Jack Bortz'

March 7, 1953

Fabulous LAS VEGAS Magazine



DONNA RAYBOLD

(See Page 9)

15c

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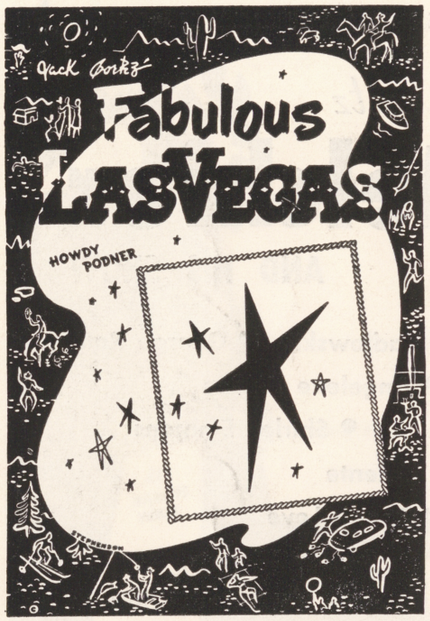
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NO COVER

NO MINIMUM

HIWAY 91 • LAS VEGAS • NEVADA

RESERVATIONS · TELEPHONE 6800



PUBLISHED WEEKLY VOL. 4, NO. 48
MARCH 7, 1953

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THAT'S FOR SURE by JACK CORTEZ
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ART EDITOR — DENNIS STEPHENSON

JACK CORTEZ, Editor and Publisher
Subscriptions $5.00 per year
MAILING ADDRESS: P. O. BOX 748
LAS VEGAS, NEVADA

OFFICES OF PUBLICATION
231 NORTH FIFTEENTH STREET—PHONE 4922
707 EAST OGDEN AVENUE—PHONE 4330

Max Wallace
PRINTER—PHONE 4330

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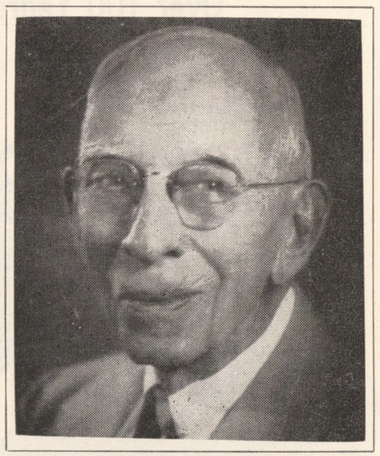
SHAMROCK HOTEL—Shillalah Room with nightly entertainment. 600 North Main. Phone 2200.

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

LAST WEEK I quoted a little of the flambouyant language from the first issue of the Las Vegas Times, owned, edited, printed and circulated by a roving sort of fellow from Butte, Mont., named James Brown. He had quite an interesting use of language, as you may have noticed in last week's Observations. As an editor he had no compunctions about advertising on the front page and during the months of its existence four or more columns of the six columns on the front page of each issue were occupied by advertising. In fact, the best advertising—that is the advertisers who were prosperous enough to pay their bills—insisted on front page space.



Another characteristic of the Las Vegas Times was the fact that its headlines were not simply something smart to make readers wonder what on earth the item could be about (as so often is the case nowadays) but really expresses thought so that one could at once understand what the item was about. Headlines were not then used playing puzzles with the readers.

But the chief delight of Jim Brown as an editor was to pick a fight with a newspaper competitor and the most common ground for disagreement and abuse was in the official printing. There was for many months constant and outspoken abuse of any other competing editor who was fortunate enough to get a crumb of the official county printing.

The second paper in Las Vegas was issued the week following the Times and it was owned by T. C. Nicklin. Charles C. Corkhill was the local manager and editor. Nicklin also owned the Bullfrog Miner, published at Beatty. So it came about that competition between the Times and the Age was particularly bitter, each paper claiming to be the official newspaper of Lincoln County and each proving it by criticism and abuse of the other.

The Las Vegas Advance was owned and published by a fine, elderly gentleman named W. W. Wallace, whose sole object in printing a newspaper in Las Vegas seemed to be to bless and benefit everything and everyone in Las Vegas. I am not sure that this was the reason that Mr. Wallace was the first to be crowded out of the field by his two competitors.

He never, so far as I remember, ever tried to frighten or blackmail anyone into advertising in the Advance. He was well beloved by all those who knew him. Possibly that was the reason that the Advance died an early death. The Times survived more than a year, then abruptly changed itself to the Caliente Times, having concluded that our northern neighbor was the place where a great city would be built, not Las Vegas. I had no interest in the Las Vegas Age until several years after both the other papers expired, but carried it on for about 40 years.

What set me to talking about early newspapers in Las Vegas is the fact that the 1953 session of the Nevada State Newspaper Association will be held in Reno this week-end. It will start with a reception in the Governor's Mansion in Carson City Friday evening and end with a banquet in the Riverside Hotel, Reno, Saturday night.

Because I have been a member of the organization and have attended most of its annual meetings since 1910 and have known most of the worth-while newspaper editors and owners in Nevada for the past 40 years or more, I enjoy the meetings greatly, especially so since some members of the organization are contending that its first meeting was held in 1924.

Because I attended annual meetings of Nevada owners and editors at least 10 or 12 years before 1924, under the names of Nevada Press Association, Nevada Editorial Association and other similar names, the aims and objects of all being the same, and which were attended and conducted by practically the same people, it seems quite unnec-

(Continued on page 23)

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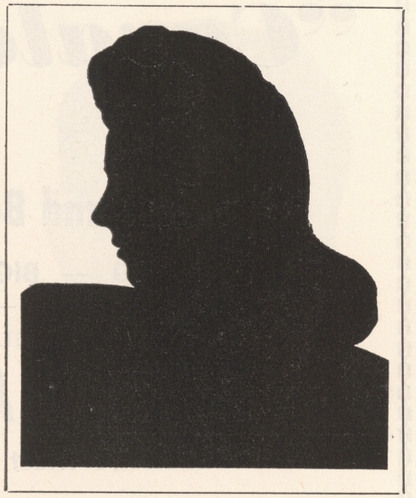
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RANDOM THOUGHTS

. . . By B. B. BARTON



WE WERE sitting around discussing the very happy (?) subject of income tax the other night. Naturally, everyone seemed quite glum when this particular topic was introduced. Since some of the tax collectors have been exposed as graft acceptors, those who have thus far been untouched by Uncle Sam's accusing finger are obviously attempting to appear completely virtuous.

In our neighborhood, quite a few of the business men are entertaining many a sleepless night because the local collector decided to go over all old records and track down all possible errors. Even if you **know** you filed a completely legitimate tax return, you can't fight the feeling of guilt when the tax representative designates you as his next case for investigation. Makes you wonder if you'll spend ten years in jail because you claimed Aunt Hattie as your dependent. Of course, the old gal lives with you and has no income of her own. But, when you remember the time she made a wager and won $5 on the outcome of the local turtle race, your boots begin to quiver. Maybe you were wrong in not revealing her winnings. Oh, well! you might just as well climb out of bed when the dawn comes up. (Aunt Hattie is sleeping soundly—why shouldn't you?) . . .

One of our dearest friends is the type of person who can tell a yarn in such a way that you simply have to believe it. You just never know when he is speaking fact or just spinning one of his carefully created bits of nonsense. At times, you realize there is but a thin bridge between truth and imagination.

Our loquacious companion told us of an acquaintance of his, whom he referred to as B. G. According to the anecdote, B. G. is a gentleman who has firmly established himself in the business world and has a bank account that will last long after he is gone. Of course, he has accountants tending his business reports and filing company tax returns. . . .

However, last year, B. G. neglected to file his personal income tax report. Although he has accountants on his company pay roll, he stubbornly insists upon computing his private returns himself. When B. G. realized his neglect, he immediately sat down, developed a violent headache over the figures on the forms, and managed to post his report, just about five days after the deadline. . . .

Oh, he was very fair about his mistake. On the report he stated he had forgotten and that he was enclosing the required fine. . . .

Well, the gentlemen of the government looked over B. G.'s statement and responded with an extremely lengthy, official letter, suggesting he fill out a stipulated form, explaining his delinquency. When he completed it, B. G. was to have it notarized. . . .

Being a very busy man, B. G. just glanced over the form and then made a notation of having paid the fine, adding simply: "I forgot." . . .

The following week brought with it another letter. When B. G. read it, he thought he must need a new pair of bifocals. This is what it said: "No excuse is not an excuse. Pltase file notarized affidavit, testifying that you had no excuse." . . .

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10 — BIG ACTS — 10

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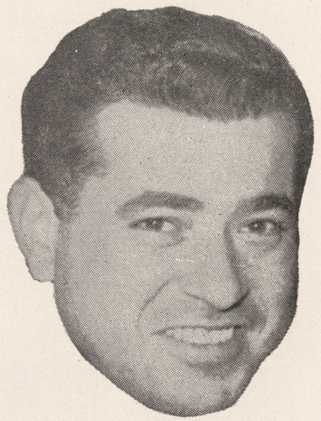
Showtimes
9:00 - 11:00 - 1:00 - 3:00

FREE PARKING
FOR 1500 CARS

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Phone 1800

THAT'S FOR SURE . . . by JACK CORTEZ

ALTHOUGH the picture on our front cover is clearly that of one lovely damsel, it is our method of saluting the complete LAURITZ MELCHIOR show, currently at the Hotel Sahara. The opera star has congregated a wealth of talent within his company. Each of the performers is individually outstanding in the presentation. Not only are the singers superb, we must add laurels to the Moro-Landis Dancers who are exceedingly skilled in choreography and timing. Every person affiliated with this production deserves a four star rating — that goes for those backstage, upon whom the spotlight doesn't shine. We are most regretful that we couldn't get a photo of the entire cast and each off-stage associate. They all deserve public attention and we'll borrow some Winchell "orchids" to send, via print . . . The young lady gracing our cover is DONNA RAYBOLD, the gifted ballerina who is featured during the waltz extravaganza. . . . If time and circumstances had permitted, we would have attended each curtain time, twice nightly. Although that proved an impossibility, we did manage to attend the magnificent presentation more often than we've ever returned to view any show in our lifetime . . . To you, LAURITZ MELCHIOR, members of the cast, and behind-the-scenes workers goes our Fabulous Salute of the Week. You are greater than Webster's vocabulary . . . and that's for sure.



Aside from the thrill that usually accompanies the breaking of all previous established records, KAY STARR was deservedly presented with a gold statuette from the FLAMINGO HOTEL. The outstandingly popular songstress set new heights in the record department, playing to capacity audiences for each and every performance. This was a precedent never before made by the Flamingo Hotel. It is the first such "oscar" any performer has received from the management and we share Kay's happiness and excitement. She's a wonderful gal! The presentation was made at a party on the closing evening of her engagement. All of the disc jockeys and members of the press were present to witness the honor and acceptance. Every attendee agreed that Miss Starr was worthy of the distinction.

INEZ JACOBS is an adept young lady who used to manufacture custom-made shirts back in Columbus, Ohio. At present many localities are happy that Miss Jacobs is now a resident of Las Vegas. She is being kept constantly active making the identical shirts for the bosses at WILBUR CLARK'S DESERT INN. Those shirts must be mighty comfortable for the wives no longer hear their husbands complaining about having to put on white shirts.

An ache in Ye Editor's shoulder caused his frau to call in DR. REUBEN LOCKITCH. When the esteemed physician noted that it was a case of acute bursitis, how could a mere male fend off a female's determination to hustle him off to Los Angeles and X-ray therapy? While at the airport we renewed an old acquaintance with ROLAND L. HILL, author, world-traveler and lecturer. Mr. Hill is the author of "Hillsway," "I Recommend," and "Living the Life of Rolly." In his Hillsway, Mr. Hill recommends places to go, stopping points of interest, accommodations, dinner spots and leading shopping centers. He has been in every city and state in our country and has visited a major portion of European cities. Needless to say, he is a most interesting person and our conversation kept us from thoughts of traveling time between our fabulous city and the Burbank airport.

It is certainly wonderful to see JIMMY MAHAR up and around again. While on a fishing trip with LEE

(Continued on page 30)



DOWNTOWN



DICK SHERIDAN'S

STRIP RACE BOOK

HI-WAY 91 (The Strip)

- Results From All Major Tracks
- Direct Bus Service From Downtown
- Comfortable Atmosphere

WHAT'S DOIN'?

. . . with JOHNNY UHLMAN



HAVE YOU EVER been so engulfed in absolute SILENCE that the deafening ROAR made you jumpy? I suppose science has a good explanation for the huge hum that goes on in your ear when there is actually no visible source of the sound. Might be it's the wind blowing through the holes in my head that causes it! I experience this sensation every week when I sit down to do the majority of my writing on these memorable missives to posterity. It's usually during the wee sma' hours of the morning and the rhythmical whir of the fly wheel in my electric clock is almost ear-splitting. Once in a while my aging refrigerator starts up and, after the initial shock to my nervous system has worn off, I rather enjoy the racket. A racket which would put the rock crusher at the Cind'rlite plant on the same audibility basis as the electric motor that drives the drilling apparatus in a dentist's office . . . nothing! Oh, yes! . . . Many times during the summer months I've entertained a guilty conscience because of this. Occasionally you will read where certain students of seismology have shown registrations on their instruments of small earthquakes from an undetermined source. I alone have the correct information . . . "614 North Ninth . . . m-mY refrigerator."

Well. we have a completely new show at the SEVENTH ONE CLUB out in Pittman. New show, new band, et al! Starring in the new display of fetching femininity is LA COUNTESSA, of Mongolian descent, and a former Minsky manipulator. This exotic Oriental dancer is sometimes referred to as "the Russian Marlene Dietrich" . . . and she has the gams to go with it! ! DOTTY ATES is your new singing and dancing mistress of ceremonies. She has inherited the entertaining talents of her very famous father, Roscoe Ates, whom I'm sure many of you will remember as a top comic . . . TONY LAUREL is billed as the "ballerina of exotic dancing" and recently closed a successful engagement at the Chez Paree in Chicago. Music for the show, and for continued dancing, is supplied by someone not new to most of you around these parts—ART KINNEY and his BAND. This club is located about 15 minutes drive out on the Boulder Hiway. Owner CHUCK WOODS invites you one and all for an evening of fun and entertainment.

The dining room facilities of the SHAMROCK HOTEL were recently taken over by RALPH WOOD, formerly of the Villa Venice on the Strip. Ralph plans to serve the best in Italian dishes as well as in American food. CLEM MALONE, owner of the Shamrock, has done a fine job of remodeling and redecorating the Sunshine Room of this bistro and hostelry combo. The circus motif is there and, with it, the clowns. CROSBY DeMOSS did the art work on the faces of eight famous clowns, and some of them look as if they could almost speak to you, they are that natural. In the Shillalah Room nightly frivolity is still foremost in favor, with DON RIDLEY in command of the music, and his wealth of talents at **your** command.

ALBERT MIRANDA is the new maitre d' at the HOTEL EL RANCHO VEGAS and comes highly recommended for the position. He is well known in cafe circles in California and has already made a host of friends among the local townspeople. El Rancho may well be proud of their new acquisition.

Speaking of El Rancho, we are once more looking forward to seeing our very large friend JACK CARSON when he comes in for a limited engagement following this sensational four week run of Billy Daniels. JACK will bring in his own show as a package, so there is no need telling you that we

(Continued on Page 21)

IN ALL SINCERITY WE OFFER

OUR HUMBLE THANKS TO

HAL BRAUDIS

AND THE HOTEL THUNDERBIRD

FOR SUCH A WONDERFUL

THREE WEEKS



LES COMPAGNONS

DE LA CHANSON

THE WATCHBIRD

. . . by LADY MICHAEL
(Michael Neale)

EVERYONE'S been asking us what kind of a time we had back east. Well dahlings, it was mahvellous, simply mahvellous. If you have nothing to do for a few hours we'll tell you all about it. Now wait a minute, don't rush away . . . Stopped in Chicago to visit with DOROTHY and JACK EIGEN, who wined and dined us at the Imperial House. Divine place to eat, and a paradise for those who like their game wild (pheasant and guinea hen variety). Dorothy's sporting a full length red fur coat. You read it right, we said red. It's utterly chic and Jack thinks it's prettier than her mink. We liked it an awful lot too—but no more than mink . . .

On to the Chez Paree for Jack's broadcast and a visit to the Gold Key Club where we were presented with one of those coveted 14 kt. gold keys. Happy to get the trinket. Also listened to JOHNNY (jenny lind) MARTIN render some of his extra curricular singing, while sitting on top of the piano in that intime little room . . . Lunched at the fabulous Pump Room at the Ambassadore East with LISA ROSE (the constant coed) LYNETTE BROWN and ABBA SMITH. Met "Mr. Chicago" himself, IRV KUPCINET of the Chicago Sun-Times . . .

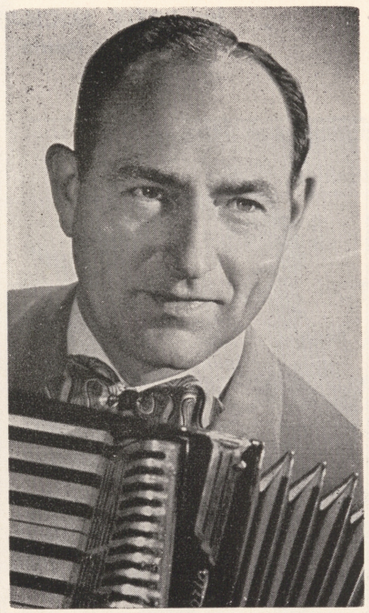
New York weather was mild and gently hinted of rain. Spent one full day dashing after cabs and dodging rain drops and finally broke down and bought a very chic brolley (that's English for umbrella). Needless to say the sun immediately started to shine and the brolley is still virginal of raindrops. . . . Crammed in as much threatre as possible with SHIRLEY BOOTH'S "Time of the Cuckoo" stealing top honors and JOSE PEREZ almost stealing the show. Jose can't be more than eight years old. Master Perez was earning spending money by opening cab doors in front of Lindy's when Rodgers and Hammerstein spotted him as a replacement for one of their "South Pacific" youngsters whom nature had disqualified by a voice change. Jose did two years in that show before joining the cast of "Cuckoo" . . . PAT NEAL and KIM HUNTER are magnificent in the highly-dramatic "Children's Hour" . . . Leonard Sillman's "New Faces of 1952" was clever and refreshing but left one with the feeling of something more to be desired . . . "Dial 'M' For Murder" will never replace "Angel Street" in spite of MAURICE EVANS . . . MARGARET SULLAVAN did a beautiful job with the material at hand in a trite vehicle called "The Deep Blue Sea." It may end up as a film with Bette Davis starring, but in our innocuous opinion, they should save the celluloid . . . Well, enough of the theatre and into the bistros . . .



JOANNE GILBERT packed in the mink plated ermine and diamond studded diamond set when she bowed into Gogi's LaRue. Amid orchids, champagne and cheers she was a delightful contrast in her simple white shirt and sequined peddle pushers. The blase New Yorkers seemed to love her and a batch of Paramount big-wigs smiled and applauded longest for their little goldmine . . . The hilarious KEAN SISTERS are at the Copa, and Jane is being rushed by none other than ABBOTT von NOSTRAND. The Keans have played practically every top hotel here in Vegas and will soon curtsy into the SANDS . . . DARVAS and JULIA and THE DUNHILLS are on the bill with DANNY KAYE at the Palace . . . Singing comedienne BEATRICE KAY is at the Latin Quarter, and of course SYLVAN GREEN is at the 88 . . .

Broadway is full of orchid vendors, chestnut vendors and just people. The tabloid headlines of the Jelke trial

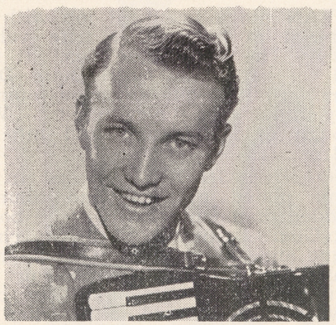
(Continued on Page 20)



DANCING
EVERY NIGHT
TO THE MUSIC OF
DON RIDLEY
PIANO - ORGAN - ACCORDION
SOLOVOX

"SHILLALAH ROOM"
OF
THE
SHAMROCK
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MY THANKS TO YOU FOLKS
AND TO THE
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FOR A
HAPPY FOUR WEEKS
at the SILVER SLIPPER SALOON

JOHNNY MATSON
"Ba-a Ba-a"

Gold Room in the center of Reno's fun
THREE SHOWS NIGHTLY
10:00 - 1:00 - 3:00

JOE "FINGERS" CARR
THE DAY DREAMERS
PADDY WING
Sterling Young and His Ork
12 — GORGEOUS GOLDEN GIRLS — 12

Terrace Bar
Coffee Shop
Slot Machine
Bar
Casinos

At the Gold Bar: 4 P. M. - JONNI MARLOWE—12 P. M. - DON PALMER



HOTEL GOLDEN BANK CLUB Bill Graham Managing Director

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

ONE OF THE MOST interesting artists I've heard in many and many a moon was Billy Daniels, during the El Rancho midnight show on his opening night. He has that intangible "something" nobody can honestly define because it has the elements of greatness and, in his given field, Billy Daniels is just that . . . GREAT! He has style, range, mood and poise. Moreover, he has taste and imagination. His is a very unique sense of interpretation, as well, which enables him to sing the most hackneyed song and yet interpret it with such individuality as to render it as fresh and new as the dawn. But if Billy is great, his accompanist is equally as great. In my long experience I cannot recall an accompanist and arranger whose musical imagination runs the gamut and who, at the same time, so skillfully integrates his personality into the pattern of the star, without distracting from him, as to make the whole thing a magic performance! That's my kind of Show Business and I CAN'T HELP THINKING how much I love it.

As if Billy Daniels wasn't thrill enough, I had the added delight of learning his manager was my dear old friend, Will Rockwell. How lucky for you, Billy!

Let me tell you about Will Rockwell because the beginning of my theatrical career goes back to Will in the high depression year 1932. He was then managing director of the famous music publishing firm of Harms. Harms published the music of Gershwin, Kern, Schwartz and Dietz, Cole Porter, Gordon and Revel . . . to mention but a few top-drawer writers. Will was a very big shot in the popular music world and his influence did much for many of our greatest tunesmiths.

In those halcyon days of theatre, I was fortunate enough to form a partnership with Hildegarde who believed I was a good song writer for she sang my special material at some of the outstanding social events of that era and before some of the most discriminating people.

Although I never sought outside influence, the great Vincent Youmans once expressed interest in working on a song I'd written (I felt no one would give me credit for writing it if Vincent Youmans shared the billing and I wanted so to be on my own). Between Hildegarde, and the repercussions emanating from the great writers, I also attracted the attention of Will Rockwell. Naturally, through Hildegarde's efforts.

Will need not have bothered with Anna Sosenko at that time, for I was very poor, quite inexperienced and largely dependent upon my instincts. It was to be quite a time before I'd cut a swath in the theatrical world. But Will became a valued friend from the start. He was kind, understanding, always courteous and ever helpful, which is more than can be said for many another publisher. Who knows but that countless writing talents were spiritually and morally bludgeoned into oblivion because publishers were too busy to bother with unknowns?

Will bought two songs from me. One was "Time Was," and the other "Ask Your Heart." That was in 1932. Since then, two songs with the same titles have been written and have achieved Hit Parade success but neither song is even remotely similar to mine. There is no copyright to protect a title and one can only make a case of lyrical and musical similarity to another song.

Unfortunately, at the time Will Rockwell bought my songs, he was obliged to work on several important musical comedy scores which automatically precluded the possibility of giving too much attention to my songs. That often happens in the music publishing business when musical scores from shows must take precedence. But that didn't matter to me as much as the fact that I was "in." Will gave me $50 advance for "Ask Your Heart." Believe me, no sum either before or since meant as much to me because I was so broke it was pathetic.

A colleague of Will's, also at Harms, was the one in charge of paying me. If I live to be a million I'll never forget my troubles getting the $50. The day I was to collect, the banks closed. Will's colleague, who has since passed away, wasn't possessed of Will's warmth and graciousness. He was the calloused type. I was quite frightened of him. So trembling I waited in the outer office for what seemed to me to be hours. Each time he passed through the waiting room I'd ask about the check and either get an abrupt "I'll get to you later" or no response at all.

I was miserable. Finally, in sheer desperation, I walked into the sanctum sanctorum of Mr. Big and pleaded for the check. He gave me a piece of his angry mind and it was a piece which was to leave a bitter taste in my mouth until his dying day. Finally, after bellowing a tirade of acrimony he threw

(Continued on Page 23)



ALL GIRL SHOW

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FABULOUS INTERNATIONAL DANCING STAR

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★ DOTTIE ATES — Comedienne and Singing Mistress of Ceremonies

★ TONY LAUREL — Ballerina of Exotic Dancing Direct from the Chez Paree

★ ART KINNEY and his BAND

RALPH FOSTER
INTERMISSIONS

●

BOULDER HIWAY - PITTMAN, NEVADA

"Fifteen Minutes From Vegas"

"CURTAIN TIME"

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

Flamingo

March 5 through March 18
(Not a review)

Show: "Folies Parisienne" starring Zsa Zsa Gabor with cast of 30 and Joey Adams
Line: Dorothy Dorben's Parisianettes
Orch: Torris Brand
Mural Room: Bobby Page and Orch.

Paris has been popped right down into the middle of Las Vegas with the exciting, current appearance of the "Folies Parisienne," which stars the so very beautiful ZSA ZSA GABOR. This is another SAMMY LEWIS PRODUCTION and if it measures up to the things he has done on local stages in the past we personally will guarantee you to see and hear a pleasure packed program. Appearing in the cast of this fast moving show will be AL KENNY, THE THREE ROCKETS, THE APPLETONS and THE ZERBYS. Featured in the productions will be the DOROTHY DORBEN PARISIANETTES, following this statement with only this: "Gorgeous girls!" It's been some time since we've seen JOEY ADAMS on local stages, he being so busy back EAST

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LAST FRONTIER

March 2 through March 15

Show: Kay Thompson and the Williams Brothers, Buddy Lester
Line: The Devlyn Dancers, featuring Bill Damian and D. Frazzini
Orch: Bob Millar
Intermission Organ Music: Emile Buzaid

Marking a triumphant return to our local scene, KAY THOMPSON and the WILLIAMS BROTHERS opened to a capacity-filled Ramona Room. "Sensational," the adjective that has been used loosely in words of praise, just falls a million miles short of the acclaim these top-notch performers deserve. Kay and her masculine retinue have an art all their own and their unique stylings of song and dance will never be surpassed. No reviewer could perform sufficient justice with words. To fully appreciate the gifted Kay and the Williams Brothers one must see them, listen to their songs and watch their antics. They are a press agent's dream come true . . . Capably equipped with his perilous pronunciation of "Cheez" is lovable, laughable BUDDY LESTER. He is a comedian who has full control of the marvelous sense of comedy that audiences desire. Buddy's patter is swiftly penetrating. His humor-filled impressions infect his listeners with spontaneous merriment. We honestly feel that Buddy can make the saddest sad-sack break out into a big, wide grin.

El Rancho Vegas

February 18 through March 17

Show: Billy Daniels, the Shaw Dancers
Orch: Bob Ellis
Intermission Music: Guy Landis and Jim DiStephano

BILLY DANIELS, the gentleman who can send his audience to a pitch of frenzied admiration, stars in this revue. He 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 nostalgic, 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 singer's numbers and also lends his voice to some of the songs. Together they turn out remarkable entertainment that is unbeatable. Audiences roar their approval. The name of Billy Daniels will long remain in the annals of show business. . . . The exciting SHAW DANCERS are two handsome young couples whose



sparkling choreography and personalities will win your approval. The Shaws execute the most perfectly timed interpretive routines. Their low-down blues number is sensuously exact and their calypso sequence is nonpareil. We heartily endorse these accomplished exponents of the dance.

Wilbur Clark's DESERT INN

February 24 through March 9

Show: Rudy Vallee, Mitzi Green, Blackburn Twins and Marion Colby
Line: Donn Arden Dancers
M. C.: George Milan
Orch.: Carlton Hayes
Lady Luck Lounge: Grover-Shore Trio, Danny Cassella Orchestra and Bobby Stevenson Trio

RUDY VALLEE is proving to be, as we knew he would, one of the finest comedians of the day! His material is fine, and the suave, sophisticated manner of delivery that is Rudy Valee himself could never be duplicated. His comparable reflections on life concerning the attributes of "age 20" versus "age 40" has each audience howling with their realism. "Nostalgia" is the word for Vallee's song selections. In these he proves to one and all that he is still 'way high on the list when it comes to the area of crooning . . . A clever "hello" bit offers MITZI GREEN the opportunity to introduce you to her acting prowess from the moment she walks on-stage. The lyrics to her "I Married an All-American" are the sharpest, but it's still her old stand-by, "The Two a Day," for which you will remember Mitzi Green. This lovely little comedienne **becomes** the people she is portraying! . . . The BLACKBURN TWINS are grooming another little lady for stardom! Shapely and sultry-voiced MARION COLBY was selected by the boys some months back and is now working with them as though she had been with them from the beginning. "One Man Woman" is very cute and the "sight-seeing" bit is a real production. Of course, to see the BLACKBURN TWINS is to see their "Reflec-

(Continued on Page 32)

SAHARA

February 24 through March 9

Show: Lauritz Melchior and his Company
Line: Moro-Landis Sa-Harem Dancers, featuring the Dewey Sisters
Orch: Cee Davidson
Casbar: Mike Werner, Three Majors and Al Day-Tempo trios

The internationally famous LAURITZ MELCHIOR has returned to bring more of the elite type of entertainment that Las Vegas has been asking for. He and his entire company provide a magnificent interpretation of the classics and popular melodies, the likes of which you just can't hear very often. The entire production is replete with rich harmony and the blending of beautifully-trained voices. Mr. Melchior and his cast offer melodies that literally magnetize the listeners. Each of the performers deserved individual laurels. SHIRLEE EMMONS won the Marian Anderson Award in 1952; ANGELENE COLLINS can boast of winning the Walter W. Naumberg Award; ALAN WERNER and DENNIS LOVE are popular singing favorites and VAL VALENTE is one of the nation's leading tenors . . . SADOWSKI and ROTH comprise the outstanding piano duo. Their extremely agile fingers won the Paderewski Foundation Award in 1952. Supper-clubbers cheer lustily when they hear the accomplished pianists perform. They are perfectionists.

The Sands

February 26 through March 11

Show: Nanette Fabray, Farnk Fontaine, Dominique, the De Marlos
Line: The Copa Beauties
Orch: Ray Sinatra

Las Vegas extended one of its warmest welcomes to the little gal who took Broadway by storm — Miss NANETTE FABRAY. The radiant songstress exudes a charm that many women wish

they possessed and reveals a talent that is coveted by many show folks. This musical comedy star has all the attributes that spell H-I-G-H S-U-C-C-E-S-S! Each and every song the lovely Nanette presents reaps an outburst of deserved applause. The moment the spotlight falls upon this graceful, poised performer, the audience is held within a captivated embrace. Miss Fabray is extremely winning in personality and ability . . . The limitless abundance of comicry with which FRANK FONTAINE is endowed will jolt you into spasms of laughter. He has a smoothness of continuity and

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Thunderbird

(Not a review)
February 26 through March 11

Show: Joyce Bryant, Mickey Deems, Bob Copsey Dancers, Earl Barton
Line: Kathryn Duffy Dansations
M. C.: Barney Rawlings
Orch.: Al Jahns
Navajo Bar: Jack Martain Five, Normandie Boys

In lieu of using a lengthy list of adjectives to describe the work of Miss JOYCE BRYANT, we'd like to condense it into one short statement, which is: . . . WOW! Not only is she fine in the field of dramatic interpretation, but when it comes to doing a selection somewhat on the "come hither" side she can get down to the unadulterated facts, and sell it . . . as witness her interpretation of "Lorelei." This young lady makes a very striking appearance on stage . . . very! . . . MICKEY DEEMS is a fast working young comedian who has a cute approach in his manner of presentation. His material is clean and pulls many a husky yuk from listeners at each show . . . The BOB COPSEY DANCERS do a couple of East Indian routines that fully show Bob to be a master in this most difficult art of terpsichore. Aided and abetted by two talented young ladies and wonderful musical arrangements, which are well

(Continued on Page 32)

SILVER SLIPPER SALOON

February 23 through March 9

Show: "Cavalcade of Fun"—10 Big Acts
Line: Myra Gates' Five Palominos
M. C.: Jimmy Cavanaugh
Orch.: George Redman

The exotic dance stylings of the alluring KALANTAN hold the stellar spot in his new show. This beautiful young lady is one of the fastest rising exponents of exotic dancing to be found anywhere in the country today. Hers is a style of her own origin and defies duplication . . . JOHNNY MATSON is a youthful musical humorist who will part your hair with his trumpet blasts while, at the same time, smoking two cigars! And accompanying himself on an accordion! . . . HANK HENRY is billed as the "world's greatest comic" and we go along with just that. Here is one of those rare talents in comedy where the man need only to walk on-stage, and the audience begins to laugh. In most of the comedy scenes with Hank you will see the mitey man of maniacal mirth, SPARKY KAYE . . . The BEAU JESTERS are a gay '90s

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El Cortez

February 26 through March 11

Show: Joe Cappo, Burton's Birds, Sari
Orch: George DeCarl
Buccaneer Bar: Instrumentalists, Star-Kings

JOE CAPPO is becoming tradition! Here is a man who works all around this part of the country and, no matter where he goes, there will be people in the audiences calling on him to do their favorite bits. Bits they've learned to love from having seen him do them many times. Joe has broken all existing records here in the Pirates' Den and has been held over for this extra

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THE WATCHBIRD:

(Continued from Page 13)

and Christine Jorgenson crowd out any other news. Along Fifth Avenue milady is rushing the Easter season by wearing strawhats in February (with the mink coats, of course). People are still lining up for forty blocks to get into Radio City before the afternoon price rise. The elevators in the Empire Sate Building still drop so fast they must make a second trip up to retrieve ones stomach. And everywhere, the pidgeons! And a thing called cinerama . . .

We've had our fill of TV for another year due to those tired, shot-in-the-cellar-at-midnight English movies. One of the high points though, was tuning in on Walter Winchells Sunday night broadcast and seeing TONI and WILBUR CLARK. Toni's white hat was ever so chic. Just behind them sat EVELYN and ALLARD ROEN who photographed beautifully too . . .

An interview with RON FLETCHER, who dances and choreographs the Tallulah Bankhead TV show. On dancing with Tallu, Ron says: "Ive never danced with a more tireless or considerate co-worker. Although she's no Pavlova she has more natural rhythm, timing and grace than most of the professionals with whom I've worked. The exceptions being Martha Graham and Mary Martin. If one wants to infuriate Ron one has simply to state that they don't care for Martha Graham and the stuff really hits the fan. "She is to the dance what Stanislavsky was to the theatre. She insisted that her pupils throw themselves into the characters they portrayed even before going on stage." Miss Graham was the one who persuaded Ron to abandon his job as an ad copy writer at Saks Fifth Ave. for entrachats. "The direct opposite of Martha is Mary Martin with whom I danced in "Lute Song." Mary danced one number with her back to the audience and would grimace and say funny things to break me up. She'd even do 20th century bumps in her 17th century Chinese dress — but Mary could do this with great aplomb." But getting back to Tallulah. Ron's big ambition to date is to have the very rhythmic Miss Bankhead as his partner at the next Harvest Moon Ball, and from what we've heard of Miss B., she's just the type to do it and thoroughly enjoy it . . .

Out of club dates, the Catskills and burlesque came our favorite TV comic — Rocky, Muggsy, Keeglefarven and the Kupke Kid. Rolled into one small, slight bundle they emerge as one RED BUTTONS, a 34 year old comic who looks a mature 14. The aforementioned names are the four parts into which Red is divided in his show. Rocky is a punch drunk fighter, Muggsy a juvenile delinquent, Keeglefarver a German dialect and our favorite, the Kupke Kid, a menial child laborer. A kupke in Yiddish, is a stocking cap. As a prop it is almost Red's last link with burlesque. According to one wag who knew him back in those days: "Red's performances were so mature by comparison with what he looked like that it was incongruous. He did all the well known burly bits — Ten Cents a Dance, Pincus Pay the Man the Two Dollars, etc. It's rumored that Buttons is largely responsible for burlesque being closed down in N. Y. The late Mayor LaGuardia said: " 'You got a seven year old kid working those bits. Let's close 'em.' " Well true or not, Red gave us many a yok on his show which is more than we can say for most . . .

THE HOLLYWOOD SCENE: PEARL BAILEY will do a two week stint at Ciro's starting March 13th. Hubby Lou Bellson has quit the Duke Ellington band to travel with her . . . JAY LAWRENCE has been signed by Warners for an important role in "Ridng Shotgun," Randolph Scott starrer . . . DOODLES AND SKEETER took two weeks off at the Palm Springs Saddle and Sirloin to play the Mapes in Reno. They will return to the Saddle and Sirloin for an indefinite stay . . . JACK E. LEONARD, 350 lb. comic, whose lap disappears when he sits down has been given an artificial lap by the Warner technicians so petite JANIE POWELL will have one to sit on in "3 Sailors and a Girl" . . . The RITZ BROTHERS just acquired a new song entitled "Long Underwear" and BILL SKIPPER as lead male dancer on their Colgate Comedy Hour . . . The Irish Senorita, BETTY REILLY, headlines the show at Billy Gray's Band Box. She and CHARLIE BARNET may unhitch in Mexico . . .

THE HOME FRONT: BUDDY LESTER in town with a Miami tan and Washington, D. C. laryngitis, but looking **well** nevertheless . . . A certain "Money-Bags" would like RANDI ROBSON to get a divorce, and she may do just that . . . ANNE TRIOLA, retired from show-biz, is busy learning the produce-biz (lettuce, tomatoes, etc.) . . . JOE PASTERNAK and IRVING LAZAR of Hollywood, both ogling dancer EARL BARTON of the Thunderbird for pictures. Earl's been held over for four more weeks . . . Speaking of Irving Lazar, his shorts are monogrammed I. P. LAZAR. Just ask us. We know everything . . . VIRGINIA BADHAM just returned from two weeks in Cedar

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WHAT'S DOIN'?

(Continued from page 11)

can expect the most when he arrives on the scene. He will open March 18.

The GOLDEN NUGGET SALOON has finally made arrangements to bring back that great group of entertainers which set new records when they were here before, JOE WOLVERTON and his DOGPATCH COUNTY BAND, which features the one and only POLLY POSSUM. Those of you who were here to see them perform during their last engagement in this room don't need me to tell you that there is something doing from the moment they take over the stage. Basically they are a western and hill-billy outfit, but JOE takes a back seat to no one when it comes to making his guitar "talk" on a modern number. Welcome back to all of you. Oh, I almost forgot, they open this coming Sunday night, March 8. I'll see you there before the night's over!

DICK CHAPPELL and "Gentleman" GENE DELMONT of the THUNDERBIRD recently spent a few days up in Reno where, Gene tells me, he ran into folks he hadn't seen in as much as 20 years. Dick is manager of the Thunderbird and is my idea of a real manager for a hotel in this sort of a town. Doing a good job! Of course, Gene knows more people than the President, and counts them all as friends.

Took in a musical flicker at the FREMONT THEATER a few days ago to see Haymes, Rooney and McDonald in "ALL ASHORE" and was pleasantly surprised to see Miss GLORIA PALL with a part in the same. If you saw the show, she was the tall statuesque gal with the long blonde tresses who, along with two other females, proceeded to roll the boys in the "off limits" joint. Gloria is currently one of the show girls with the very wonderful GEORGE MORO DANCERS at Hotel Sahara.

Do you know it's only four weeks to Easter? The bunny is already up to his long ears in orders for Easter baskets, and so are KATIE and DON at the VILLAGE SWEET SHOP in the Last Frontier Village. Ya see . . . some people are smart! Instead of waiting to the last minute, like I do, they get their orders in early for these occasions, and get the best of the lot while there is a good selection. I saw some of the things Katie has gotten in for Easter and they are beauties. By the way, you ain't et nothin' 'til you've had some of the delicious candies from the cases in Don & Katie's shop. Do you know that many and many a tourist has made a special stop on their way back through Las Vegas, just to get some more candy at the VILLAGE SWEET SHOP?

Was good to see PHIL REAGAN and family in town during the past week or so. Phil did an engagement here at the El Rancho in 1947 and we haven't seen him since, what with his steady booking and commitments in the East. Phil recently retired and is now a representative of the Anheuser - Busch Brewing Company, in public relations and advertising. Phil tells me that since his retirement he has been getting some of the most fabulous offers of all time to do shows. This is a funny thing, because not five minutes before talking to Phil I had run into ANN TRIOLA, who has also retired from show business to take up the bridal path. Annie was also telling me that, since her retirement, she has been getting offers to do things that she'd have given her right arm to get while she was in the business. I don't know . . . maybe I should tell everyone that I'm out of the advertising business. I might have to get a personal secretary to handle the business!

Right now I'm gonna slither between the sheets for a few seconds of shuteye. That is, if I can get up from this typewriter. Fell asleep here a bit ago and woke up looking like a question mark . . . and feeling like one! ! 'Bye now . . . your ever lovin'—JOHNNY.

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With All of You for These Two Weeks

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See the Girl in the Fish Bowl



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California Club

1ST AND FREMONT DOWNTOWN

GENERAL MANAGER: HARRY FARNOW

I CAN'T HELP THINKING:

(Continued from page 15)

$50 at me. He **threw** it! That sort of thing never pays off because the day invariably comes when you throw something back (and I had my day!). Will Rockwell was appalled by it all but was helpless when it came to paying what he ordered as the advance.

Billy Daniels' Will Rockwell knew a world about song writing and he had a strong instinct for good writing and for public taste. In many instances he was way ahead of his time. When he left Harms he bought a half interest in the Miller Music Company which published some immortal songs, many of which were written by Vincent Youmans. Unfortunately, things went awry with that association much to the loss of the Miller firm. Among the many songs his partner vetoed was a song which I sent to him from London and was a flop in the show and which I'd seen but, to me, it was a definitely beautiful song, of hit quality, called "These Foolish Things Remind Me of You." Poor Will was heartbroken. Yes, Will Rockwell had that "feel" for good writing. He finally broke with his partner and opened a little restaurant on 52nd Street, where he featured talent then unknown . . . Bob Howard, Hazel Scott and others. I believe he engaged you at the time, Billy, if I'm not mistaken. So, Will had an eye for talent.

It's very important to have a good manager, Billy. It is vital. A good manager is a catalyst. Like precious metal, talent TOO HAS TO BE REINFORCED WITH A STRONG ALLOY . . . to keep it from weakening. As no solid gold ring is 100 percent solid and requires an alloy . . . so does an artist need the same. Will Rockwell is both a human catalyst and an alloy. He is highly qualified to complement you in a business sense . . . acting as a catalytic force. And as an alloy he can contribute to your lasting strength as a performer by making available to you his vast knowledge of songs, interpretations, and general theatre know-how. He is honest, lovable, well known and industrious. He'll sell you as no one has ever been sold because Will is the persistent plugger who fights for what he believes in and he believes in you. You can't buy that kind of management and direction for money, Billy. The finest artist needs direction . . . needs a human mirror, for by that objective dimension he keeps improving and polishing his performance.

I repeat, you are lucky, Billy, to have Rockwell to direct you for as great as some agents are (and don't let anybody kid you that agents aren't often great and always necessary) it is not their function to look after you as carefully and as subjectively as is a good personal manager who has either one artist or a mere handful upon whom he depends for a living. And it is incumbent upon an artist of character to appreciate his manager, cooperate with him, have faith in him and at all times justify the manager's heart and soul interest. If more artists realized these facts, there would be more successful artists. The longer I live in the world of theatre the more convinced I am that I am 100 percent right and I cannot overly stress the importance of LOYALTY to your manager for it is impossible to account for the hundred and one things he keeps doing for you which are responsible for a sustained success. Above all, a good manager like Will Rockwell is that vital buffer between yourself and your agent . . . and the management, which keeps you a delightful, easy to get along with personality and heightens the illusion of theatre. Always remember, being a personal manager is no bed of roses. I CAN'T HELP THINKING I ought to know if my experience means anything at all.

POP SQUIRES:

(Continued from Page 5)

essary to assume that meeting of 1925 as the original organization meeting.

One meeting (it was in 1912 or 1914) was held in Tonopah when that and her sister city of Goldfield were producing the yellow metal at the rate of a million dollars worth a month. A representative of the Goldfield Consolidated Mining Company appeared and invited the newspapermen to accept the hospitality of that company on a tour of what was then the fabulously rich "Hampton Stope."

Some of us, including Mrs. D. E. Williams, whose husband was editor and owner of the Fallon Eagle, accepted and visited the stope about 450 feet underground. Mrs. Williams and I are the only remaining members of that party. Mrs. Williams is now the owner and editor of the Eagle.

I suppose there are few subjects I could have chosen for this little column quite so uninteresting to the readers of this ultra-modern "Fabulous Las Vegas" as this.

However, perhaps some of our readers may realize from this that Nevada has a history full of romance and action. It was in February 1949 that Las Vegas and her Strip hotels entertained the press association with the merriest time they ever enjoyed.

Perhaps that little incident accounts for the fact that Las Vegas is now the gayest and most rapidly growing city of the West. Perhaps we should do it again.

ONCE AGAIN I SAY

"Thanks"

to all of you who make
each engagement in Las Vegas
a happy and memorable occasion for
yours truly.



Mitzi Green

CURRENTLY APPEARING

WILBUR CLARK'S DESERT INN

TABLE-HOPPING

. . . By MARY JANE

WHEE-E-E, what a week-end! . . . Biggest holiday week-end in history of Las Vegas . . . according to, and quoting, our Chamber of Commerce . . . Never saw such crowds! frankly, I'm glad it's over, and we can settle down to our normal daily routine . . . huh?

Saw a happy threesome . . . LEE and MARGARET McAFERTY with daughter JENNY LOU . . . (LEE is pit-boss days at the EL CORTEZ) . . . they were having some last-minute fun and laughter just "being together" . . . before JENNY LOU takes off for Germany where she will join her soldier-husband . . . Bon voyage! . . . little girl . . . much happiness to you and your GEORGE . . .

Received a good report as to the recovery of "PEACHES" (GEORGETTE ELBERT) . . . She is coming along nicely . . . since her "Friday 13th" accident . . . when she slipped, fell, and injured her spine . . . however, it may be some time before we see her back at her job at the DESERT INN cigar stand . . .

Cigar Stand . . . reminds me . . . MISS JOYCE McGHAN is now on steady as CIGARETTE-GIRL . . . at the new SANDS HOTEL . . .

Seen at the THUNDERBIRD HOTEL . . . celebrating their 22nd wedding anniversary . . . MR. and MRS. M. D. CLOSE . . . and to quote MR. CLOSE: "We're still on our honeymoon!" . . . isn't that wonderful? . . . Wish there were more 22-year-old honeymoons . . . don't you?

There is a certain musician with BENNY SHORT'S BAND named RALPH GAROFALO . . . who is truly a "man of few words" . . . Last Friday night around 11 he called his girl friend, "GINNY" ALTON, and something was said about getting married . . . when each finished their respective shifts . . . they met at FILIPO'S RESTAURANT . . . called Justice of the Peace JOHN LYTLE, who immediately joined the party . . . and with a background of romantic Italian love songs (played through the juke-box!) . . . joined them as man and wife . . . How about that? . . . Where else but Las Vegas! ! . . .

Another wedding . . . that of GAIL JOHNSON'S son . . . Yes, her son got married! . . . Didn't know she had a son that old? . . . Neither did I . . . GAIL is one of our youngest, prettiest, mother-cocktail-girls on the Strip . . . (she's at the DESERT INN) . . . The groom is better known as CLYDE LEE ECHOLS . . . and MRS. ECHOLS was MISS MARJORIE GRANTELLO . . .

Received word from the East . . . those ever-going, ever-showing . . . playboys HARRY WISOTZKEY and HAROLD MOUL . . . have been doing their playing in Miami Beach, Fla. . . . so, what's wrong with Vegas? . . .

Saw SAM BAKER and LUIGI at dinner Sunday night . . . SAM tells me he will reopen VILLA VENICE RESTAURANT in the very near future. . . . Good news to all who know the BAKERS . . . and the reputation they have earned for themselves . . . for the finest food ever!

I wanted to write up a girl who is doing, and has done some wonderful work in decorating . . . She is MARGE WILSON . . . with FERGUSON'S FURNITURE . . . My pal and fellow-writer JOHNNY UHLMAN beat me to it in his column last week . . . in which he sang her praises . . . and I will add my "ditto" . . . However, I want to add to them as I can speak from personal experience . . . MARGE has just completed decorating and furnishing my own apartment from wall-to-wall carpeting throughout to a tiny "Cellerette" Bar! . . . It is one of the smartest, done in such good taste . . . even if I do say so . . . (and I do say so!) . . . I have seen in any "House Beautiful" magazine . . . and I've thumbed through hundreds these past weeks! . . . I highly recommend MARGE WILSON to all of you readers . . .

Another "pat on the back" goes to EL CORTEZ pitboss (nights) . . . BILL ROGERS (who was one of their dealers only last week) . . . BILL is a good worker and has done a good job . . . and is lucky enough to have some good people (owners) recognize the fact! . . . It is worth passing on — to know the EL CORTEZ organization approve of, and practice, "giving the local boys a chance at advancement" . . . rather than to "import" their "heads" . . . good policy, eh what? . . . Hope it is contagious!

Looks like we're going to have some more golf weather . . . Thus thinking; ARTIE COLONNA took off, with several of her girl friends, for FURNACE CREEK INN . . . where they will be joined Tuesday by other members of the MUNICIPAL GOLF CLUB . . . They plan on playing golf most of the day . . . winding it up with a bar-b-que supper at the INN . . . and motoring back that night . . . These gals always think of interesting things to do for

(Continued on Page 33)



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SOUTHWEST BEAT

. . . by CARL PAIGE

PHOENIX, ARIZONA: Announcing duties at KYMA have taken me to the state capital this past week as we were broadcasting back to YUMA the STATE CHAMPIONSHIP BASKETBALL GAMES, as we did for Las Vegas so often. (Hope your Diskinmen are still undefeated!) So this week not only will we be writing of activities in and around Yuma, but Phoenix as well.

First, though, Vegas Notes: A great big "thank you" to STAN IRWIN for his RINGSIDE treatment at the SAHARA HOTEL for my good friends here in Yuma, the HOUGNANS. Certainly sorry to hear that DOROTHY TSOURAS is leaving the EL RANCHO VEGAS HOTEL — I won't know anybody when I come a'visiting again. She was one of the finest hostesses anywhere! Our good friend up Reno way, MORRY BRODSKY of the CAL-NEVA Club got married to a former neighbor, ALICE METTLER — congratulations!

On the local entertainment schedule, the biggest attraction was the appearance of and sounds of that ever-lovin' shuffle rhythm of the one and only HENRY BUSSE and his ork. Glad to see him in action again.

In downtown YUMA the music and antics of the CLEVELAND-NICKERSON TRIO at the SAN CARLOS HOTEL are still tops for an evening's entertainment. Manager STELLA CARRUTH, you got a "dilly" of an outfit there — hope they stay for a long, long time. It all starts nightly at 8 p.m.

Out on the "STRIP" (the Mesa drive) the FLAMINGO HOTEL still offers the piano stylings of "CHIC" WADE at the Piano Bar, nightly. Of course, if it's the YUMA COUNTRY CLUB you're attending you're in for a real treat: the danceable rhythms of that genial gentleman of baton and horns, GARY HAYES and his band, play — a real treat, especially for all the ladies!

Also at the new Country Club and with thousands of dollars at stake, this week-end will see the big PRO-AM golf tournament get under way. Thanks to BOB PANCRAZI for the "info" on this event. Where's CHARLIE TEEL and JIMMY SCHUYLER? Fellas, come on down!

Business in Yuma is still BOOMING! It's getting a little difficult to keep pace with all the activity in this line. A new company bringing in the MEISTER sewing machine to this area will open this week — good luck to MEL HYMAN! DON ALSPAH of CENTRE DRUG is making big plans for a new drug store on the Mesa. MIKE FLEMING of TRADER'S FURNITURE has informed us that soon there will be a new address for his company. Luck to MIKE, and his two competent and jovial, assistants — "the BARON" and JULES. DEL WEBB to be in town in a week or so and will start another housing development! Even though PALMCROFT ESTATES aren't completed yet, they are announcing another home tract called WEST RIDGE. All this because of the ever increasing population that keeps coming into Yuma and the acute demand now for more homes in this area. The management of our beautiful MESA DRIVE-IN THEATRE is happy to tell you, too, that the sound equipment now looks like it will be here in just a week or so, and so the grand opening isn't too far off of the new SILVER SPUR DRIVE-IN THEATRE, some time in April! SID of FRONTIER LIQUOR STORE in downtown Yuma is just as happy as happy can be over the prospect of a "soon" opening date of his new $75,000 DRIVE-IN LIQUOR STORE. Something entirely new — nothing like it in the Southwest! On 16th Street, just behind CAMPBELL'S service station, a huge new building is going up that will house three new places of business!

E'nuf of Yuma, let's get to our PHOENIX notes. Saw our first 3-D movie — three dimensional picture — at the PARAMOUNT THEATRE, "B'WANA DEVIL." The world's first feature length natural vision "depth" movie — a new stereoscopic process, newer than TV. It's one of ARCH OBOLER'S best with a lion in your lap, a lover in your arms — but I'd say wait for the curved screens and the Cinerama film, so far shown only in N. Y. and in theaters with special gear. Watching the DEVIL pix, you still get "eye sore."

Other Phoenix entertainment includes: The internationally known Ballet Russe team of MIA SLAVENSKA and FREDERICK FRANKLIN in the ballet titled "STREETCAR NAMED DESIRE." TERESA WRIGHT and VICTOR JORY starring in John Van Druten's "BELL, BOOK AND CANDLE." Somerset Maughan's great human comedy "THEATRE" is showing there now and stars KAY FRANCIS of movie and stage fame. Many of the clubs and hotels offer the finest, but it would

(Continued on Page 33)

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ANNIE GET YOUR GUN
APRIL 2 THRU APRIL 15
Russ Morgan and
His Orch.
Monica Lewis
Jackie Kannon

HOTEL LAST FRONTIER
MARCH 23 THRU APRIL 12
MARILYN MAXWELL
AND
NOONAN & MARSHALL

HOTEL EL RANCHO VEGAS
MARCH 18
GUY LOMBARDO

WILBUR CLARK'S DESERT INN
MARCH 10 THRU MARCH 30
JIMMY DURANTE

HOTEL SAHARA
MARCH 10 THRU MARCH 23
JEANETTE MacDONALD
MARCH 24 THRU APRIL 6
BEATRICE KAY

THE SANDS
MARCH 12 THRU APRIL 1
EZIO PINZA
APRIL 2 THRU APRIL 15
ANN JEFFRIES and
BOB STERLING

THUNDERBIRD HOTEL
MARCH 12
JAMES BARTON

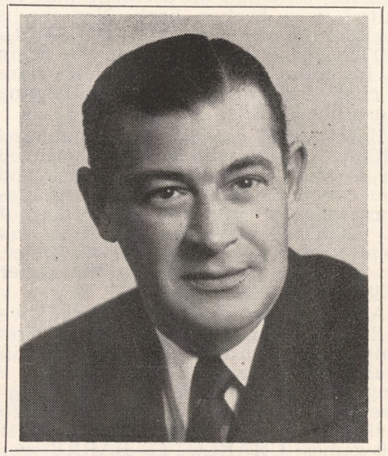
RENO BEAT . . .

by ART STEAGALL

IT HAPPENED in Reno: MISS CAMILLA WICKS, youthful concert violinist, scheduled to appear here Friday evening at the State Building in one of many concerts sponsored by the Reno Community Concert Association, received a most unusual welcome upon her arrival last Thursday. While the concert reception committee waited at the airport, MISS WICKS and her accompanist, HORACE MARTINEZ, arrived by train. Finding no one to meet them, they instructed a cab driver to take them to the "large downtown hotel" where reservations had been made for them, prior to their arrival.

The cabbie talked them into going to a small hotel on Sierra Street instead. Meanwhile the reception committee was busy on long distance trying to locate the missing pair. They were located only after MR. MARTINEZ walked up to the desk at the large hotel to cancel their reservations. The story has a happy ending, the concert was great, the couple were happy in their small hotel, and the reception committee has vowed to keep closer check on the transportation method of their artists . . .

AGVA: CARL RAVAZZA, Nevada rancher, currently at the BLUE SAILS ROOM of the SANS SOUCI HOTEL, Miami Beach . . . BEATRICE KAY in the fourth week at the LATIN QUARTER in N. Y., set for the SAHARA on MARCH 24 . . . CARL DIGINO replaces BILL GILLIS as sports editor for the RENO EVENING GAZETTE . . . CIRCLE R-B LODGE, one of the better eating places here, offering free spaghetti every night after midnight . . . JAYNE MANNERS, who just closed at the RIVERSIDE, giving a lot of credit for her current success to BEATRICE KAY, who prompted her to leave the stage to reach more people through the medium of nightclubs . . . Bad storms over the week-end cut down traffic into RENO. All roads had heavy snow and the airport was closed to traffic . . . Note from KENNY KENDALL of Yerington — he is in HAWAII, seeing how the other half lives . . . Be sure and read the new book by GEORGE H. STEWART, called "U. S. 40." It takes the route through every mile from Atlantic City to San Francisco . . . "FIRST LADY" a smash hit at the RENO LITTLE THEATRE . . . BOB HUGHES, sales manager for station KATO, worked out a deal for HARRY "WOO WOO" STEVENS, the singing sheriff, for his transcribed show to hit RENO with DICK DIMOND, the Dodge man here, picking up the tab . . . An old friend from back east, HERB HANSON, super salesman for the GOSS NEWSPAPER PRINTING PRESSES, in town over last week-end. HERB now makes his home in the San Francisco area — had a lot of fun kicking around old times and old friends . . . BLANCHE JAMES of the DANCE STUDIO here has been signed to teach dancing and a charm course to the YERINGTON grade school children for the present semester . . . Note from JACK BELASCO, manager of the Woods Theatre, Chicago. JACK is on his yearly trip to FLORIDA . . . MAGNIN'S are using an unique idea for their style show this year. A large blow-up of the NEW front of the store will be used as a back-drop, with the models walking right out of the show windows, cute, eh? . . .



CURRENT SHOWS: THE GOLD ROOM, renamed from the Terrace ROOM, of the HOTEL GOLDEN, opened WEDNESDAY with "JOE "FINGERS" CARR, that great Capitol Recording piano man. JOE is no stranger to the amusement seekers, and in my book he is tops. On the show are the Fabulous Foursome, THE DAY DREAMERS and the ballet-tap dancing of PADDY WING, plus the 12 Gorgeous GOLDEN GIRLS and STERLING YOUNG and his Orchestra. This show is set for ONE week only . . .

At THE SKYROOM of the HOTEL MAPES, JON and SONDRA STEELE

(Continued on Page 33)

THAT'S FOR SURE:

(Continued from page 9)

DEERE, Jim had an accident that resulted in a broken back. Now he is back on the job at the THUNDERBIRD HOTEL. In order to alleviate the strain on his spine, the management provides a chair for Jim while he is dealing those black-jacks.

Here's good news for the rounders! Although the practice was discontinued for a while, it has been reinstated and you can once again get those "Deflation Specials" in the Pirates' Den of EL CORTEZ HOTEL. Any time you want a good steak or chicken dinner, head in that direction, any time after 8:30 in the evening.

Although we are quite belated, we still feel it is never too late to extend congratulations to folks who attain goals that have been cherished for a long time. We're referring to two keglerettes who successfully scored enough strikes and spares to record their first 600 games. CHARLOTTE BARRY was an excited little gal when she totaled her games to discover that her 187-192 and 237 games resulted in a 616 series. Not bad for a petite lass, eh gentlemen? Then, along came EVELYN MATON and set another torrid pace with 187-201-244 to hit a soaring high of 632. Here's hoping that these "firsts" will pave the way for many more over 600 series for both of these gals and all other keglerettes who aspire to the same purpose.

En route to Hollywood, FRANK SINATRA stopped in Las Vegas for a short stay. He spent most of his time with cousin RAY SINATRA, orchestra leader at the SANDS HOTEL.

The new resident manager at the HOTEL SAHARA is CONNIE IMMERMAN, replacing the outgoing BOB MILLER. Mr. Immerman is also in charge of the restaurants in that bistro. We're very sorry to see Bob leave but he's heading Reno-way to take care of his ranch. Our congratulations to Mr. Immerman. He has had many years of experience and we're quite certain he will enjoy the success that has always been his in such ventures.

We just can't help speculating on the identity of the stunning brunette, dripping in ermine. She was being escorted by ABE SCHILLER, publicity director of the FLAMINGO HOTEL. Wonder why Abe won't commit her name?

Reports have reached our ears concerning a Mr. L. T. DAVIDSON, of Miami Beach, Fla. He arrived here a couple of weeks ago and we are given to understand that Mr. Davidson is planning a five million dollar housing project. It will entail 500 one-family homes — 270 duplexes AND a bank. From those figures, it is easy to see that the Floridian has a great deal of faith in the further growth of our fabulous Las Vegas.

It's nice to see MR. and MRS. MAURICE KATLEMAN in the local high spots again. They are visiting their son BELDON (of the HOTEL EL RANCHO VEGAS) and his new bride.

The SANDS HOTEL is definitely upholding its promise to bring many "firsts" of show business to their entertainment floor. JACK ENTRATTER is working earnestly to keep this policy alive. After TALULLAH BANKHEAD exposes her Broadway charm, she will be followed by PERRY COMO. Supper-clubbers can count on many more stars in the future.

Did you know that GLEN JARRETT, "21" dealer at the HOTEL SAHARA, was an all-around athlete 25 years ago? (He is the younger brother of REX JARRETT, city commissioner.) Glen was outstanding as a football and basketball player and, for three consecutive years, was the all-around state star athlete. Quite an achievement! This man has been in Nevada for many years and could probably pen a remarkable history of the Silver State.

Our tired eyes must have been deceiving us—or maybe it was the windstorm playing havoc with our vision. Still, it certainly did look like JAMES CASHMAN SR. the other evening. We have reference to a gentleman who left the SANDS HOTEL and ushered his party of friends into a waiting cab. That doesn't sound like Mr. Cashman, owner of the local Cadillac-Oldsmobile-Buick agency, does it? Hmmmmmmm!

MARILYN MAXWELL will not be making any personal appearances with her new movie, "Off Limits," starring BOB HOPE. Instead, the actress will begin an engagement at the HOTEL LAST FRONTIER later this month.

We were sorry to learn that ANNA SOSENKO (HILDEGARDE'S right arm and manageress) had to fly to Chicago to consult a specialist for a knee injury. The verdict was phlebitis and the gal will have to slow her activities down to a run for a short period of time. Take care, Miss S.

Well, it looks like there's a definite rift in the lovelife of SHEILA PRELL and JIMMY HYLAND. (Sheila's daddy is MILTON PRELL, general manager of the HOTEL SAHARA and Jimmy's father is the chap behind the SILVER STATE ENGRAVING sign.) Sheila has found another interest in the form of a dark, curly-haired swain. The new admirer is all of 11 years of age.

ROMO VINCENT, everybody's comedian, has been contracted to appear

(Continued on page 31)

THAT'S FOR SURE:

(Continued from page 30)

in "The Caddy" with the MARTIN and LEWIS combine. You can just imagine the chuckles in store when you see this flicker with these three outstanding funsters.

LES SCHWARTZ, general manager of the C. C. McDANIEL used car lot, has tendered his three week notice. Les, along with BEN MARBER, will open a new used car lot at Fifth and Oakey sometime around Income Tax Day. It will be known as the GENERAL AUTO SALES COMPANY. Lots of luck!

We wonder if MARILYN MAXWELL will wear that certain lace dress during her engagement at the HOTEL LAST FRONTIER. In "Off Limits" Marilyn wears a creation that has never been seen on any other female. In order to cut out bulky buttons and zippers, EDITH HEAD designed a dress that had an opening along the full length of the back of the dress. In order to keep the garment on, liquid plastic skin adhesive was used—then the gown was pressed into place. Boy! What chances our gals take to be glamorous!

SAM BOYD, graveyard shift casino manager at the HOTEL SAHARA, is just a-busting with pride. His son BILL is the reason for his growing chest expansion. Bill completed his grade school and high school education right here. Then he attended and graduated from the University of Nevada in Reno. Although just 21, the young man is now at the University of Utah and has only two years left before he becomes a full-fledged lawyer. Can't blame "Pop" for being so all-fired proud!

If you've seen JOAN CRAWFORD smoking something that looks like a cigar, don't be shocked—it isn't! Miss Crawford has taken a definite liking to a new Havana cigaret which is wrapped in brown paper.

Every time you pick up the paper there is some report on auto accidents and the needless cost of human lives. If we would only attempt to be a bit more wary while behind the wheel of a moving vehicle we could undoubtedly insure longer life spans for a great number of our population. Traffic officials predict the casualties in 1953 will surpass the mark recorded for last year. Let's extend some determined effort to prove them wrong. The drive to preserve humanity is the greatest cause of all . . . and that's for sure.

THE WATCHBIRD:

(Continued from Page 20)

Rapids. Her comment: Cold as a witches nose. EMMA SAMUELSON of Nina Clarks Dress Shop took over the chore of dressing the D. I. lovelies . . . NANETTE FABRAY follows her Sands stint with a two week stand in N. Y.'s Persian Room . . .

SADDEST NOTE OF THE YEAR: Apple and Lady M. join Micki Sans in mourning the death of her poodle GIGOLO, who was killed by a hit-and-run driver on Hiway 91 . . .

MARY BELLE REID longdistanced to friends from Omaha enroute to Chicago by Ford: "Why did I leave Las Vegas? Why didn't someone try to stop me? Blues! . . . HICKY KAMM will announce some startling news in about a fortnit' . . . Phone call from a stranger dept: A frantic mother called the other noon to enquire if we had a son named Steven who invited her little boy home to lunch with him. Sorry, wrong party . . .

CHET LAUCK back to five a week on the ether in "Lum and Abner." He and his partner started the team way back in '31 . . . JEANNE MALONE made one of her flying trips to Vegas to say hello and then dashed right back to resume painting her new house in Hollywood . . . BOB GOLDSTEIN stopped off to catch his breath enroute from London to L. A. and looking very blearyeyed from all the traveling . . . What romantic Romero started sending BARBARA LOCKHART a dozen red roses with one white one on Valentines day and hasn't stopped yet? . . .

Tailormade for US! They're working on a thing called 64 now—it's for nearsighted people who already wear glasses . . .

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EL CORTEZ:

(Continued from Page 19)

two weeks. We'd like to see him held over indefinitely! . . . If you love birds and animals you'll flip when you see BURTON'S BIRDS. This amazing man trains these birds to do equally amazing things, and at no time during the training does he ever touch them with his hands. BILL and COO are the stars of his little show and have appeared with him all over the world . . . SARI is a shapely young lady whose performance is a mixture of acrobatics and ballet, which is all done in tempo with the musical background. With coquettish eyes and engaging smile, she puts her limber body through its paces and has you with her all the way . . . GEORGE DeCARL'S DIXIELAND BAND provides the musical background for the shows and the tempting rhythms for your dancing.

THUNDERBIRD:

(Continued from page 19)

played by the orchestra, the Bob Copsey Dancers are a pleasure to see and hear . . . EARL BARTON has been held over from the previous show and rightfully so! This young dancer has a wealth of talent and is an asset to any show in which he might appear... The KATHRYN DUFFY DANSATIONS once again prove their versatility with eye-catching productions. Featured is Miss CHRISTINA CARSON. Your master of ceremonies and production vocalist is BARNEY RAWLINGS.

FLAMINGO:

(Continued from page 17)

with radio and teevee. Welcome him back with open arms. This man is fast with his wit! Behind all this, a very important part of any production of this sort will be capably handled by the mastery of TORRIS BRAND and his ORCHESTRA.



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SANDS HOTEL:

(Continued from Page 19)

a perfection of timing that marks him a master in a field overflowing with comedians. Everyone knows him as the creator of the hilarious "John L. C. Sivoneey." This imaginary character is the winner of a sweepstake and Frank's skill very adroitly breathes life into the mythical figure . . . DOMINIQUE is a youthful prestidigitator who amazes everyone with his magical presentation. If you are lovers of the legerdemain, you'll share our enthusiasm over the results of his nimble fingers and clever feats of skill. . . . Always favorites in local spots are the dancing De MARLOS. The smooth sophistication of their presentation is reminiscent of a Hollywood production. The handsome De Marlos execute their routines with faultless precision and split second timing.

DESERT INN:

(Continued from Page 18)

tions in a Mirror" routine, which they do with immaculate timing . . . The DONN ARDEN DANCERS offer a new routine, featuring the wonderful FLUFF CHARLETON, which is based on "Walking My Baby Back Home," and hold "Coffee Time" over from the last show. In these GEORGE MILAN does the vocal refrains, as well as acting as emcee for the entire show . . . Enough could never be said regarding the music of CARLTON HAYES and his fine bunch of musicians when it comes to cutting a show. The best!

SILVER SLIPPER:

(Continued from Page 19)

quartet that have become permanent fixtures in this room, while also taking part in the scenes and blackouts . . . Myra Gates' FIVE PALOMINOS are a quintet of assorted blonde babes of the ballet who make a mighty cute acquisition to any show . . . Rounding out this talented cast of characters there are JO-ANN MALONE, B. WILLARD, JIMMY CAVANAUGH and the man behind the music, GEORGE REDMAN. . . . The shows these people put on for you and me are consistently the funniest in town. The more you see them the more you appreciate them. This is the real McCoy in burlesque and old time vaudeville!

TABLE HOPPING:

(Continued from Page 25)

their "LADIES' DAY" . . . (Tuesdays). . . . They invite and encourage new players and members . . . just in cas'n any of you girls is interested . . .

To my friends who still ask . . . I no longer own the shop of MARY JANE'S (121 North Third Street) . . . I am no longer connected with the shop in any way . . . (Phone 4681) . . . It is owned and operated by one of my ex-dressmakers, MRS. LOUIE SNYDER . . . who still maintains the same staff . . . with the exception of MRS. WANDA ROGERS PALMER . . . who is with FANNY'S . . . still put out the same good work . . . and they make me proud . . . to still be asked . . . if I am a part of it.

Having said my say . . . I will carry on . . . with my TABLE HOPPING.

SOUTHWEST:

(Continued from Page 27)

take pages to tell of all. If you are planning a jaunt to Phoenix, though, make these "MUST SEE's": The FLAME, the west's finest club with an exotic atmosphere, wonderful food, enjoyable drinks, organ and a band, too, for entertainment (even a live monkey and with birds behind the mirrored and gracefully curved bar). A harmonious Martini married to a delicious style of society piano by pretty SUZANNE KLARE, charming CLOWN'S DEN entertainer. Here's a blend of pleasant congeniality mixed with the light and polite stylings of MISS KLARE. A very popular local resort rendezvous, the new DESERT INN hotel, with all modern stylings: swimming pool, restaurant, cocktail lounge, entertainment, etc. Also, worth mentioning is the all new GREENWAY RESTAURANT.

Yes, this city of almost half a million population, 400 motels, 70 hotels, five major highways, a year 'round tourist season, if for no other reason than the 365 days of sunshine, offers the very best anywhere along our SOUTHWEST BEAT.

RENO BEAT:

(Continued from Page 29)

continue to please the crowds, going into a second week. This show is headed by "Mr. and Mrs. Harmony," featuring an up-to-date package of songs and some very fine piano work by the MR. half of the team; also features a new act to Reno audiences, the very unusual dance trio THE MARGARET SISTERS and BRUNO, and the comedy juggling of the JOHNSON BROTHERS, two good numbers by the MAPES SKYLETTES and the fine music of EDDIE FITZPATRICK and his Orchestra . . .

THE RIVERSIDE opened Thursday with the show that so recently played the THUNDERBIRD, LES COMPAGNONS DE LA CHANSON. nine young men from France who blend their voices so perfectly that you feel as though they were one. Their impression of an American jazz group playing a French tune is very good. The sensational dance team of LANDE AND VERNA with their lifts and spins and the dancing of the RIVERSIDE STARLETS, and the return of one of RENO'S favorites BILL CLIFFORD and his great Orchestra, all add up to make this another RIVERSIDE HIT . . .

Don't forget to see, if you can possibly make it, "FIRST LADY" at the Reno Little Theatre.

See you next week . . . ART STEAGEL, Reno 2-2658.

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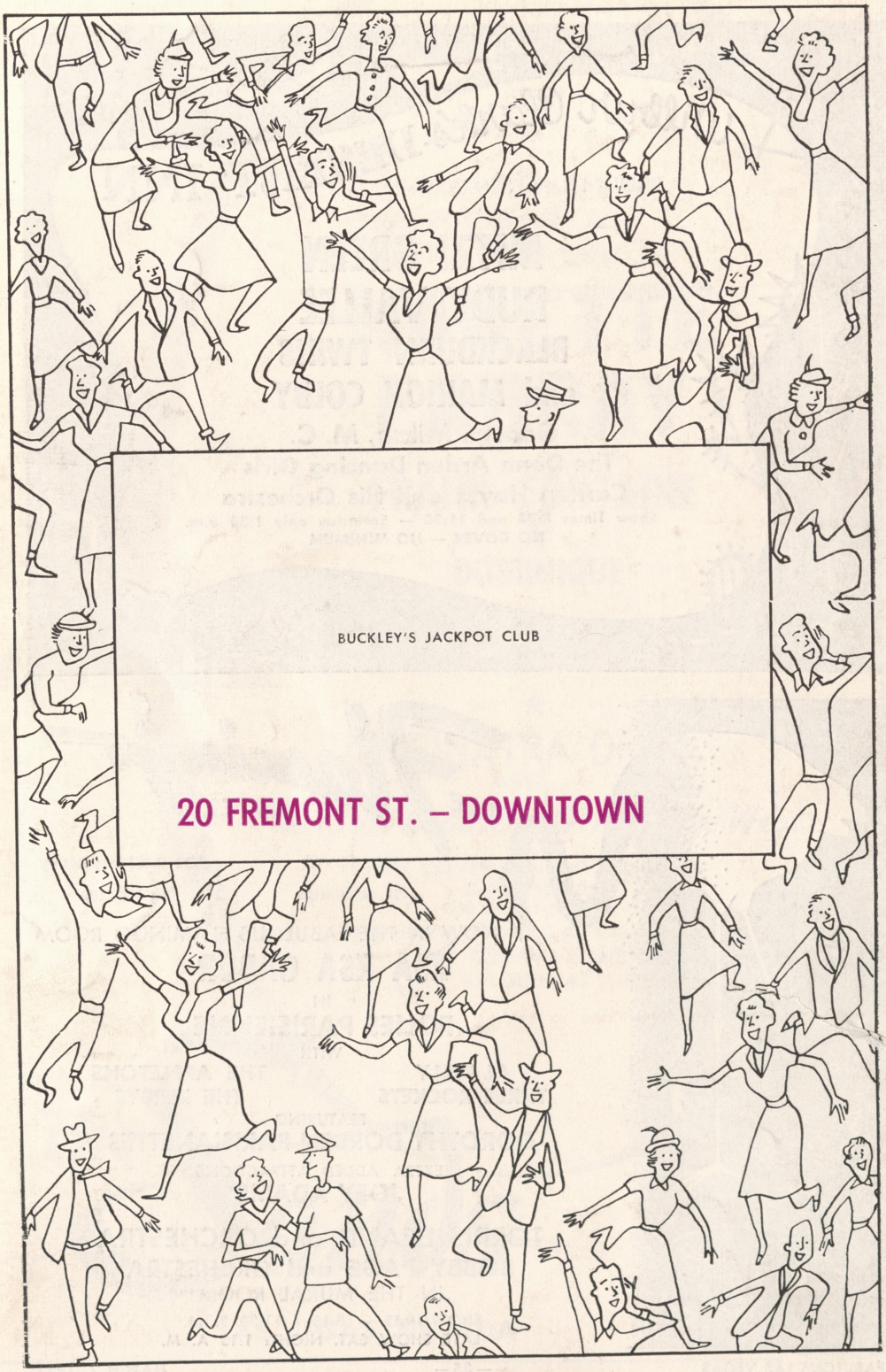
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EXTRA ADDED ATTRACTIONS

JOEY ADAMS

TORRIS BRAND and ORCHESTRA
BOBBY PAGE and ORCHESTRA
IN THE MURAL ROOM

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


BUCKLEY'S JACKPOT CLUB
20 FREMONT ST. – DOWNTOWN