Jack Bortz'

April 4, 1953

Fabulous LAS VEGAS magazine





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I CAN'T HELP THINKING

BY

ANNA SOSENKO

PAGE 11

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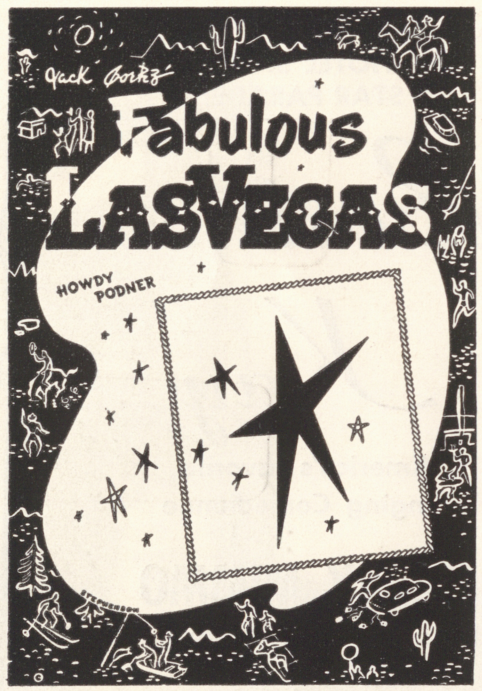
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APRIL 4, 1953

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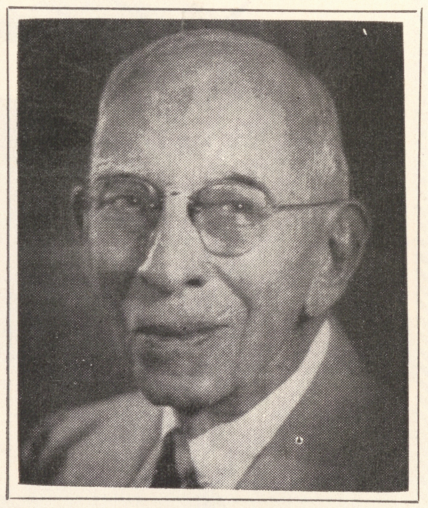
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OBSERVATIONS . . . by CHARLES P. "POP" SQUIRES



IN THE EARLY MONTHS of 1935 the thousands of workers who had for five years been employed on construction of Hoover Dam were fading away. They had done a good job, and their work was finished. A large element of the people of Las Vegas took no stock whatever in the idea held by many of us, that cheap power would in time create great industries in the area near the dam with permanent payrolls which would inevitably build a city. When the construction crews are all through, Las Vegas will lapse into its former small-town condition and will always be a small town.

Las Vegas people were not all so pessimistic. For example, Las Vegas Lodge 1468 of the Elks, after a little prodding by Jim Cashman and a small group of leaders, decided to take a chance and sponsor the proposal for a sort of wild-west, old-timers celebration to last for several days. Then it was proposed that all the people join as characters in the drama by dressing in the costumes of early frontiers days, and the edict was that the men should all grow whiskers.

In the Las Vegas Age of April 19, 1935, I wrote the following:

"Already Las Vegas is a blaze of color in anticipation of the Helldorado celebration next week, April 25, 26, 27 and 28. The streets are garlanded by strings of flags and the sidewalks with a motley throng in which bewhiskered cowboys and charming women in costumes of half a century mingled in gay confusion.

"Not to be outdone by the men who unanimously started raising whiskers more than two weeks ago, the women have with similar unanimity taken up the old fashioned costumes. Our very modern young women (others not so young) are wearing the charming poke bonnets which project over the face with flower wreaths inside the brim, the wide-flaring skirts and tight, form-fitting waists of two or three generations ago. Many also are matching costumes with those of the Spanish Caballeros by wearing gaily colored dresses with lace veils dropping from their Spanish head coverings and long-fringed shawls thrown carelessly over one shoulder.

"Then there is a sprinkling of every human type from the bold bad man of the cow-camps to the polished gangster of New York's East Side. Everybody is taking part with enthusiasm and the celebration planned for the entertainment of our visitors is bringing more wholesome fun to the people of Las Vegas than they ever had before."

All of which revives the idea in my mind that one of the chief values of Helldorado, now an annual institution, is in making our visitors part of the entertainment. What a kick those folks from Southern California would get to find themselves a real part of the celebrating multitude instead of just a part of a mass of onlookers standing on the sidewalks to see the parades go by!

Our great hotels and resorts on The Strip and in downtown Las Vegas already are doing much for the Helldorado season by dressing their employes in colorful costumes during Helldorado week. Perhaps it is possible for them to encourage several thousands of our visitors to become "Vegans for a day" and feel that they are part of the big show. And now while there are five weeks remaining until the opening of the Helldorado for 1953, my mind goes back again to those hopes for the success of that first Helldorado, when I wrote that noble tribute to whiskers in the Las Vegas Age of April 12, 1935:

"Las Vegas as a producer of whiskers probably stands at the apex of the business today. The approaching Helldorado celebration is raising not only the well known activity indicated by the first syllable of its name, but a crop of facial hair entirely beyond expecta-

(Continued on Page 33)



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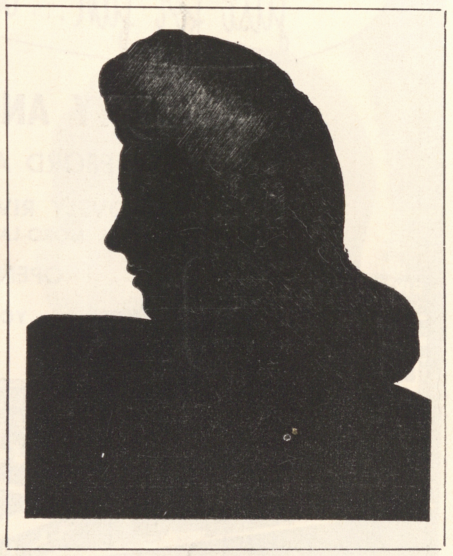
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RANDOM THOUGHTS

. . . By B. B. BARTON



AS LONG as this column is meant to consist of random thoughts, let's just take a helping of superstitions, various beliefs and anecdotes and hope we come up with a result that you will find interesting . . .

One very common belief that is upheld throughout the States seems to have had its origin in the region of the Ozark Mountains. The local damsels have their own special way of obliterating unwelcome freckles. Instead of bothering with the many manufactured beauty preparations, these young ladies find a goodly-sized barrel and catch rain water in it. You've heard of women who do that. The only difference is — the rain in the Ozark Mountains should be caught on the first of June if it is to wash away the freckles. Wonder what they do if there is no precipitation on that particular day?

The same mountain girls scorn our accepted camphor ice for chapped lips. They firmly believe the only true method to correct this condition is to press their soft lips against the middle bar of a five-panelled fence. If they want to cure rheumatism, they tuck a buzzard's feather into their chapeau or else wear a heavy belt right on their hipline . . .

Today, whenever a bridesmaid catches a bouquet tossed by the departing bride, it is believed she will be the next to wear a wedding band. In the gladiator days of Rome, the newly-wedded bride tossed something quite different from a handful of flowers. That happy lady throw a blazing torch. The outcome was the same as our present-day belief . . .

Another Old World custom was for the bride to toss an item of clothing at a group of maidens. In France the brides gaily tossed their garters at the men—just to be different! The debonair messieurs also had a little twist of their own. Expressing their desire to be wed next, the gentlemen tossed the bride's stockings at her. If one was fortunate enough to have his "weapon" land upon the girl, he was confident that his lady love would soon be his . . .

We've all heard the usual tales about the temperament associated with various colors of hair. Other superstitions pursuing this thought might be new to your ears. They claim that straight hair is indicative of a young lady who spends money freely (even when she doesn't have it). Curly black hair is a sign of a meticulous individual. If a woman finds herself prematurely gray, she is to live for many long years. Should only one side of the hair become white, she will soon be wearing widow's mourning apparel. At least, that's what superstition reveals . . .

Pity the poor men of yesteryear who took a passing fancy to a local gal and found himself engaged before he had an opporunity to decide whether or not she was his ideal. Match-making Mom and Dad could cleverly hide a piece of mistletoe near their home. When their daughter's dreamboat made his entrance, he was hooked. Because he had walked beneath the mistletoe, superstition decreed that he was the future son-in-law . . .

Some gals would like to have this custom prevailing today. A girl of yesterday had the right to demand six more kisses, after receiving one, beneath the mistletoe. The extra kisses insured her being married within the following year. Then, of course, there is the belief that a girl would remain single for another year, if no one claimed her lips, as she stood beneath the mistletoe. The young maiden who refused a kiss while standing in the same position was destined to become an old maid . . .



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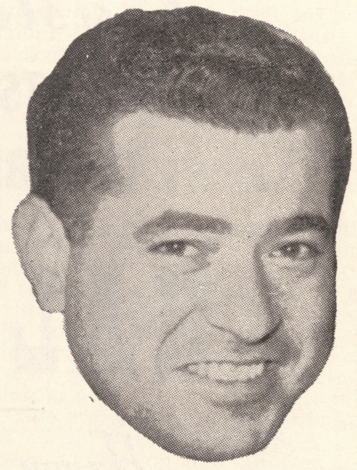
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THAT'S FOR SURE . . . by JACK CORTEZ



EVERY YEAR, at this time, our thoughts retrogress to youthful days and the electrical excitement that filled the atmosphere of our home. Such holidays seem to have added import when they are shared by a gathering of the clan. At the first rays of this eagerly-awaited Sunday the youngsters would literally leap out of bed. It was one of the days on which they didn't have to be coaxed into their clothes. Why? Well, sir, because the new togs were carefully laid out and we couldn't wait until we got into them. Dressed in our spanking-new outfits, we critically surveyed our brothers and sisters before giving final approval. Then, leaving the house, we walked the short distance to our church. Easter seemed to give us an inner glow and this was one Mass we wouldn't have missed for anything. After Church we would fall in step with some of our friends and listen to their chatter about the bounties left by the Easter bunny. They were fortunate. Their baskets of gaily colored candies and chocolates were placed upon the dining room tables for them. Not so in our house. Sis was quite inventive. She would write poems on slips of paper and hand them to each of us. If we wanted to find our chocolate treasures we had to hunt for it. Sometimes it took hours to decipher the complicated grown-up thoughts but determination and a sweet tooth came to our rescue. Our dinner table played host to approximately 13 or 14 people (sometimes more). How Mother ever managed to turn out such large quantities of food in such an efficient manner is still beyond our conprehension. But she did, and everyone enjoyed the holiday repast. Looking back, we also wonder how we youngsters managed to eat so much without ever getting that queazy, stomach-ache. After stuffing our yawning tummies we would creep into the living room and break off a piece of chocolate from the solid chocolate bunny Dad had hidden behind the easy chair. It stood three feet high. Haven't seen one like it in years. . . . Back to the present: The lovely lady peeking at you from our front cover is ARLEND LA CRONE, a MORO-LANDIS dancer, appearing at the HOTEL SAHARA. We sincerely hope that everyone will know complete happiness on this Easter Sunday. Take time out from your daily tribulations to offer a small prayer of thanks for your many assets, your health, your friends and your family. Just devote the entire day to sharing your table and heart with loved ones. Forget your cares, just for a while. If anyone asks you if you're happy, bring forward your best smile and say . . . that's for sure.

It looks as though the RUSS COLOMBO life story will soon reach the filming stage. At any rate, PERRY COMO has been signed to portray the popular singer. In our estimation, the movie moguls made a very wise choice. Incidentally, title of the film will naturally be "Prisoner of Love."

Whenever we hear disparaging remarks made about NICK DONDOLAS we can feel the growing pains of an ulcer. To many of you who aren't familiar with that name, you'll recognize him as the fabulous gamester, Nick the Greek. He is one of the finest gentlemen we've ever encountered. No matter which city or country he has visited he has left behind a lengthy list of friends, among whom are both royalty and commoners. Nick possesses the greatest amount of stamina possible. He has stood at gaming tables for eight consecutive days and nights, without taking his eyes from the game of chance. We'll wager he could outdistance any younger man in a contest of duration. Nick attributes his amazing physical capacity to the fact that he abstains from eating during these tedious, exciting sessions. Nick the Greek has become a legend, and, as

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

ONE of the many things I can't help thinking about is the tempo of these times through which we're living and, that in spite of the tremendous strides in progress, one senses people feel less security than ever. The feeling seems to be all around me. The ratio of unhappiness is seemingly enormous. Too many diversions brought on by invention . . . draws people away from each other instead of together. Men and women take less time trying to know and understand each other, there is so much going on around them. I also seem to sense that while education is one of our country's greatest advancement, the "quality" of the educational system isn't as high as it might be.

The mechanical age is **diffusing** and **confusing** man more than it is helping to enlighten him. The fact that Joe Public can fly to Europe in a few hours, spend two weeks hurrying all over the continent and ostensibly seeing so much of the world in the same two weeks he used to spend at some nearby resort, doesn't make Mr. Public any more traveled or cultured. If I may quote the illustrious Oscar Levant, it is still "A SMATTERING OF IGNORANCE."

Take those pocket magazines for instance . . . "Quick, Focus, People" and other such miniature publications. If one could be sure the hurrying, scurrying, worrying public read the daily periodicals, these little magazines would surely be little cause for quandary. I Can't Help Thinking a lot of people become addicted to reading them because it gives them a smattering of general news and events, without their having to spend much time reading the daily paper. But that smattering of news is hardly conducive to enlightenment. It gives its readers only a "bird's eye" version of what's going on . . . and some pretty big things are going on, for any "bird's eye" thinking types to set in Judgment.

If ever during any period in history, mankind needs to think well and clearly, it is RIGHT NOW! All things have beginnings and ends. Even the world, itself . . . it is logical to believe . . . will gradually disintegrate, just as it came into existence. It could well be that we humans are hastening its end by allowing ourselves to spin in a vortex of absolute hysteria. The hysteria is dominated by too much invention . . . much more than the human brain was ever intended to absorb; too much greed; too much speed; too little understanding. We may well be jet propulsioning ourselves and the world into that bottomless chasm of oblivion. That's because we aren't controlling ourselves in direct proportion to what is happening in the world today and we aren't bettering ourselves by the rapid strides of progress. We have become "victims" of progress. That's not too funny.

A simple little example comes to mind when I say we are "victims" of progress. The world knows that radio and television are each mediums geared to time limitations. A few weeks ago KUP, the beloved columnist of the Chicago Sun-Times, asked me to appear on one of his daily television shows, which is a 15 minute stint. He allowed me five minutes and suggested I discuss . . . "WHAT MAKES A STAR." It was a question and answer thing. I guess I got away with it judging, happily, from the general reaction the next day. But, for the life of me, I don't know what I said nor do I recall the answers to Kup's specific questions. Whatever sense I made during that five minutes of trying to explain something of "WHAT MAKES A STAR" was based on a long experience so involved, so varied . . . the whole thing has become a kind of second nature. I suppose I could ad lib my way out of any challenge on that subject but that's not the point. The point is, it took me 21 YEARS of hard work, concentration, integration, understanding, gravel . . . learning, learning and LEARNING . . . to know my subject and in **five minutes** I was supposed to make sense. Yet I automatically realized some young hopefuls interested in theatre might be listening in. I felt the obligation to enlighten them if only ever so briefly. But the trouble **is,** nothing good comes **about,** from **"briefness."** One has to work up to the luxury of brevity . . . in EVERYTHING in life. That's why I say we are "victims of progress." Only in this day and age are we called upon to capsulize a resume of great experience, into a **five minute** interview! Let's face it . . . it doesn't make sense. Nevertheless it will continue to be, I suppose, for certainly I haven't the power to change a way of life. I can only feel badly that life can really be so beautiful and yet it becomes such a burden for so many because of conditions which **control us** rather than our **controlling them!** It is indeed a serious

(Continued on Page 15)

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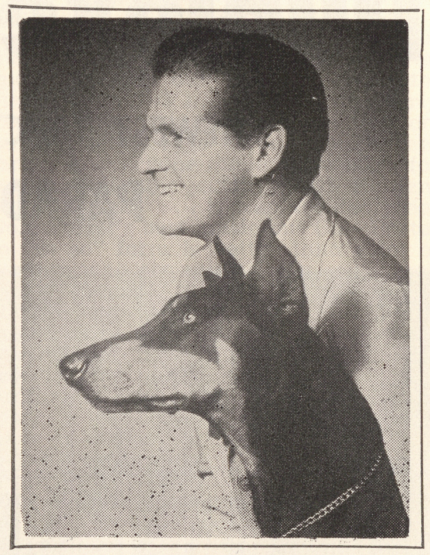
. . . with JOHNNY UHLMAN

DURING this past week I was privileged to witness a showing of one of the all-time greats of the silent motion picture era, Cecile B. DeMille's "KING OF KINGS." I remember first seeing this picture when I was quite a youngster, and never quite realized what an impression it had made on my young mind until I viewed it once again last Sunday night at the First Baptist Church.

It was as though I had just seen it a few weeks ago, and had gone to see it over again! Although this picture was made many years ago, the inspired portrayal of the role of Jesus Christ, by the great H. B. Warner, will remain in the memories of all who have seen it from the very first showing. For those of you who haven't seen the film, the story tells of the life of Christ up to and through the Crucificion, Death and Resurrection. A film that should be shown, and a story that should be told to every human being in the world. We of this world are entering into the era of the atom. An era in which there would be little need of expending that great energy on bombs, if more of the people of the world were closer to God . . . and the Golden Rule!

Some of you may deem it strange that I have opened my column in a religious vein in a magazine advertising business houses that have gambling and drinking. We have thousands of people living in this town, working in those same places, who lead more respectable lives than doctors, lawyers, bank presidents, etc., in many another supposedly respectable city. Besides, the story of The Lord knows no bounds!

Many of you will remember THE GRANADA CAFE in Chicago, Ill., the birthplace, as well as the stepping stone, for many of the big names in entertainment of our present day. You might also remember "Coffee Dan's" or "The Opera Club" in Chicago. The man largely responsible for the success of those spots through all those years has come out of retirement to take over and operate a little spot right here in Las Vegas. In fact, the little spot is called the "LITTLE CASINO," located just north of Fremont Street on First. The name of the man? AL QUODBACH . . . In the dawn of their careers such big names as Bing Crosby, Bob Hope, Andrews Sisters, Paul Whiteman, Fred Waring, Guy Lombardo and many others all appeared in one or more of AL'S spots in the East, mostly in the Granada Cafe in Chicago. After the



Granada burned down some years ago, Al retired and traveled around the country. A few years back he opened a small spot in Hollywood which he operated up until recently, when he decided to move to Las Vegas. The remodeling job he's done on the LITTLE CASINO will amaze those of you who remember it as it was. And he tells me he's just beginning. Playing nightly for you at the piano and organ bar is BILL WATTS from Hollywood. Until recently Bill had played organ in most of the large theaters in Southern California, but has also decided to make his home in Las Vegas!

This coming Sunday night will see a bit of addition and subtraction concerning the DOGPATCH COUNTY BAND at the GOLDEN NUGGET SALOON downtown. Added . . . MARIE DIANE on violin (beautiful tone), and LILLY, the filly, on bass fiddle. Both of them were with the group when they played here before and we welcome them back . . . Subtracted , . . BUDDY O'DELL, present bass man, who leaves to do some teevee work. So these few changes give us an entertainment setup something like this: POLLY POSSUM on vocals and guitar; JOE WOLVERTON on **plenty** guitar; MARIE DIANE and TEX on violins; BILLY on electric steel guitar and LILLY, the filly, on bass (and a strong hitter com-

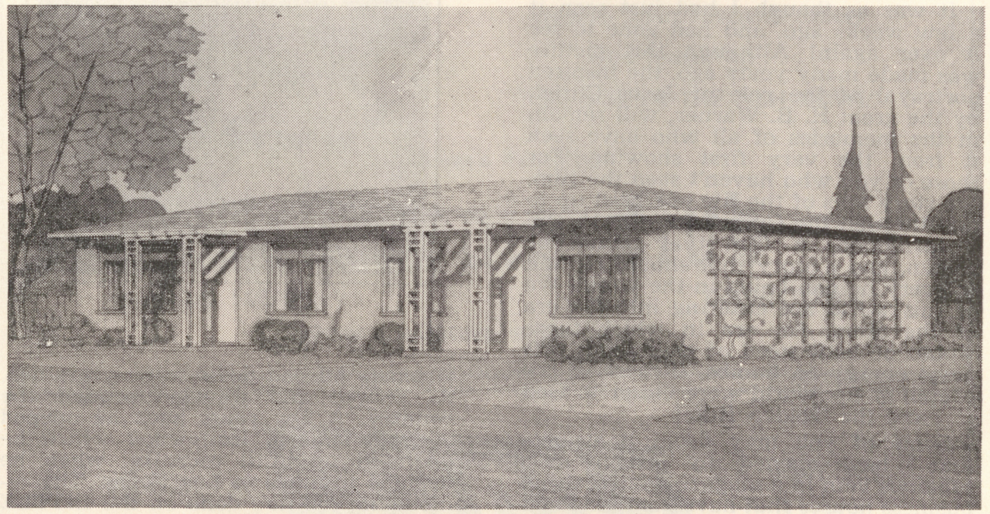
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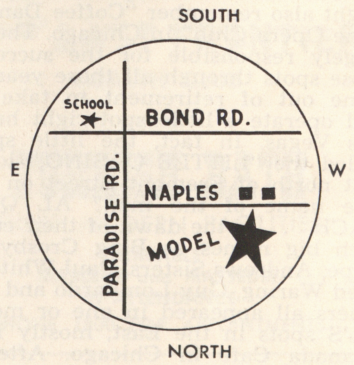
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I CAN'T HELP THINKING:

(Continued from page 11)

subject and **I Can't Help Thinking** about much **too** much.

Irene Bordoni passed away last week and with that passing went an era of greatness. Cole Porter was at his creative heights; E. Ray Goetz, Bordoni's ex-husband, was a leading producer. Theatre in those days was stimulating and exciting. It seems incredible to think that this same theatre has so drastically changed in so short a time. Bordoni was a great lady, as well as a superb performer. Her kindness and thoughtfulness to stagehands, domestics and others is memorable. Her unique artistry was deeply continental. She was a rare diseuse (a singing story teller) in the highest sense. Every word was clearly enunciated. Every phrase was expressed and accompanying gestures, which added meaning and flavor to her interpretation . . . even the roll of her saucy eyes. She lived her songs and her songs have lived. Others will continue to sing them but none will sing them better.

Bordoni's capacity for friendship was exemplified in her relationship with Betty Bernard Crosney whose father Sam Bernard was one of the great men of past theatre and, by her devotion to Paul Crosney, Betty's husband—who served her as legal advisor and friend over the years. The quality of a sustained and respected friendship indicates the quality of character . . . and Bordoni had character. Luckily she worked until about two weeks before her demise . . . which again proves the timelessness of her talent. Along with the late, great Gertrude Lawrence, I can only say . . . Requiescat in Pace.

But one Can't Help Thinking (and to quote Tennyson) "that life goes on and the old order changeth yielding place to the new."

The human extension of the Bordoni spirit was very much in evidence the opening night of the Martin and Feuer success "Can Can." (Music by Cole Porter, book and direction by Abe Burrows.) I saw it in Philadelphia and found it a musical comedy of much comment.

"Can Can" is a lavish show laid in the period of the fabulous '90s. JOE MELZEINER'S marvelous sets create a nostalgia for the era of La Boheme and the world of Toulouse Lautrec, so recently re-discovered by so many. Burrows' book revolves about the problems of running a cabaret, featuring Can Can dancers.

The police, their interference with the can can shows, the morals and ethics of the law during those years (hardly less changed in France or elsewhere these days when it comes to money), a leit motif involving starving garret dwelling artists, the leading critic of art, the hard boiled judge who finally falls in love with his most "arrested and put in jail" case . . . are all ingredients which make up the story.

The cast is wonderful and much of the dancing is exciting. Naturally on opening nights out of town, one automatically knows a show will run overly long because it is always wiser to overwrite than not to have enough material, so everyone made allowances for for considerable cutting and tightening. Musically . . . it was decidedly not Cole Porter's best music but Cole Porter in "so so" form is better than a lot of writers who are mistakenly considered "white hopes" . . . of future musical comedy words and music. One song ought to be a big hit. It's called C'est Magnifique. The publishers are a bit worried the public will not be able to pronounce the title but the public learns more quickly than one would have us believe sometimes. There was a time when "cherie" was considered a pretty "off beat" word in a song but Harry Richman made "There's Danger in Your Eyes, Cherie" a big hit. C'est Magnifique has a lilting melody. The words are warm and simple. I rather imagine a lot of singers will be performing it and other songs from "Can Can" around Las Vegas around about May and thereafter.

The most exciting experience of the whole evening, however, was the French leading lady . . . LILO. She IS ALREADY A STAR. She OUGHT TO BE A GREAT STAR, properly managed and directed. She is the most exciting French female since IRENE BORDONI. She has those same gestures, the rolling eyes, the flailing arms, the defiant swing of the hips, the piquant twist of a phrase. She san sing, dance, act and absolutely entrance an audience in "two shakes of a lamb's tail." She is a new kind of elixer for musical comedy. I predict LILO WILL BE A SHOW STOPPING SENSATION WHEN THE SHOW "CAN CAN" opens in New York. If she isn't, I GO ON RECORD AS SAYING IT WON'T BE HER FAULT!

You Las Vegans, ever on the trail for the next big attraction, **remember LILO** . . . but remember also that "CAN CAN" will be fashioned into a long run hit, and if Martin and Feuer are the the smart boys they are reputed to be, now that they've so consistently scored with their several shows, they'll sign LILO for 10 YEARS . . . AND SEE THAT SHE GETS THE BEST WRITING, THE BEST MANAGEMENT, TREATMENT . . . THE BEST OF EVERYTHING. That kind of star IS

(Continued on Page 17)

REMEMBER EASTER

SUNDAY, APRIL 5, 1953

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NO COVER OR MINIMUM CHARGE

El Cortez
HOTEL
(DOWNTOWN)

I CAN'T HELP THINKING:

(Continued from page 15)

BORN . . . albeit, she kicked around for years so that a long experience pushed, punched, pummeled and made her into a BIG LEAGUE ARTISTE! I CAN'T HELP THINKING HOW THRILLING IT IS TO EXPERIENCE SOMETHING SO EXCITINGLY NEW ON OUR THEATRICAL SCENE.

Another tip to you Las Vegas purveyors and buyers of talent. A girl who played in "THE KING AND I" with the star Gertrude Lawrence and who scored a smash hit in it, opens at the Pierre Hotel in New York in two weeks. It will have been her first big cafe appearance. I've seen her in rehearsal. She will be sensational! In fact, I am told her first few nights are already sold out which, in itself, is quite a portent of future events. Her name? DOROTHY SARNOFF. And, I CAN'T HELP THINKING DOROTHY SARNOFF IS NOT ONLY DESTINED FOR BIG SUCCESS BUT IS BIG LEAGUE! Music Corporation have a winner in that one . . . and while I realize I'm sticking my neck out opinionating about people involved in a precarious profession, I am willing to gamble on my "smell" for what it **takes** and **who has it.** DOROTHY SARNOFF IS A BEAUTIFUL SINGER, GRACEFUL, AN ACTRESS, A LINGUIST AND A LADY. I CAN'T HELP THINKING IT WILL BE EXCITING TO WATCH HER OPENING NIGHT . . . AND REMEMBER TO WATCH HER OTHER NIGHTS because opening nights can be nerve wracking, harrowing, a nightmare to the biggest and most experienced of star. (Those second, third and tenth nights are just as thrilling and the biggest stars are more relaxed.)

Another girl who ought to attract you Las Vegans is MARY MEADE of Oklahoma City, Shreveport and Paris, France. She just returned from abroad after three and a half years of the "polishing up" process . . . guided by her composer husband TED GROUYA, also her accompanist. (Ted wrote "In My Arms," "I Heard You Cried Last Night," the SONG "Flamingo" and others.) He did a wonderful job "polishing" and Mary Meade shows it. She is very lovely, has beautiful clothes, a fine repertoire and after have finished four weeks at the Waldorf Astoria in New York which was preceded by four weeks at the Palmer House in Chicago, Miss Meade ought to be a contender for the Las Vegas cafe stakes. Unfortunately, I lost out in the managing and directing of the young lady which, a few weeks ago, would have intrigued me. But I recommended that Merriel Abbott of the Hilton chain buy her when I saw Mary Meade in London, which she did and I was happy that my recommendation was justified.

I CAN'T HELP THINKING in CONCLUSION, my readers must be wondering what happened to Hildegarde since I am so "hep" on a lot of new faces. Thank goodness Hildegarde is one of those rare gilt edged stocks who continues to remain a top drawer investment because she is a top drawer attraction.

I haven't the remotest intention of creating the slightest inference that anyone . . . old or new . . . is better than Hildegarde. No one is better or as good, for the simple reason that each great artist has his and her own style, his and her own peculiar personality, his and her own approach to a song and, to **the public.** No two stars are alike or they wouldn't be stars. I CAN'T HELP THINKING THE WORD "STAR" IS THOROUGHLY ABUSED ANYWAY. Lot of people are **attractions** because of some **freak gimmick,** but the chasm **between** the **attraction of the moment** and the **timeless star** is as wide as the world.

There is only one Sophie Tucker though heaven knows many people have tried to out-Sophie Sophie. It is impossible! She has worked around the world for all kinds of people including kings and their queens. Sophie always **had,** and **will have that** "certain something" which makes her an all time great in the theatre. And where is there another Joe E. Lewis? Who could get up with that pixie like charm and enchant a public night in and night out? The world will surely go on long after they leave it, but they ARE ABSOLUTELY IRREPLACABLE STARS. So is Ted Lewis . . . he is in a class all by himself; ditto . . . Harry Richman, Kay Thompson, and of course the inimitable Maurice Chevalier. I could go on naming quite a roster of GREATS. There aren't really as many as one would think. They are thinning out. But there are enough "incomparables" around to make a valuable story which should excite every kind of person.

I get tired of hearing people tell me "I made Hildegarde." I get bored with my cliche answer . . . "I did **not** . . . her mother and father **made** her" . . . but I never stop insisting that people like Hildegarde are BORN with a rare talent. People like myself bring it out. We direct it. We are vital. We are priceless. We see them better than they see themselves . . . but I CAN'T HELP THINKING . . . what a thrill it is to see them ascend the heights.

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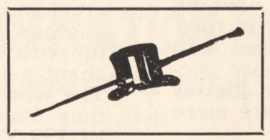
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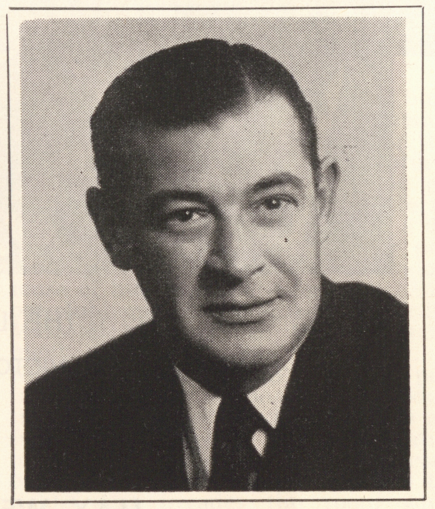
Continuous Entertainment from 4 P. M. — Julie Lloyd • Don Palmer



HOTEL GOLDEN BANK CLUB Bill Graham Managing Director

RENO BEAT . . .

by ART STEAGALL



IF THIS WEEK'S COLUMN just doesn't jell, don't blame me. As I am writing this, my wife and two daughters are busy packing and throwing questions at me as to "do you want to take this, or that?" You see, school is out for a week (the teachers need the rest) and the girls have decided to take their mother and me for a little vacation. We are headed for Palm Springs, with our first stop Fabulous Las Vegas. However, we can't leave 'til I do my duty to JACK CORTEZ' FABULOUS LAS VEGAS . . . so here goes . . .

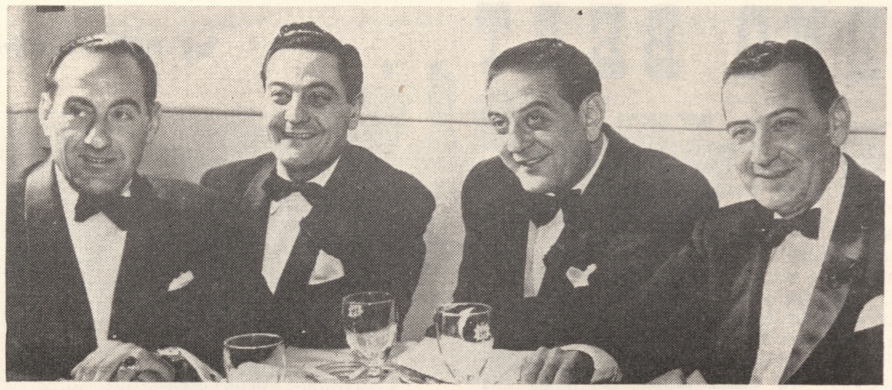
AGVA: BILL McINTYRE replaces BOB APPLE as manager of the CREST Theatre here. BOB goes to Berkeley as manager of the Palace Theatre. . . . Bob has made a great many friends here, and we all wish him the best . . . PETER LAWFORD in town and at the RIVERSIDE for a few days . . . My sincere thanks to my brother columnist ROY POWERS for that real nice mention in his bi-weekly column, DAY and NIGHT . . . JOYCE HARLYN, one of the lovely RIVERSIDE STARLETS, off to Chicago for a six week vacation . . . FRANK GRANNIS of the MAPES SKYROOM CASINO working overtime while BERNIE EINSTOSS is in Palm Springs . . . The new Fox movie DESTINATION GOBI, which caused a great deal of excitement while it was being filmed at near-by Pyramid Lake last summer, is now playing at the CREST, local Fox West Coast house . . . Had a good golf game this past week with AL BERNIE, "ZEB" SHAPIRO and JOHNNY LANGEL. At least we all finished the eighteen . . . JACKIE KING, who has THE BAR OF MUSIC in Sacramento, ringside to catch BUDDY LESTER at the MAPES . . . Golden Girl TERRY TRUE back from a Palm Springs vacation . . . REX LAYNE, rugged heavyweight contender, set to fight an exhibition at WELLS. . . . WALTER (BIG BILL) PECHARD and DAVID KESSEL have been refused a license to operate the Palace Club here by the City of Reno . . . All union musicians have been notified that the TAHOE-BILTMORE, at Lake Tahoe, is on the national defaulters' list . . . JANIS PAIGE, who closed Wednesday night at the Riverside, opened Friday at the Edgewater Beach in Chicago . . . JERRY BRESSLER, one of Arthur Godfrey's top musical arrangers, flew in from N. Y. to give JANIS a hand here.

CURRENT SHOWS: GOLD ROOM of HOTEL GOLDEN into the second week of this show featuring HELEN O'CONNELL, top Capitol recording star. A talented miss, HELEN does ballads and be-hop equally well. In the show with MISS O'CONNELL are the JOHNSTONES, GEORGE and BETTY, coming direct from the Chez Paree. This act set a very hilarious pace with their comedy magic. Soft shoe dancer JIMMY RAY brings back some of the greatest dances of yesterday, and adds a modern touch. The twelve GOLDEN GIRLS and STERLING YOUNG and his music round out the show.

THE MAPES SKYROOM is also in the second week with BUDDY LESTER setting the pace of a real fast moving show. BUDDY is greater than ever. The more I see of this comedian the more I marvel at his great supply of talent and material, his speed of delivery and his timing, which to me puts BUDDY way up in the upper brackets of comedy. Blonde BUNNY BISHOP, an eye pleasing songstress, delights her audiences with a good selection of pop tunes and show hits. JIMMY VEY, making his SEVENTH appearance in the Skyroom, combines some fast tap dancing and good work on the xylophone. The lovely MAPES SKYLETTES and EDDIE FITZPATRICK and his orchestra complete the show.

THE THEATRE RESTAURANT of the RIVERSIDE HOTEL opened Thurs-

(Continued on Page 33)



THE LOMBARDOS

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"CURTAIN TIME"

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

Flamingo

April 2 through April 15
(Not a Review)

Show: Russ Morgan, Monica Lewis, Jackie Cannon
Line: Flamingo Starlets
Mural Room: Bobby Page & Orch.

For the current two weeks the Flamingo presents a riotous revue of MUSIC, MELODY and MIRTH! . . . Firstly, you will see and hear the melodious music of RUSS MORGAN and his "Music in the Morgan Manner." Mr. Morgan plays piano but is more widely known throughout the country for the golden tones of his trombone. Over and above his marvelous music you will enjoy another great talent of this man . . . comedy! He is a fine comedian, and during this show will also be your master of ceremonies! . . . Appearing as an extra added attraction is Miss MONICA LEWIS, popular singing star of screen, radio and television. Beauteous Miss Lewis has proved herself to be a talented performer through these other mediums, and we welcome her to Las Vegas nitery club stages for the first time . . . Putting in another

(Continued on Page 41)

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
Gay '90 Bar: Tommy Doyle and Buster Hallett Trios

Vociferous applause greets each and every performance of this production. The very beautiful MARILYN MAXWELL cause 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 production ship, U.S.S. Nevada. The boys are firmly established in the appreciation of fans across the country. Their comedy timing is perfection itself and the tickle dust invades the room when

(Continued on Page 41)

El Rancho Vegas

March 27 through April 7

Show: Guy Lombardo and his Royal Canadians, Johnny O'Brien, the Four Evans
Chuck Wagon Room: Guy Landis and Jimmy DeStefano, Chuy Miranda Paul Gardos

"The Sweetest Music This Side of Heaven" . . . This is GUY LOMBARDO and his Royal Canadians now appearing in the Opera House Theater Restaurant. For many years this aggregation of fine musicians has been providing pleasant dancing and listening type music to the millions of America. And you'll never **really** appreciate them until you've seen and heard them in person. Never will you see another organization work so as a unit. Featured vocally with the band are KENNY GARDNER (with the greatest of ease), BILL FLANNIGAN (versatile), KENNY MARTIN (baritone). CLIFF GRASS (comedy material), and the LOMBARDO TRIO. Featured with the band, instrumentally, is the rest of the famous Lombardo family: CARMEN, lead alto, LEBERT, lead trumpet, and VICTOR, baritone sax. These four men, the Lom-



bardos, are four of the finest men we've ever met . . . An "unsophisticated guy" by the name of JOHNNY O'BRIEN is doing a magnificent job with the comedy section of the show. Johnny's slow speaking nasal twang permits him to put over a story in the finest of fashion.

(Continued on Page 41)

Wilbur Clark's DESERT INN

March 31 through May 11

Show: Lou Walters' "Latin Quarter Revue" — Cast of 45
Orch.: Carlton Hayes
Lady Luck Lounge: Grover-Shore Trio, Danny Cassella Orchestra and Bobby Stevenson Trio

Lou Walters has done it again! . . . GIRLS! Tall ones . . . small ones . . . and LOTS OF them to SEE! Featured in this year's revue are THE DE CASTRO SISTERS, CHARLIVEL TRIO and THE CHARLEE BALLET! . . . The DE CASTRO SISTERS are three look-a-likes whose enthusiasm in their work flows into the audience, until the audience soon rises to a matching level. These three calamities from Cuba do a take-off on Johnny Ray's famous "Cry" that is long, loud and loaded with laffs. Yet these Cuban beauties can settle to a serious mood, and do a warm rendition of "Wish You Were Here." . . . THE CHARLIVEL TRIO is more sensational than we've ever seen them! Those of you who have seen them since their opening will certainly agree. Each man is a tumbler, acrobat, ballet dancer, tap dancer, singer, and musician (each playing various instruments). They do their difficult tumbling feats in time with the background music . . . THE CHARLEE BALLET are seven young French ladies who do the French Can Can as only the French can Can Can (ya had enuf?) . . . Making her first American appearance here, the delicious little Turkish delight NEJLA ATES captivated local night-clubbers with her grace, and complete control at all times, as she properly executed the anatomical manipulations of dance in her country rarely seen in this country

(Continued on Page 41)

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. All audiences share our enthusiasm and blatantly applaud 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 presentation is

(Continued on Page 41)

The Sands

April 2 through April 15

Show: Anne Jeffreys, Robert Sterling, Jimmy Boyd, Senor Wences
Line: The Copa Beauties
Orch.: Ray Sinatra

We are eagerly anticipating the local debut of lovely ANNE JEFFREYS and handsome ROBERT STERLING. It was just a few months ago that the stars (husband and wife, in private life) decided to form a team together. New York critics hailed them with rave notices and Gotham supper-clubbers couldn't see them often enough. They have a very clever act, presenting novel, special material that was written solely for them . . . We've heard 14-year-old, freckled JIMMY BOYD on recordings, read many paragraphs about the youngster in national magazines, and are looking forward to witnessing this lad when he greets our local audiences for the first time. The record that everyone associates with Jimmy Boyd is his "I Saw Mommy Kissing Santa Claus." . . . SENOR

(Continued on Page 41)

Thunderbird

April 2 through April 12
(Not a Review)

Show: Robert Q. Lewis, Betty Clooney, Irving Fields Trio, Johnny Conrad and His Danvers
Line: Kathryn Duffy Dansations
M. C.: Barney Rawlings
Orch.: Al Jahns

Once again we have New York's own ambassador of good will, ROBERT Q. LEWIS, star of radio and television. To name a few of his programs: The General Foods Show, The Name's the Same (ABC-TV), and star of Arthur Godfrey's radio and TV show, as well as having become an MGM recording star. With FRED ELTON at the piano, you can look for Robert Q. Lewis to bring you many moments of pleasant entertainment . . . New to us on local stages is the charming and talented BETTY CLOONEY, whose latest Coral Recording of "You're All I See" and "I Idolize You" are beginning to sweep the country. This young lady is fast building a popularity of her own, although her looks, and beautiful voice, are remarkably like those of her famous sister . . . The fabulous fingers of IRVING FIELDS and his TRIO. And WHAT a trio! Their latest record release is of "Cuban Carnival" and "Mr. Piano Man"

(Continued on Page 45)

El Cortez

March 26 through April 8

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 gimmick to follow it! SHIRLEY MARTIN has the distinction of playing more return

(Continued on Page 45)

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 routine, "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 45)



ABDOU



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A MOST THRILLING EXPERIENCE!

"Thank You"

TO

HOTEL SAHARA

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WE'LL SEE YOU AGAIN IN AUGUST



AMIN BROTHERS

SOUTHWEST BEAT

. . . by CARL PAIGE

HERE IN YUMA there's a tenseness, a sort of excited feeling hovering over all the populus —EASTER is upon us but, moreover, our FAIR is just three days away! Folks from all over are planning jaunts to this community, and the usual 35,000 in these hyar parts will be swelled by thousands in just a matter of hours.

As we are writing, LORRAINE FRANKLIN is still in front in the Queen contest and looks like a "for sure" winner—second place is held by BARBARA CROFT, the Optimists' candidate. (A lot of credit here certainly is due, as Barbara and all the boys in that organization went all out—it's the smallest service club in Yuma in membership!)

Another thing that has most all of us in a good mood is old man JUPITER PLUVIUS! He's been smiling for some time upon us — we've had 90 degrees daytimes and velvety, balmy 65s to 70 in the evenings. Summertime in full bloom, but here in Yuma this year a young man's fancy (in fact all the town) has turned to the activities of the FAIR.

Another outfit that should certainly receive some mention for a good job well done is the STARLIGHTERS. A local group banded together and playing all the local dances for the Fair and the Queens events. Next week we should have a complete report and summary of the happenings of this annual FAIR.

BUSINESS notes this past week again have been nothing but good. Rumors that a national drug concern is coming to town, taking 60 to 90 feet frontage on the downtown corner of Main and First street in the old SANTA RITA HOTEL building. Quite definite now that MONTGOMERY WARD is coming to town—a survey of western towns proved YUMA the fastest growing community of all!

In fact the recent news was released nationwide that in the last six months the state of ARIZONA led the nation in percentage of growth in population! For ARIZONA it was over 14 percent, NEVADA was second with 11 percent (and, oddly enough, the fastest growing community there was not LAS VEGAS).

Anyway, with the addition of the WARD company to downtown YUMA our center of shopping will certainly be enhanced and improved.

Opening dates have been set for many of the new businesses here: The new DRIVE-IN LIQUOR STORE out on the Mesa at 2200 is MAY 1; FRONTIER DRUGS on 16th street hopes to make it some time near the 20th of April; MESA SPORTS CENTER with JACK PAINTER at the head opened last THURSDAY; the new HUDDLE drive in will be open on the 10th of APRIL, the YUMA BEVERAGE COMPANY opens its doors on March 31 and will bring to the people of YUMA FALSTAFF beer and many other products in the beverage line, Maybe more room in our next edition for a more complete rundown.

OUR TRIP OF THE WEEK took us about 20 miles out on the YUMA-VEGAS Highway 95 toward the YUMA TEST STATION, and about 10 more miles to the west to LAKE MARTINEZ, which is a huge body of water just off the COLORADO RIVER and offers some of the finest fishing in all the country: blue gills, catfish, and mainly BASS.

Caught a couple 5- to 6-pound bass just from the bank of the lake. Boats rent for only $3 daily and thus open up a lot of fishing possibilities with many lakes and coves in a string above Martinez—clear, deep and blue, a paradise.

ENTERTAINMENT in the area stays just about the same at the SAN CARLOS HOTEL and the FLAMINGO. In WINTERHAVEN I understand they have a new show opening at the CACTUS CLUB that is different and offers some real talent. We'll cover it and tell you next week the "gist" of it.

That's it for now along the SOUTHWEST BEAT.

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"TINY" SMALL
ART KINNEY
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"Fifteen Minutes from Vegas"

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GIFTS
BUY NOW FOR EASTER
VILLAGE SWEET SHOP
LAST FRONTIER VILLAGE

"Disparues"

THIS **5** FABULOUS WEEKS AT



The Sands

•

THANK YOU
JACK ENTRATTER

•

"Disparues"....

FOUR WEEKS AT THE
RIVERSIDE HOTEL
IN RENO

'HELLO'

LATIN QUARTER, NEW YORK

DOMINIQUE

..."the pick-pocket"

THAT'S FOR SURE:

(Continued from Page 9)

such, we feel he is deserving of our respect and admiration.

Either it's Spring or just his heart. In either event, BUDDY GROVER (of the GROVER-SHORE TRIO at WILBUR CLARK'S DESERT INN) just can't find anything that will quench the flames of that torch he is carrying. His heart beats to the rhythm of Georgia and a certain young lady with flashing eyes and a quick smile.

We're about to brag about our staff artist, DENNIS STEPHENSON, once again. Everyone who has seen his work at EL CORTEZ HOTEL is raving about it. Dennis' fluorescent murals in the Pirate's Den are a credit to his profession. The color and transparency of the paint is brought out by the use of black light. The result is breath-taking.

Energetic ROSEMARY CLOONEY is a confirmed follower of be-bop translations. She insists that President Theodore Roosevelt was a real hep-cat. As an example, she cites his own words: "Dig that canal."

Last week a non-professional woman put on a tremendous show for the tourists (and dealers) at the HOTEL SAHARA. Picking up a pair of dice, she tossed 32 passes, one right after another. How do these gals manage to perform such miracles? The interested crowd was so great not even a giraffe could have gotten close enough to crane his neck for a look-see. Unusual as it is in this town, the little lady walked away from the table, winner MORE than 32 silver dollars. How about that?

JACK ENTRATTER (general manager of the SANDS HOTEL) and AL FREEMAN (publicist of the same bistro) contacted "Time" Magazine and were rewarded with a visit from one of their best staff photographers. Through their untiring efforts, a very large spread will soon appear IN COLOR in that national mag. Not only will there be pictures of the Sands Hotel but also many of various sections of our fabulous town. Chalk up another great job for these gentlemen.

SHANAR, ambassador of India, recently registered at the HOTEL LAST FRONTIER. With him, the plenipotentiary brought such a retinue he had to rent a suite of eight rooms. Many telegrams and cablegrams were waiting upon Shanar's arrival. One was from Queen Elizabeth of England. Surely, the regal Elizabeth didn't wire a system?

Our local keglers made a definite dent in the prize fund of the NEVADA MEN'S BOWLING ASSOCIATION

(Continued on page 31)

COMING Attractions ON THE STRIP

FLAMINGO HOTEL

APRIL 16 THRU APRIL 29
TED MACK
AND HIS
ORIGINAL AMATEUR HOUR
APRIL 30 THRU MAY 13
Marge & Gower Champion

HOTEL LAST FRONTIER

APRIL 13 THRU APRIL 26
DOROTHY DANDRIDGE
EDDIE BRACKEN
APRIL 27 THRU MAY 10
LIBERACE—The 4 Aces

HOTEL EL RANCHO VEGAS

APRIL 8 THRU APRIL 21
ABBOTT & COSTELLO
APRIL 22
JOE E. LEWIS

WILBUR CLARK'S DESERT INN

MAY 12
JANE POWELL
FRANK LIBUSE
DARVAS & JULIA

HOTEL SAHARA

APRIL 7 THU MAY 4
NELSON EDDY
MAY 5 THRU MAY 18
EDDIE ARNOLD

THE SANDS

APRIL 16 THRU APRIL 29
VAN JOHNSON
APRIL 30 THRU MAY 13
PETER LIND HAYES
AND
MARY HEALEY

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

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THE SANDS

Phone 7100

A VERY HAPPY EASTER!

IS OUR FERVENT WISH TO ALL

from *Mario's* OF NEW YORK AND FLORIDA

BEAUTY SALON

Now Located in the Sands Hotel

FOR CONSULTATION ASK FOR MISS DORIAN or MR. MICHEL

CALL 7100 FOR APPOINTMENT

bonnie best OF BEVERLY HILLS AND LAS VEGAS

THE UNUSUAL IN DAY AND AFTER-FIVE WEAR

ONE DAY TO SHOP BEFORE

EASTER

AND A HAPPY EASTER TO ALL OUR FRIENDS

Town and Country Shops—Just South of Desert Inn

THAT'S FOR SURE:

Continued from page 29)

STATE TOURNAMENT, held in Elko last week-end. Returning home with the trophies from the A division was the HOTEL ELWELL bowling team. The conquering heroes are JOHN TAKAS, JIM DESKIN, TOMMY MULGREW, JAY LOVE and FRANK BELDING. The champs set a torrid pace and a record while bowling their winning scores. They rolled the only 100 scratch game ever computed in Elko. In fact, they added five extra pins for good measure. Local bowlers also drove away from Elko with the B division championship team event. Scoring this triumph was the SALLIE'S LIQUOR STORE team, comprised of JACK TURPIN, MIKE GORDON, TOM MORRISON, LARRY HAWRYS and BILL DOTY. DANNY MIRABELLI is the 1953 Nevada state bowling singles champ—B division. Other local male keglers placed in the money but we haven't received all of the official stands as yet. Congratulations, men. We're mighty proud of all of you, including those who didn't win anything, but stayed to root the others to the top spots.

BEN GOFFSTEIN (of the FLAMINGO HOTEL) is most eager to attend the VARIETY CONVENTION to be held in Mexico in May. Ben is plagued with a heart ailment and is hoping the medics give their okay. The high altitude of Mexico might prove in his disfavor. We're hoping Mr. Goffstein will realize this ambition. He was directly instrumental for obtaining the local Variety charter and should be in attendance when the barkers convene next month.

JIMMY BILBRAY'S footwear business is expanding so greatly he is negotiating to take possession of a store in the COLONIAL HOUSE. Last week Jimmy took time out from his busy activities to declare himself in the race for city commissioner. Best of luck to J. B. in both of these aspirations. We'd like to see both of them materialize.

MRS. VIVIAN R. SOMMERFIELD, owner of GOTHAM HOSIERY MILLS, is back in town for another visit. We recently learned that Mrs. Sommerfield held a state golf championship for 15 years. Then she was stricken by arthritis and has been confined to a wheelchair. Although her activities have been necessarily limited, she seems to have turned those energies into extra helpings of good personality. Everyone who meets her loves her.

HICKEY KAMM, pit boss of the THUNDERBIRD HOTEL, was supposed to have the gaming at the VILLA VENICE when it reopened today (April 4). However, Hickey realized he could not handle both jobs as capably as he would prefer and withdrew from this new enterprise. It would have been too much of a strain for any man, Hickey! We understand that MERT WERTHEIMER'S favorite roulette dealer will be on the payroll of the Villa Venice. Her name is LEE FORBES.

It was most disturbing for us to hear the news about ELLIOT NUGENT. The brilliant, internationally known producer is currently receiving medical attention in a New York City hospital. We're hoping that fate will be kind and return him to his beloved work. Why must a man of genius always have to succumb to a form of illness?

It's always a good idea to read the fine print before signing anything. No one knows that better than SHIRLEY MARTIN, glamorous songstress now appearing at HOTEL EL CORTEZ. Miss Martin was supposed to have opened in the new show last Thursday. She thought her contract read Friday. While El Cortez big-wigs frantically attempted to locate her with long distance calls and the like, Shirley was seeing the local sights. Come showtime, JOAQUIN GARAY apologized and explained that Shirley's absence was due to a "traffic difficulty." Where was Shirley? Sitting at the bar in the Pirate's Den, watching the show!

Years ago, Paradise Valley was virtually a no-man's land. It was a barren stretch, inhabited solely by desert creatures. The picture has changed tremendously in a few short years. The valley is fast becoming a residential area. We drove along Paradise Road and stopped the car just before we reached Bond Road. Turning into Naples Drive, we saw what might have been considered an mirage—but it was a reality. A score of workmen were busily engaged in erecting some of the most attractive duplexes to be introduced locally. Being of curious stock, we explored the furnished, model duplex and were literally fascinated by what we saw. Quite a number of the duplexes have been sold. However, we are advising all home-seekers to take a look, anyway. They're building constantly.

Although he has more or less been in the spotlight for many years, CONNIE IMMERMAN (genial host of the HOTEL SAHARA) is tugging nervously at his tie and glancing at his watch as though it was a calendar. The reason for his lack of composure is a lady. Some day, between the 5th and 10th of April, AIDA HERSCHMAN of New York City will arrive at our airport. When he meets Miss Herschman's in-

(Continued on Page 35)

AL QUODBACH'S

Little **CASINO**

NORTH FIRST at FREMONT

DOWNTOWN

. . . featuring

BILL WATTS

AT THE

PIANO BAR

AND

HAMMOND ORGAN

Playing all REQUESTS from you . . . the GUESTS

YOUR FAVORITE GAMES

THROUGHOUT THE EVENING

Little **CASINO**

AL QUODBACH

MANAGER

110 North First Street Phone 737

POP SQUIRES:

(Continued from Page 5)

tions. "In fact, I notice that some of the seeming sweet and gentle men, quiet and soft spoken and not wont to provoke controversies when smooth shaven, are now among the most desperate and damnable characters of the West, the entire difference being inducted by a crop of frightful black whiskers with which they frighten their children into spasms and make their women folks cringe and fawn.

"Simon Legrees are rampant. Those mutton-chop whiskers and straggly mustachios are changing some of our most sedate businessmen and financiers into the likeness of an old fashioned Methodist Bishop gone insane and berserk. And what a difference there is in men! The tough guy, to whom we would naturally look for a crop of grizzled, black brush, comes forth with a poor, little showing of grey fuzz and looks like a moth-eaten edition of Mary's little lamb, meek and retiring.

"On the other hand, the fellow who never disobeys his wife, who cringes in everyday life and shrinks from appearing in any way conspicuous when he is all pink and white from the barber's chair, shows a black stubble as rough as a lava-field. His voice becomes hoarse and peremptory and he is at once a bold, bad man. And the women who formerly thought of him as sissy-boy now crowd around with beseeching looks, hoping secretly to be noticed and slapped down by the big brute.

"This whisker raising business is, unfortunately, showing up the real age of some of our hitherto youthful appearing citizens. But there is one explanation for the greyness that is being worked overtime.

"I heard two white-whiskered fellows exchanging confidences the other day. One whose head is silvery and whose newly-grown whiskers are white as snow, said to the other in a voice of apology:

" 'Do you know, this cotton flying from the cotton trees lodges in my beard and makes it look grey.'

" 'Yes, said the other, 'I have the same trouble. I can comb and comb, and brush and brush, but can't seem to get the cotton out of my whiskers. In fact that is what makes me look so gray.' "

Now some of you other young fellows may get a useful hint out of the foregoing. It is said that we should try anything once. As for me, although I will be only 88 on the 22nd of next May, I still have this whisker-raising business under advisement.

RENO BEAT:

(Continued from Page 19)

day with the KEAN SISTERS and the BASSIS TRIO. Both of these acts just closed a most successful engagement in Las Vegas. BETTY and JANE KEAN, who scored heavily in New York before coming West, offer some fast paced comedy and songs. They are masters at getting the most out of any bit. The BASSIS TRIO are a sensational juggling act, doing the almost impossible FEATS with their FEET. The dancing of the RIVERSIDE STARLETS and the fine music of BILL CLIFFORD and his orchestra add much to the entertainment.

SEE YOU NEXT WEEK — ART STEAGALL, Reno 2-2658.

FABULOUS LAS VEGAS

$5.00 per year

this you can believe . . .

Never have we worked any place where everyone has been so wonderful to all of us! Our thanks to Guy Lombardo and Hotel El Rancho Vegas for a truly thrilling two weeks . . .

THE FOUR EVANS

MOM - DAD - SIS - BROTHER

NOW APPEARING

FIRST TIME IN VEGAS!

HARRY THE HIPSTER

DANCING EVERY NIGHT

TO THE

BOBBY MORRIS QUINTET

HI-HO CLUB

"THE SHOW IS ON FROM MIDNIGHT 'TIL DAWN"

On the Strip Phone 121

DICK SHERIDAN'S

STRIP RACE BOOK



HI-WAY 91 (The Strip)

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

THAT'S FOR SURE:

(Continued from page 31)

coming plane, Mr. Immerman will be equipped with a wedding band and a marriage certificate. Now, do you wonder why the personable gentleman has been slightly nervous?

Before his engagement at WILBUR CLARK'S DESERT INN terminated, we asked JIMMY DURANTE a few questions about his trip to the continent. When we asked him how he did at the PALLADIUM, this was the lovable guy's answer: "Broke all records! Doesn't everyone?"

Although he might have entertained some doubts about it, NICK KELLY is just as much at home at our SANDS HOTEL as he was in New York's COPACABANA. Every night Nick sees someone he knows from eastern shores. Of course, he knows just about everybody in show business. We don't think Mr. Kelly would be a stranger in any town.

Sure was nice to have a visit from our Reno columnist, ART STEAGALL. Art and his lovely RUTH stopped off on their way to Palm Springs. They made the trip in order to catch BEATRICE KAY and SYLVAN GREEN at the HOTEL SAHARA.

JOAN MERRITT, formerly a cocktail waitress at the HOTEL LAST FRONTIER, recently graduated from a real estate school in Los Angeles. She is in town, preparing to take the exam for her broker's license. Oops! Pardon us! The salesman's license comes first, doesn't it?

We have a hunch that the three popular bartenders at the COLONIAL HOUSE are helping that spot to increase its clientele. On the dayshift is JIMMY WELLS. Bar Manager AL GOOD takes over on the swing shift. Then, BUZZ BRYANT rounds out the schedule by "pouring them" on the graveyard shift. A musical background is provided by EMILE BUZAID, who tickles the ivories on the piano and Hammond Organ.

Well, despite the fact that he took a detour, the stork finally arrived. He brought with him another bouncing baby boy for DOLORES and LEONARD MARXEN. (Mr. M. is the accountant at the HOTEL EL RANCHO VEGAS.) The addition joined the Marxen family on March 22nd. Daddy remained at Dolores' bedside for 37 hours and wouldn't leave until he was certain that his wife was resting comfortably. Now the entire household can relax and return to normal routines.

A very capable young lady is HELEN BRADY, hostess in the SILVER SLIPPER SALOON. Each of the four shows nightly is jam-packed to capacity. Helen very capably manages to insure everyone's satisfaction and deserves laurels for the efficiency she displays.

Work on "ARNOLD'S, LTD." is progressing at an enviably rapid pace and the new men's shop should be opened to the public later in this month. ARNOLD CHRISTENSEN is carefully supervising every board that is laid and every nail that is driven. The interior is beautiful and we've seen samples of the outstanding merchandise that will be available. It will be the clothing center for men of discriminating tastes.

Everyone thought it was just another of those gags when the operator at the HOTEL SAHARA paged CHRISTINE JORGENSEN. But, surprisingly enough, a woman went to the lobby phone and accepted the call.

We'll all miss MRS. "PETEY" JONES when she leaves for her home in Steubenville, Ohio. Mrs. Jones has been visiting hubby C. J. JONES. C. J. is better known as "Jonesy," the casino manager of the DESERT INN. Mrs. Jones always has a welcoming smile for all of her friends and makes each individual feel as though he is a good friend.

JIMMY GAY, head employer of the Negro personnel at the HOTEL SAHARA, is a very interesting person. He is a par golfer and has bested BILLY DANIELS and BILLY ECKSTEIN (among others) on the links. Jim graduated from the WORSHAM SCHOOL OF MORTUARY SCIENCE in Chicago. Despite his heavy schedule, he takes time out to write a column for the "Pittsburgh Courier," a sepian newspaper with a circulation that boasts over two million.

Well, it's been a long, long time but we're happy to note that MARGE and GOWER CHAMPION have been booked to appear at the FLAMINGO HOTEL in the latter part of April. The Champions first appeared locally, after scoring their initial success in the East. From here they went to a long, successful stay in Hollywood, appearing in pictures and contributing their efforts in the choreography of many flickers. They certainly have gone a long way since "Life" magazine featured them on its front cover.

Last week, GUY McAFEE rushed to Montana for a very good reason. Seems there was an oil strike on some of his property. Wonder if we'll ever rush anywhere for that same reason?

JOHN GERSHGORN, whose jewelry is displayed at the HOTEL EL RANCHO VEGAS, liquidated his gem salon in Hollywood. He and his wife are now confirmed residents of our town.

We were pleasantly surprised while listening to WALTER WINCHELL'S radio broadcast last Sunday. On it the

(Continued on Page 39)

WE'RE BACK AGAIN!

WE'VE ONLY BEEN GONE FOR

18 MONTHS

BUT IT HAS SEEMED LIKE

EIGHTEEN YEARS!



POLLY POSSUM

FEATURED WITH

JOE WOLVERTON

AND HIS

DOGPATCH COUNTY BAND

NIGHTLY AT THE

GOLDEN NUGGET SALOON

DOWNTOWN

THE WATCHBIRD

. . . by **LADY MICHAEL**
(Michael Neale)

LEST WE FORGET, HAPPY EASTER, dahlings! Did you give your pint to the Red Cross? We were delightfully surprised at the response to their request for blood. People came from near and far on their lunch hours and waited patiently in line after their working day to give this priceless gift. It warms the cockles of our heat to realize there are so many nice people in this world. . .

Biggest surprise to newly-weds EARL and MICKI BARTON was the reception given them by the Desert Inn. The cake was a thing of beauty, the hors doervres too, and all that beautiful, beautiful champagne! Their friends came in droves and shifts, and a good time was certainly had. Biggest scene-stealer was Micki's seven year old brother GLENN, who charmed everyone with his handsome ways and his rendition of "Walking My Baby Back Home". A flair for show business seems to run in the family - - - seventeen year old Brother JAY was the winner of one of the Paul Whiteman amateur shows, and now Hollywood is beckoning EARL BARTON. It looks like the honeymoon will be spent making tests at the various studios . . .

THE VISITING FIREMEN: JOANIE MERRITT and CRICKET are visiting at the new Colonial House. Joanie also brought her little niece along for some fun and sun. . .MIKE IRELAND down to visit his beautiful wife RANDI ROBSON and to catch his brother TOMMY NOONAN'S show . . . MURIEL and MORRY DIETCH have a miniature Doberman named Brandy visiting them for a few weeks . . . SAM and LOUISE TUCKER will arrive momentarily . . . Ditto BLANCHE and LOU ROTHKOPF, who always enjoy Helldorado week here . . . LISA ROSE and LYNETTE BROWN of the Chez Paree in Chicago will make good their long threatened visit to Vegas in June. We've got the red carpet ready. . .

DISSA AND DATA: When the new Flamingo chorus line wasn't ready for the April 2nd opening, starring RUSS MORGAN and MONICA LEWIS, the Desert Inn obliged by lending their line of dolls who closed temporarily to make room for the LOU WALTER'S Latin Quarter Revue . . . The CHARLIVELS are back at the Desert Inn approximately three years to the day they made their first American bow there . . .Among the beauties in the Latin Quarter show is BABY LAKE and those of you who don't quite recognize her - - - stop looking for a blonde - - -



Baby's dyed her tresses black . . . MARA LINDSAY'S back too - - can NICK (The Black Eagle) ELLIOTT be far behind? . . .

Hollywood runs in circles. Now that the life of Toulouse-Lautrec has been successfully portrayed on the screen, Gauguin is due to follow. Watch for a whole series of lives of Impressionists. . .

If MURIEL ROTHKOPF looks slightly fatigued these days her reasons are valid. Her birthday luncheon for EVELYN ROEN was a delicious success and her pre-Easter dinner for twelve was more than slightly abundant. Muriel and GISELLA KLEINMAN cooked it with their own little hands . . . HELEN KEAN, mother of comediennes BETTY and JANE, will not go to Europe with the girls this summer. She and Betty's daughter DEE DEE have decided they prefer the seashore instead of the hustle and bustle of the coronation. . .

IN BRIEF: BENAY VENUTA is known to the cast of the musical "Hazel Flagg" as Whittler's Mother. She's been soap-sculpting everyone back stage . . . TENNESSEE ERNIE'S two week London Palladium stint started April 2nd. The very charming Mrs. E. went along for some sight seeing and a couple of Paris gowns . . . GLORIA SWANSON celebrated being 54 years young March

(Continued on Page 39)



TO EXPRESS MY

APPRECIATION TO

GUY LOMBARDO

AND THE

HOTEL

EL RANCHO VEGAS

FOR A VERY HAPPY

TWO WEEKS

Hope to See All of You

Again Real Soon!

"It's Possible!"

JOHNNY O'BRIEN

"THAT UNSOPHISTICATED GUY"

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

THAT'S FOR SURE:

(Continued from Page 35)

ace reporter and commentator stated our former columnist, ALEX HENIG, was altar-bound with a Florida socialite.

News reached us that DANNY O'NEIL recuperated from his hospital stint, while relaxing in the Florida sun. Danny has T. V. and radio shows in Chicago and is back to his daily grind once more. We hope that JIM DESKIN will personally convey our regards when he visits him in the windy city, next month.

Did you know that THERESA VARGO (manicurist at the HOTEL SAHARA) was formerly known as the "Steubenville Flash?" Miss Vargo came to Las Vegas for a visit three years ago and followed the customary procedure of most tourists—she became a permanent resident.

There certainly must be something in being affiliated with paper deliveries. In order to keep busy, a local musician's wife delivers daily periodicals. That might not sound very unusual. The oddity is that she delivers the papers in a 1953 Jaguar. Well! ! !

The graveyard shift of the SANDS HOTEL was mildly surprised when they heard a player at the roulette wheel had been playing 24 and collected winnings from a repeat. When it repeated a third time, they really began to ogle. At the fourth repeat, mental figures were being multiplied rapidly. Came the fifth time and there was utter disbelief in the room. Maybe it's a good thing that Number 24 stopped repeating, right there. If it hadn't someone might have fainted from the excitement. We did a bit of figuring and discovered that a five-time repeat has odds against it of 69 million to one. Why can't some of this miraculous good fortune rub off (just a bit) on us? Oh, well, some people were just born to work!

JOAQUIN GARAY (at HOTEL EL CORTEZ) is one of America's busiest entertainers. He recently completed two pictures for MGM, both scheduled for early release. They are "Fast Company," with HOWARD KEEL and MARJORIE MAIN, and "Latin Lovers," with LANA TURNER.

If anyone can tell you interesting tales about our United States it's AUDREY LEE. The gal has traveled extensively and can converse intelligently about any hamlet you may mention. She is back to stay now. To prove her intention to remain, Mrs. Lee has purchased seven duplexes. If you know Audrey you'll get hysterical if you can convince her to tell you about (pardon the expression) "Cabbage in the Cesspool." Forgive our choice of words but that's the title of one of Audrey's stories. It's scream-sterical . . . and that's for sure.

THE WATCHBIRD:

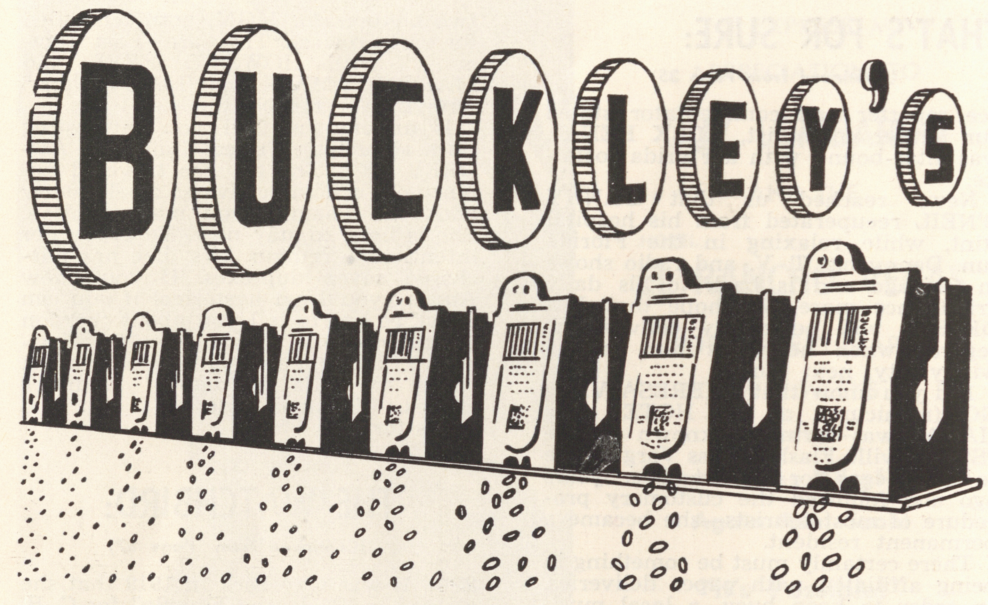
(Continued from Page 37)

27th. It was way back in 1919 that she starred in "Male and Female" for C. B. Demille. Remember - - - anyone??? . . . Palm Surings swank El Mirador shutters for the season April 26th . . . Before sailing away to Europe BING CROSBY paused long enough to invest a big bundle of green in the forth-coming musical "Carnival in Flanders" because of his pals JOHNNY BURKE and JIMMY VAN HEUSEN. Hope this one turns out to be a smash hit for the song writers. Their last (also with some of Bing's money) was the ill-fated "Nelly bly" which ran all of two weeks in New York. We oughta know, we were in it . . . GLENN and VIVIAN AUSTIN just welcomed a seven pound little pink Austin at the Hollywood Presbyterian . . . LOUELLA will fly to New York just to be near JIMMY McHUGH for his Copa opening - - - seems he still quickens to the tick 'n her heart . . . RKO pressagent JOHN SPRINGER takes JUNE REIMER for his June bride June 2nd . . . The Rome Fencing Club presented ERROL FLYNN with a bronze wolf - - - for swordsmanship, that is!

Fabulous Las Vegas

$5 a YEAR

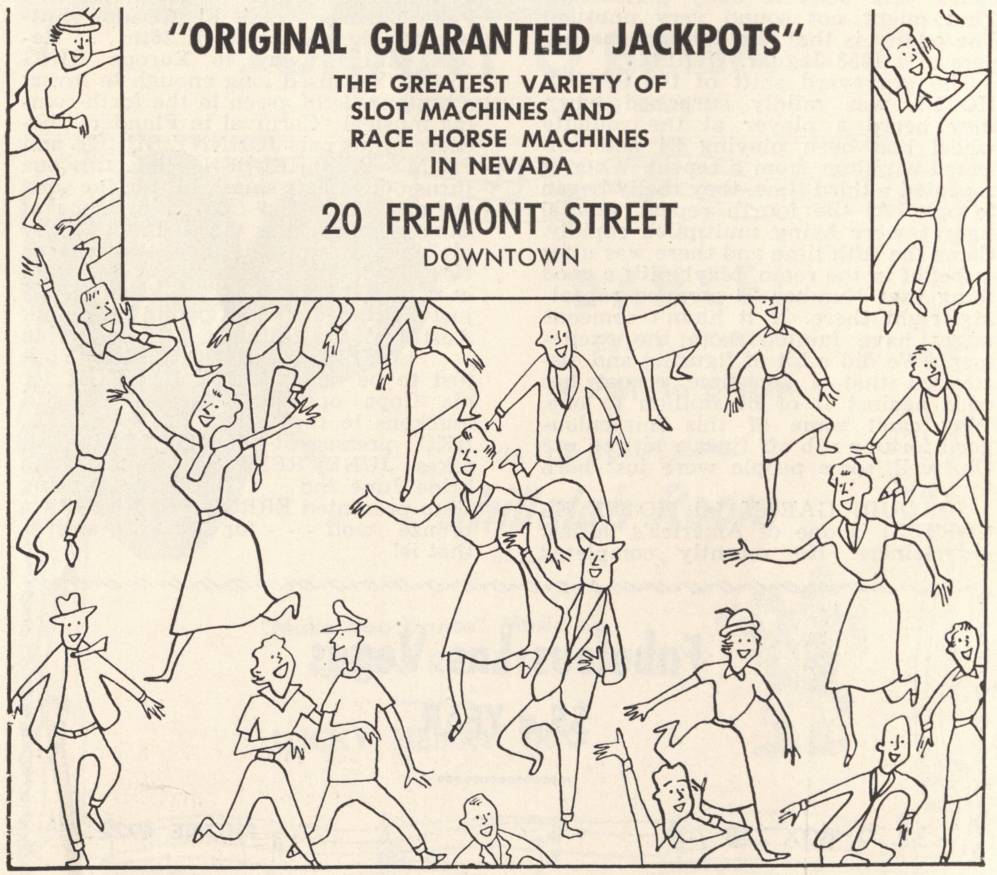
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THE GREATEST VARIETY OF
SLOT MACHINES AND
RACE HORSE MACHINES
IN NEVADA

20 FREMONT STREET
DOWNTOWN



LAST FRONTIER:

(Continued from Page 21)

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 show-stoppers, 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 onstage. 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.

EL RANCHO VEGAS:

(Continued from Page 22)

Good timing! You'll always remember him for his quip, "It's possible!" He also munches on a mean harmonica! . . . It's been a long time since we've been able to say "hello" to the fine family of four who are THE FOUR EVANS. Here are two generations of dancers that not only prove themselves capable of great entertainment, but show such an abundance of sincere, mutual admiration that you'll feel full of warmth and envy.

DESERT INN:

(Continued from Page 22)

(belly rolls) . . . LUCIENNE & ASHOUR do an Apache to end all Apache dances. These two young people have mastered their routine to the point where it is flawless. Highly entertaining! . . . Outstanding for the part they play in this production are: RALPH YOUNG and JANINE GERNET, vocalists, and GLORIA LEROY, specialty dancer . . . GUILDA . . . This is amazing! Presented here for the first time in America, the premiere of Parisian female impersonators, Beautiful blonde wig and gorgeous gowns, along with a proper voice, make this illusion complete . . . A word of praise to the great handling of the music by the orchestra of CARLTON HAYES.

FLAMINGO:

(Continued from Page 21)

appearance in our town is the fast and clever "Mirth Comedian of the Year" . . . JACKIE KANNON! . . . This young man made quite an impression on local audiences during his last appearance here, and we all look forward to this present engagement. He does a bit with an egg in a paper bag that will always be a favorite in these parts . . . Making their initial appearance on this stage are the beautiful and talented FLAMINGO STARLETS. Good dancers, good music, and beautiful wardrobe!

SAHARA:

(Continued from Page 22)

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!

SANDS HOTEL:

(Continued from Page 23)

WENCES is a performer who is popular in our town. He is that humorous ventriloquist with the South American accent. The Caballero excels in his chosen profession. He portrays various characters with his skilled voice-throwing. Many have attempted imitation but Senor Wences remains individual.

TABLE-HOPPING

. . . By MARY JANE BURROUGHS



MISS ME? . . . Fine, that makes me feel good! . . . My excuse is I was just too busy to write my column! . . . Yep, I mean BUSY! . . . Over thirty days, no night off . . . learning to play golf, practicing each and every day . . . Keeping house, cooking, washing, and all the other little "time-killers" working girls find to do . . . I been BUSY! . . . Try not to let it happen again . . . O.K.?

Our good friend ARTIE COLONNA (THUNDERBIRD cocktail girl) is in the LAS VEGAS HOSPITAL . . . how about some of her many friends sending a "get-well" card, or calling in person? . . . Helps so much, don't you think?

There's a new cocktail girl in the PIRATE'S DEN at the EL CORTEZ HOTEL . . . new only in this position, that is . . . she is HELEN WHALEY, who was a hostess until recently . . . MISS FLORENCE McDONALD is the new hostess of the COFFEE SHOP . . . Good luck to both you ladies at your new "posts."

Enjoying their vacation-week-end at the SAHARA . . . were ALICE and PETE FUNK . . . PETE is a "big wheel" with CESSNA AIRCRAFT in LOS ANGELES . . . ALICE? . . . just the little wheel who's watched him roll for some odd 16 years! . . .

My "Boost of the Week" . . . goes to GEORGE BRUNO of the DESERT INN COUNTRY CLUB . . . GEORGE is the TEACHING PRO . . . who daily patiently endeavors to instruct "hackers" (like me) to "keep the head DOWN, swing through, and HIT the little white ball!" . . . No, kidding aside, this boy is a real great teacher . . . the real "show," or proof of his ability is . . . I'm not only doing it . . . I'm **very** interested, eager to improve, and just can't practice enough! . . . I love the game! . . .

Like to have a good laugh? . . . Next time you see HARRY SHERMAN . . . (manager of the SAHARA) . . . ask him to tell you his cute "WM. P. DIN" story . . . it's a typical "front-desk" mix-up . . . and exceedingly funny . . .

Dropped in the CHIANTI . . . to check on little NEVADA LEE BROOKS' new brother . . . seems to be some kind of a mix-up . . . (I distinctly remember the order being placed) . . . yet, it's another girl! . . . If MR. and MRS. BOB BROOKS are disappointed . . . it "doesn't show" . . . ha! . . . CONGRATULATIONS! . . .

Awfully good to see big, handsome ART FRIEBEL back in town . . . even for a few short days . . . huh, ELEANOR? . . . By the time we go to press . . . ART will be back at his NAVY post in SAN FRANCISCO . . .

. . . New "FIND"? . . . Mebbe . . . in little HELEN ETHRINGTON . . . (cigarette girl at the DESERT INN) . . . JIMMIE DURANTE has given her a bit-part in his stage show nightly . . . Don't forget, "I knew you when" . . . HELEN . . .

Saddest "Tale of the Week" . . . is that of THUNDERBIRD bartender . . . BILLY VAUGHT . . . Poor BILLY was sitting at the bar . . . silently B-L-E-E-D-I-N-G over his continuous losses . . . when, the roaming trio "roamed" over to ask, "what you'd like to hear" . . . BILLY'S reply was: "7-Winner" . . . "11-Winner" . . . Selection played was "Wheels of Fortune" . . . BILLY resumed his B-L-E-E-D-I-N-G.

Wanta' find a real lively place? . . . Try DUFFY'S TAVERN . . . (If you haven't already) . . . You're sure to see all your buddies . . . doesn't matter how late . . . or early! . . . Place is always "jumpin'" . . . I had a nice chat with owner STAN RESLER and bar-

(Continued on Page 45)



SHARON SUTTON
THE UPSIDE-DOWN GIRL

•
JIMMIE LEEDS
THE "ATOMIC - COMIC"
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WHAT'S DOIN'?

(Continued from Page 13)

ing up). Speaking of hits! POLLY'S latest Columbia Recording has just been released. The name is "Sin in Satin." It's a rhythm tune and a multiple recording affair where Polly's own voice is dubbed in as she does another part, a la Mary Ford.

A new comedian at the EMBASSY CLUB in North Las Vegas! JIMMIE LEEDS, known as "The Atomic Comic" . . . when he zeros in the joint explodes! However, he's one of the best I've seen at this spot! Appearing once again, and causing quite a mushroom cloud of her own, is SHARON SUTTON, "the Upside-Down Girl." Things are topsy-turvy with her! Also reappearing is the cute and curvaceous LIZETTE, with the "conversational eyes"! This is one of the best rounded-out shows they've had in some time. Opening this coming Monday night will be the meaningly monickered SEXY REXY!

"The Swingin'est Joint in Town." That's what they're beginning to call the HI-HO CLUB out on the Strip. Opening last Thursday night was one of the West Coast's most popular entertainers, HARRY, THE HIPSTER! He, along with THE BOBBY MORRIS QUINTET, is well on the way to giving this place the shot in the arm that it has always needed. A lot of good dance music . . . and I mean a lot . . . these men play anything. They play terrific Latin tunes . . . and then "jump" right out of the place. I hope that MIKE MARCHESE has finally settled on one policy long enough to build up a reputation. A GOOD one this time!

A sneak prevue this week-end for the new SAM BAKER'S VILLA VENICE, and an official opening date set for next Tuesday, April 7! Sam has gone to a lot of expense to remodel and rearrange the entire interior of this establishment and, from what I've seen, all for the better. One thing new will be the package liquor store in the fore part of the building, at which they will also sell gifts, jewelry, etc.! Good luck to you, LOUGI and SAM BAKER.

Didja ever hear of a "submarine sandwich"? I have to admit that I never had until a few nights ago when HARRY RAHNER opened his new SUB HOUSE at 416 Jackson Street on the Westside. Ya know what a submarine sandwich is? A MEAL you're eatin' when you sit down to one of these things! It's a whole LOAF of Italian bread inside of which you will find THREE different kinds of meat, lettuce, sauces, and whatever else you might like to chuck into it! Like I was saying . . . a MEAL you're eatin'! "Pick-up and take-out" orders are a specialty with the Sub House. Phone 2503-R.

(Here's a real corny gimmick I just thought of.) You've all heard of the dance of the Seven Veils, and everyone waits for the seventh one? (Get this.) You can see **everything** at THE SEVENTH ONE . . . in Pittman, Nev., on Boulder Hiway. (**won't** apologize.) The new dancers at the 7th ONE this week are ZABOUDA, MGM dancing star, and LORAINE LEE, direct from Ciro's, formerly known as "the Girl with the Green Hair" . . . The success and entertainment value of the 7th ONE is shown by the fact that they do the bulk of the business that is done on the Hiway.

Have you met LUE HILL at BUCKLEY'S JACKPOT CLUB? For 10 years Lue operated the ALPINE INN at Sun Valley, Ida., and from what I'm told, served the best steaks to be found in that part of the country. At least, that's what AL KRAUSE says! Lue is also a great trout fisherman. He knew right where the big ones lived in most of those streams up there! Lue is now associated with PAT BUCKLEY and ALAN KRAUSE at their place of business at 20 Fremont Street downtown.

The fastest finish line on record . . . "'Bye now!" . . . Your ever lovin' . . . Johnny.

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THUNDERBIRD:

(Continued from Page 23)

on a KING label. This is one of America's top musical groups! . . . Making their premier appearance in Las Vegas are JOHNNY CONRAD and his DANCERS. They appeared recently in the technicolor triumph of "Jack and the Beanstalk" by Warner Brothers. Here they do a calypso and a blues number . . . The famous KATHRYN DUFFY DANSATIONS follow a springtime theme featuring "Apple Blossom Time." CHRISTINA CARSON and BETTY TURNER are in the featured spots . . . BARNEY RAWLINGS is your capable singing master of ceremonies.

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.

TABLE HOPPING:

(Continued from Page 41)

tender KENNY WALKER the other evening after work . . . and I was amazed at the number of people and the business in this tiny place! . . .

Another change in positions is that of SYLVIA BRADY . . . she is now hostess in the CHUCK-WAGON at the LAST FRONTIER HOTEL . . . and likes her new work very much . . . with the assistance of pretty little HAZEL WITT . . . and "always ready" HARRY BROWN at the BAR . . . SYLVIA . . . carries on with the pleasant, efficient service this Hotel is famous for . . .

'Nuff chitter-chatter for this time . . . and, to quote BILL PRICHETT, "HOPPI" is TABLE HOPPING . . . until next week . . .

Weekly Fashion Letter

By EDITH HEAD
Fashion Designer, Paramount Studios

"Face-framers" offer endless variety in this season's new fashions. Necklines and collar lines will be where you find them most attractive. The selection is unlimited, and every type will have a field day.

Recently I had an opportunity that is a designer's dream. I designed clothes for three young girls — Dorothy Bromiley, Audrey Dalton and Joan Elan — all of them different types. They were the three new English stars that Paramount had imported for their technicolor film "The Girls of Pleasure Island." While the clothes in the film were dated story-wise, they at least offered an opportunity to play up young, pretty types.

Fortunately designers generally this year have paid a great deal of attention to "face-framers" or necklines for different personalities. This spring and summer if you are inclined to be flirtatious or frivolous, there will be the tried-and-true strapless, the deep-V and the provocative off-shoulder neckline.

If your inclination is to be more feminine, naive and completely unsophisticated, you will find picture-frame necklines which emphasize prettiness rather than audacity. There will be soft collars and feminine bows among the new fashions if you care to find them.

For those frankly interested in comfort and casualness you will find handsome simple crew necklines or open-shirted collars.

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