Jack Bortz

February 21, 1953

Fabulous LAS VEGAS

Magazine



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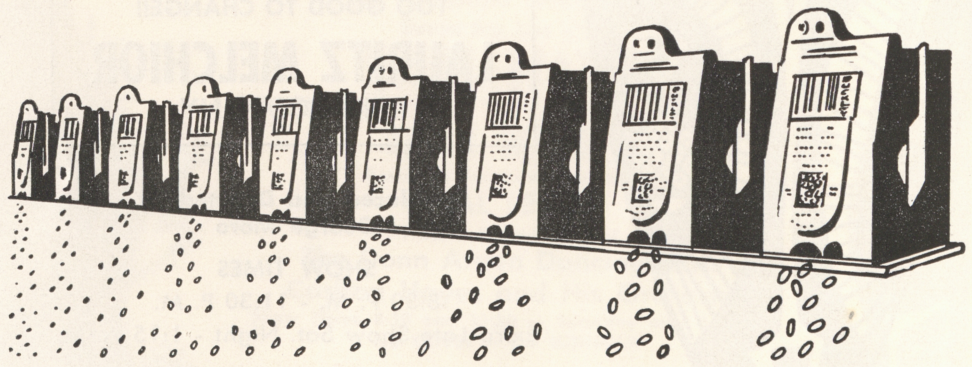
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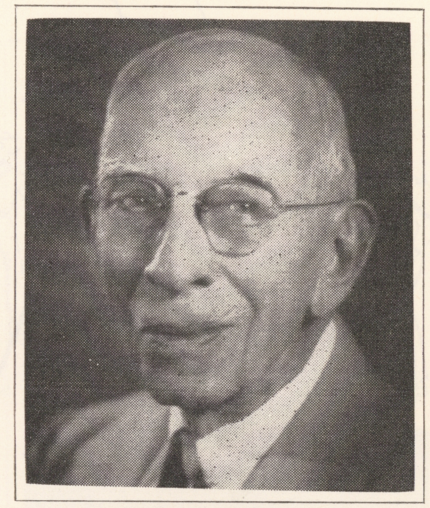
"ORIGINAL GUARANTEED JACKPOTS"

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OBSERVATIONS

. . . by CHARLES P. "POP" SQUIRES

HOTEL LAS VEGAS



IN THAT FEBRUARY of 1905, 48 years ago, when our little group of adventurers first came to Las Vegas, we were told by some of the railroad officials that one of the most pressing needs of the proposed community was for comfortable rooms for expected visitors who were prospective purchasers of lots in the railroad townsite. In truth, if there were comfortable rooms and beds and good meals for the expected visitors it would make considerable difference in the number of lots the visitors would buy and at what price.

The railroad company would not permit us, however, to build on any of the townsite lots even if we would buy them in advance, but they offered us an ample site north of Stewart street at the corner of Main, free of charge, for hotel purposes if we would build there and after fussing around a few days we decided to try it. It happened that I had built several canvas covered cottages for use in Little Bear Valley and Bear Valley, Calif., during the 1890s. They were made with a light wooden frame covered with canvas sheets fastened to the uprights and rafters with carriage buttons, the frames being well bolted together so that they could be taken apart and moved as we wished. This seemed a good plan for a temporary hotel for Las Vegas—at least we could move it if that seemed desirable.

I planned quite a concern under the spur of the railroad officials and others. I cut the pieces for the uprights, the rafters and the braces which I arranged to fasten together securely with metal hooks. I had William H. Hogee Company, then the principal dealers in Los Angeles in tents and awnings, to make the canvas sheets to proper size and put the leather buttonholes in them in the proper places. The main structure was 40 by 130 feet in size. Adjoining that at front on the Stewart Street side was the dining room, 20 by 40 feet in size and behind that the kitchen, 16 by 20.

Then I went to Niles Pease Furniture Store, Los Angeles, and bought beds and bedding for the 30 guest rooms; chairs, tables, dishes, etc., for the dining room; range and cooking utensils for the kitchen—in fact everything I could think of needed for a good hotel. The Sahara was never furnished more perfectly in all respects than the hotel I was planning for Las Vegas. At least that was the way I felt about it after spending more than a month getting the job ready to bring to Las Vegas.

Of course there was some unexpected delay all around. The railroad company announced they would hold the sale of lots on May 1, taking applications of would-be purchasers for choice lots and selling at the "upset" price in the order applications were received. They put on quite an advertising campaign and applications were coming in to Mr. John S. Park, proposed cashier of First State Bank (who had been appointed agent for the railroad company) with deposits on the purchase price.

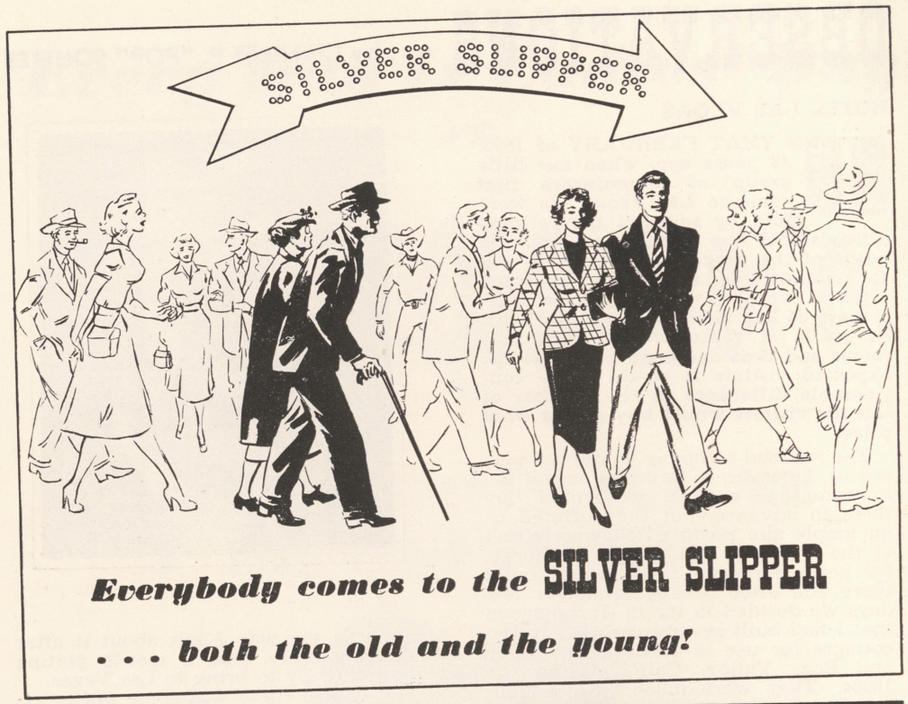
The material for the new hotel was slow in arriving and, after an unexplained delay of about a week, I was pretty well convinced that there would be no hotel ready for the lot sale. It just couldn't be done.

Then something happened. Mr. Bancroft, of the O. R. & N. Railroad, acting for the Union Pacific, sent a pleasant little telegram to Mr. J. Ross Clark, president of the San Pedro, Los Angeles & Salt Lake Railroad, reading about as follows:

"Dear Mr. Clark: We prefer that the Las Vegas lots be sold at auction to the highest bidder instead of as advertised.—Bancroft."

This was a hard jolt to the officials of the new railroad. Nobody outside a very select circle was aware that Mr. Harriman had taken 51 percent of the

(Continued on page 32)



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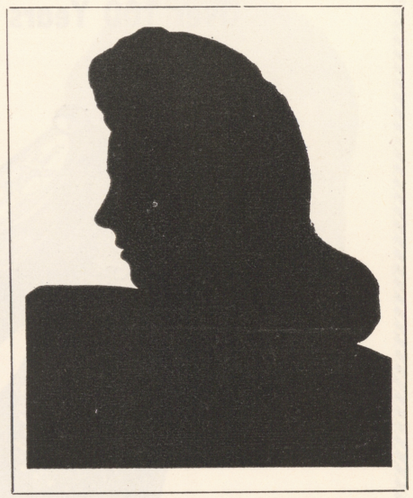


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RANDOM THOUGHTS

. . . By B. B. BARTON

AFTER AN afternoon's session with a group of women, this columnist went home and attempted to compile various definitions of the word "husband." When you read them, just bear in mind this is not one woman's opinion but a general reaction from a collection of wives.



Most gals think that a husband is a person who:

1. Marries so he can settle down and then drags his wife to all of the nightclubs within a 500 mile vicinity.

2. Boasts about his mechanical ability and calls the garage frantically when one of the tires begins to sag.

3. Insists his wife will always possess a splendid wardrobe but shouts in blue spasms when the gal brings home a bargain purchase.

4. Doesn't try to apologize over his failure to notice how sparkling the house appears but explodes when his frau doesn't make mention of his new socks.

5. Convinces his wife he is dying but brightly jokes about a "silly flu bug" when an outsider comes to call.

6. Outdoes himself to be charming to the delivery boy and then falls asleep when his wife's best friends visit for the very first time.

7. Tells you to try to stay within your budget, then arrives with an armful of expensive junk he bought at an auction; things you even shudder at hiding in the dark recesses of a basement.

8. Decides he is going to fix that unhinged door and then wears his wife out as she holds the door in place while he goes around the neighborhood, looking for the proper tools. Eventually he returns with a paid maintenance man.

9. Returns from a round of golf with friends and finds the little woman on the verge of a breakdown after attempting to take care of her brood and household. That's the moment friend husband decides they should "do the town."

10. Cautions his wife to remain as sweet as when they first married and then spends an evening out. ogling all the sophisticated women in the nightclub.

11. Tells his wife it's silly for them to dance, after being married for one year — then arouses resentment from the other husbands in the gathering by insisting their wives dance with him. (The gay Lothario!)

12. Pledges his undying assistance whenever his wife requests it and then grunts and groans if asked to help with the evening dishes — once in a year's time.

13. Looks forward to owning his own home and a yard to putter about in. When the time to "putter about" arrives, the person who does it is the little gal while friend hubby snores through his off-day afternoon.

14. Sometimes berates his gal for working so hard to keep the house clean and then complains vigorously if he finds a speck of dust on the kitchen floor.

15. Will think nothing of going off on a three-day fishing trip and resent his wife's spending a day visiting her relatives.

Golly! If husbands are such ogres — why are there so many of them?

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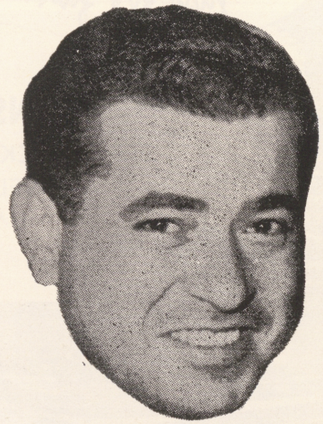
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THAT'S FOR SURE . . . by JACK CORTEZ

AFTER BEING GIVEN an insight into the plans for the forthcoming HELLDORADO, we honestly believe this will be the most outstanding of all that have preceded it. The theme of the parade will be "Motion Picture Titles." It wouldn't surprise us if the managements from the various hotels would contract stars from the flickers they intend to portray on their respective floats. What an extravaganza that would be!



There was quite a flurry around town when MARIE WILSON arrived to be "secretary for a day" for the LAS VEGAS HOTEL ASSOCIATION. As you know, this organization contributed a record $22,000 to the March of Dimes Fund. Their reward was Miss Wilson's secretarial services. We saw her at WILBUR CLARK'S DESERT INN, where she was presented with a tremendous cake. The lovely blonde star cut her cake and personally presented all patrons with a generous portion. What a gracious personality!

Although the SANDS HOTEL enjoyed a fairly recent opening (December 18th, 1952), plans are being made to add 150 rooms. Construction for this necessary addition will begin within the next two or three weeks. It's slightly amazing to note that despite the growing list of local hostelries, each hotel is finding it vital to add more accommodations in order to meet the ever-growing demand. It's just further proof that Las Vegas is definitely becoming the playground of the United States.

MR. and MRS. WILLIAM GARGAN (he is the actor who first injected radio life into the private eye — MARTIN KANE) arrived at the HOTEL EL RANCHO VEGAS to belatedly celebrate their 25th wedding anniversary. The date was January 29th — but — radio and T. V. commitments forced them to postpone their festivities until this past week.

The town was buzzing with various reactions to an item that appeared in one of our newspapers, last week. We're referring to the release that stated BENNY BINION was moving his HORSESHOE CLUB to another location. Being of a curious nature, we indulged in a bit of investigation and were informed that there is definitely no such move in the offing. Mr. Binion's club sits on one of the most desirable sites of our downtown area and it seems rather ludicrous for anyone to suggest he'd give up such a coveted corner location to move to the center of the block. (Frontier Delicatessen location — property owned by Dr. Monte Bernstein).

There must be something in this business of being a maitre d'. If you see a gold yellow 1953 convertible Cadillac traveling along Highway 91, you'll probably see JACK DENISON piloting the "cool" automobile. Jack is the maitre d' at the FLAMINGO HOTEL. Wonder if the boy needs an assistant?

There's some pretty stiff competition for the THREE SUNS, in the form of the AL DAY-TEMPO TRIO, currently in the Casbar of the HOTEL SAHARA. This outstanding triple threat features GENE CORRY on the Hammond organ; BILLE WITTE on the guitar and AL DAY on the accordion. We took time out from our busy schedule to listen to them the other night and it was very difficult to return to our tasks. The boys are really sensational.

The last time that BUDDY ROGERS appeared at the HOTEL LAST FRONTIER, the patrons strained their eyes, looking for a glimpse of his wife, charming MARY PICKFORD. During this trip, Buddy is accompanied by his lovely gal and everyone is happy to see America's sweethearts together, without other business interests keeping them apart. We recently learned

(Continued on Page 20)



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RENO BEAT . . .

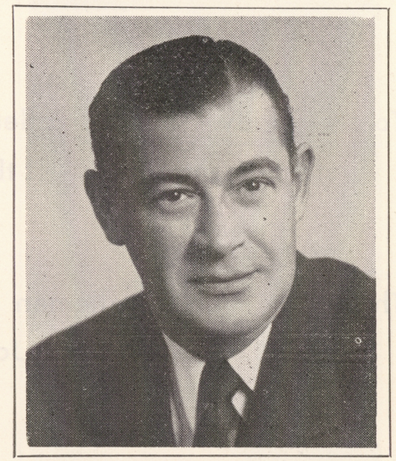
by ART STEAGALL

MOUNT ROSE SKI Area is having the biggest season it has ever known. This year the JUNIOR SKI PROGRAM, started by the Reno Ski Club in 1950, has reached new heights with hundreds of boys and girls whipping down the slopes each Saturday.

The club got off to a slow start, was taken over by the Reno Recreation Commission in 1951. The following year the Chamber of Commerce, along with the various service clubs of Reno, came to the financial rescue and have done a great job in helping to supply equipment and transportation to the eager young skiers.

SKY TAVERN is also having its best year and now, with plans under way for the development of SLIDE MOUNTAIN as a ski resort and winter sport center, all things point to RENO becoming the SKI MECCA of the West. And why not? It certainly has more to offer than any other place I know.

AGVA: Note in the mail from RUSTY DRAPER. He's at the SADDLE and SIRLOIN in Palm Springs, and doing great. BILLY DANIELS is at the CHI CHI CLUB there . . . A capacity crowd attended the annual banquet of the RENO CHAMBER OF COMMERCE and saw the installation of HY WELLS as the new president. 1953 should be a banner year . . . Work is starting soon on the RENO RODEO GROUNDS. Among other improvements, 2250 more grandstand seats will be added . . . BEATRICE KAY has parlayed great reviews and good business into a happy engagement at the LATIN QUARTER in N. Y. . . . RENO LIONS CLUB having LADIES' DAY at their weekly meeting. No, NOT the wife, the SECRETARY! . . . Over the week-end I have done a little research on TV COMMERCIALS. I have not come up with ALL the answers; in fact, I have not found anyone to blame for the bad ones. However, I did meet the man representing the company responsible for the better ones, BOB FLETCHER, who is with the ALEXANDER FILM CO. This company has been in the business of producing COMMERCIAL FILMS for theatres for years. They revamped their production methods and now are the largest makers of TV film commercials in the field. MR. FLETCHER, who makes his home in SACRAMENTO, was in Reno with his very charming wife, as members of a wedding party. The bride, Mrs. Fletcher's sister, was married to MR. M. W. "BUCK" LINECUM, a very well known citizen of Sacramento . . . HELENE, of HELENE and HOWARD, getting in some riding during her stay here . . . CHARLEY KALEY and his orchestra doing a fine job filling in for ERNIE HECKSHER at the RIVERSIDE, while ERNIE and his boys did a dance date in S. F. . . . Saturday, February 14, Valentine's Day, was a busy one for the clerks in the Marriage License Bureau . . . This current week-end EVERYTHING is sold out as far as hotel and guest rooms, are concerned. MONDAY is a legal holiday in California but not Nevada, therefore the big week-end rush across the state line . . . Some hotels have sent their guests as far as FALLON to find rooms for them . . . WARREN NELSON, day manager of MAPES downstairs casino, having a very busy week-end with the town really crowded, and doing a splendid job keeping everyone happy . . . JOHNNY ROSS of JOHNNY'S OPEN DOOR, one of the better eating places here, off for a vacation as of February 16th.



CURRENT SHOWS: The TERRACE ROOM of the NEW GOLDEN HOTEL opened Wednesday for a one week engagement with NELLIE LUTCHER, that great Capitol Recording star; the BEN YOST COLLEENS, singing quartette, and comedian MICKEY SHARP.

(Continued on Page 29)

To everybody — Beldon Katleman, his associates and wonderful staff of employees — I thank you.

Thank you, too, Gentlemen of the Press, and particularly my old and good friend, Jack Cortez.

And dear Bill Willard, I am sincerely grateful for your continued interest and writing effort as it concerns my show. Good luck at the Silver Slipper.

Last but not least, thanks again, Jake Kozloff, for proving a long time ago that engaging me wouldn't turn Las Vegas, Nevada, into a desert again!

God bless you all,

HILDEGARDE

P. S. Anna Sosenko joins me in my sentiments.

WHAT'S DOIN'?

. . . with JOHNNY UHLMAN

AMOST AMAZING thing happened this past week! I had my car washed, and up to the time of this writing it hasn't rained! Lavender Lou has never looked lovelier! Of course it was the very next day that the high wind came up and it got a bit cloudy, but I suppose this is the exception that proves the rule. Maybe it WON'T rain this time. And speaking of the wind . . . how 'bout that? I heard something about an enterprising young salesman who was selling North Las Vegas real estate at the corner of Fifth and Fremont . . . as the wind brought it by! Then there was the little man who bought a box kite for his son and was nine hours trying to get home with it! . . . and COLD? I got goose-bumpy goose-bumps just stepping outside to pick up the evening paper! A neighbor lady was bringing me a hot bowl of soup for my supper, and by the time she got it into my house it was like sipping a chicken noodle sherbet! Had to thaw it out of the bowl . . . Another defininition of the word COLD: A common catarrhal congestion of the cranial or chest sections of the anatomy, and somethin' you and I've had, got or gettin' one of! I got aduther wud dow. Baybe id's da sabe wud, but id eddy case, I'b blowid by bugle codstantly . . . ad two budths is a lo'g tibe for such goids od!! . . . I wonder if your dog looks and acts the same toward you as KID does toward me whenever I sneeze. Everything can be calm and serene around the apartment; the radio softly playing (the Silver Eagle), Kid is supposedly asleep in her sack. When I start compressing air in my lungs with rapid-fire huge gasps, in preparation for the big blow-off, she comes to immediate life. Runs over to me with her ears sticking straight up, a quizzical look on her kisser, and an expression of, "Wotinell izy up to?" Did you ever try to sneeze and laugh at the same time? I've lost eight eye-balls, stripped my uvula from its moorings, and on several occasions, I've ballooned my ear drums to where they resembled bits of bubble gum on each side of my head. The atom bomb is a dud when compared to some of my sneezes!



The SEVENTH ONE is now a reality! CHUCK WOODS officially opened the doors last Wednesday night giving you a full evening's entertainment via the ALL GIRL route. There are dancing girls, a girl mistress of ceremonies, and an all girl band. At this writing I haven't seen nor heard any of them so I can't tell you too much about them except this: ZOIE FONTAI and RHEA WALKER are two of the dancers, and your singing mistress of ceremonies is to be Miss PHYLLIS INEZ. There are four pieces in the band, (hm-m) and they are called the NOVELTIERS. Singing and playing during the intermissions will be RALPH FOSTER, who has done extensive television and radio work on the coast. Occasionally you will also be entertained by JERRY BLANC, the "singing chef." Besides your host you will probably be met at the door by a happy-go-lucky guy by the name of "Smiley" JACKSON. At any rate you are certain to meet up with a really congenial evening of fun and entertainment for they have everything: Dining, dancing, casino, cocktails, and shows. The SEVENTH ONE is located on the Boulder Highway in Pittman, Nev., approximately ten minutes from Vegas.

Got a note from JOE HUGHES of VEGAS VALLEY DEVELOPMENTS the other day in which he enclosed a clipping he had found regarding the whereabouts of WOODY WOODBURY. Many of you will remember Woody from the old EL CORTEZ where he played in the Rose Room. This was before the architectural beauticians moved in. Woody is now a fighter pilot with the Marines in Korea. He

(Continued on page 33)

See the Girl in the Fish Bowl



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I CAN'T HELP THINKING . . . by ANNA SOSENKO

I'VE GOT a lot of admiration for you, Cortez. You're the sharpest boss-man I ever had. For instance, you didn't talk me into this column. You skipped the details and welcomed me to your staff. And you're an economic wizard who is a considerate soul. You didn't want to bother me with money. The expense attached to this extravaganza is so little.

You figured it would save you bookkeeping and me taxes. That's the whole trouble. Everybody's working hard to save me the TAXES. At this rate, there won't be much money to SAVE me. Okay, Boss! I'll write a few columns on things in general but don't let this no-salary deal lull you into a false sense of security. The first sign that I might have the makings of a big newspaper noisemaker, I'm going to take my chances on the TAXES. **I can't help thinking**—I can get myself into the funniest situations!

There's a rumor the famous Parisienne comedienne of song, PATACHOU, is coming to Las Vegas. Unless she changed in the interim, don't expect a ZSA ZSA GABOR of glamour, ditto sex, ditto stunning clothes! For, Patachou and Piaf continue to wear the type of clothes which became them (as I wrote last week) in the early days when they started their careers, singing up and down the teeming byways and boulevards of Paris.

Patachou is the laughing, infectious, fun-loving counterpart of Piaf. What Piaf does with sad songs, Patachou does with the piquant, ribald, lilting song of the same streets. She is the laughing Bohemian. Her songs, the very essence of the neighborhoods of Paris. She's unquestionably an unprecedented female interpreter of the happy singing world of Paris. Her rise to success is interesting and starts when Maurice Chevalier began frequenting her little bistro in Montmartre. Everybody soon became aware of his enthusiasm for this unique and laughing gamine. Crowds came swarming to the place and from midnight until the wee hours, the Butte Montmartre rocked with the noise of hilarity and song, particularly when Patachou went into her routine of getting a few men up from the audience, singing a song about neckties and then — zip! — cutting them off. I'll never know what it meant as it was in French patois but it made hundreds of people double up with screaming laughter, nightly. Somewhere between a breadth, the parts of the cut tie were hung up on the wooden beams in the room and everybody had a big ball commenting upon the decor. For, that's just what it turned out to be. The whole decor of the Patachou room. These hundreds of flapping ties, which must have cost anywhere from 25 cents each to $25.00. Patachou never worries about the quality and cost of the tie she cuts. In fact, the more expensive the tie, the more the laugh. Men must have loved it because a lot of them came back, night after night. The tie manufacturers ought to love her madly. She is to them what Hildegarde is to the glove-makers. Oh, she invariably handed those gentlemen who wanted one, a whole tie. The difference between what the original tie cost and the one she returned may have varied considerably but the Ritz in Paris is a long way from Montmartre and she'd heard rumors they preferred their customers to walk into the lobbys with ties on. When I think of Piaf and Patachou, **I can't help thinking** GOD MUST HAVE LOVED HIS MANY MANY LITTLE STREET SINGING GAMINES FOR HE BLESSED THEM WITH GREAT TALENT!

The persistent rumors that this and that person is being sought by the Las Vegas hotels at fifteen, twenty and twenty-five thousand a week, worries me! No one is more sympathetic to the needs of as much money as the traffic can bear for an artist. No one knows better the artistic and the business needs which require that an artist be paid in direct proportion to what he spends on himself. But, do many of these high-salaried people really spend so much on themselves? I don't think many of them overspend. Not like the great troupers which would include a SOPHIE TUCKER and JOE E. LEWIS. There seems to be a return to the war hysteria of buying "names." "Names" are not always great talents. Or, let's put it this way: "Names" may be great talents and poor entertainers. For every infectious, exciting opera star, there are ten who are big operatic voices but far from the towering personalities of a CARUSO, CHALIAPIN. They were fabulous artists but they were also terrific entertainers.

Lots of people with too immature a background in comedy and the lighter world of song to warrant those four and five figure salaries, are getting just those figures — much, much too soon. When a business man pays out ten

(Continued on Page 29)

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I love ya'

Alan Dale

SOUTHWEST BEAT

. . . by CARL PAIGE

FROM FAR down in the Southwest. Yuma, Arizona, to be exact — we have once again news not only of entertainment, but as well, places to go and things of interest here in this area. With the Silver Spur Rodeo (a la L. V.'s Helldorado) out of the way, things are back to normal here in Yuma. The governor was here for two days for the activities along with a lot of the top names in the Western entertainment world. The main parade with a theme of "Territorial Days" was very much like the "Old Timers" parade in Helldorado days. It was two miles long and the latest estimate is that approximately 15,000 viewed this 30-block attraction!

Now of course in a community like this, that doesn't mean that all comes to a halt — no, now things are beginning to pop for the big County Fair to start April 8th in Yuma. That's another time of the year that not only has all the hometowners out, but tourists for miles as well come to see this tremendous show. Along with the midway, booths, exhibitions, etc., you can see some of the world's finest produce and livestock.

The entertainment this week around our Southwest Beat looks something like this:

SAN CARLOS HOTEL: Cleveland-Nickerson Trio.

VALLEY HOTEL PALM ROOM: Ruth Valenti.

FLAMINGO HOTEL: "Chic" Wade.

YUMA COUNTRY CLUB: Gary Hayes and his orchestra.

OWL CLUB: Jeanne France and Freddie Wilson's band.

Next week we hope to have information on other shows playing around town such as the DEL SOL HOTEL and CACTUS CLUB.

YUMA-VEGAS TRAVELERS: A host of Vegans were in town over the past week-end because of the rodeo activities. One good friend of ours was "Brownie," formerly of BROWNIE'S GARAGE in L. V., and now with NORTH MAIN FURNITURE CO. and OREN GRAGSON'S fine staff. Picked up his new Packard, we understand. From our fair city, our finest Can-Can dancer in one of the local lines visited Vegas with her husband — Mr. and Mrs. JOE HOUGNAN.

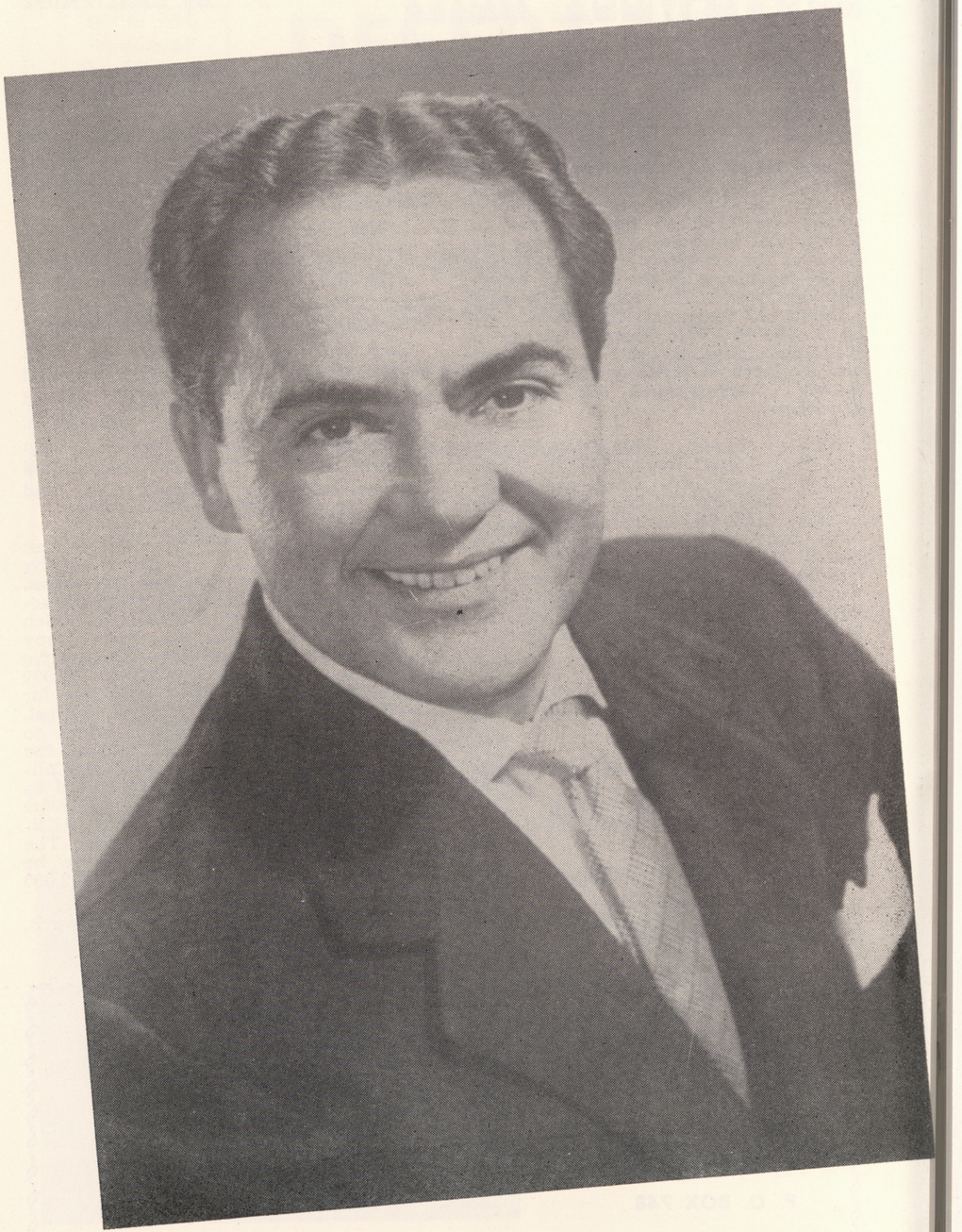
This week we also promised you an insight on some of the places nearby and how they compare with Las Vegas. For instance ,the Boulder Dam attraction is comparable to MEXICO, which is only nine miles away, a little sleepy village named Algodones. Twenty-two miles away is a Mexican city of 20,000 population: SAN LUIS. Of course for real night life and even more interest, you can travel a short 59 miles to MEXICALI, which is just south of the cities of El Centro and Calexico, California. Such niteries in MEXICALI as the SHANGHAI CLUB, SAN DIEGO CLUB, FLAMINGO, AUGIE'S RENDEZVOUS, and many, many more. The world's finest Chinese food is to be found in this town of about 40,000 people.

That's one comparison—next week, more.

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MY PLEASURE
BEING BACK WITH YOU IN THE
RAMONA ROOM
OF

Hotel LAST FRONTIER

Charles 'Buddy' Rogers

THAT'S FOR SURE:

(Continued from page 9)

that Buddy and the FOUR JOKERS (also at the H. L. F.), managed to persuade the proper authorities to allow them to get as close to the Korean front line as was possible. The performers wanted to make sure that our boys received some entertainment to boost their morale. Nice going, fellas!

Every time we see him, AL GARBIAN (manager of the downtown bingo parlors) manages to display his remarkable sense of humor. If you've played bingo, you know that cardboard "beans" are used to cover the numbers on the cards. Well, Al jokingly wondered if the list of patrons would grow if he replaced those "beans" with legitimate ten-cent pieces. We can almost guarantee that the bingo centers would be filled to overflowing if such a move were made. But — we doubt that there would be many dimes in the place at closing time.

We just have to take time out to compliment WES SHURTZ on the remarkable results of his recent remodeling of the BOND STREET CLOTHIERS on Fremont Street. The establishment now wears a beautifully modern atmosphere and patrons never fail to remark on the decided change.

RAY GILBERT, the talented gentleman who wrote stardom into his daughter's life when he wrote a night-club act for his daughter JOANNE, is preparing a routine for screen star RHONDA FLEMING. She'll make her cabaret debut about the time her latest flicker, "Pony Express," is released.

SID WYMAN (one of the owners of the SANDS HOTEL) deserves laurels for his talents as a host. All of the steady patrons of that bistro make it a point to see Sid when they drop in for a visit. We've noticed that MR. W. and DR. R. LOCKITCH have become staunch friends. They have a date for breakfast every A. M.

Looks as though MARION and ART FORCE are fast becoming ten pin fans. They accompanied a crop of Las Vegas bowlers to a tournament in Riverside, California, last week-end. The Forces seemed to live every emotion with each bowler as each pin fell or stood. Two of our localites chalked up sufficient pinnage to end up "in the money." They are JIM DESKIN and DUSTY SPRINGSTON. After watching the bowlers in action, it looks as though Marion won't have to do very much more convincing to get her hubby into the sport, next season.

It took quite a bit of string-pulling and many long distance calls but STAN

(Continued on Page 25)

COMING Attractions ON THE STRIP

FLAMINGO HOTEL

— COMING —

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AND HER

FRENCH REVUE

HOTEL LAST FRONTIER

March 2 thru March 22

KAY THOMPSON

BUDDY LESTER

HOTEL EL RANCHO VEGAS

March 18

GUY LOMBARDO

WILBUR CLARK'S DESERT INN

February 24 thru March 9

MITZI GREEN

RUDY VALLEE

March 10 thru March 30

JIMMY DURANTE

HOTEL SAHARA

February 24 thru March 9

LAURITZ MELCHIOR

March 10 thru March 23

JEANETTE McDONALD

THE SANDS

February 26 thru March 11

NANETTE FABREY

March 12 thru April 3

ENZIO PINZA

THUNDERBIRD HOTEL

February 26 thru March 11

JOYCE BRYANT

"CURTAIN TIME"

SHOW REVIEWS OF STAGE AND SCREEN PERSONALITIES APPEARING THIS WEEK IN FABULOUS LAS VEGAS

Flamingo

February 19 through March 4

Show: Kay Starr, The Lancers
Line: Flamingo Starlets
M. C.: Herb Flemington
Orch. Torris Brand
Mural Room: Bobby Page and Orch.

HELD OVER for another sensational record breaking two weeks is . . . That star of singing stars, KAY STARR. Kay possesses a style and a quality that knows no duplication. Such outstanding recordings as "Wheel of Fortune," "Wabash Cannon Ball," "Three Letters," Mama Goes Where Papa Goes," her latest Capitol Record hit, "Side by Side," and many, many more too numerous to mention, have been nation-wide favorites almost from the time of their release. Not only does Miss Starr sing with a beat that endears her to all musical lovers, but pours forth personality to overflowing when you see her in person . . . Appearing with Miss Starr once again are "her boys," THE LANCERS, whom you have heard many times as the vocal background group on many of her re-

(Continued on Page 29)

LAST FRONTIER

February 16 through March 1

Show: Janis Paige, Buddy Rogers, Four Jokers
Line: The Devlyn Dancers, featuring Bill Damian and D. Frazzini
Orch.: Bob Millar
Intermission Organ Music: Emile Buzaid

Co-starring in this stellar production are the glamorous JANIS PAIGE and personable BUDDY ROGERS. Both names are synonymous with national fame . . . Miss Paige proves herself quite winsome in the spotlight. She intrigues her audience with her selection of songs and stimulates their appreciation of sophisticated comedy with some of the most cleverly written material we've heard in a long time. The striking young lady projects versatility and charm, spiced with admirable poise and skill. We earnestly feel that stardom will be hers for as long as Miss Paige chooses . . . It's always wonderful to see BUDDY ROGERS in our midst. He can always be relied upon to purvey elite entertainment, as meticulously chosen as his personal wardrobe. Every second of his stint in the spotlight is filled with constant enjoyment. Buddy introduces various phases of showbusiness, via song. Proving he is not limited to one field of entertainment, Mr. Rogers delights onlookers with his manipulation of various musical instruments. You will enjoy the routine that embraces Miss Paige, Mr. Rogers and the entire company in the closing sequence of this production . . . The FOUR JOKERS have been away from our local scene too long and we sincerely hope their successful appear-

(Continued on page 31)

El Rancho Vegas

February 18 through March 17

Show: Billy Daniels, Bianchi Mosca and Company
Line: Gene Summer's El Rancho Dancers
Orch.: Bob Ellis
Intermission Music: Guy Landis and Jim De Stephano

The gentleman who can send his audience to a pitch of frenzied admiration, BILLY DANIELS, stars in this new production. Here is one of the most accomplished showmen of our time. Not only does Billy have talented vocal chords, his stage personality is so ingratiatingly humble, not one eye strays while he stands in the spotlight. Mr. Daniels weaves a magic spell with his selection of the nostalic, popular ballads. Of course, he can't leave the stage without projecting his sensational version of "Old Black Magic." Billy is capably accompanied by pianist BEN PAYNE, who arranges all of the sing-



er's numbers and also lends his voice to some of the songs. Together, they turn out remarkable entertainment that seems unbeatable. First nighters rose to their feet and roared their approval. Looks like the name of Billy Daniels will long remain in the annals of show business . . . BIANCHI MOSCA and COMPANY is a group consisting of four men and a woman. Three of the gentlemen beat our rhythms on bongo drums while the fourth proves his excellence as a flutist. The charming young lady offers classic interpretations of the dance . . . Our congratulations to BOB ELLIS and his ORK for a job well done. It is Bob's initial engagement as an orchestra leader and, despite opening night jitters, the background was superb.

Wilbur Clark's DESERT INN

February 10 through February 23

Show:	**Ethel Waters, Dean Murphy, Hal LeRoy**
Line:	**Donn Arden Dancing Girls**
M. C.:	**George Milan**
Orch.:	**Carlton Hayes**
Lady Luck Lounge:	**Grover-Shore Trio, Danny Cassella Orchestra and Bobby Stevenson Trio**

Here, for the first time, we of Las Vegas are privileged to witness the gracious artistry of that grand lady of the "blues," ETHEL WATERS. From the moment of her entrance on stage, Miss Waters has the jam-packed audiences of the Painted Desert Room right with her in everything she does. And everything she does is something that practically everyone in the audience is familiar with. Hearing the interpretation of a familiar tune by a real artist makes for the best in entertainment . . . You'll find these things with ETHEL WATERS . . . Once again we welcome back one of America's foremost impressionists, DEAN MURPHY. This man's memory is amazing! When he comes to the place in his act where he impersonates Hildegarde, you'll find him calling to different people and parties in the audience with little remarks of remembrance. This is fact, not fiction! He memorizes these people's names, bits of information concerning them, and just where they are seated . . . just before each show! Aside from this, his lengthy discussion of politics and current events is really based on **current** events . . . The limber legs and nimble feet of HAL LEROY are turning out taps greater than ever before. Here is a man who, in our estimation, has never received the recognition he deserves. The ease, rapidity and clarity of his taps are a thrilling thing to see and hear . . . The DONN ARDEN DANCERS reopen with this show with wardrobe and routines that are wonderful. The solo dancing of FLUFF CHARLETON depicts a great wealth of talent . . . Your new singing master of ceremonies is GEORGE MILAN.

SAHARA

February 10 through February 23

Show:	**Alan Dale, Honey Brothers, The Cathalas**
Line:	**Moro-Landis Sa-Harem Dancers**
Orch.:	**Cee Davidson**
Casbar:	**Mike Werner, Three Majors and Al Day-Tempo Trios**

The bells of S-U-C-C-E-S-S are ringing out for ALAN DALE on the heels of his first starring role in a night club presentation. The handsome, extremely-gifted young gentleman who rose to national fame via the air waves actually astounded first nighters with his polish and verve. Many are the artful mannerisms that can be utilized to capture the enthusiasm of onlookers. This boy used none. Instead, he relied completely upon his natural personality, talents and sensational sense of humor. Alan is completely at ease onstage and we predict this singing star will reach achievements greater than conceived in any day dream . . . Laughter and merriment always reign when the zany HONEY BROTHERS trip into the spotlight. They very convincingly carry out the theme of "rehearsal before opening night." The boys are very adroit in executing their clever dance routines and their tumbling is highly

(Continued on page 31)

The Sands

February 12 through February 25

Show:	**Billy Eckstine, Al Bernie, Chandra Kaly and his Dancers**
Line:	**The Copa Beauties**
Orch.:	**Ray Sinatra**

Who can resist a trip to witness and hear the impeccable gentleman of song, BILLY ECKSTINE? The great Mr. B. is elevating his popularity with his every appearance in various spots throughout the nation. You've heard him on his leading record discs and we'd advise your taking advantage of his personal appearance in the Copa Room. Billy is an accomplished showman who projects the proper mood befitting his selection of favorite tunes. He is one of the leading singers of our time and satiates everyone's desire for superb entertainment. Mr. Eckstine, with his charm and magnetic personality, leaves a lasting memory . . . AL BERNIE is one of the masters of comicry. The "tickle dust" is bound to permeate the room when Al unleashes

(Continued on page 31)

Thunderbird

February 5 through February 25

Show:	**Les Compagnons de la Chanson, Jay Lawrence, Landre & Verna, Earl Barton**
Line:	**Kathryn Duffy Dansations**
M. C.:	**Barney Rawlings**
Orch.:	**Al Jahns**
Navajo Room:	**Jack Martin Five, Normandie Boys**

Something completely new and different are LES COMPAGNONS DE LA CHANSON, a vocal group now headlining this show. Except for their opening number, in which one of the members plays a guitar, their entire act is done without musical background. These nine young men of France blend their voices, and phrase together, with such perfection that you almost feel as though they were being led by some mysterious, invisible conductor. At one point they surprise everyone by bringing musical instruments on stage and giving their impression of an American jazz group playing one of their French tunes . . . JAY LAWRENCE makes this another return trek to the Navajo Room to give his impressions of popular personalities and situations. His routine depicting the difference in opinions of fight commentators viewing the same fight will always be a favorite of ours . . . We also find LANDRE' & VERNA making a return engagement in this room with this show. Here is a dance team that does amazing things with one arm lifts and spins. Landre' brings his doll-like partner, Verna, from a raised, one armed spin, all the way to the floor for a picture finish in one of their routines . . . EARL BARTON is a newcomer to Las Vegas audiences. This young man is a pyramid of personality on stage and his prowess in interpretive dancing is unquestionable. Earl Barton is established as a welcome addition to any show! . . . The famous KATHRYN DUFFY DANSATIONS offer all new routines based on the Parisian theme,

(Continued on page 31)

SILVER SLIPPER SALOON

January 30 through February 26

Show:	**"Follies of the Day"—Cast of 20**
Line:	**Myra Gates' Five Blonde Bombshells**
M. C.:	**Jimmy Cavanaugh**
Orch.:	**George Redman**

The exotic dancing of KALANTAN, and the soul-stirring music which accompanies her interpretations, has brought many a noisy audience to a point bordering mass hypnosis in their attentiveness, as they watch her perform each night. The dynamic crescendo of her routine has everyone at such a high pitch at its climax that they are all calling for more . . . HANK HENRY

(Continued on Page 29)

in the center of Reno's fun

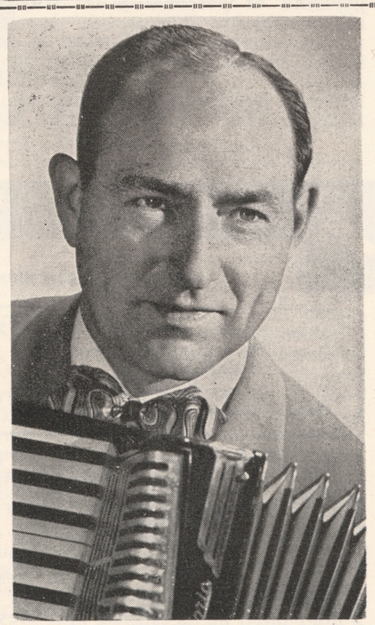
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THAT'S FOR SURE:

(Continued from Page 20)

IRWIN finally managed to book the LAURITZ MELCHIOR COMPANY once again at the HOTEL SAHARA. The troupe opens at that spot this Tuesday, February 24th. There were so many patrons who were unable to see this musical company during their limited stay recently, they beseiged the management of this bistro, pleading for a return engagement. We're very happy to report that Mr. Melchior and his stellar performers will return and will remain for two weeks, this time.

Our hats are off to our staff artist, DENNIS STEPHENSON, for the exquisite work he is doing at the EL CORTEZ HOTEL. In the "Pirate's Den," Dennis is painting six murals, three on each side of the room. They will be finished in fluorescent paint, with special lighting effects. We're mighty proud of this boy. He possesses great talent and most important in his field — imagination.

In approximtaely three weeks, remodeling of the FLAMINGO HOTEL casino will begin. An estimated $750,000 will be paid out for this project alone. BEN GOFFSTEIN (assistant to President GUS GREENBAUM) assures us the place will definitely be the "Showplace of the Nation" upon completion of this work.

AL FOX, former owner of the FAMILY SHOE STORE, is now a cashier at the HOTEL LAST FRONTIER. He enjoyed approximately fifteen years of success in the shoe business and retirement was forced. Al would have remained at that spot longer if the landlord had renewed his lease. But, the property owner decided he wanted to make different plans and Mr. Fox is now affiliated with the Strip hotel.

Belated congratulations to JEAN and IRVING STONE on their 19th wedding anniversary (February 11th). He is the popular author whose latest novel, "The President's Lady," is being filmed, starring SUSAN HAYWARD. Mr. Stone's writings are also featured in national publications and we have a hunch he was gleaning local information for a future article (maybe novel?) on our fabulous town.

A hearty welcome back to AGNES and SAM HOFFMAN of San Francisco. The couple are visiting with their friends, PHYLLIS and ARNOLD CHRISTENSEN (owners of CHRISTENSEN'S MEN'S WEAR on Fremont Street.) Sam is the manufacturer of the very popular CISCO sport shirts and other sportswear.

It took a lot of doing to get the lad back but BILL KOZLOFF, manager of the SILVER SLIPPER, stayed with it until he could feature JOHNNY MATSON in his shows. Johnny is a versatile comedian-musician. The last time he was here TESSIE O'SHEA (one of London's top stars) told Mr. Matson she wanted to book him on a European tour with her. The comedian received word from Miss O'Shea recently and leaves on March 18th to fulfill 22 weeks in London with Tessie. At the completion of that tour, he will once again return to the Silver Slipper.

Visiting in our midst are MR, and MRS. AL ASHLEY and daughter, BEBE. Mr. Ashley is the publisher and owner of the SCHUBERT MUSIC COMPANY in New York City.

While listening to BOB HAWK on the radio the other day, we heard the master of ceremonies impart a bit of information that all drivers might be wise in considering. Mr. Hawk passed on a bit of caution that was printed on the back of a truck. It said: "This truck has been in nine accidents and hasn't lost one." Food for thought?

We were very sorry that BEN WRIGLEY wasn't able to appear with the current show at the HOTEL LAST FRONTIER. His "straight man" wasn't able to obtain a labor visa out of London in time to make the engagement. Rather than attempt a hurried replacement, Ben received a nod of approval from the management to fulfill the contract when his partner arrived in the States. They will appear at a later date.

Quite a few of our localites are ready to wager that the race track WILL open for business in September. Any takers?

Sincere wishes of good luck to JIMMY DOWN in his new job. JAKE KOZLOFF appointed him as account city ledger salesman for the GOLDEN NUGGET RESTAURANT. It is an innovation that will permit local businessmen to charge their lunches at that spot. Jimmy began his job on February 16th and we hope he enjoys as much success with it as he did in his two years as Justice of the Peace.

With every charitable drive, we discover new generosities of the people of Las Vegas. PHIL CABIBI, casino manager of the HOTEL LAST FRONTIER, received a $5.00 donation from each of the dealers of that spot and the SILVER SLIPPER. Each of the box men contributed $10.00. The collection will be turned over to the RED CROSS DRIVE. It's heartwarming to know that people still think of those who are less fortunate and in greater need.

Have you listened to the smooth music of THE COASTERS at the SANDS HOTEL? The leader pianist is

(Continued on Page 27)



***Everybody comes to the* SILVER SLIPPER**

. . . by any means of transportation!



DOWNTOWN

THAT'S FOR SURE:

(Continued from Page 25)

DON GUTHRIE (who is playing his tenth engagement in our town) — his wife NYKI is on the bass violin and IKE McKENNA is on the trumpet. The group closes at this spot and heads for the BILTMORE HOTEL in Palm Springs next week.

We're very happy to learn that MAE PARKER (of the RINGLETTE WAVE SHOP) is out of the hospital and back on the job. While she was indisposed, Mae's assistant was swamped with work and is happy that the "Boss Lady" is back. Now, everyone (including the silver blondes) will be accomodated at the beauty salon, without waiting.

JOE CAPPO, that hard working comic favorite, is at the EL CORTEZ HOTEL and is sporting a 1953 Cadillac. The Cappos now have four children and Joe gave his wife the car as a gift. However, Mrs. C. has her hands full with her growing family and the family chariot is being utilized by dad, himself.

Did you know that RUTH AARON, the gal who writes those sensational routines for JANIS PAIGE and CELESTE HOLM, is the retired world's ping-pong champion? Not too long ago, Miss Aaron appeared in various New York spots, giving exhibitions of her skill. We are sincerely hoping that the management of the HOTEL LAST FRONTIER will persuade her to give one of her exhibitions while she is in town. Wonder if there are any challengers in our midst? If Ye Editor were capable of playing ping pong, he would extend a challenge. But, alas and alack, 'tisn't within his capacity . . . and that's for sure.

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Weekly Fashion Letter

from EDITH HEAD

Paramount Fashion Designer

Men resent women who wear mannish clothes. As a rule, fashion authorities agree that women wearing masculine-looking fashions, copies of men's clothes or men's accessories usually look pretty dreadful. There is no denying that women should look like women. Occasionally, a fad does catch on, and there is little one can do about it but ride along with it. Of course, as in the case of all fads, their success depends upon the good taste employed.

Currently Hollywood actresses have taken to wearing men's ties — both string and four-in-hand. They are wearing them with Spring suits and sports dresses and, frankly, they look mighty perky.

The fad has taken hold in many different ways. For example, TERRY MOORE of "Come Back, Little Sheba" fame sports a bow tie that belongs to her current beau. She wears these with blouses and skirts, and on Terry Moore it looks good.

The three young English stars — DOROTHY BROMILEY, AUDREY DALTON and JOAN ELAN — whom you will soon see in "The Girls of Pleasure Island," have gone along with the same craze. All three of them wear both bow and four-in-hand ties with their sports dresses. Incidentally, these ties belong either to their father or their beau, all depending on their romantic situation.

ROSEMARY CLOONEY, Paramount's newest and brightest star, whose first picture is "The Stars Are Singing," has adopted the fad and added her own originality. Instead of wearing the string tie or four-in-hand around her neck, it looks wonderful knotted at her waist. She wears it as a belt with her blouses, or sweaters, and skirts. This is not a completely new idea since FRED ASTAIRE has been wearing his ties around his waist for years.

So warn the men in your family to hang on to their ties because women are invading men's fashions again this year.

Marc Wilkinson
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BOULDER HIWAY - PITTMAN, NEVADA
"Fifteen Minutes From Vegas"

I CAN'T HELP THINKING:

(Continued from page 15)

thousand or more (certainly even five thousand), he ought to be thinking he's making a good investment for himself in institutional promotion. A great entertainer who is just that (and mature) is a walking press agent around the world, for the hotel management. Again I repeat a phrase of last week's and it might be well for Las Vegans to remember this: "It isn't enough to just 'perform'." Today, an artist ought to look the part, act the part, exude the glamour of the part and give the managements (who make his relatively pleasant life possible) as much good will around the country as is possible.

Only then are these big salaries justifiable, sensible and more apt to be regarded as worth the investment. That means, artists should spend more on their material, their wardrobes, music and publicity. Managements paying astronomical sums ought to be sure that's what they get when they buy an act. Also, managements ought never to forget that an artist can be the best of everything and can be paid fifty thousand a minute — but — without beautiful and detailed production and presentation, the investment loses impact.

Well, **I can't help thinking** — there's a lot of show business out here. I want Las Vegas to be on the map a long time and the places to be secure enough to pay the right actor the right salary. I'm pretty sure of my last subject and **I can't help thinking** a lot about it.

RENO BEAT:

(Continued from page 11)

plus the TWELVE GOLDEN GIRLS and the music of STERLING YOUNG and his orchestra . . . Coming the 25th of February will be ETHEL WATERS . . . The MAPES SKYROOM is in its final week of the current show, headed by DOODLES AND SKEETER. These boys are newcomers to RENO. They are really great, their selections of records and their style of selling the songs are both very fine. HARRY "WOO WOO" STEVENS makes a return engagement in the SKYROOM. His comedy and songs cover just about every "standard" that was written. He does a great deal of audience participation routines and pleases the vast crowds. WOODIE and LORRAINE, sensational skating artists, provide the thrills for the show with their unbelievable feats. EDDIE FITZPATRICK and the boys provide the music for the show and for dancing, and two fine routines by the MAPES SKYLETTES make this a very entertaining evening . . . THE RIVERSIDE CASINO opened a new show THURSDAY. THE SONS OF THE PIONEERS headline the show, backed by JAYNE MANNERS, singing comedienne, and GEORGE NICOLLS and RENE doing tricks in magic. The RIVERSIDE STARLETS and ERNIE HECKSHER and his orchestra fill out the show.

See you next week . . . ART STEAGALL — Reno 2-2658.

SILVER SLIPPER:

(Continued from Page 23)

is a very funny man! This fellow need but to walk on stage and the audience will howl. In the current show, he and diminutive comic, SPARKY KAYE, do a wonderful bit based on the song, "My Man" . . . Myra Gates' FIVE BLONDE BOMBSHELLS prove to be real dancers, as well as real good lookers. Five poodle pated peroxiders who are a genuine addition to any show . . . THE BEAU JESTERS bring a host of new songs, with special lyrics, and are attaining a finer blend with each and every week. Their arrangements are as they should be, for the towering talents of a good quartet . . . Contributing her talents to the scenes and blackouts is the wonderful JO ANN MALONE, as well as master of ceremonies, JIMMY CAVANAUGH and Bill Willard . . . Music for these nightly productions is done masterfully in the capable hands of GEORGE REDMAN and his Silver Slipper Orchestra. Appearing as an extra added attraction with this show is the music mastery of that youthful comedian JOHNNY MATSON. This young man plays a lot of trumpet and accordion and has a few surprises up his sleeve while doing so.

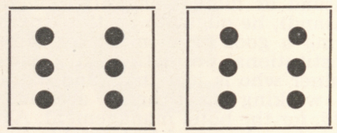
FLAMINGO:

(Continued from Page 21)

cordings. These four young men do a full spot of their own during the show in which they do some clever impressions of other singing groups, such as The Four Aces and The Mills Brothers; these they do almost to the letter. Later in the show they return to the stage to assist Miss Starr in doing some of their more popular recording arrangements. . . . The FLAMINGO STARLETS, and singing emcee, HERB FLEMINGTON, present two new Lindsay-Saphire Productions that are most colorful and very well executed . . . TORRIS BRAND and his fine aggregation of musicians do a great job on the show music as well as playing for your dancing.



NO



WE LOVE
LAS VEGAS!

DEAN MURPHY

HAL LEROY



OUR THANKS TO
THE DESERT INN
AND
ALL YOU PATRONS
FOR MAKING THESE A
HAPPY TWO WEEKS!

SANDS HOTEL:

(Continued from Page 23)

his individual brand of humor. His stories are of the calibre that you expect from a clever comedian. There is no room for dour expressions when Mr. Bernie is on stage. He is highly stimulating and we're very happy that he chose to enter the field of entertainment . . . CHANDRA KALY and his DANCERS are truly outstanding in the land of show business, which is populated by numerous exponents of the dance. They specialize in the deliberate movements of oriental routines and haven't lost a bit of their popularity and distinction that they've enjoyed for so long. Again, we'd like to advise you to see this act.

THUNDERBIRD:

(Continued from Page 23)

and feature the dancing feet of Miss CHRISTINA CARSON. Taking part in these productions are the NORMANDIE BOYS, EARL BARTON and the singing voice of BARNEY RAWLINGS, who makes his return to the Thunderbird stage with this show.

LAST FRONTIER:

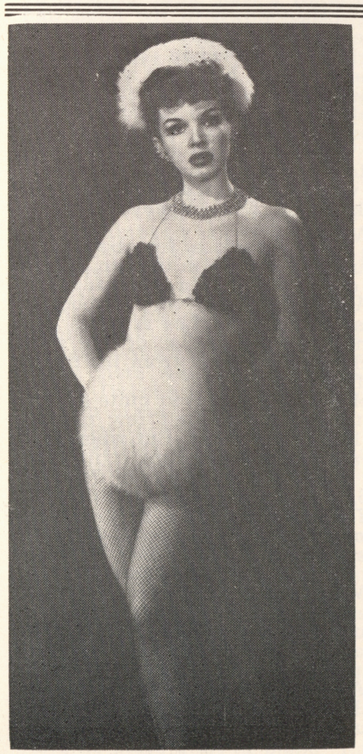
(Continued from Page 21)

ance will call for a return engagement in the near future. The lads are full of buoyant wit and harmonious. They call forth split-second timing for their fast-paced, uproarious comedy. They are full of the infectious rhythm that reaches into the audience and demands the attention of all present.

SAHARA:

(Continued from Page 22)

commended for those who wish to see perfect timing. We still think the poor fellow in the middle takes a lot of punishment but it makes for rollicking amusement . . . THE CATHALAS indulge in breath-taking balancing, juggling and acrobatics. We feel safe in saying some of their routines have never been viewed or attempted before. The strong man in the act proves himself highly trained in balance and skill. He has to be when he poses on a movable ball, shoulders a partner and juggles, all at the same time . . . Opening on Tuesday, February 24th, will be LAURITZ MELCHIOR and COMPANY.



EMBASSY CLUB

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B U R L E S Q U E •

MARCIA EDGINGTON
"Park Ave. Pick-up"

★

ANITA GRAY
"The Body Beautiful"

★

DOC STARR
Comic MC and Vocals

★

BOB LEE'S BAND

POP SQUIRES:

(Continued from Page 5)

stock of the new railroad as the price of the right of way for Senator Clark's railroad. But, of course, the new railroad management could see very well that the plan for sale of the Las Vegas lots could not be changed at this late date. So Mr. Clark, with the help of the rest, wrote a message to Mr. Bancroft, explaining that many applications and deposits of money had already been accepted on sale of Las Vegas lots and that it was, under such circumstances, impossible to change the proposed method of sale. That really seemed to settle everything.

But the next day there was another message from Mr. Bancroft, "managing director" of the S. P., L. A. & S. L. R. R. It was short, curt and direct to the point:

"Auction or nothing. Bancroft."

That brought the roof of the world down on our worried heads. I probably was the only person in Las Vegas who could get a crumb of comfort out of the railroad townsite in Las Vegas. I could get the scant comfort that if there was a sale of lots after all it would probably be delayed long enough so that I could get Hotel Las Vegas finished. Of course that was the very first time anybody outside the innermost circle of Senator Clark's associates in the railroad realized that Mr. Harriman and his Union Pacific Railroad were completely in control of the S. P., L. A. & S. L. It was not until approximately 20 years later that the U. P. asserted its ownership and began its operation in its own name.

There was, of course, nothing for the new railroad to do but submit to Mr. Bancroft's dictation. So they directed Mr. Park to enter quickly upon the work of refunding deposits on Las Vegas lots and announced May 15, 1905, at 10 a. m. as the time when the lots would be sold at auction to the highest bidder. We went vigorously forward with work on the new hotel and were confident we could have it ready for guests by May 15.

Along in early May, when we had the floor of the new structure laid and the canvas about half buttoned to the framework, and when we had bedding and furniture and supplies of every kind scattered over the lot around the framework of the hotel, it clouded up along in the evening and began to rain. I gathered together what help I could get and worked all night getting things covered up and the bedding, etc., which of course had been unloaded in the low places where the water collected, moved to cover or at least to higher ground. Soon after daylight our tired gang went to bed, not caring a whoop in Purgatory whether Las Vegas ever had a hotel or not.

Along about noon when I awoke the sun was shining and the world was all bright and pleasant again, and we took new hope. On the 14th of May we were receiving guests. We had hired Mr. G. D. Armstead, a good hotel man, to manage the hotel for us. The evening before the auction sale every one of the 30 guest rooms was filled. The weather was pleasant and life seemed worth living after all.

On the morning of May 15, Mr. Whittemore, Mr. Bettis, auditor of the company, Frank Waters and several railroad clerks went over to the stand erected on the railroad right of way between where the freight depot now is and Main Street, where the auction sale was held. As the day warmed up so did the bidding. Lots really were in demand.

When noon approached it really was blistering hot and I was thankful that I had the presence of mind to have plenty of cold beer and ice ready to serve at the hotel. So when the sale was adjourned, I suggested that everybody come over to the hotel and cool off and enjoy a cool bottle of beer. So we all rushed down to the hotel and I opened the canvas-covered door with a flourish and started in.

I was met by a hot blast and looked anxiously at the thermometer I had thoughtfully nailed to an upright so that people could see how nice and cool it would be in the hotel. The mercury stood at 128 and the six nice waitresses we had imported from the Hollenbeck Hotel, Los Angeles, were in a state of collapse.

The crowd drank a few bottles of beer but kept outside in the sun, where it was only about 106 in the shade that day. And I had the very important business of going to Los Angeles and ordering a canvas fly, or double roof, to shield the tent hotel from the direct rays of the sun.

Hotel Las Vegas played quite an important part in the first few months of the life of Las Vegas. But when 1906 rolled around it was getting a bit loose in the joints and wobbly. On January 1, 1906, some enthusiastic celebrant of New Year went to bed with a cigar in his mouth and set the room on fire. It was quickly extinguished, but we began to do a little serious thinking. John Miller's Hotel Nevada was about ready for business, so we started on the work of tearing Hotel Las Vegas down and selling the big sheets of canvas to prospectors on their way to Goldfield. And that in brief is the story of Hotel Las Vegas, probably the largest hotel under canvas ever in Nevada.

WHAT'S DOIN'?

(Continued from Page 13)

says if he had a piano he could shorten the war considerably by driving the commies mad.

Say, you glamour gals, and pool-side promenaders, what with all this sunshine lately it's about time to start investing in some of the latest in bathing suits and I've seen 'em. BONNIE BEST is beginning to get in her spring cottons and swim suits. This one swim suit in particular is one of the cutest darned things I've seen in a long time. It's a one-piece affair with button straps on the shoulders, just like we used to have 'em in the old days, around the early twenties! Of course the suit I saw was a certain asset to any sea shore scenery, seein' as how it was occupied at the time by shapely Miss MARION COLLIER, of the D. I. Donn Arden Dancers.

It's a new show at the EMBASSY CLUB BURLESQUE in North Las Vegas! Firstly there's a perky little red-head known as the "Park Avenue Pick-up." Miss MARCIA EDGINGTON. The little lady who works with her on this bill is Miss ANITA GRAY, who is billed as "The Body Beautiful." Well, how far dya wanna go? Both of these dancers are easy on the optical orbs from any point of view and both are dancers as well. The night I caught the show "Whitey" Poticher was filling in for Doc Starr who was taking a night off from his emcee duties. BOB LEE'S little three-piece band plays an awful lot of music for such a small number of men. There are four shows a night at the Embassy with special TWO ayem and FOUR ayem showings for you "laters."

JACK SNYDER will be moving next door into his new quarters in about a month and a half, and he's selling out his present stock of slacks and material as if there was going to be no tomorrow. Discounts on everything! As a matter of fact, if you go so far as buying three pair of slacks you get another pair FREE! And a lot of customers are going that far when they buy slacks at SNYDER'S.

Our congratulations to KENNY McDONALD who is taking over the operation of RED'S BAR in Pittman, Nevada, which was at one time Jim Thorpe's ALL AMERICAN. Kenny plans to make a lot of changes in the present set-up and to put in dancing and entertainment.

The new piano man with the THREE MAJORS at the Casbah of the Sahara is a young man by the name of HERBIE DELL; recent arrival from New York and he plays a lot of piano. Replacing a great pianist like RAY RAUSCH wasn't an easy matter. Herbie moved right in.

It was a BOY! It was 6 lb. 12 oz.! It was Tuesday, the 10th at Memorial Hospital! It was JUNE and HUGO JACOBS. It was all Jake could do to keep from bustin' his buttons when he was tellin' me about it. Jake is at the service bar of the Desert Inn dining room. You know, it wasn't but a couple months ago the FRANCES and GORDON JENNINGS had a blessed event; and Gordie also works at this same service bar. I wouldn't be a bit surprised, after this news gets out, but what a lot of fellas are going to be drifting back there to find out what kind of **water** these men are drinking!

Starting next Friday, the 27th, and for ten days, the Las Vegas Art League will be sponsoring a one man art show in the Little Gallery of the FIAMINGO HOTEL. There will be one display of fifteen paintings by one of our own Las Vegas artists, Mr. WILLIAM HALL. You've seen his works on display in downtown windows and in the Golden Nugget. This man's attention to detail concerning the subject he is doing is amazing. It will be well worth your while to attend his showing. You may know Bill Hall as the wheel dealer on the day shift in the Flamingo casino.

They tell me that GAIL JOHNSON, toddy toter at the D. I., took ten days vacation and spent practically all of it in South Dakota. It isn't her home, the scenery is average and she has no relation there . . . as yet!

We'd like to offer our congratulations to BOB ELLIS and his orchestra now playing at Hotel El Rancho Vegas. Most of these men were of Ted Fio Rito's band. They now belong to Local No. 369 and are making Las Vegas their home. There are some very good musicians in this group and should do a wonderful job with the shows.

And there you have this week's episode in full. Kinda empty in spots, huh? Well, wot ya gonna do? I'm tryin'! Great snakes in the bull rushes! It's no bull, but I gotta rush! Perform the three S's and make a number two show at a local nitery. If I happen to see you, don't forget to smile and say, "hello" . . . Your ever lovin,' Johnny.

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SHOWTIMES — 8:15 - 11:30 P. M.
LATE SHOW SAT. NIGHT: 1:15 A. M.



Gee!

I'm Glad to Be Back in Fabulous Las Vegas –

– and Especially at the

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Janis Paige