ack Bortz

August 2, 1952

Fabulous LAS VEGAS Magazine



Photo By Nevada Studios

OCKTAILS
ANYONE?"

Story on Page 9)

5c

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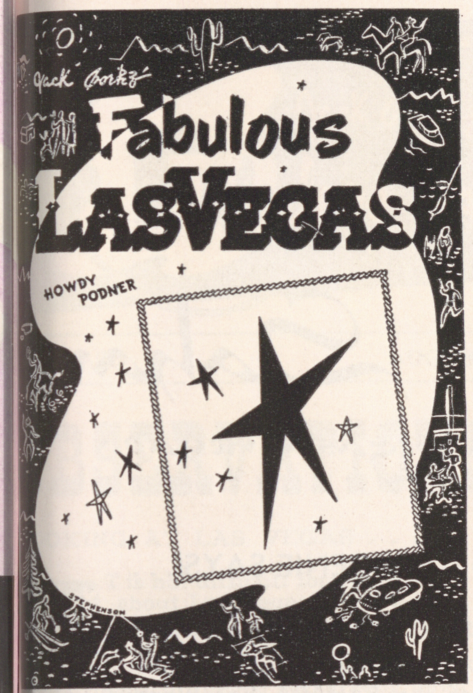
Extra Late Show Saturday Night—1:15 A. M.

HOTEL

EL RANCHO VEGAS

"Stop at the sign of the windmill"





PUBLISHED WEEKLY VOL. 4, NO. 17

OBSERVATIONS, By POP SQUIRES
"THAT'S FOR SURE," By JACK CORTEZ
REVIEWS OF CAFE SHOWS, By JACK CORTEZ
RANDOM THOUGHTS, By B. B. BARTON
THE WATCHBIRD, By LADY MICHAEL
WHAT'S DOIN'?, By JOHNNY UHLMAN
MEXICO, by LEE and GARY PICKARD
GREETINGS FROM N. Y. C. by ETTA CORTEZ
GOURMET, by DOMENIC
ART DEPARTMENT, Dennis Stephenson

RENO REPRESENTATIVE
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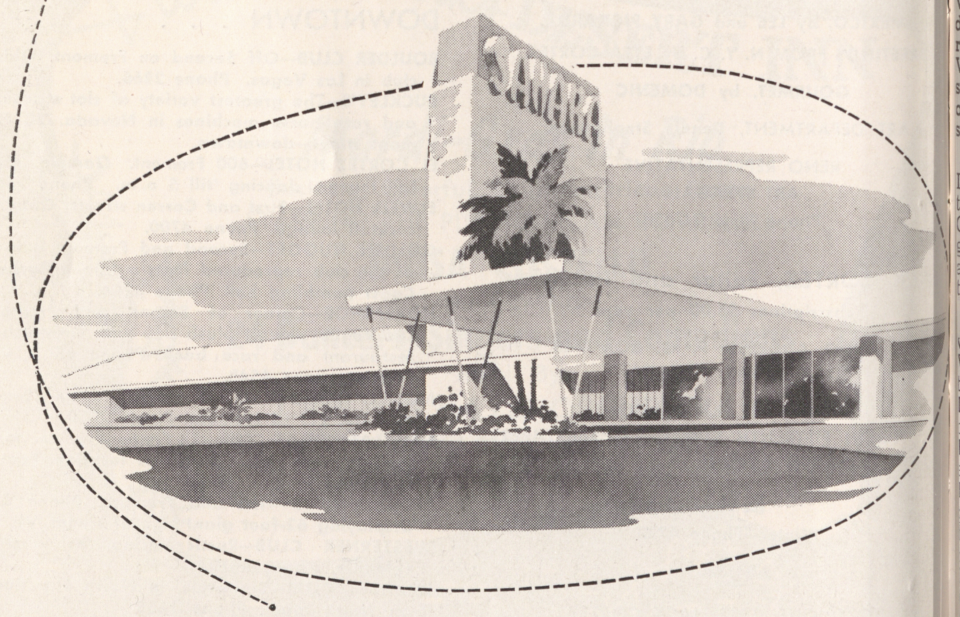
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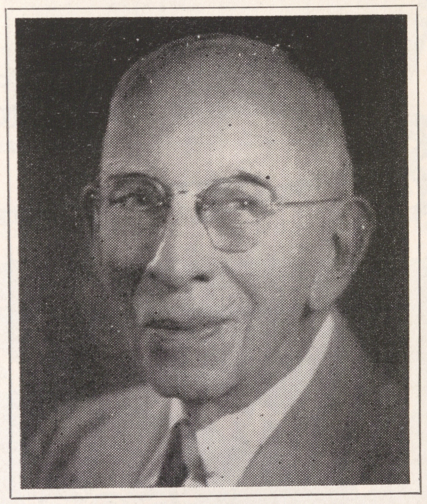
Fabulous LAS VEGAS

STEPHENSON

VOLUME 4 AUGUST 2, 1952 NUMBER 17

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

LOOKING AT LAS VEGAS . . .



IT is not difficult for me to write about Las Vegas. I have been doing that for nearly half a century, sometimes with some small compunctions, fearing that I might influence some poor devil to unwisely invest his money here. In the summer of 1905 or 1906, I wrote quite a story about the Las Vegas of the future, which was published in the "Arrowhead Magazine," publicity organ of the San Pedro, Los Angeles & Salt Lake Railroad (now Union Pacific.) A few of us had convinced ourselves that artesian water sufficient for the irrigation of thousands of acres of Las Vegas Valley land was to be had for the drilling. So in that article for The Arrowhead, I pictured the future of Las Vegas Valley with vast areas of luscious green alfalfa; thousands of acres of peach orchards, vegetable crops, etc., surrounding our city.

It was a good story, if I do say so, and I had no qualms, because I had seen the great Imperial Valley of Southern California developing into one of the greatest productive areas in America, and I was sure Las Vegas would do the same.

Many people tackled farming in this valley. Alfalfa made beautiful crops. Vegetable gardens made nice little fortunes for some of our early gardeners. During the years about 1912 to 1920, our horticultural friend from Ogden, E. G. McGriff, developed his ranch eight miles south of town (now the Roy Rogers ranch) and had 65 acres of peach orchard, producing very choice fruit which found a ready market at high prices in the hotels of Chicago and New York. Those peaches were the very finest I have ever seen in size, color and flavor. We really thought we had "the world by the tail with a down-hill pull."

But something was the matter! Cheap labor, such as the Mexican hordes just across the line from Imperial Valley, would not be had in Las Vegas Valley. After a most gallant struggle against poor transportation, poor, expensive and inefficient labor, lack of proper drainage, concentration of alkali as the after-effects of irrigation, etc., wore our orchardists and farmers down. The last time I saw the McGriff ranch there were only a few gnarled old peach trees alive. Our friend McGriff made a noble, well-directed effort to establish fruit growing as a major industry in Vegas Valley and gave his life in the effort to make good.

Along about 1920, Charles S. Sprague and Monroe Brown, prominent citizens of Goldfield, almost stranded by the

(Continued on Page 33)

SILVER SLIPPER SALOON

All New — 2nd Edition

"Silver Slipper Gaieties"

STARRING
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KALANTAN
All Star Cast of 20

SHOW TIMES
9:00-11:00 p. m.—1:00-2:30 a. m.

SILVER SLIPPER RESTAURANT

All New — 2nd Edition

"Silver Slipper Gaieties"

STARRING
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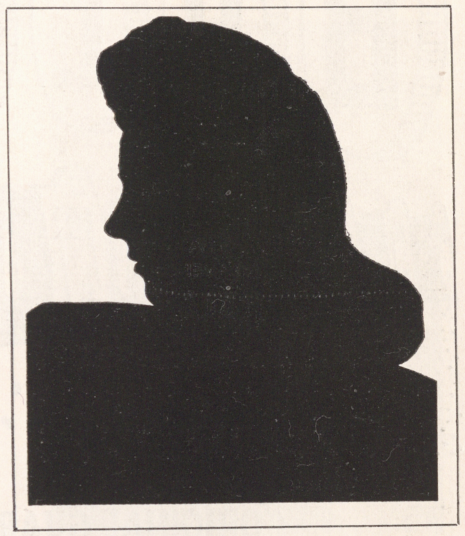
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RANDOM THOUGHTS

. . . By B. B. BARTON



A LETTER to a young girl, soon to be wed:

In just another week, you shall be man and wife. After hearing much about the unhappiness that flows in the river of matrimony, it might be wise for both of you to enter some serious discussion before meeting at the altar. Too many engaged couples often pledge everlasting happiness in passionate vows. It might be sounder for your union if you just took a day away from each other and devoted it to jotting down the so-called trivialities that are all-important in your respective lives . . .

When you say you hope your love will last through all eternity, don't believe it will always be a consuming fire that permits room for nothing else. Once a person has tested of true love, he realizes there is more consistency in it than spurts of overpowering emotion . . .

My most fervent desire is that the initial love you now realize will grow into something that will endure all trials and differences. Prayer and cooperation will knit your lives closely together. Even though illness or business may separate you at times, try to fill those gaps with ways in which to create greater happiness . . .

Throughout one's lifetime, contact is made with many who feel life is nothing but a comedy. Don't forget that reigning gentleness and consideration for others contribute greatly to contentment and satisfaction. There is no reason for you to be ashamed of your sincere devotion. It's heart-rending to see lovers joking about their affection, simply because "it's the modern thing to do." Does civilization actually believe it wrong to openly acknowledge one's love? You are no longer classified as children, playing "spin the bottle" or some such adolescent game. . .

There are so many things you will learn from one another. Marriage will find you rather withdrawn at times for you will be discovering how to readjust yourselves to life with a member of the opposite sex. When women share apartments, they perform certain duties. The moment a woman becomes a wife, she tackles all responsibilities of the house and must realize that the man of the house is quite different from a room-mate. Don't tease your husband into helping with the dishes unless he actually wants to. Patience will have to accompany you on the road that leads to trousers thrown on the backs of chairs and worn socks, discarded in various corners. Patience will also have to be in your husband's corner, as he waits for you to develop from an amateur to a skilled chef. May he try to alleviate the tension of that period by refraining from cutting remarks about what a good cook Al's wife is or how adroitly the chef used to toss his favorite salad at his favorite restaurant. . .

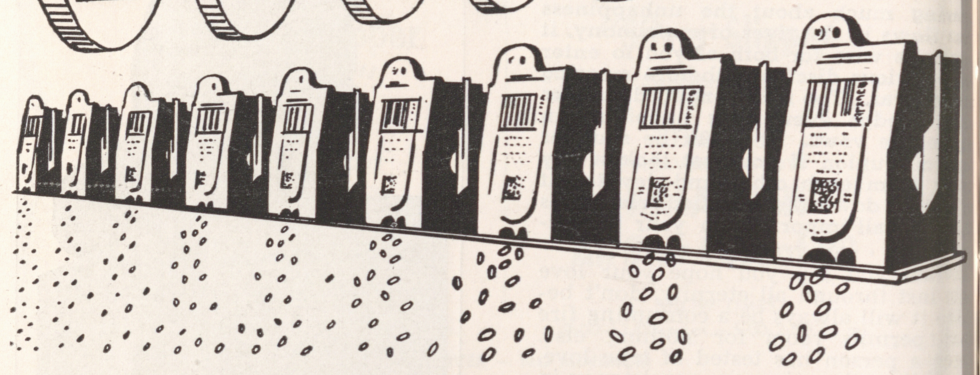
Re-arranging your habits to fit your current financial standing may seem difficult at first. But, if you're willing to work at it, you'll succeed. You are both young and your husband's ability will bring advancement and promotion. Just remember his progress in the office will be indirectly controlled by the happiness and comfort you provide at home. Few men will readily admit to that fact but it's as true as the grass is green. . .

When you have that first child you've

(Continued on page 31)

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COOLED BY REFRIGERATION

THAT'S FOR SURE . . .

by JACK CORTEZ



OUR Cover Girl for this week is beautiful Phyllis Adair, cocktail waitress at Hotel El Rancho Vegas. She came to our town a year and a half ago from San Francisco for a two week vavation and, like so many of us, decided to remain. She chose Las Vegas for that much anticipated "two weeks off with pay," when working as a cocktail waitress in Al Williams' Papagaya Room in San Francisco's Fairmont Hotel. While serving the patrons she couldn't help but overhear a great many of them rave about our sensational hotels, the stupendous entertainment they offered, swimming, horseback riding, fishing, water skiing and naturally the gaming for those who cared to indulge. At this point Las Vegas became a "must visit" with the gal—and when her "two weeks of holiday" rolled around, our heroine planed to Nevada and our fabulous town. The very next day Phyllis wired "Boss Man" Williams, resigned from her job, and stated: "She resolved to remain and make Las Vegas her home. . . ."

Lovely Phyllis works the graveyard shift in the El Rancho Casino, and is like a breath of spring during the long night hours. Her fresh beauty, charming manner and ever friendly smile makes drinking an added pleasure when Phyllis asks:— "Cocktails—anyone?" Despite her many attributes, our blonderful "Hebe" is not married—nor even engaged—and as far as we could find out, there is no steady beau, to which we add:—The bachelors in our town must be "blinded" by her beauty —and that's for sure.

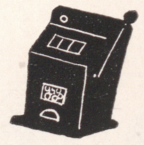
QUESTION OF THE WEEK: Why is it that BENNY BINION, who is known throughout the country as one of the finest and most upstanding men of integrity in the business world, who pays literally thousands upon thousands of dollars in taxes and has **never** owed any man five cents, can be accused of the ridiculous and humiliating charge of tax evasion? Mr. Binion is perfectly willing to face said charges and pay off the costs of such, and has thrown himself upon the mercy of the courts here in Nevada. But the issues are being stretched and distorted to get him back to the confines of Texas so he can be held there by politically ambitious figures who desire a scapegoat to enhance their own careers. In our opinion it is deplorable to malign so upstanding a citizen and drag him and his family through the mire of petty politics.

We take great pride in welcoming ART STEAGALL to the staff of Fabulous Las Vegas Magazine as our **"Reno Beat"** columnist. Besides writing of all the happenings around our northern counterpart, Art is the manager for the BEATRICE KAY Guest Ranch. He is well known among people in show business. Mr. Steagall was boss-man of the famous Chicago Theatre for many years, where all the top acts in the country have played at one time or other. He decided to move to Reno last year because the climate is more ideal for his wife and children. When Beatrice and Sylvan Green heard about their old friend being in Reno they were only too happy to gain his services.

One of the greatest shows to appear in a nitery will be presented by JAKE KOZLOFF, enterprising General Manager of the Hotel Last Frontier. Sometime this fall the "Diamond Jim Brady Revue" will make its nightclub debut in the Ramona Room, and will star EDWARD ARNOLD, of stage, screen and radio fame. This promises to be one of the highlights of the entertainment field, and is another feather in the cap of the far-seeing Mr. Kozloff.

ARCHIE "MATE" LOVELAND, handsome press agent for the Hotel El Rancho Vegas, has been promoted to acting manager of the Hotel while VIRGIL MURPHY and his wife are back East on their vacation. We can only add that Archie is loved and respected by all who know him, and Mr. Murphy

(Continued on page 25)



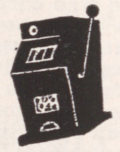

WHERE PITCHIN'S BEST ! !

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— DOWNTOWN —






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BEATRICE KAY GUEST RANCH

RENO, NEVADA

ART STEAGALL, Ranch Manager

WHAT'S DOIN'?

. . . with JOHNNY UHLMAN



WON'T you be glad when all this mystery about the "sailin' saucers" is all cleared up and explained to the satisfaction of all? But I'll be willin' to bet that you and I won't be nearly half as glad as all those human fellow beings among us who have SEEN the darned things during the past few years, only to be told by "higher-ups" that they were screwballs and crackpots and that they hadn't really seen anything at all. I'm packin' around a couple of pretty good eyeballs and probably you are too, and I know that if I saw something of a phenomena, and so did the guy standing next to me, I wouldn't feel at all kindly toward any jasper shaking his wordly noggin at me and sayin', "Nothin'!!" All my life I've maintained that there is nothing impossible in this modern day of miracles, so when someone advances the idea that these saucers are coming from another planet, I say, "Why not?" Besides, we've been seeing these things around the country for about five years, I suppose, and I can't see how in the world they could be taking off and landing them anywhere on this planet without some big-mouth seeing it happen and blabbing to the whole world about it. Another thing; our scientists are beginning to get pretty serious about trying to make a trip to the moon with our rapidly advancing knowledge of rocket ships, so what's to prevent one of the other planets from being a few thousand years more advanced than we, and have overcome the problem of accomplishing the feat. Just don't ever sell "Buck Rogers" short . . . boy!!

This week-end marked the opening of a new shop on the Strip where you females who fancy smart wear and really "original" originals, in casual and "after five" wear, can go in and find them so plentiful you can wade around in them "up to here"!! This is the shop of BONNIE BEST of Beverly Hills who opened her doors in the Town and Country Shops located on Hiway 91 just south of the Desert Inn. Believe me when I say that I've seen a lot of interesting glad rags in my constant cruising of the streets and the Strip, but Bonnie showed me a few things the other day while she and I were talking that were a bit different than anything I'd ever seen. Here's another thing that impressed me; while I was there Bonnie opened up some newly arrived beaded and be-jeweled cashmere sweaters, and with each and every one that she opened she would "oh" and "ah" over it as though she had just opened an unexpected Christmas gift from a wealthy friend. I dropped in a few "oh-ah's" myself 'cause never have I seen such beautiful and distinctive work as was on those soft and feminine cashmeres. What I'm trying to get at is this: Bonnie is a designer herself and takes a great pride in and admires anything that has originality. I'd not hesitate a moment to recommend BONNIE BEST to any of my friends . . . I hopped out to RAILROAD PASS CASINO for dinner last Saturday evening. ("Hopped" out?. I couldn't hop from here to the bathroom!) I DROVE out in Lavender Lou, and quite pleasantly, too! Had a nice chat with PHLETE MARTIN and then a fine Chinese dinner by JIMMY JEW, who is the sole operator of the dining room now. He really whomped me up a fine mess of pork chow mein, too! The gal across the table from me had a delicious steak sandwich. That would be Miss MIDGE MINER, currently dancing at the Silver Slipper, and called "Midge" because she is hardly any larger than a cake of Cashmere Bouquet (guest size). Anyway, we drove out there, had our dinner and drove back in less than an hour and a half. A delightful diversion!! . . . The current show of MARGARET WHITING & THE WIERE BROS. is doing a terrific job at the Last Frontier and there is a young man on that show who

(Continued on page 21)

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THE WATCHBIRD

. . . by LADY MICHAEL
(Michael Neale)

THE SUBJECT "WEATHER" is the last resort in conversation, but the exception to this is that not in our three years of residence here have we noted any as unusual as our present little "spells." Last week we had our convertible-heap washed and now believe that started the whole thing—naturally it rained the next day, well—it couldn't make up its mind, that is. It shpritzed a little, then the dust blew about and settled on the shiny polished green, grinding in and settling well into the upholstery. At the time of this writing (Monday) we glanced out the window and thought we were back in old Blighty and its pea-soup fogs—the dust completely obscured the mountains, the sky was an angry grey with ominous lightning flashes, and the humidity—oiy—our carpenter worked for two days planing down our warped doors. While they were off their hinges, the absence of them was a large invitation for every bug in the vicinity to come in and browse. Brother—you think you've got troubles? So with fly-swatter in hand—we cuss as we merrily hit the keys . . .

THE RIGHT LIGHT ON THE SUBJECT: JANE KEAN is **not** engaged to anyone—**especially** MICKEY ROONEY. The only clothes she's been buying these days are with an eye to pleasing herself and her fans and is **not** a trousseau as some columnists would have you believe. . . BETTY and JANE will do a musical comedy on Broadway this fall entitled "Saddle and Go," which is a take-off on "Oklahoma" with a backdrop of Cheyenne, Wyoming. The Kean Sisters are also practically set for the musical version of "My Sister Eileen."

DORETTA MORROW is off to New York and what **she** terms a vacation—finishing refurbishing her apartment, plus radio and t. v. stints, plus housebreaking her new poodle whose acquisition was inspired by our own little "Apple"—this is a vacation? . . .

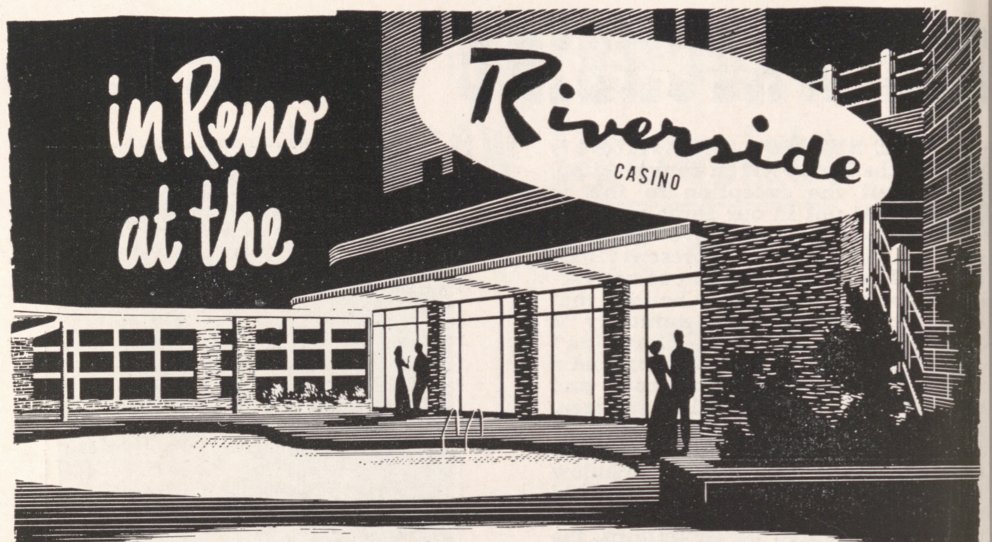
STEREOPTICON NOTES: Instead of appearing before one—JOHN AGAR will be the **judge** of the annual beauty contest at Pop's Willow Lake in San Fernando Valley. . . SAM (S. P. EAGLE) SPEIGEL, who produced "African Queen" and remembers the "old Vienna," has just conferred with ROBERTO ROSSELINI on making a film with INGRID. . . TONY CURTIS asked his studio to let BOBBY SCHWARTZ play Tony as a kid in "Houdini"— because they look so much alike. And why shouldn't they? Bobby



is Tony's kid brother. . . DICK HAYMES is set for a four week concert tour in England in October, but in view of his upcoming t. v. series, Dick has inserted a 29-day cancellation clause in his contract. . . M. G. M. has just signed voluptuous DENISE DARCEL to do "Dangerous When Wet"—an apt sequel could be, "Soft Shoulders and Dangerous Curves"—at least true when last scene. . . ARTIE AUERBACH (Mr. Kitzel of the Jack Benny show) continues his new nitery career which made its debut in Las Vegas, by opening at the Lake Club in Springfield, Ill. August 8th. . . PETER LIND HAYES and MARY HEALY left for a Swiss vacation after their arduous Palladium stint. . . JODY HUTCHINSON'S role in "Seminole" wasn't a long one—but the laughs around the set were. Jody's antics had everyone in high humor. . . MARION and FRANCIS LEDERER are temporarily reconciled, and are visiting her ailing mother in Canada. . . MARILYN MONROE returned to Hollywood wearing JOE DIMAGGIO'S big, pearl solitaire ring, but not on her engagement finger. No date has been set for the wedding yet, but she promised her studio she'd at least tell them where and when. . .

LOHENGRIN AND LACE: CAROL LEE CONIGLIO, seventeen year old daughter of LOUIGI (Charcoal Broiler-Hiway 91) eloped to Tijuana, Mexico, May 30th with JAMES SLISE. The young couple recently remarried in Kingman, Arizona, as they felt that a

(Continued on Page 27)



JULY 17 THRU AUGUST 6

OLSEN and JOHNSON

BILL CLIFFORD & HIS ORCH.

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RENO BEAT . . .

by ART STEAGALL

HOWDY, PODNER! Happy to be in your country and happy to be bringing you a little of this-a and that-a via THE RENO BEAT each week: Let's get acquainted. I'm ART STEAGALL. I hail from CHICAGO, and I'm here to manage THE BEATRICE KAY GUEST RANCH—and believe me it's mighty nice to meet you.

AGVA: CARL RAVAZZA bids farewell to his ranch and heads out on tour with THE SHAMROCK in HOUSTON his first stop, then all points east . . . LOU WALTERS planed out for N.Y., after seeing his CASINO de PARIS off to a flying start . . . MARTHA RAYE will open his N.Y. LATIN QUARTER. . . . THE THREE SUNS in town prior to their opening at SAHATIS . . . they will soon be pleasing crowds in the SKYROOM of the HOTEL MAPES . . . last week was welcome home week in two of the hotel rooms . . . BILL CLIFFORD and his great music returned to the RIVERSIDE in time to join the MIRTHQUAKE caused by OLSEN & JOHNSON . . . BILL and the band have been in CHICAGO doing a very successful job for my friend BILL KARZAS at his famed ARAGON BALLROOM on the north side of the WINDY CITY . . . The GORGEOUS SKYLETTES returned to the MAPES after being away a too long two weeks, to add to the very entertaining show headed by BEN BLUE & CO., and THE SPORTSMEN . . . FRAN MOREFIELD, looking better than ever (and that's somethin') flew in to join the SKYLETTES . . . claims there is nothing like an early morning MALTED to keep your beauty and pep . . . HERB KESSLER, who has the FOUR ACES up on top, is sorry to say goodbye to RENO. . . . his boys have been very good heading the show at the GOLDEN the past two weeks in their first, but I'm sure not their last, NEVADA booking . . . BEATRICE KAY and her hubby SYLVAN GREEN, stopped off at their ranch on PECKHAM LANE for a few days' rest, after a very successful engagement at the EL RANCHO in Las Vegas; took time out Friday to entertain the boys at the FALLON NAVAL BASE near here, for the AWVS; had the OLSEN & JOHNSON CO. out to an early morning spread at their ranch and left Saturday for the DEL MAR HOTEL, Del Mar, Calif. (When did they rest?) . . . MIN LEVY of ASTOR PICTURES in SAN FRANCISCO and HELEN WABBE, TV star, also of FRISCO, flew in for the week end . . . DR. and MRS. SAMUEL SCHENCK of N.Y. were stop-over visitors, returning home after seening the doctor's brother and family: the movie SCHENCKS of the film capital . . . BARBARA HOWARD, lovely wife of SMITH HOWARD, popular drummer-man with EDDIE FITZPATRICK'S great band at the MAPES, thinking of returning to her native CHICAGO for the birth of their heir . . .

CURRENT SHOWS: GOLDEN, HOOSIER HOTSHOTS, BOBBY BREEN and BOB HOPKINS. MAPES, MARX BROS., ESTELLE SLOAN. Both rooms opened new shows this week. RIVERSIDE, last week of OLSEN & JOHNSON, to be followed by HARRY RICHMAN.

NITE BEAT—PINKY BROWN. doing an extra fine job managing the RENO CAL-NEVA, his first year here. He has made many friends with his personal attention given his guests. His THEATRE SALOON, a new room this year, offers fine entertainment, good food and plenty of friendly service. . . It has caught on with people looking for a late spot.

PEOPLE—The many friends of BILL STEAD will be happy to know that he has joined his family after being released from WASHOE MEDICAL CENTER following a crack-up in his boat at LAKE TAHOE.

RICHARD WIDMARK, at the MAPES, while on location with 20th Century Fox, filming "60 SADDLES FOR GOBI." They are taking a lot of footage at nearby PYRAMID LAKE. . . . GLEN THORN, assistant manager of the MAPES, vice commander of the VFW Department of Nevada, off to L.A. for national convention week of August 3.

That's all the news for this week. . . thanx for reading, see you next SATURDAY. When you get to RENO, call me . . . let's get together.

ART STEAGALL,
Reno 2-2658

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MARGARET WHITING

HOLLYWOOD HAPPENINGS ... by MARTIN LEWIS

PORTRAIT OF A STAR . . .

"I'D like a change," the handsome six-foot movie star was telling his agent. "No more drawing-room stuff for a while. Give me the wide open spaces with lots of action. You know—location stuff, lots of colorful surroundings and so forth."

He got what he wanted, all right. EDMOND O'BRIEN'S last three films were exciting, full of action, and photographed miles from Hollywood. "WARPATH" was on location in North Dakota; "SILVER CITY" in Northern California, and "DENVER AND RIO GRANDE" in the mountains of Colorado, particularly in colorful and scenic Royal Gorge.

EDMOND O'BRIEN quit Fordham University to join the Columbia Laboratory players and act at the Neighborhood Playhouse in New York. He landed his first Broadway role in "Daughters of Atreus," after which he portrayed the Second Gravedigger in "Hamlet." This last role made a marked impression on Eddie. He will STILL go into a Shakesperean soliloquy at the drop of a hat.

When he was appearing in "Henry IV," RKO spotted him and brought him to Hollywood for a remake of "The Hunchback of Notre Dame." This finished, he lingered about five minutes in Hollywood and rushed back to Shakespeare again in the LAURENCE OLIVIER production of "Romeo and Juliet."

After the war he returned to Hollywood and a succession of movies such as "The Killers," "The Web," "Another Part of the Forest," "711 Ocean Drive" and a score of others. And he also got married.

EDDIE is the first to admit that his marriage to pert, cute singing star OLGA SAN JUAN 'tamed" him. He used to like the bright lights and gay times, but now he'd rather stay home in the magnificent Brentwood house he and OLGA completed last year. His friends were startled when EDDIE not only insisted on designing most of the house, but actually working on the building of it. Among other things, he designed a kitchen for OLGA which is the envy of every woman who sees it. It's complete with a rotisserie and everything else that makes cooking a joy.



THANK YOU,

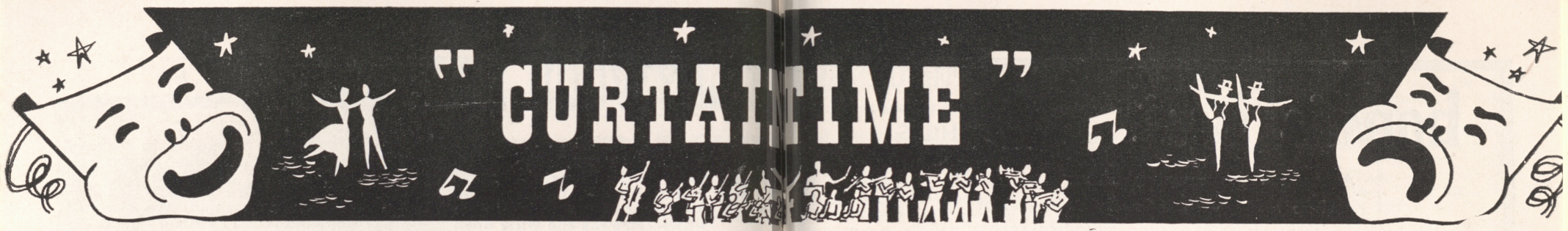
THE Flamingo

FOR A MOST WONDERFUL ENGAGEMENT

. . . Sincerely,

The Flamingo Starlets

MORO-LANDIS, PRODUCERS



Flamingo

July 17 through August 6

You have but FIVE MORE DAYS in which to see the ANDREWS SISTERS who are concluding their THIRD SENSATIONAL WEEK after setting new records in the Flamingo Room with each and every show. The perennial popularity of these three wonderful gals is still further conclusive evidence that the public still appreciates to the fullest the beauty and simplicity of things rather than accomplishments of great skill and intricacy. Their vocal arrangements almost in their entirety are ones of simple harmonies that are pleasing to the ear of listeners one and all. The voices of LaVERNE, PATTY and MAXENE have retained the blend, zip and quality that they had the very first time we ever heard them and, as they sing some of their early recordings we're certain that you will agree. PATTY takes the solo spot for "I Walk Alone," while LaVERNE and MAXENE come into their own when they bemoan

(Continued on page 31)

LAST FRONTIER

Show Presented July 25
Through August 8

The Ramona Room once again proudly presents singing star MARGARET WHITING, one of the nation's top recording artists. Margaret comes by her talent naturally, for she was brought up in an atmosphere of popular song, her Dad being Richard Whiting, prolific composer of Tin Pan Alley fame. Her choice of songs is at all times the finest, showing Miss Whiting's careful selection of current favorites, and among these is the always-in-demand medley of songs by her famous father. Maggy not only sings superbly—but she even dances now. Her husband, LOU BUSCH, conducts the orchestra during

(Continued on page 31)

El Rancho Vegas

Show Presented July 23
Through August 6

The Opera House Theatre Restaurant presents one of the greatest all-star shows, headed by the beautiful, but zany KEAN SISTERS, who are making their third appearance in Las Vegas in as many years. The show opens by presenting Miss Jane Kean, who offers an introductory song and then brings Betty on stage. From then on the room reverberates with unanimous laughter and approval by the audience. With plenty of clever new material, and wearing exquisite gowns designed especially for them by Cecil Chapman. BETTY and JANE please the eye as well as tickle the funnybone with their

(Continued on page 31)

Wilbur Clark's DESERT IN

July 29 through August 18

The exciting Latin-American Revue "MARDI GRAS IN RIO" which stars that Puerto-Rican Bombshell, DIOSA COSTELLO, only this lively little lady is more like a "BOMB" than a "bombSHELL"! ! Miss Costello is in and out of the revue from beginning to end with her vibrant personality and explosive animations. Her lyrical discourse on how "Sam Levine Does the Rhumba" is a stand-out as well as is the "Peanut Vendor"; but a real highlight is when she does the excerpt from South Pacific, in which she did the part of Bloody Mary. With the assistance of the chorus of eight girls and four boys she sings the thrilling "Bali Ha'i" in original wardrobe. Very effective! DON REYNOLDS is the handsome and full-voiced high baritone who sings with her in this number and who earlier in the show takes his own solo spot to prove that he is a young man to watch for future stardom. . . The exciting Flamen-

(Continued on page 21)

Thunderbird

Now Appearing
(Not a Review)

The main attraction in the Navajo Room are the world famous MILLS BROTHERS "Four Boys and a Guitar" who are back again after many, many successful engagements in this same room. No matter how often they return they still pack 'em in night after night for the entire time they are appearing. Once again you'll hear your favorite selections, such as; "Paper Doll," "Up a Lazy River," "Tiger Rag" and others, done as only the Mills Brothers can do them. . . That super mimic master, FRANK PAYNE, also makes a return appearance to the rostrum. Looking more like a professional football fullback than the performer that he is, Frank will convince you that he is one of the top members in his field of entertainment. . . After too long an absence, we are privileged to see the amazing and different PEIRO BROTHERS once more. These two good neighbors from Argentina do some new and novel gimics in the art of juggling that will have to be seen to be appreciated. They are a tower of touch and timing.

(Continued on page 31)

SILVER SLIPPER SALOON

The "SILVER SLIPPER GAIETIES," a musical comedy extravaganza, is now going into its Seventh Big Week! . . . With the entire cast presenting all new skits, comedy and songs. . . The star of the show is KALANTAN, exotic body-control dancer, whose interpretations of "Life" and "Love" are most exciting. Her "wavering rhythm" has her patrons' unwavering attention and admiration. . . Back with us once again is HANK HENRY, a funny man indeed. His comedy timing and new black-out skits have the customers rolling in the aisles. . . WOO-WOO STEVENS. his banjo and never-ending repertoire of songs has his fans stomping and applauding throughout his entire act. This guy is simply WOOnderful. . . ROBERTO, puppeteer extraordinaire, who uses both small and life-sized dolls, is outstanding in his field. One of his puppet-artists actually draws a picture. . . ISABEL DWAN, reminiscent of Sophie Tucker, gives forth great songs and comedy patter. The surprise of her act is her nimble dancing, which for a performer of her size is completely unexpected. . . JIMMY CAVANAUGH, the singer and emcee of the show, does an excellent job as straight man and "second banana" for comic Hank Henry. . .

(Continued on page 31)

El Cortez

July 31 through August 13

(Not a Review)

Now appearing in the Supper Club is one of the funniest feminine comediennes of them all; HELEN BOICE, who for four years owned, operated and entertained in her own club in Santa Monica, Calif. Some time ago she got the old urge to go back into night club entertaining on the road, and some of her outstanding engagements include three months at Larry Potter's, the Bar of Music for nine months, and the Zebra in Honolulu for three months. She comes to Las Vegas from the Hotel Golden in Reno. Accompanying herself at the piano, she sings from her repertoire of special material which knows no bounds. . . According to previous press releases the SHOWTIMERS could very well turn out to be "showstoppers"! Comprised of a cute little blonde and three very talented young men, their versatility allows them to do almost anything, . . . so they do EVERYTHING! They sing, dance, do comedy, satirical sketches and are certain to reach everyone in the audience with his

(Continued on page 21)

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WHAT'S DOIN'?

(Continued from page 11)

could become a national favorite with proper handling. JERRY WALLACE has a wealth of talent, good voice, smile and personality. His imitation of Tex Ritter bowls me over. Plays his guitar with a thumb pick! . . . If you've been paying too much for lemons lately (slot machine vintage) you ought to try the machines you'll find just inside the door at BUCKLEY'S. These mechanical mints only pay off on four combinations besides the jackpot. They're lemon and bar machines which, because of their fewer payoff combinations, have been made looser'n Searchlight Sadie where the jackpot is concerned. So if lemons have been giving you a little trouble elsewhere, you might drop in a try venting your venom on these little lemon money lenders . . . In case you've missed seeing the STAR-KINGS in and around the buffet in the Carrillo Room of the Last Frontier lately, it's because they have been moved over into the Gay Nineties Bar arena once more. I'd lay odds that they'll build up that room again like they had it before they were put on the graveyard shift in the other room. MORRIS KING and BILL STARKELL made up one of the greatest stroll teams I've ever heard. . . . Things are comin' off right on schedule out at the EMBASSY CLUB, "The Showplace of North Las Vegas"!! BURLESQUE!!! Last Monday night was the opening night for "Little Miss Dream Girl," MISS DEBORAH DEAN, who hasn't worked in the west heretofore, but mostly up around Boston, down in Florida and in New Orleans. Debbie is about five foot two with eyes that rhyme, blonde hair and a curvaceous little chassis that she knows how to swing and sway in the proper way. She's cute, too! Held over for another week is "The Velvet Body," Miss VEL CHESSY, who is sex personified! A real teaser! DOC STARR is doing a better job every time I stop in to catch the show. His material fits the room to a tee! And I still say he sings a fine torch ballad. Music for the course of events during the evening is still in the hands of the trio of CHUCK GLASSPOOL. Opening next Monday night will be a newcomer to the bill in the "taykidoff" department; a little lady by the name of MONICA LAKE. . . . Once again I'm "belated" with a birthday congratulation. This time it's GEORGE REDMAN who is in charge of the music at the Silver Slipper in the Last Frontier Village. His big day was the 25th of July, and it won't be too many months until he'll be celebrating ANOTHER anniversary. Almost five years ago George came into the Hotel Last Frontier for a two-weeks engagement and has been with the organization ever since. Would you venture that the management has been satisfied with his work? Congratulations, George, and many more years of the same to you!! . . . Wowie, bub, lookit the time!! Gotta gidowta here and get this over to the printer, then back to knock the fuzz off my kisser so's to be presentable to the public, after which I will nonchalantly stroll amongst the night-lifers as though I didn't have a care in the world; and I really DON'T have . . . (much). In case I happen to run into you while I'm doing this strollin, stop and say "hello," on accounta . . . I'm lonesome! . . . Johnny.

DESERT INN:

(Continued from Page 18)

co dancers are ROBERTO & ALICIA, who with much stomping and intricate heel clicking interpret the bull fight . . . This style of dancing, though quite difficult, is cleanly conveyed by this young couple. . . The comedy quota of the show is well filled by very versatile LOLO & LITA. Wearing ski-toed shoes, Lolo manages to dance up a storm; then does a bit of juggling; feverishly keeps six kitchen plates spinning at the same time and winds up by presenting the audience with all sorts of animals and various fowls made up of small balloons. . . This show marks another successful return for the dance trio of ANTHONY, ALLYN & HODGES. They begin as a smart and smooth adagio team and then things begin to happen!! The contortions the three of them contrive will keep you wondering what can happen next; and it'll happen! ! . . The man at the drums during the show is the young director of music for the show, JAMES NAVEIRA, who has one of the greatest show bands in the country with which to work, CARLTON HAYES and his ORCHESTRA. Well done! Well done! . . . At the Lady Luck Bar are the RIST BROS. and the DANNY CASSELLA ORCH with the CONTINENTALS in the Sky Room.

EL CORTEZ:

(Continued from page 19)

or her own particular preferred type of entertainment. . . Continuous music is provided at this nitery from 5 p. m. until 5 a. m. by the combined efforts of the ALICE HALL QUARTET, which opens the shows with some lively knocked - out numbers; continues on with music to back the rest of the show and for dancing; the very smart and listenable trio of the INSTRUMENTALISTS at the Buccaneer Bar and by TERRY PEPIN whose piano stylings continue on into the smaller hours. . .

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Because these securities are believed to be exempt from registration they have not been registered with the Securities and Exchange Commission, but such exemption, if available, does not indicate that the securities have been either approved or disapproved by the Commission or that the Commission has considered the accuracy or completeness of the statements in this communication.

The company holds clear title of three full lode mining claims (60 acres) situated 16 miles northeast of LAS VEGAS, NEVADA. One mile distant north of Union Pacific loading ramp; three miles distant from U. S. Highway 91, afforded direct access to the mine over a County roadway.

The main shaft has been sunk on the slope of the vein at 55 degrees in the ore shoot to the 200 ft. level. A sub-surface level at 30 feet exposes the ore shoot for a length of 50 feet. Cross-cuts expose widths of 4 feet to 15 feet of commercial ore on this level. The 100 foot level drifts 150 feet westerly and 100 feet easterly exposing 120 foot length in the ore shoot. On this station, widths in ore vary from 4 feet to 20 feet.

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Greetings From N. Y. C. . By ETTA CORTEZ

DON'T know whether or not it's true but the scuttlebutt has it that Frank Sinatra's recent appearance in Las Vegas was one of substitution. Seems that Jimmy Durante couldn't fulfill his contract and friend Frank saved the day by filling in for him.

I wonder if Arthur Godfrey goes out of his way to get some of the jokes he presents on his show? Here's one of the latest ones. A chap called an insane asylum and asked if any of the inmates had escaped. When the reply was negative, the caller shouted: "Then who ran away with my wife?" (Are we wives really such horrible ogres?)

In case you've been wondering why Pearl Bailey's column hasn't been in this magazine for a while, it's because the gal has been in Europe. She just returned recently. Miss Bailey has a busy schedule ahead of her — but — once she gets a breathing spell, she'll undoubtedly resume her interesting "This You Can Believe" column.

The site of the old Diamond Horseshoe now houses the new French Casino. The opening show is not only drawing raves from the critics, but many eligible bachelors. as well. The lads find the scenery and decor most attractive.

Sure would like to say something about the convention we're watching at the moment. However, it would only be stale print by the time you read it so we'll bypass the urge. Maybe we could sort of say a little something about the marvelous tribute Eleanor Roosevelt received. It was heart-warming.

For a long while, we couldn't sleep because of the heat wave. Now — the blame goes to Fred Robbins. Mr. Robbins now has an all night television show from midnight to six ayem. Every evening we decide to have a snack. So, brother Al and I raid the icebox and turn on "Robbin's Nest" for just a short while and find ourselves stumbling away from the set in the wee hours of the morning. The boy has a very "homey" sort of program. He features various contests. Here's a for-instance. At the moment, he is attempting to find a mate for a cocker-spaniel named "Morgan." The canine hero is a male, incidentally. Mr. R. is packed solid with appeal and charm. He even sings, rather pleasantly. I'd like to see Michael Neale teamed up with him on such a show. There would be a combination you couldn't beat! Fred gets quite a bit of action in his show. One moment you'll see a gal who was in court the very same morning on a neighbor's complaint of too much vocal exercising and the next, he'll be getting a massage. The only bad reaction I've heard to "Robbin's Nest" came from husbands whose wives insisted upon watching the soft-spoken young man, in preference to getting the all-important beauty sleep.

We took time out to catch "Showboat" at the Paper Mill Playhouse and were delighted with the singing and acting of Gail Manners (a blonde beauty) and handsome Wilton Clary. The couple looked as though their onstage romance was the real thing. Here are a couple of good performers that some Las Vegas bookers would be wise in contacting. Their spotlight personalities are extremely ingratiating.

According to the rumors, there's trouble in the Lena Horne-Lennie Hayton household. They're saying the same discouraging things about Joan and Jack Carter, also. Hope not. They're all nice people. Incidentally, comic Carter has replaced Phil Silvers in "Top Banana."

Have you heard Toni Arden's vocalizing with brother Jan on the platter, "Blow Out the Candle?" They sound mighty cute together. It's not a bad way for a newcomer to break into the business, via a recording with a popular sister.

The trouble with people who say what they think is that they don't think before they say it.

—Air University Dispatch.

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THAT'S FOR SURE:

(Continued from Page 9)

couldn't have left the Hotel in more capable hands.

The very distinguished gentleman we saw on our rounds was VITTORIO DE SICA. He was staying at the Flamingo Hotel, and visiting with his very good friend, pit boss BOB GANS. Mr. De Sica is one of the most enthusiastic "wheel" players we've ever met and we were amazed at his big action at the roulette tables. Signor De Sica is the famous Italian motion picture producer, and among his many hits is the much talked of, award winning "Bicycle Thief." Whenever Mr. De Sica takes a trip to America, he makes our fabulous town a "must" visit, and is certainly a most welcome guest.

Making the rounds on the strip, and feeling hungry, we dropped into DOMENIC'S for a pizza. GEORGE SADLOW and a large party were dining there and invited us to sit down and have a bottle of Chianti with him and his friends. We did just that—and we'd like to say it's always a pleasure to chat with this gracious gentleman. Mr. Sadlow is a co-owner of the Thunderbird Hotel.

JOE BERNSTEIN, local "sport" and colorful personality, is sure getting loaded with the green stuff these days. Lady Luck is with him on his winning streak and he's really cleaning up. Good luck, Guy, and here's our hope for those continued good rolls.

Those of you who haven't seen "Devastating" DORITA at the **Jungle Club** as yet are missing a lot of great entertainment. Whether tickling the "88," playing the maracas or singing her torrid songs, this blonderful Latin is dynamite. We've noticed the Jungle club has gone south of the border of late in their clientele, as all the Latin entertainers from all the other shows are making it their hangout until the wee small hours of the morning. The place really jumps, Amigos, and whether you can mambo or samba or not, Dorita's exciting rhythms will race your blood and make your evening a long remembered one.

MILTON PRELL, General Manager of the soon to open HOTEL SAHARA, threw a huge birthday party for his beautiful wife DEBBY on July 30th at the Hotel Last Frontier. It was a complete surprise to Debby and she was thrilled at the myriad guests who were there to wish her many happy returns of the day. Although we sent our hearty wishes in last week's issue, we reiterate Many, MANY more, Lovely Lady! ! ! . .

An interesting note to us, and one which you may have wondered about many times yourself, is what gaming house dealers and box-men talk about in their spare time. Is it hot or cold dice? The good or bad luck of a high-roller? The easiest game to win at? Or who the shrewdest player might be? Well it may surprise you to know it is none of these things. The majority sit around and discuss books! Be they novels or non-fiction, and the quality of the authors plus their finer points. A great many of them are Book-of-the-Month Club members and are as erudite as anyone in any other field of business.

After two solid weeks of "packin' 'em in"—the Flamingo Hotel has succeeded in holding the ANDREWS SISTERS over for a third big week! Their drawing capacity is no surprise to the hostelry, for this great sister team set their own record when here last time—and broke it this trip! ! ! PATTY says: It seems every time we play the Flamingo Room we launch a new hit—last time it was "Too Young"—this time it's "Carmen Boogie"—this sure is our lucky spot.! !

Our best wishes for future happiness go to DOROTHY MARONCELLIE, bingo checker at the Las Vegas Club downtown. Dorothy is engaged to be married sometime in September and her fiance hails from Los Angeles. We understand not only from Dorothy, but from those who know him that she's in love with a wonderful guy.

Tsk, tsk—famous last words by that honorable gentleman from the state of Tennessee, SENATOR KEFAUVER: "I am certain I will win the nomination for President of the United States on the fourth ballot." UNQUOTE.

One of the inducements to make MORRIS KLEINMAN, one of the Desert Inn owners, remain longer in our midst is a promise by Professional of the Desert Inn golf course, HOWARD CAPPS, to help him break 70 in his game. Pro Capps will give him lessons every day until the grand opening of this new championship course. We hope Mr. Kleinman accepts, as it's always a great pleasure to see him around the Desert Inn and various other spots. We know Morris Kleinman would love to remain for a lengthy stay but his many business commitments demand much of his time elsewhere. . . Knowing how much Morris loves to play golf, the proposition may well be snapped up by him and business interests in Cleveland will have to wait.

HAROLD HINDS celebrated his birthday Sunday, July 27th, with a huge party at Domenic's Restaurant. Mr. Hinds is "big brass" at the newly redecorated El Cortez Hotel and in everyone's opinion a real great guy. Happy birthday Podner, and many more.

A couple of days ago your reporter

(Continued on Page 29)



Devastating

Dorita

AT THE KEYBOARD

Playing and Singing

. . . "Requestfully yours"

'til Dawn

Jimmy Blake and Dick Sheridan's

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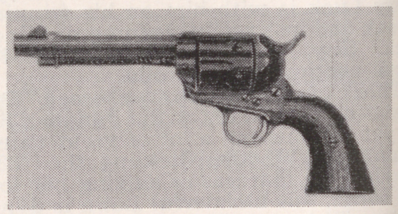
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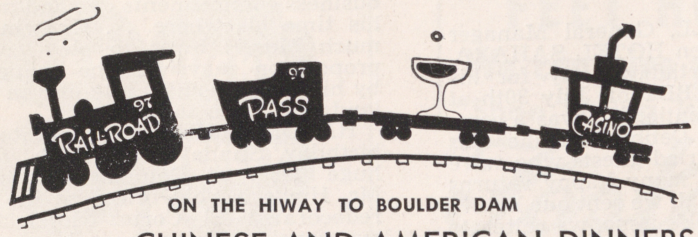
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THE WATCHBIRD:

(Continued from page 13)

Mexican wedding was not binding enough. Carol Lee will celebrate her 18th birthday October 31st. Dad and Mother gave their blessings to the happy bride and groom—and we too would like to add ours for a long and prosperous marriage. . .

THE MARY KAY TRIO, currently at the El Rancho, had to turn down "Never Wave at a Wac" because the lovely little lady of the group expects her baby sometime in November. Mary would have had a role as one of the six Wacs, around whom the story evolves. Her husband, JULES PURSLEY, says greater things are pending for the trio after the expected heir arrives, and that they just have time to play the Shamrock Hotel in Houston before Mary's temporary retirement. . . NORMAN KAY not only has an excellent voice, but a great talent for song writing too. He wrote the terrific Como hit "Why Did You Leave Me?" which Perry recorded for Capitol records. Both Mary and Norman come by their talents naturally—their dad JOHNNY KAAIHUE was a big star during the Keith-Orpheum Circuit days. And FRANK ROSS of the trio? Why—that boy's a comer—yesssireee. . .

When VIOLA CHRISTENSEN gave her ten year old daughter MICHELLE a copy of Fabulous Las Vegas magazine, opened to our page and told her that this was whom she was going to work for, the child took one look and said: "From now on Mother—address me as Lady Michelle," and Viola tells us she ignores anyone who omits her title—and that's how royalty is born. . .

The CHEERLEADERS will be among those present in the show with BILLY GRAY, PATTI MOORE and BEN LESSY when they open at the Desert Inn, August 19th. . . And by the way—is the Desert Inn line policy going to be six **tall** ones—instead of little dancers? . . .

Cutest picture of the year was of JIMMY (The impeccable Boulevardier) DURANTE in Homburg hat, white kid gloves and cane eyeing the Royal Horseguardsman in fine livery who was eyeing Jimmy in front St. James Palace in London. . .

WHERE AND WHEN: "BIGGEST" Christmas package that the El Rancho can present to their audience will be SOPHIE TUCKER who opens there "the night before etc." . . . JAMES BARTON, of "Tobacco Road" and Broadway fame, is set for the Thunderbird around about the middle of Oct. . . It's the second engagement at Ciro's in a year for sock dance team CONDOS AND BRANDOW. Sharing billing is songstress ROSE MARIE. . . The SKYLARKS join the new bill on August 13th at Billy Gray's Band Box, which stars comic LENNY KENT. . . Piano virtuoso LIBERACE runs the gamut from Hoagy Carmichael's "Stardust" to Beethoven's "Moonlight Sonata" in his Columbia album debut. . . EUGENE BAXTER nee GENE WESSON, who just finished his latest pic "Niagara Falls," will open in San Francisco shortly with MARILYN MONROE, in person. . . GARWOOD VAN, orchestra leader and new groom, has signed for four more weekends at the Club Del Mar, Santa Monica. . .

BILL SKIPPER, sensational modern dancer at the El Rancho, plans a new production number for the next show, using a COLE PORTER song from the musical hit "Panama Hattie" which was never published with the rest of the score. It was one of the great hits of that show, entitled "Join the Navy" and featured the late RAGS RAGLAN, plus FRANKIE HYERS and PAT HARRINGTON. Bill will feature each of the dancers as a gal from a different port-of-call, and he will be the lonely sailor. Bill, who originated the gin-dubonnet cocktail, has switched after elaborate tests, to vodka and dubonnet, and tried out the results on some of his select friends at a late evening soiree. We were invited to judge the various reactions, and our staunch but wavering report is — WOW! ! ! . . .

BITS AND PIECES: MANNY KIMMEL has the redellis. Now ain't that sad? . . . JACK NELSON pulled out as top angel of the El Mirador in Palm Springs. So now??? . . . JOY WALKER, of the El Rancho, is one reason FOR women getting a poodle cut. Joy never looked more stunning. . . JIMMY SISCO, featured male lead with the JEAN DEVLYN DANCERS at the Last Frontier, is stationed at Nellis Air Base in his spare time, where his Uncle Sam features his services in Special Services. Jim, who hails from New Orleans, says his Daddy is the "Beaugalee medic of the Bayou PomPom." Wonder if he has a cure for the redellis? . . . Interesting threesome: JOE PASTERNAK, director, and MICKY BRODSKY, musical director, both of M. G. M., lunching a trois with the Maharanee of Je ne sais quoi, nee NANCY VALENTINE. . . We fell up the underwater steps at the El Rancho swimming pool, and are now sporting America's waviest shins. .

This is our eighth time in Las Vegas and it is still as much a thrill as always doing two completely different shows at the Hotel Last Frontier.



THE

WIERE BROS.

DIRECTION
M.C.A.

Per. Mgt.
BILL LOEB

THAT'S FOR SURE:

(Continued from Page 25)

was invited to visit the Rose de Lima Hospital in Henderson by DR. REUBEN LOCKITCH, one of its resident surgeons. It was our first visit and we were deeply impressed with the absolute cleanliness, the quiet efficiency and the cordiality of the Sisters of Mercy and entire staff. Dr. Lockitch recently came here from Portland, Oregon, where he was Chief of Staff at the Catholic Hospital for many years. The state of Nevada can very proudly boast of one of its finest hospitals, and be happy to welcome such a great surgeon as Dr. Lockitch.

BILL KOZLOFF, Assistant General Manager of the Hotel Last Frontier, left for Lake Tahoe last week for a well deserved vacation among the pines. With Bill are his lovely wife MAXINE and their four handsome sons. Despite the fact they're enjoying themselves immensly and plan on being away for two weeks or more, we're willing to wager they'll be back before thi issue hits the stands—Bill just can't stay away from the Hotel Last Frontier or Las Vegas for any length of time.

We understand that BILL MAXWELL, credit manager of Benny Binion's Horseshoe Club downtown, is a "scientist" in his spare time. At present he is working on an idea that may revolutionize the pest-control business. It's something about crossing a bee with the common housefly, so that it will become bored with its own buzzing and eventually sting itself to death, thus saving the housewife countless hours and the energy of swatting it. We hope this can be done and for further details you might drop in at the Horseshoe and ask Bill about it himself.

CLAUDE WILLIAMS, pit boss at the Desert Inn, is beaming with happiness these days. His son DICK HOAGLAND and family recently arrived from Cleveland to settle down permanently in Las Vegas. Dick bought himself a bulldozer and tractor and is now in the Grading and Leveling business for lawns, roadways and the like. The difference in last names is due to the fact that Claude's last name is really Hoagland too, but he choose Williams when he was a professional fighter in the ring. We offer a hearty Las Vegas welcome to Dick, his charming wife and three youngsters, and lots of good luck in the Grading and Leveling business.

We've heard EVERYTHING now! A small-time entertainer voiced his oh-so mediocre opinion that our town was just a breaking in spot for acts. We wonder if he is aware that such top stars as SOPHIE TUCKER, JOE E. LEWIS, LENA HORNE, FRANK SINATRA, PEARL BAILEY, THE RITZ BROTHERS to name a few, have all played our hotels at one time or other, and that said acts are up on the rungs of the ladder of success that he could never hope to attain. "Give me New York," he says, and **We** do. **IF** New York will have him.

The greatest pleasure to the WIERE BROTHERS these davs is working their B. W. Ranch, which is situated in Los Angeles County. HARRY, HERB and SYLVESTER are three of the hardest working young men in show business, and their idea of relaxing is to get back to their ranch and pitch in on all the chores, which they do with their usual vim and vigor. This is relaxing? We'll take ours in a recumbent position—but all kidding aside—we're happy to see you back in Vegas once again, fellas.

Happy birthday to oil - ion - heiress HELEN MACKAY, who hails from out California way. She celebrated her natal day July 26th, and the surprise party thrown for her by all her friends moved her to tears of joy. She is the Mackay oil heiress, not to be confused with the Western Union Mackays. We're glad this birthday was such a happy one and add our wishes for many more of the same.

Last Sunday night, orchestra leader BOBBY RAMOS, who features those wonderful Latin-American rhythms, gave the Hotel Last Frontier audience an extra added thrill by dancing an exhibition of the rhumba and samba with beautiful AVA GARDNER (Mrs. Frank Sinatra), who kicked off her shoes and danced barefooted. This terrific team could zip right to the top of the professional ladder of show business if they chose this as their forte. . . Note to all FRANK SINATRA fans—Frankie is slated for a two week stint at Lou Walter's Cafe de Paris, formerly known as the Tahoe Village, in Lake Tahoe, starting August 17th.

ROSEMARY CLOONEY, coming soon to the Thunderbird Hotel, has everyone at Paramount raving about her performance in "The Stars Are Singing," her first movie. Only the rough cut has been put together, but already the rumors are that she'll step into BETTY HUTTON'S shoes in "Topsy and Eva" as well as other pictures the studio had planned for Betty, who left to start producing on her own.

We are thoroughly convinced that our town is no longer just for weekend fun-seekers, but an all-week, all-year spot for visitors. Last year the strip and downtown were "quiet" from Monday to Thursday and would then burst wide open from Friday to Sundays. This year we're 100% loaded during the week and twice as crowded on weekends. We've never seen such amazing development in such a short time, and wish for the continued growth of our fabulous town and that's for sure.



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RANDOM THOUGHTS:

(Continued from page 7)

been eagerly awaiting, try to recall this bit of advice. Love your youngster with motherly devotion but don't neglect the attentions to which you've accustomed your husband. When a mother concentrates all of her affection upon her child, she can be paving the way to a divorce court. Men are proud fathers but they never cease to be husbands. Don't be guilty of depriving your husband of his need for love and companionship. . .

As you settle down in your awareness of each other, never forget you are married to a person as human as you; a person who wants the respectful treatment that was his, before marriage. Discussions are always necessary; arguments, never. Allow each other moments of privacy. Everyone must have his quiet moments, away from all others. Be happy and your marriage will survive. . .

FLAMINGO:

(Continued from Page 18)

the fact, via a duet, that Patty gets all the solo work. But they're still at their best when they blend their voices as one. . . IKE CARPENTER takes time out from his orchestral duties to contribute a couple of fine selections to the program as he applies his artistic technique to the interpretation of some of the day's great music on his piano . . STEWART ROSE, emcee and production singer, also steps out to offer a couple of well done numbers . . . The FLAMINGO STARLETS do two new routines: a "Cake Walk" and a "Southern Belle" number, filled with beauty and executed with immaculate timing. . . You are entertained in the Mural Room by BOBBY PAGE and the Musical Pages. . .

EL RANCHO VEGAS:

(Continued from Page 18)

comic antics. . . Co-headlining is the much-talked-of MARY KAY TRIO, who are not only talented musicians, but possess fine voices and a great flair for comedy. Their timing is perfect and their repertoire is seemingly endless. . . The breathtaking dancing of the SZONYS—FRANCOIS and GISELLE—is one of the many reasons why this sensational team is being held over for their second two weeks. Their act shows years of arduous study and training and their execution of the most difficult lifts and spins is performed with the greatest of ease . . . The beautiful EL RANCHO DANCERS, under the direction of JEAN DEVLYN, present two production numbers featuring the wonderful terpsichory of BILL SKIPPER, outstanding exponent of the modern dance, and the nimble feet of graceful JOY WALKER. . . TED FIO RITO and his ORCHESTRA capably handle the show music and play for your dancing pleasure. . .

LAST FRONTIER:

(Continued from Page 18)

her performance. . . The unpredictable and hilariously funny WIERE BROTHERS are back loaded with many new comedy skits. Their crazy antics never cease to amuse, and one of the highlights of their act is when they turn back the years to the days when the Charleston was the rage and the jitterbug caught everyone's fancy. They are ably assisted by MILDRED SEYMOUR, who is an accomplished pianist in her own right. . . The lovely JEAN DEVLYN DANCERS present two production numbers, featuring the outstanding dancing of DOLORES FRAZZINI and JIMMY SISCO. . . JERRY WALLACE is the singing-emcee, who was once part of the comedy team of Wallace and Coffee. . . BOBBY RAMOS and his ORCHESTRA bow in with the new show and offer Latin rhythms which will please the rumba and samba enthusiasts. . .

THUNDERBIRD:

(Continued from page 19)

. . Also appearing on this entertainment filled bill, and for the first time on Las Vegas stages, will be Miss DONNA PHILLIPS with a charming soprano voice to bring you selections from popular musical comedies of the day. . . The famous KATHRYN DUFFY DANSATIONS are bringing three new dance routines to local viewers with this current production; "Trottin' to the Fair," "Watermelon Weather" and "Going on a Hayride," which feature CHRISTINA CARSON, JOHNNY O'BRIEN and the NORMANDIE BOYS. . .

SILVER SLIPPER:

(Continued from page 19)

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POP SQUIRES:

(Continued from page 5)

decline of that great mining camp, came to Las Vegas, looked the valley over carefully and decided that this was an ideal site for cotton raising. They prepared the land and planted 250 acres of the Winterwood ranch east of Las Vegas, to choice varieties of cotton. Another 50-acre tract, south of the present West Charleston Boulevard, was also planted to cotton. The cotton seemed to grow well and the bolls were plenty and healthy, but again it was lack of labor, I think, which discouraged these pioneers. A little later a movement was launched to invite Japanese labor into the valley and I believe that a group of wealthy Japanese bought a tract of land upon which to begin the enterprise. However, the Japanese were not welcomed by Las Vegas people and the plan died.

Oh, yes! Alfalfa, peaches and other crops grow nicely in Las Vegas for our own private use. In the back yards of many homes are lovely peach trees, bearing the finest peaches any country ever produced. Perhaps the future with more population from which to draw farm labor may help solve our agricultural problems.

But in spite of such disappointments, which at the time seemed very serious, Las Vegas has developed into a fine little city, of such strength and virility that a future of rapid growth to greatness is assured. For many years we were struggling to establish our right to become a great city. That right has been amply established and we are inevitably on our way.

I first saw Phoenix about 1920—a town which then could not compare with present-day Las Vegas. It had agriculture and horticulture both well started but in climate and scenic attractions it could not compare with Las Vegas. Phoenix in the past 30 years has grown from a raw sort of small town to a really great city spread over many square miles of desert.

I suggest that those of you who know Phoenix set that city down mentally over Las Vegas. If you do this you will immediately see the vast growth in store for Las Vegas during the next few years and you will entirely drop the idea that a few people have that prices of real estate in Las Vegas are high. You will visualize the city of Las Vegas as spread out over Paradise Valley; down Highway 91 to McCarran Field; out northward to Nellis Air Base; easterly to join Henderson and northwest along the Tonopah highway half way to Tule Springs.

I think nobody who realizes the certainty of our industrial expansion and our tourist trade will doubt that Las Vegas now is so firmly established that she will emulate such fine cities as Stockton, Fresno, Bakersfield, San Bernardino, Sacramento and even Salt Lake City and Denver.

With a start many years later than those cities, Las Vegas in comparatively few years has laid its foundation, proved its stability and started on a career of growth and development which none of the fine cities I have mentioned have ever exceeded.

I am moved to this comment by hearing recently the statement that Las Vegas real estate prices are "too high." The same thing was said by a few pessimists ten years ago and 20 years ago and 30 years ago. I suggest that those doubters compare prices of Las Vegas real estate, not with what Las Vegas real estate was worth in the past, but with what real estate is worth today in the other fine inter-mountain cities I have mentioned, into the class of which Las Vegas must inevitably develop within the next few years.

Perhaps I was wrong 40 years or more ago when I visualized Las Vegas Valley as an agricultural area. I am not yet ready to apologize for those optimistic predictions, because that optimism on the part of a few of the old-timers laid the foundation upon which you later comers are today building a city. You can't afford to "sell Las Vegas short."

As to the tourist business? Just try to picture in your mind Southern California with its five million prosperous people, every one of whom is planning to visit Las Vegas just as soon as convenient. In the future they will come in constantly increasing numbers. You just can't picture what that will mean to Las Vegas.

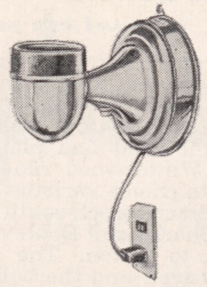
It occurs to me that not many of our recent arrivals (within the last five years, say) have ever heard of Tom Carroll, for many years a leading real estate broker of Las Vegas, whose widow is still carrying on the business.

Whether you know it or not, you and Las Vegas and Reno and the state of Nevada owe a debt of gratitude to Tom. He it was who bore the brunt of the fight in passing through the state legislature our present law permitting "legalized gambling," when the idea was untried and not so popular as it is today. Tom, still in harness, died about two years ago, but Las Vegas should remember him as a true prophet and give him a prominent niche in the Nevada hall of fame.

Because Tom, along with a few other faithful souls, made the Las Vegas of the present and future possible.

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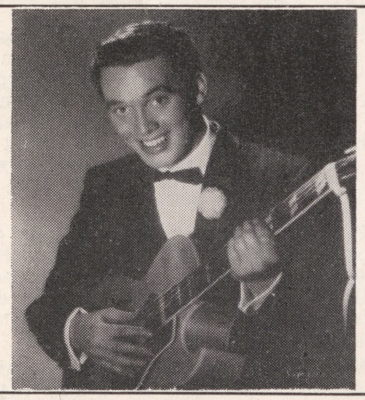
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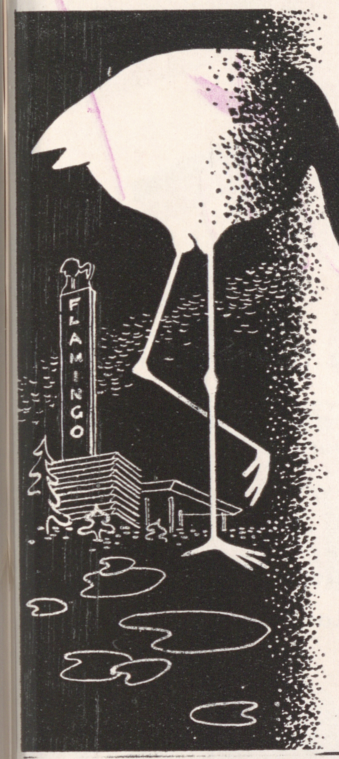
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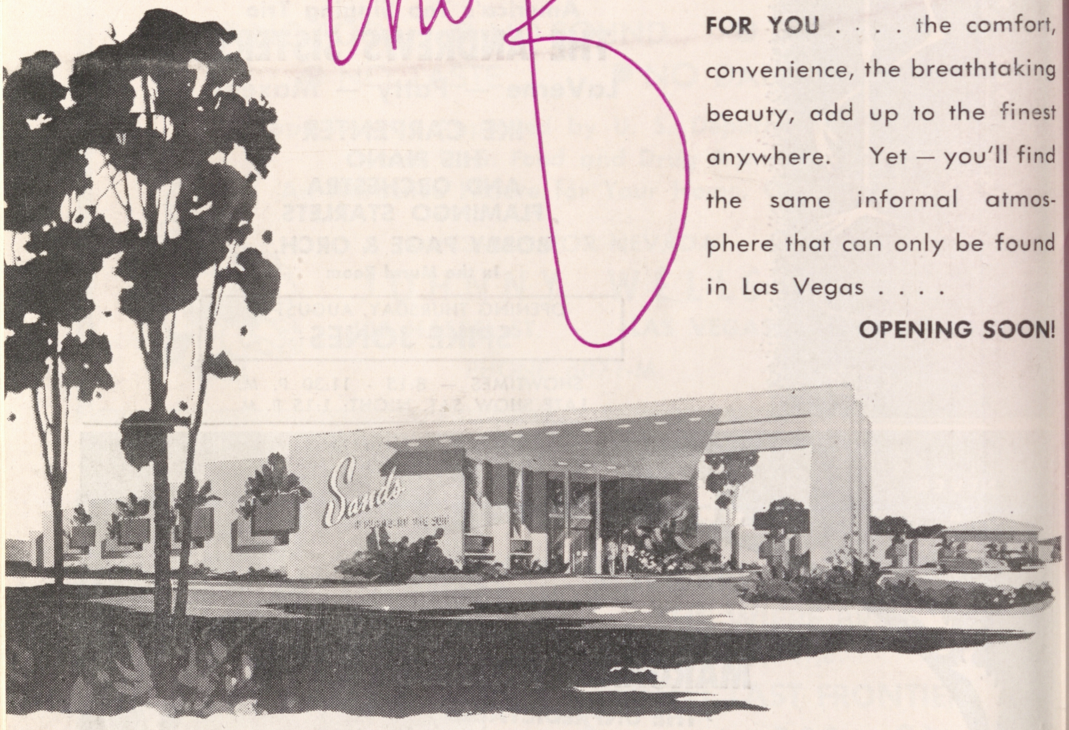
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