNY BINION'S HORSESHOE CLUB, downtown.

It does our hearts good to know that the hilarious comedian-dancer, WILLIE SHORE, is back on the local scene, at the HOTEL LAST FRONTIER. Here is a truly versatile performer, well-skilled in his presentations.

DARVAS & JULIA, the sensational dance team that recently closed at the DESERT INN, have been signed to a 24-week contract in Paris, at $2,000 per. (Whistle!) That's quite a hike since their appearance in New York's LATIN QUARTER. But—the kids deserve every cent of it. We hope it won't be too long before they return to Las Vegas.

LEON GALLINETTI, the chef who has one of the most remarkable backgrounds in culinary art, will be the gentleman turning out those delectable dinners in the WESTERNER CLUB RESTAURANT when the dining spot is opened to the public. You will actually drool when you see the Italian-French cuisine offered you. The opening is scheduled for the near future.

Have you been into the FRONTIER CLUB since the renovation was completed? Seems a multitude of people have, and are returning time and time again. Business has certainly picked up in that bistro. Drop in and treat your eyes to the attractive features of the spot.

With only four such establishments in the United States. Las Vegas now boasts one, also. DESERT GALLERIES are now celebrating their recent opening on Highway 91. Never before could you have seen such a fantastically fabulous collection of gems (valued at millions of dollars). At the galleries, you will view some of the finest silverware, antiques, linens, etc. The slogan, "Traders in Treasures," certainly holds true. Every sale carries a guarantee with it. What more could one ask? Incidentally, the items aren't limited to millionaires. All price bracket merchandise will be available, with the guarantee accompanying each and every item. The owners of this fascinating business are: CHICK BERMAN (whose brother, DAVE, is one of the owners of the FLAMINGO HOTEL), JAY SCHWARTZ (former proprietor of the jewelry shop in the HOTEL AMBASSADOR) and L. H. LEVICH (retired furniture dealer).

Honestly, folks! We didn't know anything about it before we put these items in print. Please forgive us. We are referring to the 24th wedding anniversary of BARBARA and NICK FRAZZINI, celebrated on April 28th. Here are a couple who have shared a great deal of happiness and we're hoping they will be happier in future years. That's a mighty tall order, but we still wish for it. When Nick was in Chicago, eight months ago, he purchased a present for his lovely wife, for this special occasion. How can a man carry a diamond ring around for such a long period without presenting it, long before the anniversary date? Needless to say, Barbara was astounded with the gift and—for once—was dumb-founded. Happy, happy, people!

Must be the attractiveness of the dealers at the SANTA ANITA TURF CLUB that is drawing so many customers into that spot. There is action galore and DAVE STEARNS is feeling very happy about the whole thing. If we ever strike oil and can manage to open a gaming location, we think our "21" dealers will be the fairer sex, also. How can you miss?

Have you heard about it yet? RED CAVANAUGH, bartender at the JUNGLE CLUB, recently purchased a snazzy 1952 Cadillac for himself. Wonder what the poor bosses are doing, these days?

We still contend that RALPH WOOD and DOMENIC VELONA should enlarge their VILLA VENICE. The two gentlemen are finding it increasingly difficult to serve all of the public that enter the establishment in quest of food. Well, when the walls begin to creak and groan from the terrific pressure, we're sure something will be done.

Our sincerest wishes to JIM PAPPAS, who hopes to open his new venture to the public just about the time this issue hits the stands. His place, the HAVANA NOVELTIES CO., is on Fremont street. Mr. Pappas will feature gifts, western specialties and souvenirs. Many are the friends and acquaintances who are happy to see Jim in business again. He has been a long-time resident of Las Vegas and we're hoping he will be happy in his new establishment.

BRUNO MARK, "21" dealer at the FLAMINGO HOTEL (graveyard shift),

(Continued on Page 17)



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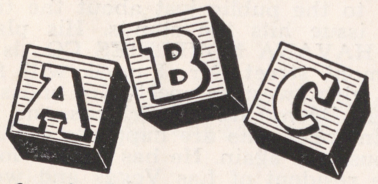

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THAT'S FOR SURE:

(Continued from page 15)

is goin' around, bustin' his buttons. Reason is his wife, Adele, is preparing to present him with an heir in September. Doesn't seem as though 13 months have passed since young ANTHONY was born. This time the Marks are hoping for a wearer of the pink.

LENNY SCHAEFER, head of the Health Club at the HOTEL EL RANCHO VEGAS, and GEORGE C. ROSEN, of the THUNDERBIRD HOTEL, left for Boston, to visit with old friends and their respective families. Upon his return, Lenny promises a surprise for all of Las Vegas. Wonder what the lad has up his sleeve?

More congratulations are in store. This time for CHICK SORENSON, the newly appointed director of publicity and public relations at the HOTEL LAST FRONTIER. EDDIE FOX was promoted to director of entertainment and promotion. We're happy to report that RUTHE DESKIN'S talents have been recognized. The gal is now advertising directress of that hotel.

Everyone is raving about the beautiful souvenir book that was printed expressly for the 16th annual VARIETY CLUBS CONVENTION, recently held here. Our compliments to WILBUR CLARK and EUGENE MURPHY, under whose direction the journal was published. THELMA and BOB LODEN certainly enhanced the edition with their unique cover design and editorial art. We just can't reach into the dictionary and find sufficient adjectives to reveal our impression of the journal. It's just terrific—that's all!

In the short three weeks she has worked as cocktail waitress at the WESTERNER CLUB, JOYCE RAMACCI has certainly added a lot of sparkle and enthusiasm to the atmosphere. The gal has a terrific sense of humor and is one of everybody's favorite persons to know.

Among all the celebrities who came to town for the Variety Convention, we were happy to spot TOMMY McDONNELL, one of the owners of Chicago's SINGAPORE RESTAURANT, and EDDIE SHANE, ex co-owner of the POLYNESIA CLUB. Tommy surprised us by revealing he is now in the literary field. Mr. McDonnell is now amusement and sports editor with the Pickwick papers. Welcome to the ink department, T. D.

JIM OTTO, former host of the HOTEL EL RANCHO VEGAS Chuck Wagon, is now in complete charge of the SILVER SLIPPER RESTAURANT. Nice going, fella! We hope you enjoy a great deal of success in your new position.

GEORGE ROSENKRANTZ, one of the owners of the HOLLYWOOD FURNITURE COMPANY (formerly CITY MERCANTILE), is preparing to open the new furniture mart some time around the 15th of May. The slogan of that establishment is "Furniture of Enduring Charm." From Mr. Rosenkrantz' information, we don't think it will be long before they have built up a good following. They plan to specialize in furniture not shown anywhere else in our town and the designs are extremely attractive.

Say, we understand that SYLVIA RUSSELL (Miss Nevada of 1952) is really involved in a serious romance. If so—we offer our sincerest wishes and hope the gal finds a great deal of happiness.

HARRY MANN, owner of the FRONTIER GUN SHOP, is actually going around kicking himself. At the same time, he's cussin' daylight saving time. Because he neglected to turn his clock ahead, last week, he lost out on the opportunity of winning the trophy in Boulder City, last week-end. Harry won seven expert medals and was well in line for the coveted trophy. But—because he lost that extra hour of competition, he was six points short of his goal. Alas! Now, poor Harry will never know if he could have done it, had he been present sixty minutes more!

One of the most conscientious crews in town are STANLEY McDONALD, casino manager of the HOTEL EL RANCHO VEGAS and his graveyard shift. Debonair NATE SCHLAEFER makes your visit to that bistro a highly pleasant one. What a remarkable bunch of nice people!

Sincere congratulations to BILLY WILLIAMS, big brass of the DESERT INN, and ARVELLA, cocktail waitress at that spot. The couple took their marital vows in front of JUDGE McNAMEE, April 28. We're sure all of their many friends join us in extending the heartiest of felicitations. Long may the Williams know many years of happiness. . . and that's for sure.

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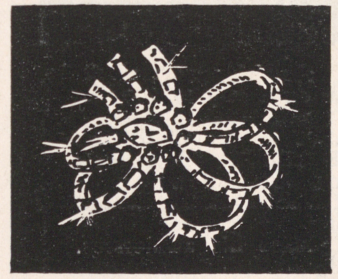

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SHOW REVIEWS by Jack Burby

Flamingo

TONY MARTIN is greater than ever! This young man is developing into one of the nation's perennial favorites. First-nighters refused to let him leave the stage. Tony is not only singing more open voice and utilizing greater breath control but he has developed a pleasing stage personality that gets him to everyone in the audience. You immediately feel a relaxation in the room when he starts to sing and the informal patter between numbers makes you feel as though he were talking to you alone. Tony will be one of the country's top entertainers for many years to come! HAL BORNE, responsible for Tony's fine arrangements, is also his conductor. Bouquets for a job well done, Hal! . . . New to our town is comedian LEON FIELDS, who has done a great deal of TV work on the west coast. His take-off on Ted Lewis is his best bit and during his act he proves himself to be quite a

(Continued on page 33)

LAST FRONTIER

May 2 to May 16
(Not a review)

Happy days have returned in the person of WILLIE SHORE, "America's Foremost Dancing Comedian." This hilarious star of the Ramona Room is full of mirth and fun. He really extends himself to please his audiences. Willie will indulge in mid-air heel-kicks and soft shoe routines and follow it up with his singing and mimicry. The lad's timing is amazing. Mr. Shore is really one of the most versatile of showpeople. You'll enjoy his lightheartedness . . . On the same bill and co-starring are the original HOOSIER HOT SHOTS, the zany musical madcaps. There's HEZZIE with the washboard and whistling; KEN on the strings; GIL with the bass, and GABE manipulating the clarinet . . . The group

(Continued on page 33)

El Rancho Vega

April 16 through May 13

JOE E. LEWIS, one of the most l loved performers to walk into the sp light, stars in the Opera House-Thea Restaurant. Here's one comedian wh appearance would make anyone wa miles, just to listen to his whimsic lovable humor. Mr. Lewis rates el in the talent department and his m terial draws raves from critics a night club attendees, alike. His sta presence is completely relaxed and fi ed with a warmth that embraces ever one. Joe E. Lewis strives to plea everyone and does so successfully, e dearing himself to all within earsh Here is a champion whose humor w forever shine in the annals of sh business . . . AUSTIN MACK does commendable job, accompanying a assisting Mr. Lewis on the piano . On the same bill is the adorable KIT KALLEN. This delightful songstre has a wonderful repertoire of songs th includes favorites of all. Miss Kall not only presents current favorites her inimitable style, but also encha her listeners with some clever, sp cially-written numbers. The lovely K ty is a wonderful showman and c raptures her audience during her enti appearance . . . The EL RANCH DANCERS introduce two novel ro

(Continued on Page 29)

Wilbur Clark's DESERT IN

April 29 through May 2

THE COPA CITY REVUE opened the Painted Desert Room last Tuesd night before one of the noisest au ences we've heard in a long time. St ring in the revue is a young man w more drive than any comedian to p this town in some time. JACK CA TER, billed as "America's Brightest Star," also does a good bit of bright ing on a night club stage. Jack play this room about a year ago but cor

(Continued on Page 29)

Thunderbird

April 24 through May 4

This may be the first night club ap- earance for ROBERT Q. LEWIS but r the time that he has been here he s proved beyond all doubt that he uld well and easily become one e top entertainers of the day in this ld. His speaking voice is easy listen- g; singing voice is good and his tim- g while extolling bits of humor is cellent. We hand a bouquet to Rob- t Q. for all that he has done during e Variety Clubs convention. This man as on the go during the entire time was here. We'd like to meet more en like Bob in our business. . . The abulous Fingers" of IRVING FIELDS ve come into the Navajo Room once gain with HENRY on the bass and IKE on the drums. And, once again, ey are stopping every show with their lean musical interpretations. By lean" we mean flawless in execution! ach man is truly an artist and they put enty of life into every number they o. You'll like them, too!! . . . IRENE ANNING is appearing for the first me in our town and is new to the ight club business, although star of any stage, screen and television pro- uctions. Miss Manning has selected e proper material for her most beau- ful soprano voice and we feel certain at you will enjoy her work. . . WAL-

(Continued on Page 29)

CLUB BINGO

Show presented April 28

CAB CALLOWAY and his orchestra ave invaded the BONANZA ROOM nd patrons are flocking to that spot o hear the master of Hi-De-Ho. Mr. alloway stirs up quite a bit of nostal- ia with his selection of favorites. Many re the memories that will return to ou when you hear him render such umbers as "Old Black Magic," "St. ames Infirmary" and his classical Hi- e-Ho . . . Wait until you hear the jam essions that materialize while Mr. Cal- loway is in the spotlight. Man! They are **realllllll** gone! The talented Cab is quite expert in setting feet to tapping and shoulders to rocking. While you watch him, you're ready to believe that music literally runs through his veins. The fellow is a master of rhythm. . . . Featured on the bill is a fellow whose feet are mostly comprised of skillful grace. He is STUFFY BRYANT, one of the finest exponents of tap-dancing. Stuffy presents some of the trickiest steps ever witnessed on any stage. You'll be amazed at the feats he performs and the intricacy of his routines . . . MIKE WERNER and his "Big-Little Band" take over the podium to present some mighty fine music for patron dansapation.

SILVER SLIPPER SALOON

Show presented April 25

Currently starring in this bistro are the FOUR KNIGHTS, favorites of all who enjoy music. Without exaggeration, these wonderful showmen turn out some of the smoothest harmony this side of the heavenly blue. You may have heard them on records, but you can't fully appreciate their vocalizing until you have seen and heard them in person. When you listen to the Four Knights, you're listening to the finest of song. . . JIMMY VEY is currently bringing a lot of entertainment to the patrons. He is a versatile young man. Mr. Vey turns out some intriguing tap dancing routines and scintillating xylophone rhythms. He is equally adept at performing these individually or simultaneously. Quite an accomplishment. . . Rounding out the bill is a young lady who is inspiring a great deal of applause. She is the lovely JOANNE BARTON. This damsel is really amazing. She is an expert puppeteer and delights onlookers with her dancing and singing. The gal is well qualified to entertain any and all audiences. . . JIMMY CAVANAUGH is your host and does a fine job, handling the emcee chores.



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HOLLYWOOD HAPPENINGS ... by MARTIN LEWIS

IT happened when Paramount producer Nat Holt arrived at the Encino Theater in a Los Angeles suburb for a sneak preview of his action-packed railroad epic, "The Denver & Rio Grande." "During the picture I want you to be sure to notice Paul Sawtell's terrific musical score," Holt told theatre-manager Jules Seder.

"Notice it!" snorted an indignant Seder. "I've played it. I played the first bassoon when the Paramount Studio orchestra recorded it."

STAR OF TOMORROW

Latest movie moppet to win the applause and approval of the Hollywood preview set is Lee Aacker, talented 7-year-old who has the juvenile lead in the forthcoming suspense drama, "The Atomic City."

Unlike typical "kid parts," young Aacker's role in the film calls for dramatic ability and stamina rather than the saccharin-sweet histrionics usually demanded of promising movie moppets. Entire story of "The Atomic City" revolves around the youngster—that is, the kidnapping, search and subsequent recovery of the offspring of an eminent nuclear physicist.

Although a comparative newcomer to the film studios, Lee has appeared in four pictures, including the current HELEN HAYES starrer, "My Son John."

DOTS AND DATA . . .

The bulbous nose which JAMES STEWART sports in his role of Buttons, the Clown, in Cecil B. DeMille's exciting epic, "The Greatest Show on Earth," really isn't a nose at all. Clever make-up men camouflaged the actor's real nose by gluing a pink ping-pong ball onto the end of it—and presto! The lean and lanky STEWART was ready to cavort with a fabulous but fake proboscis.

EXIT: BROTHERLY LOVE

The chap who has more sisters in Hollywood than any other actor—that's professionally speaking, of course—has finally bid adieu to brotherly love.

"And it's about time," says ARTHUR KENNEDY, the fellow in question. "I was beginning to suspect that I was doomed to play brother roles for the rest of my career."

Just for the record, KENNEDY has portrayed "brother" to some of the screen's top stars. He was JANE WYMAN'S brother in "Bad Men of Missouri" and "The Glass Menagerie," DONNA REED'S brother in "Chicago Deadline," and blood brother to OLIVIA DE HAVILLAND and IDA LUPINO in "Devotion." Don't get the idea that ARTHUR is complaining about his roles. He's not. He realizes even a brotherly relationship with the afore-mentioned beauties has its advantages.



"I admit it was nice playing opposite the girls, even if I was a 'next-of-kin'," remarks the star. "But it was getting monotonous. I may not be a GABLE or a PECK, but I'm not allergic to playing hot love scenes with a beautiful damsel."

Now, thanks to producer Wal Wallis, brotherly pecks are a thing of the past for ARTHUR KENNEDY. Recently, Wallis signed the popular actor for the choice role of sultry LIZ SCOTT'S fiance in the exciting outdoor drama, "Red Mountain," a role which not only marks one of KENNEDY'S most important screen assignments to date, but his first really romantic part as well.

"Sure, LIZ eventually winds up in ALAN LADD'S arms," admits the player. "But it's a step in the right direction. At least I get to treat her as a desirable gal and not just a member of the family. She's my girl through three-fourths of 'Red Mountain,' which is better than my usual fate. Actually, playing a lover for the first time presented its problems. For one thing, I was afraid I'd slip and call LIZ 'sis' in the middle of a clinch."

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This Saturday, May 3, is my last night as owner of this very popular nite spot.

On Sunday night, May 4, DICK SHERIDAN and JIMMY BLAKE, whom most of you know, take over as the new operators of this club.

Thanks, again -- good luck, Dick and Jimmy!

Sincerely,

JACK DENISON

P. S.: CREDITORS, PLEASE TAKE NOTICE . . . I'M NOT LEAVING TOWN!





Well Hell-o-o-o!!!

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at the

HOTEL LAST FRONTIER

C'mon over and let's

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WILLIE SHORE

– NOW IN THE RAMONA ROOM –



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TO

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THUNDERBIRD HOTEL

for a most wonderful engagement

ROBERT Q. LEWIS

A St. Louis haberdasher arranged a window display of shirts and ties in bright and wildly clashing colors. In the midst of it was placed a large placard with the simple injunction: "Listen!"

—LINCOLN U. CLARION.

"Daddy, don't the witches make their brew any more?"

"Sure. Only now they call it coffee."

—CALIFORNIA PELICAN.

"Is your bloodhound exceptional?"

"He's astounding! On our last case he tracked down the culprit in Utah and then traced a pint of blood the crook had donated to the sergeant who received it in Kentucky."

—WOOD WIND.

Coed: "I've been out with lots of Auburn men, but I haven't kissed one yet."

Her Roommate: "Which one is that?"

—AUBURN PLAINSMAN.

"Is the clock running, Johnnie?"

"No, ma'am; it's just standing still wagging its tail."

—BONA VENTURE.

"There I was," said Grandpa, "the last man of the regiment. Ten thousand redskins had me surrounded. Slowly they moved in with 10,000 arrows pointed at my heart."

"What happened then?" asked his audience.

"The only thing that could have happened—I joined the Indians."

—EASTERN KENTUCKY PROGRESS.

DESERT INN:

(Continued from Page 20)

in this time with a complete new kit of material that is very refreshing. His characterizations of present day stars and prominent personalities are done way above par. . . Appearing with Jack on this bill is "The Latin Bombshell," BETTY REILLY, who looks like her last name sounds and sounds like her billing reads. That is, until she sits on the piano with special lighting and plays her guitar as she sings. . . an attractive picture. Betty is assisted at the piano by BILL RUSSELL. . . LES DIAGORAS are AMAZING!! These two young men do some head to head and hand to hand — ONE Hand — balancing that you won't believe until you have seen it. They stopped the show cold opening night and, unless I miss my guess, will continue to do so. In split seconds they attain attitudes of balance that are seemingly impossible. Not only do they strike these balances, but proceed to do a routine of gimmicks while in such a position. Very good!! . . . The COPA LOVELIES are experiencing the feeling of "dancing on a dime," having learned and performed their numbers on a floor more than three times the size of the one at the Desert Inn. By the time you read this they should have become accustomed to the limited space and so have been able to smooth out their work to perfection. Four of the "sun-kissed dancing darlings" turned out to be four young men who, along with the eight girls, make a nice balance for many routines. Featured is LEE LINDSAY who also acts as emcee and does the vocals in the production numbers. . . Once again we proffer multiple plaudits to CARLTON HAYES and his wonderful ORCHESTRA who cut the show to perfection. . . at the Lady Luck Bar you will find the music of THE RIST BROS. and DANNY CASSELLA & ORCH. . .

—JOHNNY

EL RANCHO VEGAS:

(Continued from Page 20)

tines, garbed in outstanding costumes. Featured in the production numbers are JOY WALKER and JERRY PEDERSON . . . TED FIO RIO and his accomplished aggregation of musicians do a magnificent job with the musical background and dance rhythms . . . 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 ayem.

THUNDERBIRD:

(Continued from page 21)

TER LONG is the young man with the flashing feet who does his dancing with a smoothness that we especially admire. The intracacies of the steps he does are many, and involve hard work, but he completes them very smoothly. . . THE KATHRYN DUFFY DANSATIONS present three new productions in this show opening with a "Salute to Show Business." Their next is the "Sweetheart Waltz," which features the voices of Miss Manning and Johnny O'Brien, with the ballet interpreting done by Miss CHRISTINA CARSON. Lastly is the "Pony Ballet," with Christina and Walter Long. JOHNNY O'BRIEN is your emcee and the music is by AL JAHNS & ORCH., THE JACK MARTIN MEN and THE NORMANDIE BOYS. . .

—JOHNNY

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TO
VARIETY CLUBS INTERNATIONAL
AND
A hearty "Hello!"
TO THE
SHRINERS
FROM

JOANNE BARTON

AND MY THANKS TO THE
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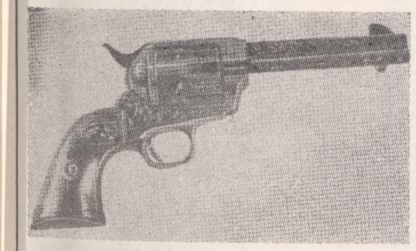

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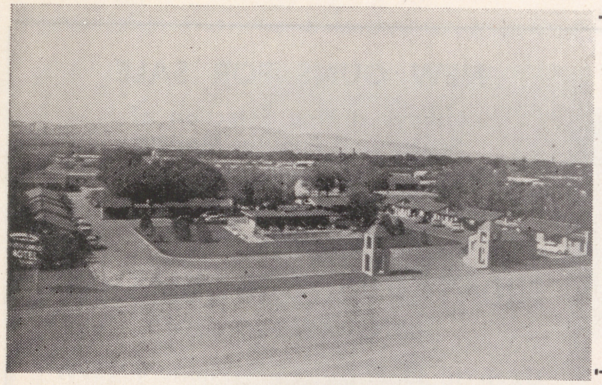

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POP SQUIRES:

(Continued from page 5)

make them useful and happy people, with places of their own in the world.

The Las Vegas school is only one of many which Variety International sponsors in many countries. But we of Las Vegas should be grateful to those fine people who think so much of our children. It took this 16th annual convention to teach us that some of the most useful and serious work of life is the result of smiles in the world of entertainment.

For many years I have been a Noble of the Order of the Mystic Shrine and I really ought to know more about their work than I do of Variety. In 1920 the Shriners began their work of building hospitals for crippled children. They wanted to do something that would live, not just through time, but for eternity as well.

At their convention of 1920, held in Portland, Oregon, the then Imperial Potentate, W. Freeland Kendrick (who also was mayor of Philadelphia) recommended that the Shrine begin a work in the interest of helpless, crippled children.

Since then the Shriners have built 16 great hospitals throughout the length and breadth of North America. During the present year they have dedicated a new 40-bed unit at Winnipeg, Manitoba, and have work under way on a new 60-bed unit in Los Angeles. A new 50-bed unit was dedicated in Salt Lake City recently.

Through these hospitals the Shriners have opened wide their arms of love to more than 200,000 crippled children without money or price, and without regard to race, color or faith. Every helplessly crippled child knows there is hope so long as there is space for him in a Shriner hospital.

The work has steadily grown until it has become the world's greatest philanthropy. In the 16 hospitals in operation they are maintaining approximately 875 beds, at an average cost of $7 per patient per day, which means that it costs more than $2,350,000 a year just to maintain the Shrine hospitals. This is only part of the expense of maintaining the great work.

But that great expenditure is well justified when we consider that, of the 200,000 children hospitalized and given the very best of treatment and surgery the world affords, more than 150,000 have been cured or greatly benefited. Neither money nor heartbreaking effort will cure them all. We wish they would.

It is interesting to note that in some of the Shrine hospitals they have established shops and manufacture the braces for the helpless legs of their patients. I should have mentioned the fact that last year more than 21,000 children were treated in the Shrine clinics, entirely separate from the bed hospitals. And it is interesting to note that more than 100 "graduates" of the Shrine hospitals served in World War II.

Today at 11 a.m., come down to Fremont street and see the gorgeous parade. And don't imagine that because you don't understand it all there is nothing to it. Every one of the Shrine organizations has its own special heart-warming project.

So we in Las Vegas are happy to greet you, Variety and Shrine. The world is better, much better, for the work you are doing!

FLAMINGO:

(Continued from Page 20)

tumbler . . . especially the prat-fall in his entrance . . . Opening with this show are the new and delightful FLAMINGO STARLETS under the direction of MORO-LANDIS PRODUCTIONS. They do two numbers, one of which is a special for the Variety Heart Club Convention and the other consisting of an abundance of precision taps. Both good! . . . Acting as emcee and singing the production numbers is STEWART ROSE, also a newcomer to our town. . . . The current show marks the fourth return to the Flamingo Room of MATTY MALNECK and his ORCHESTRA. They not only play for your dancing pleasures but cut a good show . . . In the Mural Room is BOBBY PAGE and his MUSICAL PAGES. A great little combo!

LAST FRONTIER:

(Continued from Page 20)

specializes in routines of novelty music and have scored successes in movies, radio and stage appearances. For many years, they starred with the National Barn Dance, Columbia Pictures and Decca Recordings. All in all—here's fun! . . . THE DEVLYN GIRLS present two romantic routines. The "Go to Sleep" number should hold your interest. Featured with the lovelies is GIL JOHNSON . . . BOB MILLAR and his ORK provide a fine musical background and supply the patrons with mighty fine dance rhythms . . . For your relaxing pleasure, listen to the THREE MAJORS in the Gay '90 Room and the STAR KINGS in the Carrillo Room.



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MILTON PRELL, General Manager