Jack Bortz'

March 28, 1953

Fabulous LAS VEGAS Magazine



15c

©

NOW IN THE OPERA HOUSE-THEATRE RESTAURANT



GUY LOMBARDO

AND HIS

ROYAL CANADIANS

"The Sweetest Music This Side of Heaven"

AND HIS REVUE

Show Times 8:30 p. m. - 11:30 p. m.—Never a Cover or Minimum

For Reservations Phone 1300

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

HOTEL

EI RANCHO VEGAS

"Stop at the sign of the windmill"

PRESENTING THE INIMITABLE STAR . . .

JIMMY DURANTE

and HIS COMPANY OF FUNSTERS including

EDDIE JACKSON AND THE HOLLYWOOD COVER GIRLS

THE MARTIN BROS.
AND THEIR MARIONETTES

KATHY BARR
Smart Song Stylist

DON McKAY, M. C. DONN ARDEN DANCERS
CARLTON HAYES AND HIS ORK.

Show Times 8:30 and 11:30 — Saturday only 1:30 a.m.
NO COVER — NO MINIMUM

Wilbur Clark's

DESERT INN

ANOTHER GREAT SHOW IN THE HOTEL SAHARA'S STAR PARADE!



Beatrice Kay

America's Favorite Singing Comedienne

HARRY MIMMO

Clown Prince of Pantomime

BARO and ROGERS

Sophisticates of the Dance

AMIN BROS.

Acro-Best

SA-HAREM DANCERS

Moro-Landis Production

Featuring
DEWEY SISTERS and GENE LOUIS

CEE DAVIDSON ORCHESTRA

Produced and Directed by
George Moro

SHOW TIMES
8:30 P. M. - 11:30 P. M.
Extra Late Show Sat. Night - 1:15 A. M.

NO COVER
NO MINIMUM

HIWAY 91 • LAS VEGAS • NEVADA

RESERVATIONS · TELEPHONE 6800



PUBLISHED WEEKLY VOL. 4, NO. 51

MARCH 28, 1953

OBSERVATIONS by POP SQUIRES
RANDOM THOUGHTS by B. B. BARTON
THAT'S FOR SURE by JACK CORTEZ
WHAT'S DOIN' by JOHNNY UHLMAN
WATCHBIRD by LADY MICHAEL
RENO BEAT by ART STEAGALL
★ SHOW REVIEWS ★
HOLLYWOOD HEADLINES by MARTIN LEWIS
SOUTHWEST BEAT by CARL PAIGE
TABLE HOPPING with MARY JANE

ART EDITOR — DENNIS STEPHENSON
ADVERTISING—JOHNNY UHLMAN

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

Mac Watkinson
PRINTER—PHONE 4330

COPYRIGHT 1953, JACK CORTEZ

HIGH SPOTS

EL RANCHO VEGAS—Dining, dancing, swimming, gaming casino. Famed Wagon buffet and breakfast. Phone 1300.

FLAMINGO HOTEL—Nevada's most beautiful wedding chapel. Heated swimming pool. Dining, dancing, gaming casino. Phone 4000.

THE LAST FRONTIER—Dining, dancing, swimming, gaming casino, floor shows nightly. Hunt breakfast Sundays. Phone 1800.

SILVER SLIPPER SALOON—Gay '90 atmosphere. Shows, dining, dancing, casino. Hiway 91—Phone 1800.

THUNDERBIRD HOTEL—Dining, dancing, swimming, casino. Navajo bar. Phone 5100.

WILBUR CLARK'S DESERT INN—Dining, dancing swimming, gaming casino. Phone 6000.

HOTEL SAHARA — Dining, dancing, swimming, gaming, casino, floor shows nightly. Midnight buffet. Phone 6800.

THE SANDS—Dining, dancing, swimming, gaming, casino, floor shows nightly. Phone 7100.

HI-HO CLUB — Continuous dancing and floor shows. All night - Phone 121.

COLONIAL HOUSE—Newest French Colonial styled "miniature" hotel on the Strip. Swimming pool, bar and lounge . . . complete hotel service. Phone 7200.

DOWNTOWN . . .

BOULDER CLUB—Off Second on Fremont. Oldest club in Las Vegas. Phone 2866.

BUCKLEY'S—The greatest variety of slot machines and race horse machines in Nevada. 20 Fremont street—downtown.

CALIFORNIA CLUB—First and Fremont. Slots, restaurant, bar, museum and replicas of gold rush.

EL CORTEZ HOTEL—600 Fremont. Gaming, cocktail lounge, dancing 'till 5 a. m. Phone 1500.

ELWELL HOTEL—First and Carson streets. Gaming, cocktail lounge. Phone 4700.

FORTUNE CLUB—109 Fremont. Slot machines. Where the wheel of fortune spins for you. Phone 565.

GOLDEN NUGGET—Second and Fremont, known as the club reproduced from a famed Barbary Coast gambling hall. Phone 3244.

HORSESHOE—Second and Fremont. Las Vegas' newest plush club with casino and bar. Phone 6547. Restaurant phone 6548.

MONTE CARLO—Bets 10 cents and up. Craps, roulette, 21. 15 Fremont. Phone 2750.

NEW LAS VEGAS CLUB—18 Fremont, same popular gaming club but in a new location. Featuring bingo games. Phone 28.

PIONEER CLUB—First and Fremont. Phone 583. Displaying 62-foot giant sign of Vegas Vic.

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

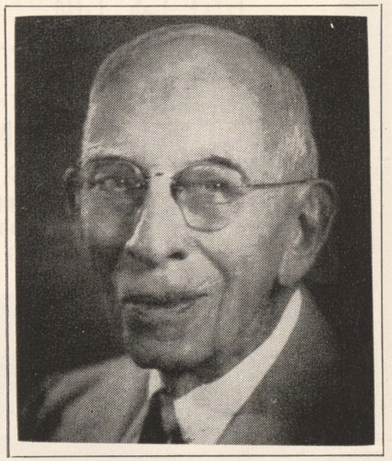
WESTERNER CLUB—Rustic casino, in western splendor. Phone 5612.

EMBASSY CLUB—Burlesque, in North Las Vegas on North Main. Phone 1633.

7TH ONE CLUB—Chuck Wood's newest late spot. Bar, casino, dining, dancing, shows. Boulder Hiway. Pittman, Nevada.

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

LAS VEGAS did not become an incorporated city, with a mayor and commissioners with the power to tax us and issue bonds to pay for a sewer system and do for us the many things we knew were necessary to make a real city, until June of 1911. But I am sure that one jolly fellow named Peter Buol, who in June of 1911 was elected first mayor of the incorporated City of Las Vegas, had as much to do with laying the foundation upon which the present Las Vegas is built as any other person.



I met Peter Buol a day or two after I first arrived in Las Vegas early in February 1905. What brought us together was the fact that the little group with whom I was associated were interested in building materials with which to build a town and we heard that Peter and Frank Buol, brothers, had established a brick yard near Las Vegas and had already burned a large kiln of brick suitable for building, so when I met them they were anxious to take Chris Brown, Frank Waters and myself out to see their brick yard.

It was a bitterly cold day, with a fierce wind blowing from the north and driving sand and gravel viciously before it, when Pete and Frank Buol called for us at Ladd's Hotel. They drove a team hitched to a platform wagon with two high seats which exposed us to every blast.

The brick kiln and the residence of the Buols was something like a mile and one-half or two miles south of the railroad "depot." As we jogged along a road following the railroad track southward, I happened to see some kind of an animal crouched under a clump of brush. The driver stopped the team and out of curiosity I got down off the wagon seat and walked warily toward the bush sheltering the animal. Nothing stirred.

I saw the animal was a rabbit benumbed by the cold, and I reached down, took him by the long ears and lifted him up. He made only a very feeble kick or two in protest, so I snuggled him under my overcoat and got back into the wagon.

Mr. Rabbit (one of the largest I had ever seen) seemed comforted by the warmth and shelter and made no protest. Soon we arrived at the Buol cabin. I took my friend Mr. Rabbit in with me and set him down near the warm cook stove after carefully closing the door. After warming himself for a few minutes our animal friend hopped around looking the place over but showed no fear of us humans. In fact he seemed to enjoy being cuddled and stroked.

We went across the wagon road to see the kiln. Sure enough, there was a good sized brick kiln almost cool after the burning. The finished bricks seemed rather white-livered and soft but Pete Buol assured us that they would harden in the wall and would last for many years, getting better with age.

A few months later (after the railroad auction sale of lots) Judge W. R. Thomas bought practically all the bricks in the Buol kiln and with them built the "Thomas Block," corner of First and Fremont, where Bill Ferron's Las Vegas Pharmacy has been for many years. I suggest that you run your fingers over those walls, now nearly half a century old, and see what Buols' brick yard did for Las Vegas.

We visited the Buol cabin a few days after our first visit and found our furry friend Mr. Rabbit as gay and happy as could be. He objected not a bit when we picked him up by the ears and really snuggled up to us as if we were his best friends — which we were, we thought.

Pete and Frank were hospitable souls and very congenial and when they invited us out to dinner the next Sunday we were happy to accept, especially as we rather prized this additional opportunity to play with Mr. Rabbit. We arrived at the Buol cabin in due

(Continued on Page 32)



Nevada's Most Beautiful Ladies' Shoe Salon

I. Miller

DAVID Evins

mademoiselle PALIZZIO

also Matching Accessories



711 FREMONT STREET · PHONE 1498

ALL STAR SHOW

CHUCK WOOD'S

7th ONE

Boulder Hiway • Pittman, Nev.

MARILYN
"The Calendar Girl"

LALINE FRANCIS
"King Farouk's Favorite"

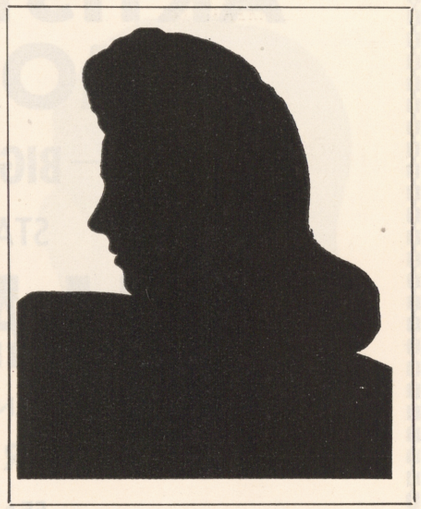
"TINY" SMALL

ART KINNEY
AND HIS BAND

"Fifteen Minutes from Vegas"

RANDOM THOUGHTS

. . . By B. B. BARTON



MOST RECENTLY I was party to a phone conversation that held a rather disturbing note. Upon conclusion of the tele-talk I very thoughtfully turned to our well-worn dictionary and turned to page 203 . . .

The definition that is to be quoted can be found in Funk & Wagnall's "New College Dictionary."

According to this bible of the literary-minded, the noun CHARITY is: 1. Liberality to the poor. 2. Almsgiving; alms. 3. An institution for the help of the needy. 4. Readiness to overlook faults; tolerance; leniency. 5. Spiritual benevolence; Christian love. 6. (Law) a gift of real or personal property for the public benefit.

The word CHARITY in this instance is the one that involves donations and generosity in gifts.

In retrogression my memory light shines upon the ever-increasing publicity that has been showered (with increasing intensity) upon charitable drives within the last ten-year period. Perhaps that is simply due to the fact that cognizance of such events did not arrive earlier. Be that as it may, a bit of research might reveal that benefits and the like were undoubtedly of a more limited nature, prior to this past decade.

Now, when it is the day, week or month for one of these humane consideration periods, the affair is a national one, embracing every community and hamlet. Interest is stimulated and hearts are warmed with the thought of helping the needy.

We, in our family, have always donated to the best of our financial ability on each occasion—and there are many requests, as we all know. Of late, not a month goes by without someone telephoning or dropping by, explaining he is a representative of a fund-raising committee.

It wouldn't be truthful to deny that one may be a bit discommoded to have his work interrupted. But, after listening to the goals that have been set and the requirements to be met, the slight annoyance disappears and is replaced by the desire to help the less fortunate.

So we once again open our wallets or check books and provide another contribution for another worthy cause. When we do so, we give what we can afford; sometimes the amount goes beyond that boundary.

We've all experienced charitable drives and will encounter many more in years to come. The organizers who take such a profound interest in these deserving individuals are to be highly commended for their humanitarianism.

However, some drives will fall short of their goal because of the supercilious manner that is introduced by certain representatives. Returning to the mention of the phone conversation, one sentence stands out vividly in my thoughts. The young lady who telephoned me, requesting a donation, said something that made me wonder what had happened to the word CHARITY.

The solicitor for our gratuity asked: "WOULD YOU LIKE TO GIVE YOUR DONATION IN ONE LUMP SUM — OR — IN INSTALMENTS?"

Now that was a poser if I **ever** heard one! I was so dumbfounded, I could barely respond. SINCE WHEN DOES A CHARITABLE GIFT FIND ITS WAY INTO AN INSTALMENT PLAN? Does CHARITY no longer remain as a spontaneous action? Is it something on which you make a down payment and have ensuing payments marked down in a little black book? Will the day eventually arrive whereon you will be paying interest for the privilege of helping those who need your assistance?

We are only humans. As such, we don't want to believe that CHARITY has adopted any form of regimentation. We want to give when we are able to give and as much as we CAN give. There are many among us who have

(Continued on Page 33)

ARTISTS AND MODELS

10 — BIG ACTS — 10

STARRING

KALANTAN

AND THE

SILVER SLIPPER STOCK COMPANY

FEATURING

GLORIA PALL

"That Glorious Glamazon"

NEW SKITS — NEW DANCES — NEW ROUTINES

SILVER SLIPPER SALOON

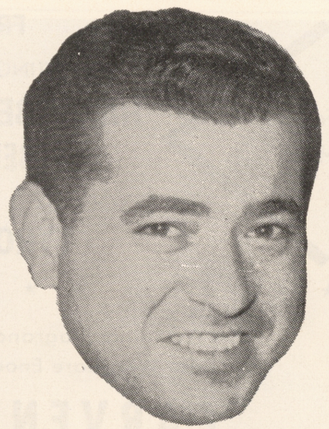
LAST FRONTIER VILLAGE

FREE PARKING FOR 1500 CARS

Show Times: 9 p. m. - 11 p. m. - 1 a. m. - 3 a. m.

NO COVER — NO MINIMUM — PHONE 1800

THAT'S FOR SURE . . . by JACK CORTEZ



HERE in Las Vegas we are enjoying balmy weather while most folks across the nation wonder when their Spring season will set in. We can only say we're sorry that everyone can't share our delightful season with us. As you drive along the streets of our fabulous city you see local citizens in sun apparel, tending their already green lawns and shrubs. The pools of the various hotels are playing host to sun-lovers who are sporting various shades of tan. The youngsters are getting the "no more teachers — no more books" fever and adults have fleeting thoughts of their own childhood, when responsibilities were things of the future . . . To best personify the theme of Spring Fever in Las Vegas we chose to decorate this week's front cover with two adorable youngsters who (at the moment) have thoughts of nothing else but their desire to act out the children's game of the sheriff and his posse. Our six-year old sheriff is DOUGLAS. His three-year old assistant is pretty little DAWN. Both are the offspring of MR. and MRS. CHESTER SIMS. Daddy Sims is in charge of the casino (daytime) over at the FLAMINGO HOTEL . . . When you look at these two little rascals, free of all care and with time for nothing but fun and dreams, you realize it would be nice to be young again . . . and that's for sure.

Now that the TV grant came through for Channel 8 in our town, everybody is fervently attempting to obtain franchises for television sets. Guess what? We aren't joining that throng. All we want to obtain is a home television set that will bring this medium of entertainment to us while we relax in our comfortable chairs. Yep! We're staunch TV fans.

What is this? According to coast reporters, our own MAC (Cutie Pie) KRIM and MARILYN MONROE are playing a love duet. According to the scribes, Mac is earnestly trying to convince La Monroe that nothing can be sweeter than the sound of those old wedding bells and the scent of orange blossoms.

MITZI and JOHN HUGHES are a pair of localites who take great pride in their garden. After seeing it ourselves, we can well understand their feeling. At the end of his day's work (he's the daytime casino boss at the HOTEL SAHARA), John goes home, dons his gardening clothes and joins his lovely frau in the beautifying details of their attractive landscape. We drove by early on a Sunday afternoon and watched Mitzi direct her hubby in the chores of transplanting and the like. It made for a very harmonious, relaxed atmosphere.

Belated birthday greetings to DOUG GARLAND, maitre d' of the HOTEL LAST FRONTIER. On Monday, March 23, his crew of workers surprised him with a wonderful party at his own home. It was the best possible way for them to tell him how much they enjoy working with him.

BARBARA STAFFORD, a popular localite who formerly worked as a cocktail waitress, is now one of the beautiful Copa Girls over at the SANDS HOTEL. Her husband, SANDY SANDIFER, tends bar at the GREEN SHACK.

On March 29 there will be a large dinner party at the home of MR. and MRS. EMIL RESNIK. Among the guests will be JIMMY DURANTE and his MARGIE, BEATRICE KAY and hubby SYLVAN GREEN, BOB MILLAR, GUY McAFEE, MILDRED and BELDON KATLEMAN and MR. and MRS. HOLSBRUSH (Beldon's in-laws). Daughter HARRIET shares her mother's enthusiasm and plans to help Mom begin the dinner preparations Friday evening in order to have everything in readiness when the big day arrives. Their only question is: WHO IS GOING TO WASH THE DISHES?

Although she began her stint at the SILVER SLIPPER just this past week,

(Continued on Page 27)

THEY'RE NEW

JUST ARRIVED

YOU'LL LOVE THEM

FROM INDIA

ENCHANTING . . .

For Her

HAND BEADED PURSES . . . and BELTS TO MATCH

For Easter

EXQUISITE . . .

TYROLIAN PURSES

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

The Winning Fragrance for Those Who Care Enough

CARVEN

Perfumes and Colognes

To Wear Anytime . . . . . Anywhere

EXCLUSIVE AT

Shikey Toushin's

JEWEL BOX

LOCATED IN

THE SANDS

Phone 7100

NOW SERVING

OUR FAMOUS

$1.95 DEFLATION SPECIALS

14 OZ. CHARCOAL BROILED STEAK

AND

SKILLET FRIED CHICKEN DINNER

IN THE

PIRATES DEN

from 8:30 P. M.

Showtimes — 10 P. M., 1 A. M. and 3 A. M.

CURRENTLY FEATURING JOAQUIN GARAY AND GEORGE DeCARL'S DIXIELAND BAND

NO COVER OR MINIMUM CHARGE

El Cortez HOTEL

(DOWNTOWN)

WHAT'S DOIN'?

. . with JOHNNY UHLMAN



THE KID has been getting fat, too! You can't tell by the picture, but in the realm of dogdom her keester would be considered as much overly-proportionate as is my own in the human race! Under the circumstances, and liking to feel that I am the master, I decided that she should start getting some exercise. Accordingly, about a month ago, I began taking her out on lonely desert roads and making her run along beside the car . . . while I RODE! "Making her run" sounds mean . . . and I suppose it was the first few times, until she caught on to what she was supposed to do. Now she really enjoys it! At first she only ran a mile at about 7 or 8 m.p.h., but now she does an average of FOUR miles a day at 15 m.p.h. THEN IT HAPPENED! I began bragging about the feat to some of my friends. Some of my friends . . . practically ALL my friends . . . on gazing at my globular girth, came up with the subtle suggestion that I run WITH the Kid! Shamed into the situation, I decided to start this past week. I dug up an old pair of my G.I. shoes, donned the dirty duds, and drove out to what the Kid and I refer to as the "Tummy Taper Caper"! I didn't run, but I walked 2½ miles in a little over 35 minutes, which I thought was pretty good! Try it sometime! I should be able to get out of bed in another day or two, and I intend to do it again!

Spring sprang in real good last week-end with the wedding of MISS MARION NEWBERT to MR. EARLE JORGENSEN, both of Los Angeles. They were married the evening of March 21, at the Little Chapel of Hotel Last Frontier, and the reception that was given by the bride's parents. MR. and MRS. LEROY NEWBERT, was one of the finest I've ever had the pleasure of attending. This was held in the Cactus Room of the Desert Inn and the buffet, which was set up under the supervision of PANCHO, was something to see! Mr. JOHN JORGENSEN, son of the groom, was the best man. The maid of honor was RUTH NEWBERT, sister-in-law to the bride, and one of the nicest person I've ever met. Mr. Jorgensen is well known in the steel industry on the west coast, as well as throughout the rest of the country, his interests being widespread. Music for entertainment and dancing during the reception was furnished by the Bobby Stevenson Trio.

This week-end there will be another wedding. Two young people who make one of the cutest couples I've ever seen. MISS MICKI SANS, of the Donn Arden Dancers, and MR. EARL BARTON, currently appearing at the Thunderbird Hotel. These two talented youngsters met here only recently and, as I was a witness to that meeting, their announcement of the wedding comes as no surprise to me. I've seen that look before. I've been a part of it before! I haven't been lucky as yet! God grant you happiness and health. Seek these two things, and wealth will take care of itself!

I've never seen anything look more like a picture out of a book, than to catch varied views of the new COLONIAL HOUSE. The patio, with the pool, is like another world. Speaking of something out of this world, have you seen the men's furnishings in the men's shop at the Colonial House? COURTNEY'S MEN'S SHOP, owned and operated by a fellow with a personality that can't be topped, BERT COURTNEY, Everything this man has in his shop is CLASS! Suits, slacks, coats, jackets, sox, ties . . . you name it, and when he shows it to you it will be style and class.

New doin's at CHUCK WOOD'S 7th ONE CLUB in Pittman, out on Boulder Hiway! Just opened this past week is an all-star show with MARILYN, "The

(Continued on Page 20)

winner with a pedigree . . .



THE WHIPPET

by STETSON



The favorite . . . America's most famous hat, the Whippet. The reason?—The perfectly proportioned crown, the going-places look of the bound brim, the easy assurance of the crease make this Stetson universally becoming! **$10**

Christensen's
MEN'S WEAR
316 FREMONT STREET
LAS VEGAS, NEVADA

PHONE 1001

OPEN SATURDAY NIGHTS
UNTIL 8:30

THE WATCHBIRD

. . . by LADY MICHAEL
(Michael Neale)

TO ALL our fond readers who missed us last week we apologize for missing the column. 'Twas due to an illness in the family. The illness? Oh — it seems Apple stubbed his little toy toe on a large blade of grass, and you know fond mothers, we just go ahead and go berserk when something happens to our little ones. The little angel has finally stopped playing Camille and is well enough to get into his usual amount of mischief . . .



Speaking of playing a scene — our big role as a member of the wedding, to take place Sunday the 29th has us in a nervous tizzy. EARL BARTON and MICKI SANS, that's the bride and groom, have finally convinced us we can't go on the honeymoon. Well, we won't throw a tantrum in front of the get-away car, we'll just drown our sorrow in a tub of champagne. Ho hum, always the bridesmaid, never the etc. Wonder when we'll meet the soul mate who was put on earth for us. According to our horoscope it's to be the 12th of Never. Anyhow PANCHO goes home early every evening after his chores in the Painted Desert Room to make a few hors d'oeuvres for the reception and JOE BOCK is busy dusting off the stars in the Sky Room ceiling. The invitations have been sent, the ring is bought, the license got and everything seems to be in order. All we need do is sit and get on each others nerves until Sunday. We'll take advantage of this waiting period to wish the bride and groom every possible happiness in this world and good luck all the rest of their days . . .

THE VISITING FIREMEN: JONI STEVENS flew down from Reno for a sabbatical, and drove back to the Mapes in the most becoming white convertible (black top) imaginable . . . MICKY GRASSO, of the Copa Lounge, Chicago, stopped off en route to L. A. for a bit of wining, dining and gaming . . . JAKE and SADIE FREEDMAN'S handsome boy NATE left for Houston after spending a glorious weekend at the Sands with his Ma and Pa . . . Cattle tycoon HYMIE BLACKMAN here to wish BARBARA LOCKHART a happy birthday (March 29th). Barbara's mother drove all the way from Akron to present her daughter with a new car but her poodle Vegas is flying out. He doesn't like to drive . . . TOMMY CANINO'S favorite uncle TONY (same last name) is back in town after being in absentia for twelve moons . . . HOWARD HUGHES is no longer considered a visiting fireman — he spends more time here than he does in Hollywood . . . GISELLA KLEINMAN is due in from Cleveland any minute now . . .

Open note to MATT HOWARD of the Sands: It's much better to have flunked a brandy test than never to have tasted the stuff in the beginning. Hic! . . .

BEATRICE KAY is at the Sahara and SYLVAN GREEN is not far behind — piano and all! It was a great opening show dahlings but we (speaking for the whole audience) felt you weren't on long enough. Alright, alright, we'll go buy your records . . . Solid slice of show at the Last Frontier with such delicious people as the KIRBY STONE QUINTET, NOONAN and MARSHALL and the very curvacious MARILYN MAXWELL . . . BETTY and JEAN KEAN, the funniest femme comedy team in existence, will squeeze in a stint at Ciro's in Hollywood before sailing to London to rock the Palladium's rafters . . . Lots of "royalty" at the El Rancho now that GUY LOMBARDO'S there with all his Canadians . . .

Tarzana rancher JAY C. FLIPPEN explains what a Tarzana rancher is: Anyone owning a station wagon and one head of cocker spaniel . . . DORETTA MORROW and BYRON PALMER

(Continued on page 31)

REMEMBER EASTER

SUNDAY, APRIL 5, 1953

Flowers and Plants Express
Your Thoughts Best

For the Best Flowers and Plants See . . .

Dot's

FLOWER & GIFT SHOP

PHONE 811 — 24 HOUR SERVICE

808 SOUTH FIFTH STREET, LAS VEGAS

Up to 50% Reduction On All Items

DESERT GALLERIES

Up to 50% Reduction On All Items

(OPPOSITE THE SANDS HOTEL)

★ GIFTS OF DISTINCTION ★

FOR HER OR HIM

- DIAMONDS
- JEWELRY
- SILVERWARE
- LAMPS
- FIGURINES
- ANTIQUES

— NATIONALLY ADVERTISED WATCHES

3330 South 5th St.
(THE STRIP)

Up to 50% Discount on All Items

PHONE
1177-R

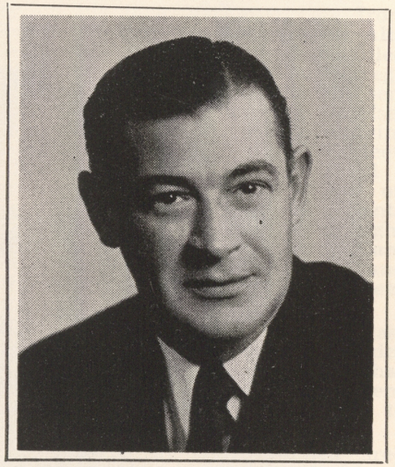
RENO BEAT . . .

by ART STEAGALL

THE RENO Chamber of Commerce is going full steam ahead now on the SILVER SPURS AWARDS. As in the past, the winner of this award cannot be announced until after the ACADEMY AWARDS of OSCARS held each year in Hollywood. This year marks the first time that an OSCAR winner, for the best male actor of the year, is also the SILVER SPURS winner; that is, the best WESTERN actor of the year.

GARY COOPER for his great work in HIGH NOON was the selection of movie critics in a nationwide poll. SELBY CALKINS of the Reno Chamber of Commerce is in the film capital now trying to line up COOPER for the annual SILVER SPURS FESTIVAL to be held here early in May. Started four years ago, this festival has grown by leaps and bounds until now it is one of the biggest events of the year.

AGVA: When you see BEATRICE KAY at the SAHARA HOTEL get her to tell you the story of an incident that almost changed her career. It happened as she and her husband, SYLVAN GREEN, were driving from their ranch in Reno to Las Vegas. A real fabulous "on my way to the hotel" true story . . . RUDY VALLEE ringside at the RIVERSIDE, ditto ALAN DALE . . . RUBY MATHIS off for a much needed vacation . . . RUBY is missed around the RIVERSIDE CASINO . . . ALAN DALE closed his engagement at the HOTEL GOLDEN two days early to fly to LOS ANGELES for a screen test at Universal. He is testing with comic BUDDY HACKETT . . . MRS. DR. CHARLES COLEMAN soaking up some sun in Laguna . . . Former President HARRY S. TRUMAN passed through Reno on his way to San Francisco to sail for a Hawaiian vacation. Mr. Truman was accompanied by his wife and daughter MARGARET . . . CHARLES GRAHAM, general manager of the SACRAMENTO baseball club, in town to speak at the Rotarians' luncheon . . . Here's a cute switch: MISS JEAN CHISM, circulation librarian of the WASHOE COUNTY LIBRARY, came up with a novel idea in an attempt to find some of the library's books that are long overdue. She has announced a NO FINE WEEK — any book returned between now and the first of April will be received on a "no questions asked" basis . . . Now's your chance, all you absent-minded readers . . . CHAMP BUTLER filled in for two days for ALAN DALE at the HOTEL



GOLDEN . . . Science says that in a few years there will be no blondes left. Hell, it's hard for me to leave one now . . . WILLOW and JIM DALEY off to Las Vegas to see BEATRICE KAY . . . BOB MILLER, former manager of EL CORTEZ here and more recently a hotel man in LAS VEGAS, at the RIVERSIDE enjoying JANIS PAIGE . . . DANNY VARGAS in from Sacramento. DANNY was in Reno for a great many years and has a host of friends here . . . RAY SAWYER, organist at the MAPES, has written a new song for the SILVER SPURS. We all got a preview of it at a breakfast meeting last Friday a. m., when SYLVAN GREEN played it for us . . . MR. AND MRS. J. WALTER of Portland, in town for a visit with old friends, made a lot of new ones. MR. WALTER is with the ARCTIC FUR COMPANY of that town, or perhaps I should say that he IS the Arctic Fur Company. They were house guests of the JIM DALEYS . . . Was sure nice to see JANIS PAIGE again. I met her back in Chicago a few years ago — she is one of the swellest persons in the business . . .

CURRENT SHOWS: THE GOLD ROOM of the HOTEL GOLDEN has HELEN O'CONNELL booked in for a two weeks engagement, which opened WEDNESDAY. MISS O'CONNELL, a Capitol Recording artist, is well loved by RENO audiences. On the bill with her are THE JOHNSTONES, direct from the CHEZ PAREE; the soft shoe

(Continued on Page 32)



Hello!

IT'S ONLY MY
FIRST
APPEARANCE
IN LAS VEGAS
AND

I love it!

"Thanks"

FOR ALL YOUR KINDNESSES
TO ME AT
HOTEL LAST FRONTIER

MARILYN MAXWELL

SOUTHWEST BEAT

. . . by CARL PAIGE

HAPPY EASTER from YUMA to our readers this week. Hope "Bugs Bunny" got around to see all of you and that all of you are enjoying all of your respective celebrations at this time of year as solemn or gay as the case may be.

On our local scene, Easter isn't quite the same this year, as to a lot of folks Easter means three days until FAIR time! It's our first one, an annual occasion, and it goes for five days. Last week we devoted our entire column to the fair, so this time we'll just mention one or two items about it.

First — congratulations to the two front runners in the Queen's contest: LORRAINE FRANKLIN and BARBARA CROFT. For three consecutive weeks these gals have led the field of 19 candidates and, unless someone else makes a last minute splurge of money and votes, one of these two should be our FAIR QUEEN. Last Friday alone, $1,993.38 was turned in total for all queens. A SALUTE to MR. KEN BAKER for a wonderful job well done on organizing the FAIR. Best wishes to our hard working Chamber of Commerce and good luck on this great venture.

More and more, business is on the "upswing" in this community. Welcome to JACK PAINTER and his staff opening the new MESA SPORTS CENTER at 1152 Fourth Avenue. First week's business very gratifying at TOP HAT CLEANERS, so reports Mr. and Mrs. Booth. A nice new look at RASCO'S 5 & 10 with a new store front and outdoor kitchen with stainless steel trim; yes, the better to serve you with — all you passerbys. Many more items in this department that we hope to catch up with next issue.

For the balance of this week's writing, let's take a travelogue.

Recently we heard about BARREGO SPRINGS DESERT RESORT — a place in the sandy wilderness that can outresort the best of them. So we looked into it and would like to report on it.

From Yuma you may go east to Holtville, up to Brawley and then north to the SALTON SEA — just off to the left you find this beautiful desert valley. If you're attempting the trip from Las Vegas head out 91 for L. A. and look for the highway turnoff either for Escondido, Brawley, or thereabouts. Best to check your road map — there might be a shorter way but well worth it! The history goes something like this:

In 1774-76 when Captain Juan Bautista de Anza reached the Borrego Valley on his long 2000-mile trek from Sonora, Mexico, to Monterey in Alta California, he found a huge bowl filled with a desert wilderness. The Borrego Valley was flanked on the east by serrated canyons of badlands, while elsewhere it was surrounded by mountains rising to heights of more than 6000 feet.

Because the mountains promised a possible water supply he pushed on through them and entered the Santa Rosa mountains and camped one night in what is known today as Coyote Canyon. Here he found "much grass and other green plants, wild vines and trees at a spring of finest water."

For nearly 150 years the West's last great desert frontier lay baking under a hot sun and then men discovered that there was a great reservoir of excellent water close to the surface waiting to be tapped.

Today this mountain-rimmed area which comprises 50,000 acres has been converted into home sites, vast plantings of grapes and other agricultural products.

From Los Angeles drive eastward to Pomona, turn south on State Highway 71 to Lake Elsinore, where you take U. S. Highway 395 through Wildomar, Murietta and Temecula. At Escondido, noted for its fine vineyards and green groves of avocados, turn left on State Highway 78.

At 60 miles from Escondido turn left up through a narrow pass in the mountains and drop down into Berrego Valley. As late as 20 years ago a trip in the area by automobile was considered an adventure but today more than 50 miles of modern roads bisect the valley.

Once you're there, you'll enjoy a glass-walled pool, the largest in the area, a delightful main lodge with fine food, you'll see and enjoy too the elephant trees, mysterious split-mountain, Indian writings in the Santa Rosa mountains. You'll like it — you try it.

Until next time on the Southwest Beat.

"FABULOUS LAS VEGAS"
★
$5.00 PER YEAR



JIMMY

DURANTE

JACK ROTH and JULES BUFFANO

EDDIE JACKSON



ALL OF YOU . . .

have made

ALL OF US . . .

very happy for the past

THREE WEEKS

AT

WILBUR CLARK'S

DESERT INN



WANDA SMITH'S COVER GIRLS

WHAT'S DOIN'?

(Continued from page 11)

Calendar Girl" (in a good shape the year 'round), LALINE FRANCIS, known as "King Farouk's Favoriate," and your comic-emcee, "Tiny" SMALL. Music for the fun and frolics is by ART KINNEY and his band . . . Art at the piano, Chuck on drums and Gordon on sax. These three men do a good job with the dance music, too! The tenor sax man, GORDON KAPP, is newly arrived from Southern California and is training to become a lake pilot at Lake Mead. Plays a lotta tenor!

The LUCKY HENRY TRIO is going full title in the SHILLALAH ROOM of the SHAMROCK, on the North side of town, for late hour dancing. You might also keep your eye open for the announcement of full operation for Italian food at this spot. RALPH WOOD says he'll soon have the kitchen modified to handle it the way it should be done. In the meantime you can get most anything you'd like under the present set-up!

Did you see those toy dogs they have in the SAHARA GIFT SHOP? Some of those things are so life-like that they look REAL . . . not almost! They come in all sizes and shapes . . . and you can make them WALK by leading them with the leash that comes on them! Have FAYE, or BARBARA, or HELEN, or any of the clerks show you what I mean!

Spring time and the warm weather has brought out the best of them around the pools these days (has brought out the WORST of some, too!). To always be at your best as a bathing beauty, buy BONNIE BEST bathing togs! (Now there's a corny commercial if I ever heard one.) Nevertheless, I noticed some knit swim-suit and stroll combinations on display in her shop the other afternoon that I thought were cuter'n h--- . . . real cute! A one-piece knit shoulder-strap suit that was abbreviated to a decimal, and a wrap-around skirt to match, which tends to make your waist look like a capital "I."

Last Sunday afternoon I attended the Youth Concert Hour at Hotel El Cortez, heard over station KRAM. This is a great thing for the community and should be backed by everyone. There is so much young local talent waiting to be heard that, to date, after eight weeks of programs, they haven't had a repeat contestant. What I'm finally getting around to is this; I heard an **8-year-old** boy on the program that day who is one of the greatest young talents I've heard in many a year. WALLACE WELCH, whose home is in Henderson, Nev. This little fellow has only been studying for about 11 months and is playing studies and compositions by the old masters. His technique, touch, and his expression in timing were almost unbelieveable. Ask BOB MILLAR, he was on the panel that day! Young Master Welch's instructress is MRS. E. M. WILEY of 1203 Carson Avenue, Las Vegas.

Do you realize it's only a week to Easter? That big bunny will be bouncin' in here before you know it . . . and do you have the basket brigade set up for the kiddies? Young and old? If you aren't prepared . . . Katie, at the VILLAGE SWEET SHOP, can remedy your lack of preparation! Her shop is loaded with the things folks like to get on Easter. You pick 'em out and she'll pack 'em! Fair enough?

It seems that HY BEDOL, boxman at the Silver Slipper, has inadvertently upped the standard of living of one AL FIRESTONE, who works with him at the same spot. Hy has been slipping Al a few of his four-bit cigars now and then, until Al can no longer stomach the ropes he used to fire up!

Looks as though LES SCHWARTZ and his partner, BEN MARBER, will have their new used car lot ready for operation this week. GENERAL AUTO SALES, at the intersection of South Fifth and Oakey Boulevard. Fine location, fine lot, and it looks like they are going to have some fine cars! Good luck, men!

To correct a previous statement . . . "SANDY" SANDUSKY is the new guitar man with the ERNIE STEWART TRIO at the SANDS HOTEL. While at the Sands I'd like to state that there are two other outstanding trios appearing there, also. JOHNNY WHITE TRIO! Johnny on piano or vibes; GUY SCALISE on guitar; GEORGE CASS on bass. The ARNOLD KOPPITCH TRIO! Arnold on piano; CHARLES DRAKE on tenor or clarinet; ELMER HEINTZELMAN on bass. An interest-

(Continued on Page 33)

for the BEST in
ITALIAN FOOD
AND
CHARCOAL BROILED STEAKS and CHOPS
VISIT THE
Chianti Restaurant
"At the Sign of the Golden Wheel"
Hiway 91 Phone 4571

"CURTAIN TIME"

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

Flamingo

March 19 through April 1

Show: Irving Berlin's "Annie Get Your Gun."
Company of 25
Orch: Torris Brand
Mural Room: Bobby Page and Orchestra

This is the first time that a complete musical has been presented on any of the local nightclub stages, and the Flamingo is to be commended for their initial step in this direction. You will hear some excellent voices when you see this Brill and Kamsler production. Outstanding for their performances are JACQUELINE JAMES in the leading role of "Annie," who sings well and portrays the part perfectly. EARL COVERT is "Frank Butler" and JACK RUTHERFORD is "Colonel Cody." Both of these men were well picked for their parts. Other important members of the cast are CYNTHIA LATHAM as "Dollv Tate," ROY MILTON, TEDDY HART and BRADLEY MORA . . . The specialty dancers who do the Indian dance are NATASHA CARR and PATRICIA WHITE . . . This great musical is pre-

(Continued on Page 24)

LAST FRONTIER

March 23 through April 13

Show: Marilyn Maxwell, Noonan and Marshall, Kirby Stone Quintette, Cliff Ferre
Line: Devlyn Dancers, Featuring Roy Fitzell and Dolores Frazzini
Orch: Bob Millar
Intermission: Emile Buzaid at the organ
Gay '90 Bar: Tommy Doyle and Buster Hallett Trios

Vociferous applause, shouts of bravo, and every adjective ever spoken greeted this sensational production on opening night. Not one person in the audience showed signs of boredom. How could a person be blase with so much skill in the spotlight? The very beautiful MARILYN MAXWELL caused everyone to sit up and take notice. Through every fibre of her being flows the life-blood of show business — T-A-L-E-N-T. She is dynamic, engaging, and highly outstanding in this competitive field. Miss Maxwell proves her versatility. Not only can the gal act, she turns out an excellent performance of song and dance. There is a definite, humorous twinkle in her personality that hints at the marvelous sense of humor in her possession. Supper-clubbers are grateful that Marilyn Maxwell has included this entertainment medium in her schedule. NOONAN and MARSHALL zanily portray two sailors on board this

(Continued on Page 25)

El Rancho Vegas

March 25 through April 7
(Not a Review)

Show: Guy Lombardo and His Royal Canadians, Johnny O'Brien, The Four Evans

Many were the times that we danced to the music of GUY LOMBARDO and his Royal Canadians while living on Eastern shores. Now we're very happy to see the popular orchestra leader (and his group) in the Opera House Restaurant. Guy and his crew certainly turn out the "Sweetest Concert This Side of Heaven." Featured with his men of music are CARMEN, LEBERT, VICTOR, KENNY GARDNER. Turning in fine performances are BILL FLANNIGAN, KENNY MARTIN, CLIFF GRASS, THE LOMBARDO TRIO and, of course, THE LOMBARDO TWIN PIANOS. What a wonderful line-up of musical talent is in store for those who appreciate fine music! We're happy to welcome back JOHNNY O'BRIEN and his dry, Hoosier humor. Johnny is the lad who combines his expert harmonica with a terrific sense of comedy. He is one of the finest story-tellers to invade the limelight. He has an ingratiating manner that wins all listeners and makes for fine entertainment.



The FOUR EVANS prove that "two generations of dancing" can hold a definite attraction for supper-clubbers. They are mother, father, son and daughter. Their tap-dancing routines are skillfully executed. As you watch these performers your admiration is stimulated and appreciation heightened.

Wilbur Clark's DESERT INN

March 10 through March 30

Show: Jimmy Durante, with Eddie Jackson and the Hollywood Cover Girls, The Martin Brothers, Kathy Barr
Line: Donn Arden Dancers
M.C.: Don McKay
Orch: Carlton Hayes
Lady Luck Lounge: Grover-Shore Trio
Danny Cassella Orchestra and Bobby Stevenson Trio

One of the greatest comedians of all time, the inimitable star JIMMY DURANTE is once more appearing in the Painted Desert Room in person. Here is a performer whom you can't help but love from the moment he walks on stage. When he and his partner, EDDIE JACKSON, go into one of their numbers together you are seeing a bit of perfection in the lovable old art of vaudeville. When Jimmy is working with the Hollywood Cover Girls you are seeing an artist at work, with his masterful delivery of punch lines. Oftimes imitated but never completely copied, there will always be just one Durante! Giving added impetus to the bedlam is JACK ROTH at the drums and musical director JULES BUFFANO at the piano . . . Two blondes, two brunettes, and a red-head! That's the HOLLYWOOD COVER GIRLS, and they present a very attractive picture as they offer up their interpretation of some very smart material . . . Moving into the Durante show this past week are the titanic talents of THE MARTIN BROTHERS and their marionettes. These two young men actually seem to bring their puppets to life as you watch them perform . . . KATHY BARR is an auburn-haired soprano whose well

(Continued on Page 24)

SAHARA

March 24 through April 6

Show: Beatrice Kay, Harry Mimmo, Baro & Rogers, Amin Brothers
Line: Moro-Landis Sa-Harem Dancers, featuring Dewey Sisters and Gene Louis
Orch: Cee Davidson
Casbar: Three Majors and Al Day-Tempo Trios

BEATRICE KAY, the gal whose personality could fill the interior of the Empire State Building and leave an overflow, is back and we're a-grinning and a-clapping as hard as possible. First-nighters shared our enthusiasm and blatantly applauded the stellar performance of this Gay '90 songstress. Beatrice is one of the finest attractions to appear on any stage. The moment she walks into the spotlight her magnetism permeates the room and the audience is hers to lead through various stages of excellent comedy and song. Hubby SYLVAN GREEN, on the piano, tosses in some laugh-provoking quips and helps his lovely frau to keep audience stimulation at an admirably high pitch. That's our gal! HARRY MIMMO is a polished showman whose pantomiming elicits open admiration and enthusiasm. His various dancing imitations are so perfect, identity of the one being emulated is immediately apparent. Every bit of his presenta-

(Continued on Page 33)

The Sands

March 12 through April 1

Show: Ezio Pinza, Betty and Jean Kean, Dominique
Line: The Copa Beauties
Orch: Ray Sinatra

A very humble showman made his supper club debut in Las Vegas and all attendees opened their hearts to EZIO PINZA. There is nothing self-effacing about his voice — it is magnif-



icently dynamic! Mr. Pinza does not deal in artifices to win his audience. His singing speaks for him and has a greater winning capacity than any line that was ever written. The stage and screen star presents a variety of songs; some of American origin — others from the Italian, Spanish and French classics. We have gone overboard for Ezio Pinza's talents . . . and that's for sure. BETTY and JEAN KEAN are two gals who have successfully proved there is a definitely successful niche in the field of comedy for talented women. The lovely Jane and the zany Betty present a fast-paced act that keeps hilarity rip-

(Continued on Page 25)

Thunderbird

March 12 through April 1

Show: James Barton, Estelle Loring, the Bassis, Earl Barton
Line: Kathryn Duffy Dansations
M. C.: Barney Rawlings
Orch: Al Jahns
Navajo Lounge: Jack Martin Five, Normandie Boys

JAMES BARTON! . . . Once again we say that here is a man possessive of the talents which enable him to not only take part in, but to capably cope with any and all phases of show business—he has DONE it . . . and is STILL doing it! We have many times seen the drunken "mad dog" bit done by other comics . . . and done well . . . but NO-ONE has seen it until they've had the good pleasure of witnessing the master of them all in action. This is a classic! JAMES BARTON is unbelievable in his wide versatility! . . . MISS ESTELLE LORING sings a song convincingly regardless of the type of tune . . . be it ballad, jump, impressions, hill-billy or what have you, she does 'em right. Miss Loring's voice has a pleasing quality for ballads and yet has that huskiness and beat necessary for a jump tune. Her bits with the boys in the band for vocal background are to be classed as good entertainment . . .

(Continued on Page 25)

El Cortez

March 26 through April 8
(Not a Review)

Show: Joaquin Garay, Shirley Martin, Manny Gates
Orch: George DeCarl
Bucaneer Bar: Intrumentalists, The Star Kings

Held over for an extended engagement is one of our favorite comedians, JOAQUIN GARAY! This dynamic little comic works close to his audience and is never one to lose the opportunity of a situation. No matter what happens, he seems to have an answer, or a gimick to follow it! SHIRLEY MARTIN has the distinction of playing more return

(Continued on Page 24)

SILVER SLIPPER SALOON

March 20 through April 16

Show: "Artists and Models"—10 Big Acts
M. C.: Jimmy Cavanaugh
Orch.: George Redman

This new show stars the beautiful and exotic dancing of the best we've seen for this type of dancing, KALANTAN. Her new dance routines, "Cobra," is one requiring a maximum of control and rhythm. She not only meets these, but all other requirements . . . Featured in this new extravaganza is tall, beautiful, blonde, GLORIA PALL. "The Glorious Glamazon." She is all this and then some! For comedy you will find none better that your old favorite and mine, HANK HENRY. This man is one of the greatest when it comes to burlesque comedy. When teamed with the diminutive SPARKY KAYE, you have a combination that is sure-fire laugh material . . . The BEAU JESTERS are four young men whose blend of voices make a quartet that offer easy listening . . . A new inovation! MARAH GATES DANCERS are prancing around these days with prismatic pates!

(Continued on Page 24)

SILVER SLIPPER:

Continued from Page 23)

They color their crowning tresses with vari-colored vegetable oils, which actually nurtures their noggins instead of hindering them. The sight they present is very impressive. They do three new numbers within the 11 and 1 o'clock shows, the music for which was all arranged by GEORGE REDMAN . . . Also appearing in sketches and blackouts throughout the four nightly shows are JIMMY CAVANAUGH, B. WILLARD, members of the Jesters and line.

EL CORTEZ:

(Continued from Page 23)

engagements by popular demand than any artist in the nightclub circuit. That alone should explain her talents! This is the first Las Vegas appearance for this beauty of face, figure and voice but certainly not her last! MANNY GATES is a man of mighty molars, and what he does with his diversified dentures you'll never believe until you see it done . . . and maybe not then! Manny was a boxer before he took up singing and dancing in show business. In search of something to do that was different, he picked up a chair in his powerful bicuspids and swung it around as he danced. This was one night in Philadelphia. What he has accomplished since then will amaze you.

DESERT INN:

(Continued from Page 22)

trained voice and coquettish manner of presentation sells her from the beginning. We still like her interpretation of The Bell Song . . . The DONN ARDEN DANCERS open the show with a cute routine based on "Oh, You Beautiful Doll." Their second offering is "Salome with the Seven Veils" from the Broadway show "Hazel Flagg." In these they feature the dancing feet of FLUFF CHARLETON and the voice of your new singing master of ceremonies, DON McKAY! . . . CARLTON HAYES has augmented his orchestra with two violins for this show, which he and his men play without a hitch. Good show!

FLAMINGO:

(Continued from Page 21)

sented here in a series of 10 scenes in which you will hear no less than 16 or 18 of the songs that were made famous during the popular New York run . . . With an ensemble of 12 mixed voices and the fine music of TORRIS BRAND and his orchestra, the production numbers are made to be especially enjoyable.



Imported GIFTS

BUY NOW FOR EASTER

VILLAGE SWEET SHOP

LAST FRONTIER VILLAGE

SUITS - SLACKS - SPORTSWEAR

SNYDER'S

Tailor Made to Your Measure FOR MEN AND WOMEN

421 South 5th St. Phone 6644

Gold Room in the center of Reno's fun

THREE SHOWS NIGHTLY 10:00 - 1:00 - 3:00

HELEN O'CONNELL
Capital Recording Star
THE JOHNSTONES
Direct from Chez Paree
JIMMY RAY
Soft Shoe Stylist
Sterling Young and His Ork
12 — GORGEOUS GOLDEN GIRLS — 12

Terrace Bar
Coffee Shop
Slot Machine
Bar
Casinos

Continuous Entertainment from 4 P. M. — Julie Lloyd • Don Palmer



HOTEL GOLDEN BANK CLUB Bill Graham Managing Director

SAHARA:

(Continued from Page 22)

tion is without words. Uproarious is his silent interpretation of the mannerisms of gentlemen from various parts of the globe. Of course, when you think of Harry Mimmo you also think of his outstanding reproduction of Charlie Chaplin. This man is a perfectionist. BARO & ROGERS are a handsome young couple who successfully manage to beguile the supper-clubbers. Upon their entrance they appear as "Sophisticates of the Dance." However, it doesn't take them long to travel from sophistication to a form of comical disarray. You guessed it! They are clever comedians of the dance. Baro & Rogers very cleverly conceal the termination of the act from you and actually astound the audience when they drop their sophisticated veneer. The AMIN BROTHERS are two gentlemen who indulge in some of the most awesome stunts ever witnessed. They juggle humans! It's amazing to watch one brother being twirled about rapidly upon the feet of his partner. We just didn't believe our eyes and still have to hold our breath when we remember the way one of the Amins flies through the air and settles into a head stand on his brother's foot! You just have to see it to believe it! Praiseworthy are the efforts of GEORGE MORO, production manager. His SA-HAREM DANCERS are all talented and skillfully execute their routines. The rafters of the room resound with appreciative reward for their clever Charleston routine. Doing a wonderful job in the featured spots are the DEWEY SISTERS and GENE LOUIS. Then, of course, we can't conclude without commending CEE DAVIDSON for the magnificent music he and his musicians present throughout the entire production.

THUNDERBIRD:

(Continued from Page 23)

You won't believe what you've seen even after you've watched the work of the BASSIS. These three skillful young people juggle and manipulate all sorts of things with their feet. The feats they accomplish in this way are more than you, or I, or most people could ever master with our HANDS! Rarely have I seen a more spectacular finish to an act! . . . The KATHRYN DUFFY DANSATIONS are presenting numbers from the great Broidway hit "Paint Your Wagon," featuring the dancing of CHRISTINA CARSON and vocally interpreted by the NORMANDIE BOYS and BARNEY RAWLINGS, who also is your capable master of ceremonies during the evening.

LAST FRONTIER:

(Continued from Page 21)

production ship, U. S. S. Nevada. The boys, although comparatively new in show business, are well established in the appreciation of fans across the country. Their comedy timing is perfection itself and the tickle dust invades the room when these boys unleash their humor. They have a lot of clever material but Noonan & Marshall's chef routine will always make people stand up and cheer. THE KIRBY STONE QUINTETTE are showstoppers, for sure! The boys play some intricate instrumental passages, present outstanding vocal arrangements and toss in an atomic blast of sensational comedy. Each is featured in the group. Outstanding is "Cow-Eyes" and his hysterical version of Henry Armetta. You can't relax while this quintette is on stage. They keep you tuned to a high pitch of fine entertainment. Terrific! Rounding out this stellar production is handsome CLIFF FERRE. Stardom has been predicted for this lad and his dancing feet. He is wise in the ways of show business and projects dramatic tendencies that spell Hollywood in his future. You'll enjoy Cliff's contribution to this outstanding revue. THE DEVLYN DANCERS, featuring ROY FITZELL and DOLORES FRAZZINI, are drawing rave notices from critics and patrons alike. They exhibit some of the most amazing choreography we've ever seen and wear outstanding costumes that cause the onlookers to cheer in admiration. First nighters went all out to heap plaudits on the Devlyn troupe. Although there was only one night of rehearsal for this entire production, one would be led to believe that BOB MILLAR and his Orchestra had spent months to reach the perfection of musical background for this presentation. We hail this outstanding group of music makers for their cleverness and unblemished performance.

SANDS HOTEL:

(Continued from Page 23)

pling throughout the audience. Their projection of good humor and smart material is excellent. The Kean Sisters have mastered the art of timing and showmanship and will retain their grip on success for many years to come. DOMINIQUE, the young prestidigitator, is astounding localites with his amazing skill of magic. Sensing the advisability of audience participation, Dominique manages to obtain the assistance of various supper clubbers to add the touch of levity that boosts his drawing capacity. You'll appreciate his contribution.

COLONIAL HOUSE

HEATED POOL

HOTEL SERVICE

COCKTAILS

LIVE IN LUXURY

Anthony Martinolich

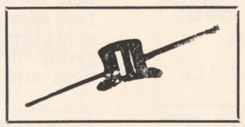
AND

Wilbur Clark

ON THE STRIP LAS VEGAS, NEVADA PHONE 7200

Courtney Men's Shop

COLONIAL HOUSE

IMPORTER  HABERDASHER

CLOTHIER

PHONE 7200 ON THE STRIP

ELECT

EMIL GUY

FOR

MUNICIPAL COURT JUDGE

Paid Political Advertisement

HECHT'S

410 FREMONT ST.

MISSES' AND WOMEN'S APPAREL

THAT'S FOR SURE:

(Continued from Page 9)

GLORIA PALL is living up to her billing of the "Glamorous Glamazon." Within that short period of time she has been drawing the males to that spot and increasing the intake. Congratulations, young lady!

WILBUR CLARK has tremendous ideas for the COLONIAL HOUSE and insists that they will be carried out, without any snags to deter his purpose. He plans diving exhibitions at the pool, both day and evening. When the chill winds of winter make their appearance, the pool will be frozen for ice skating and elaborate ice shows.

Incidentally, the patio is now furnished with authentic colonial furniture and mint juleps are on the menu for those who relish this Southern nectar. Wilbur and his Toni left for Honolulu this week and are the guests of BILL (Hop-a-Long Cassidy) BOYD. On March 29 the Clarks and Boyds will have lunch with the HARRY S. TRUMANS at the ROYAL HAWAIIAN HOTEL.

Seems that one day doesn't pass without further proof that show people will always come through with flying colors when an emergency presents itself. When BENITA (a MORO-LANDIS DANCER at the HOTEL SAHARA) hurt her foot, THELMA FISHER filled the vacated spot and performed as though she had been dancing with the girls throughout the engagement. Miss Fisher is GEORGE MORO'S assistant and has proven herself capable of all demands on her talents.

CHARLES KANDEL (of the SANDS HOTEL) is mighty proud of a certain young lassie and will show her picture at the slightest provocation. She is his three-year-old granddaughter. The youngster is a champion ice skater and appears professionally in the vicinity of New York City. When the Rockefeller Center ice rink is in use, Mr. Kandel's pride and joy gives exhibitions of figure skating.

PEGGY GOODWIN is now in new surroundings and on the payroll of the HOTEL LAST FRONTIER. She is mighty happy with her job as a cocktail waitress and, as always, is doing a very good job.

We want to take time out to thank MAXINE McMICHAEL for the various bowling columns she has written for our magazine. Outstanding among them was last week's contribution. We have had a lot of favorable comment on this particular column. Readers salute her for the consideration Maxine gave to those bowling contestants who didn't

(Continued on Page 29)

COMING Attractions ON THE STRIP

FLAMINGO HOTEL

ARPRIL 2 THRU APRIL 15

RUSS MORGAN and His Orch.

Monica Lewis

Jackie Kannon

HOTEL LAST FRONTIER

APRIL 13 THRU APRIL 26

EDDIE BRACKEN

DOROTHY DANDRIDGE

HOTEL EL RANCHO VEGAS

APRIL 8 THRU APRIL 21

ABBOTT & COSTELLO

WILBUR CLARK'S DESERT INN

MARCH 31

LATIN QUARTER REVUE

HOTEL SAHARA

APRIL 7

NELSON EDDY

THE SANDS

APRIL 2 THRU APRIL 15

ANN JEFFRIES AND BOB STERLING

THUNDERBIRD HOTEL

OPENING APRIL 2

ROBERT Q. LEWIS

BETTY and JANE **KEAN**



MY OLDER SISTER AND I
WANT TO THANK ALL OF YOU
FOR THIS THRILLING THREE WEEKS

THE
SANDS



OLDER SISTER?
IT'S JUST A DIFFERENCE OF
SIX MONTHS!

ROCKY COLE — AT THE PIANO

bonnie best

OF BEVERLY HILLS
AND LAS VEGAS

THE UNUSUAL IN DAY AND AFTER-FIVE WEAR

JUST ARRIVED!

SPRING COTTONS and BATHING SUITS

ALSO

SENSATIONAL SUN SUITS

Town and Country Shops—Just South of Desert Inn

ELECT
EMIL GUY
FOR
MUNICIPAL COURT
JUDGE
Paid Political Advertisement

"Fabulous Las Vegas"

$5.00 PER YEAR

THAT'S FOR SURE:

(Continued from Page 27)

win any awards but kept right on entering tournaments with the healthy, competitive spirit. No wonder this gal is admired by all who know her.

Romance quickly entered the lives of MICKEY SANDS (dancer at the DESERT INN) and EARL BARTON, featured dancer at the THUNDERBIRD HOTEL. 'Twasn't long before the youngsters decided to share the future together. On March 29 they will exchange vows and receive the toasts of their many friends. They make a very handsome couple and we want to offer our sincerest congratulations to the "dancing Bartons."

We received quite a few clippings from English periodicals. They highly extol the magnificent performances being given by the WEIRE BROTHERS. It's gratifying to know that they are being given such a wonderful reception on the Continent and we are looking forward to the day they will once again be on one of our local stages.

It's virtually superfluous to report that the current JIMMY DURANTE Show has broken all records at the DESERT INN since that bistro first opened its doors. But — that's exactly what has happened! On the first five days of Durante's engagement, PANCHO (the maitre d') seated 5866 people. What a record! Pancho regretted having to turn away so many patrons but just couldn't find any way to seat more than 492 people at each curtain time. The room is booked completely until Schnozzola closes on March 30. However, there may be some cancellations so we'd advise you to keep trying if you haven't seen this outstanding production as yet.

We had a very entertaining evening when we witnessed the "Annie Get Your Gun" presentation at the FLAMINGO HOTEL. The entire cast does a magnificent job, in lieu of the fact they are unable to utilize all the scenery that was used in the Broadway production. Laurels to lovely JACQUELINE JAMES and EARL COVERT and all of the performers for a job well done.

The date on this edition reminds us that it is the day on which the STAN IRWIN family make plans to tell their breadwinner how happy they are that they met him. Yep! It's Stan birthday and we have a hunch that the lad will find a surprise awaiting him. Maybe it will be an extra kiss from his wife RUTH or a wrestling session with son LANNY. Whatever it is, we're certain this closely-knit family group will have a lot of fun on this day. Happy birthday, Mr. Irwin. Don't forget—you have to save us a couple of pieces of that cake—THIS YEAR!

JOE FRISCO (well known comic) and CHARLIE FOY (club owner of Hollywood) are making the rounds together, discovering new enterprises since their last visit. Of course, those Joe Frisco stories are keeping everyone within earshot in a state of merriment. Where does he find all of those humorous tales?

MRS. VERN GETTY (of Maryland) is being squired about town by sister MRS. K. STAFFORD. Dr. Getty and his wife have long planned to make this visit to our fabulous town. However, a sudden stroke caused the dental surgeon to cancel his plans. Not wanting to deprive his wife of the trip, the eminent doctor insisted she make the trip and return with a written record of Las Vegas' attributes and beauty. So Mrs. Getty can be seen locally, jotting down her impressions and storing up mental pictures to bring home with her. Not one detail has gone unnoticed. We hope that Dr. Getty will recover rapidly and one day soon fulfill his ambition to drive along our Highway 91.

One of the most ardent golf enthusiasts in town is our own "Table-Hopping" columnist, MARY JANE BURROUGHS. Not one day passes without Mary Jane out on the links, attempting to polish her game. With her patience and fortitude, we wouldn't doubt that Miss Burroughs will one day enter the competitive field.

TOMMY MILLS, a well-known localite, recently returned from a six week U.S.O. tour of the States and Mexico. In the troupe were BEVERLY RICHARDS and LOIS RAY. MILTON DEUTSCH booked this show and is now preparing another road tour for this group of troupers.

While SYLVIA and JACQUE SCHWARTZ were out of town their apartment was broken into and a lot of valuables were taken. Jacque has one consolation: He is grateful that his favorite parrot was safe in his DESERT GALLERIES. We have a hunch that Mr. Schwartz would have been completely heartbroken if anything had happened to his pet.

The fellow who really "pays off with a smile" at the HOTEL SAHARA is HARRY NUDLEMAN. He and his wife IRENE came here from Portland, Ore., and are now natives of our fabulous city. Harry is in charge of the slot machines at this spot—day shift.

On March 28, DR. REUBEN LOCKITCH will plane to Los Angeles. There he will attend the annual meeting of the AMERICAN COLLEGE OF SURGEONS. Dr. Lockitch has been a **fellow**

(Continued on Page 31)

THE Shamrock HOTEL

DANCE!
EVERY NIGHT
9 P.M. to 6 A.M.
IN THE ROLLICKING
Shillalah Room

"Make You Dance" Music by
DON RIDLEY

LUCKY HENRY TRIO





DICK SHERIDAN'S
STRIP RACE BOOK

HI-WAY 91 (The Strip)

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

THE WATCHBIRD:

(Continued from Page 13)

will middle-aisle it some time this April. By the by, Doretta's toy poodle "By-By" was named for guess who? . . . DOROTHY DANDRIDGE, currently at N. Y.'s La Vie En Rose, will do a week at the Latin Casino in Philly before opening at the Last Frontier Apr. 13th. Quelle sexsy picture of Miss D. in the March 23 issue of Life mag . . . 9000 gobs in San Diego named SUSAN CABOT "Miss Heart Throb of 1953." Now ain't that sumpin' . . . Coziest bar in town is the delightful little two story job in the new Colonial House . . . Mag called People Today lensed a layout of JACKIE BARNET dancing on Durante's schnozz.

SONDRA SLATE, who once played "straight gal" for Ben Blue and Bert Wheeler, has joined the line at the Sands . . . Singing emcee JOHNNY O'BRIEN is now singing and emceeing at the Sahara . . . LENNY KENT has rejoined MICKY KATZ' "Farfel Follies" which is currently on an eastern tour . . . JACK ENTRATTER and BILL MILLER are outbidding each other for the big name acts — no ceiling in sight yet. VAN JOHNSON had better be good in his club debut at the Sands — the money he's getting is fabulous . . . And TALLULAH'S not letting on what she'll do for an encore — or an act, when she bows into the Sands . . .

KAY THOMPSON popularized slacks on the night club stage — JOANNE GILBERT brought out sequined peddle pushers, and now it's KYLE MAC DONNELL readying her new singing act to be done in mink britches. That should be chic, but bulky . . .

Traction anyone? ALAN LADD spent 48 painful hours in a British hospital with a broken pinky . . . GABE DELL and HUNTZ HALL of the Dead End Kids, will open the new Academy Theatre in N. Y. Their act is so hilarious it was just $80 short of breaking the Toronto Theatre record . . .

Most spectacular acrobatic team we've seen to date are the Amin Brothers at the Sahara. Unbelievable my dears, simply unbelievable . . . EVELYN ROEN celebrates her birthday March 28th. Many, many happy returns . . . JOHNNY MARTIN tells us the great LENA HORNE opens at the Chez Paree in Chicago April 2nd. If we had any class at all we'd fly out for the opening. Just in case we don't make it Johnny, give Lena our best regards . . . Hey EDDY FOX! Dahling you're spelling our last name T-e-a-l-e which is an improvement over T-o-o-l, but which never-the-less is really spelled N-e-a-l-e. Tah everso . . .

THAT'S FOR SURE:

(Continued from Page 29)

of this organization for eight years. He was one of the youngest members ever admitted and has been associated with the group since 1945.

Proving that Las Vegas has a definite attractions for Texans, MR. and MRS. POLLARD SIMON (the oilionaires from that state) are back in our midst again. From the way they seem to be enjoying themselves, we wonder if the Simons will someday reject Texas in favor of Nevada? Is that possible?

With election day looming so closely, there is a tremendous amount of campaigning being carried on for those who have their eyes on the judge's bench and aspire to becoming city commissioners. Seems that there is a lot of competition for the judge's bench. The candidates are expending all of their energies in the direction of their respective campaigns, trying to crowd a lot of work into the short time before May 5, the day the polls decide the victors.

RUTH GUNTHER, cocktail waitress of the HOTEL SAHARA, recently spent her vacation in Los Angeles. Toward the end of her reprieve from work, she was taken ill and had to enter the QUEEN OF ANGELS HOSPITAL for an emergency operation. We're happy to report that Ruth has recuperated nicely and is back at her post again.

In one of our preceding issues, we made mention of the good natured feud that ELI LUBIN (of BLAINE FURNITURE COMPANY) and PAUL SPERLING (of the NEVADA THEATRE CORPORATION) were having over a free pass. At that time, Paul was still in the bachelor class. Well, it seems that marriage and the acquisition of a dreamy-eyed cocker spaniel have softened Paul's disposition. We actually saw it happen! Mr. Sperling presented Mr. Lubin with a ticket to the Fremont Theatre and actually bought Eli some popcorn also. Eli was so stunned he was sure that Paul was sick. Oh, well, we still maintain that marriage changes a man to a certain degree . . . and that's for sure!

FABULOUS LAS VEGAS

$5.00 per year

POP SQUIRES:

(Continued from Page 5)

time and, cheered by the steamy atmosphere carrying the flavor of succulent food. I looked around behind and under the stove and back of the kitchen door for Mr. Rabbit but could not locate him.

"Where's Bunny?" I asked.

With a grave, almost sorrowful face, Pete raised the cover of the boiling pot and pointed in.

Of course the stew was excellent. I imagine that the fine, friendly qualities of Mr. Rabbit detracted nothing from the appetizing qualities of Buols' rabbit stew.

Just what effect that rabbit stew had on the political career of Pete Buol and made him mayor of Las Vegas something like seven and one-half years later (June 1912) I cannot say.

This I remember — Peter's ambition knew no bounds when it came to promoting Las Vegas. He believed in this area completely when others went around with sour-puss faces and complained. Among other very fine enterprises, Peter Buol got control of a large acreage of land south and west of Las Vegas, went to London, England, at his own expense, stopped at the best and highest priced hotel where he succeeded in meeting Sir John Murray and telling him about Las Vegas.

Sir John was interested and invested a large amount of money in "The Scotch Syndicate" which took over the Vegas acreage. Pete came home quite happy at his success and at once started improvements by drilling artesian wells, starting a series of drainage canals (the remains of which may still be seen).

There were some unsolved problems, such as building streets, gutters, curbs, sidewalks, etc., but the compelling issue was construction of sewers.

We went through the formalities of a bond issue by the county commissioners as the governing body of the Unincorporated Town of Las Vegas. Peter went East and found a bond house which agreed to buy the bonds, but when the attorney for the bond house came to Las Vegas he ruled that the county board had no such authority under the law, and the bond sale flopped.

The need for sewers still existed — in fact, was getting worse every day. So we took the next year fighting a campaign to incorporate the City of Las Vegas. The incorporation special election June 1, 1911, carried and Peter Buol was elected the first mayor of Las Vegas.

In spite of our thought that everything would go swimmingly for Las Vegas from incorporation on down through the years, we could not foresee that a strike of railroad shop workers would close our great machine shops, which just then were getting to be very important to Las Vegas, and that they would not operate normally again for something like five years. And we could not know that the First World War, beginning in the summer of 1914, would put an end to all possibility of financing by the "Scotch Syndicate." We did get our sewer system before the world cataclysm but not much else.

However, Peter Buol kept busy and one great accomplishment was his "grub stake" enterprise which resulted in discovery of a great deposit of borax which Peter and his partners in the prospecting deal promptly sold to "Borax" Smith for $200,000 — and got the money in installments of $50,000 each.

Frank Buol has for more than 40 years been interested in development of Pahrump Valley and has long outlived his brother Peter.

And just the other day I received a letter from Mrs. Lorena V. Buol, widow of our first mayor, who came here in 1904 and has been interested in Las Vegas ever since — but has not seen Las Vegas since she came to our 25th anniversary of the incorporation of Las Vegas.

RENO BEAT:

(Continued from page 15)

dancing of JIMMY RAY, STERLING YOUNG and his ORCHESTRA and the TWELVE GORGEOUS GIRLS . . . The MAPES SKYROOM following a very successful two weeks with RUDY VALLEE and the BLACKBURN TWINS with MARION COLBY, opened a new show on Thursday the 26th, starring BUDDY LESTER and singer SONNY HOWARD, direct from the Copacabana in New York. Rounding out the bill will be the MAPES SKYLETTES and the music of EDDIE FITZPATRICK and his orchestra.

THE RIVERSIDE THEATRE RESTAURANT goes into the second week of a real great show, topped by JANIS PAIGE, a great singing star, with a terrific sense of comedy and timing. She has the audiences asking for more . . . AL BERNIE, a brilliant young comic making his first trip to RENO, you can be sure that he will be back, and before long . . . A marvelous dog act, EXCESS BAGGAGE, last seen here with the SHRINE CIRCUS. The lovely RIVERSIDE STARLETS and BILL CLIFFORD and his orchestra . . .

SEE YOU NEXT WEEK . . . ART STEAGALL.

Editor's Note:

I have persuaded Anna Sosenko to contribute her column, "I Can't Help Thinking," because the reaction from her three previous columns has been unique in the history of this magazine.

She is a Manager – Director – Producer with a long and concentrated experience in over-all theatre – both here and abroad. Also she has a wide range of friends and acquaintances whose names make the news everywhere.

I also believe Anna Sosenko to be a woman whose interests are so varied that her writing will have an appeal for everyone. Her opinions on all phases of theatre are noteworthy whether you agree with her or not.

We are proud to present Anna Sosenko's column "I Can't Help Thinking" as a weekly star feature in Fabulous Las Vegas magazine, to start April 4, 1953.

JACK CORTEZ

WHAT'S DOIN'?

(Continued from Page 20)

ing note to local folks. The men of the Koppitch Trio have all worked with GEORGE REDMAN JR. in his group in Southern California. He's the son of our own George Redman of the Silver Slipper and Hotel Last Frontier.

After this week-end LARRY CARRO, of the CHIANTI RESTAURANT, will leave Las Vegas for a six months tour of Europe, and to visit with his people and friends in the old country. (And I don't have the time to travel 300 miles for more than a day at a time.) I envy Larry and bid him return in the fall!

Another belated birthday greeting to a very good friend of mine, LITA POWELL, who did her celebrating last Sunday, March 22. We first met when I was a dog-face at what is now Nellis Air Base. Ask her to tell about the time she and her sister and I drove to L.A. in my little old Model "A." This was a trek to match the Mormon migration into the West!

Looks like I've run out of anything to put through my Underwood, so I'll knock it off until next week! It's been fun! . . . You're ever lovin'

—JOHNNY.

RANDOM THOUGHTS:

(Continued from page 7)

become soured because the sum we offer is not that which is expected. I know of quite a few people who have unwillingly turned their backs when informed that there was a "MINIMUM" on a donation to charity. That is irony in its highest form. How would you have reacted in a similar situation?

FABULOUS LAS VEGAS

$5.00 per year

... in the Fabulous COPA Room

For an . . .

Enchanted Evening

THE SANDS PRESENTS . . .

EZIO PINZA

BETTY and JANE KEAN

DOMINIQUE

Another Fabulous First for the Copa Room

RAY SINATRA ORCH.

AND

The Most Beautiful Girls in the West

— NO COVER — NO MINIMUM —

2 SHOWS NIGHTLY:
8:30 and 11:30 P. M.

LATE SHOW SATURDAY AT 1:30 A. M.

FOR RESERVATIONS
CALL JOAQUIN AT 7100



The Sands

LAS VEGAS, NEVADA



NEVER A COVER

NEVER A MINIMUM

. . . NOW IN THE
RAMONA ROOM

"The Belle of New Orleans"

WITH

MARILYN MAXWELL
NOONAN and MARSHALL
KIRBY STONE QUINTETTE
CLIFF FERRE
THE DEVLYN GIRLS
BOB MILLAR and His ORK
EMILE BUZAID at the Hammond Organ
Late Show Saturday Night — 1:30 A. M.

SHOW TIMES
8:30 & 11:30 PM

PHONE 1800
FOR RESERVATIONS

Hotel LAST FRONTIER

LAS VEGAS, NEVADA



THE Flamingo HOTEL

NO COVER OR MINIMUM

FOR RESERVATIONS PHONE 4000

NOW IN THE FABULOUS FLAMINGO ROOM

PRESENTING BROADWAY'S SMASH MUSICAL TRIUMPH

Leighton Brill & Ben Kamsler's

PRODUCTION OF

Irving Berlin's

"ANNIE GET YOUR GUN"

COMPANY OF 25

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.



PLAY THE RACE HORSE MACHINES
PLAY THE BONUS MACHINES

BUCKLEY'S

JACKPOT CLUB

20 FREMONT STREET DOWNTOWN



PLAY THE BONANZA MACHINES
PLAY THE BARS MACHINES