APRIL 11, 1953

Fabulous LAS VEGAS magazine





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DON'T MISS
Roland Hill's European Travel Hints in His "Hillsway"
PAGE 11

15c

NOW IN THE OPERA HOUSE-THEATRE RESTAURANT



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NO COVER — NO MINIMUM

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DESERT INN

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SAHARA

Congo room

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Another Great Voice . . .
Another Great Show

Nelson Eddy

Holger & Dolores
Internationally Famous Dance Team

Warren, Latona & Sparks
Direct From Betty Hutton Show

SA-HAREM DANCERS
(Moro-Landis Production)

FEATURING

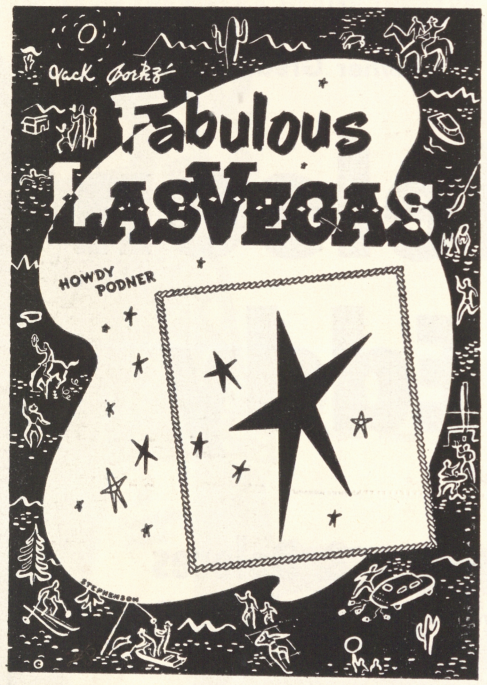
Gale Sherwood & 4 Men of Note

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.

HIWAY 91 • LAS VEGAS • NEVADA

RESERVATIONS • TELEPHONE 6800



PUBLISHED WEEKLY VOL. 5, NO. 1

APRIL 11, 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
I CAN'T HELP THINKING by ANNA SOSENKO

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

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THE LAST FRONTIER—Dining, dancing, swi ming, gaming casino, floor shows nightl Hunt breakfast Sundays. Phone 1800.

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

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

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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.

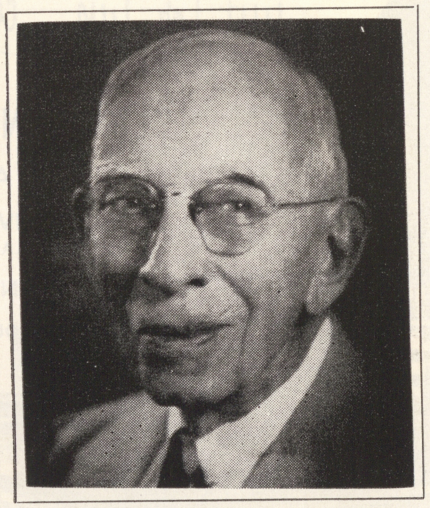
WESTERNER CLUB—Rustic casino, in western splendor. Phone 5612.

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



WHEN my father, Dr. James P. Squires, who was a great and widely known physician and surgeon in Southern Minnesota in the days when the elder and original Doctor Mayo was first achieving fame and laying the groundwork for the Mayo Clinic at Rochester, was asked what was the trouble with one of his patients, the chances were that he would reply: "Oh, his bowelary contoddlements are out of order." Which, to those of us who understood his language, meant something quite serious.

And that is just what is the matter with Las Vegas today—all right and strong as an ox, perhaps, but having trouble with her bowelary contoddlements. And that, which in its first stages means "Just bellyaching around a little" and is nothing more than a temporary trouble, will, if left to itself, soon may develop into a serious and fatal ailment.

Our Las Vegas first had her disabilities in that line when a small child less than five years of age.

Like other youngsters, there was nothing much the matter with our child at first. Although we were pestered with millions of flies and most of our families got their domestic water from wells only eight or 10 feet deep, and dust from the great 16 and 20 mule teams carried plenty of the ever present fertilizer into our lungs, and the stench of uncovered vaults in every back yard was ever present, there were not very many of us humans and we fought off such illnesses as threatened us—for a while.

Then there were some epidemics of various diseases and our doctors were rather busy, but not particularly alarmed—until there were a few cases of typhoid in some parts of town and Doctor Martin and other physicians saw that we were threatened with a serious scourge of typhoid and other terrible and fatal diseases. Las Vegas' "bowelary contoddlements" were out of sorts and we just had to do something about it.

During the notable campaign in 1908 when we were fighting for county division one of the objects was to make it possible to build a sewer system in Las Vegas. And when, July 1, 1909, Clark County was created, we felt better about Las Vegas' infant troubles, thinking that we could really do something for the child.

Finally, early in September 1909, after a series of meetings of Las Vegas business men, I wrote an article in the Las Vegas Age, headed in big, black type "Sewer System Sure" and we were just ready to celebrate, and our infant's "bowelary contoddlements" already felt better. We got the tight-fisted and hard-hearted officials of the railroad company to agree that they would not fight us in our attempts to doctor the sick baby.

On November 8 the county commissioners conducted a sewer bond election to vote $30,000 in bonds and the bonds carried by a big majority, Then we knew everything would be all right with Baby Las Vegas. All we had to do was to sell the bonds and build the sewer system.

All through the remainder of 1909 and on through 1910 we tried to sell that $30,000 of sewer bonds but could find no takers. There were two or three offers, but finally attorneys agreed that the county commissioners had no authority under the law to issue bonds for the unincorporated town of Las Vegas. Our Baby Las Vegas was getting sicker and sicker. The situation was desperate—as it is today. The baby was getting worse every day.

There was but one thing to do—that was incorporate the city. Just like getting a new doctor for the sick baby. So, rising from our discouragement, we started on a campaign for incorporation. Finally, after many months dur-

(Continued on page 28)



CHUCK WOODS'

7th ONE

Boulder Hiway • Pittman, Nev.

"Fifteen Minutes from Vegas"

PRESENTS

"ZABOUDA"



MITZI DOERR
"Latin Lightning"

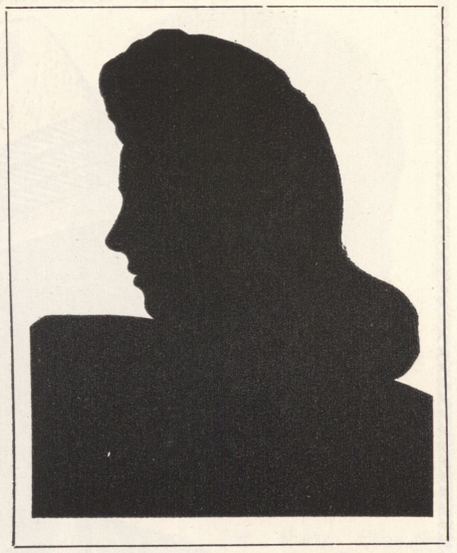
JERRY BLANK
"Comical Cook and M.C."

ART KINNEY
and His Band

SHOW TIMES
10 - 12 - 2 A.M.

RANDOM THOUGHTS

. . . By B. B. BARTON



THERE are so many people in this world who allow small disturbances to ruin their entire day. Are you one of them? Does burning a piece of toast in the morning cause you to sink into such deep depression you can't find a civil word for those with whom you come in contact? If so, you're just flirting with old man temper and endangering your friendships. Heck! It's easier to dig out the knife and scrape the toast than it is to expend your energies by cussing the toaster . . .

Does it aggravate you to hear a member of your family jump merrily out of bed and whistle his way through a brisk shower? Some of us are pretty grouchy when we awaken, but that's no excuse to dampen another's good mood . . .

Golly, I never allow minute things to aggravate me. Here's a "for instance." About two weeks ago I received a summons. Seems the man in blue thought I was speeding. It was the first time in six years of driving that I had ever been stopped by a policeman and accused of violating a law of ANY kind. My clean record alone caused me to keep calm. The incident didn't disturb me one bit, as you can judge for yourself, if you read on . . .

Mother and I were driving along the highway when we saw a burning automobile at the side of the road. Naturally we stopped to make sure no one was injured. When we heard the occupant of the car was all right, we returned to our jalopy. As we prepared to pull away, a youngster dashed over to us and asked us if we were heading in his direction. When we learned he lived just a few blocks away from us, we told him to hop in. Actually, we felt like being helpful when he pointed to the charred debris and said it was his heap. The boy began explaining. He told us he was going home for the week-end, after attending summer school in college.

We were so engrossed in his story of the fire, we just joined a large group of motorists and stayed within our own lane, keeping pace with the others. Did that indicate speeding? While traveling homeward, the youngster remarked that I was a good driver. When he said that, I cautioned him, reminding him we weren't at our destination yet. At that precise moment, a little old motorcycle pulled up alongside and we were told to pull off at the next turn and make room for another car. At the time, I believed the policeman might have been trying to locate the owner of the burning automobile.

To our chagrin, we discovered a very determined patrolman, with an indelible pencil. He issued a summons to our fellow traveler first—then turned to our car. Nothing could convince him to refrain from "performing his duty." He was a peculiar person. Instead of just writing his carbon copies, he wanted to talk for a spell. After 15 minutes, he complimented me. He said most drivers became indignant and downright insulting and it was a pleasant change to see a smiling face. If he had only known the seething rage that lay behind that countenance . . .

The more I think of it, the more I'd like to see that man again. If I ever do, I'm going to tell him a thing or two. Maybe I just won't say anything. It might be a good idea to just drive by him, stick out my tongue and wiggle my ears at him. Maybe I could put water in his gas tank, or drop a bottle of ink on his summons book. Oh, boy, what I wouldn't give to return his meanness . . .

Now, how did this column start? Oh, yes, the subject was "not allowing petty things to disturb you." After reading the preceding paragraphs over again, you must get the general idea of how easily I ignore minor annoyances. (Well, I'm only human also.) . . .

to look and feel your best...



THE NEWTON

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has the remarkable ability of making you look and feel your best. It's a Stetson Panalite, a genuine lightweight Panama with bright, new ideas . . . telescope crown, check patterned band, crisp weave and smart colortone. **$10**

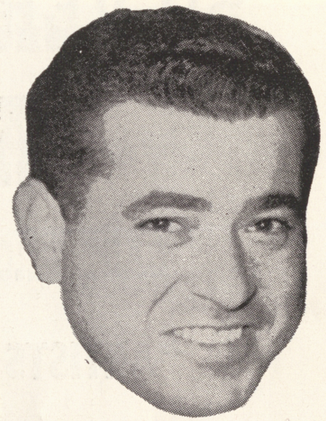
Christensen's
MEN'S WEAR
316 FREMONT STREET
LAS VEGAS, NEVADA

PHONE 1001

OPEN SATURDAY NIGHTS
UNTIL 8:30

THAT'S FOR SURE . . . by JACK CORTEZ

AT THIS WRITING, the outside world lives within us as a memory. We can see nothing but sunshine in our mind's eye and every person we can visualize is lolling in the sun, baking the exposed epidermis to a crisp shade of tan. Ah, me! What nice thoughts to be having while you lie flat on your back, gazing at the perforations in the sound-proofed ceiling and wondering why you have green blinds on your window, instead of the usual white. This, of course, is a momentous question and takes up a great deal of your concentration. What else is there to do during the interims between injections? Of course, hospitalized folks can (and invariably do) cuss their physicians a bit for placing them into such a helpless position; even a new-born babe has more strength and is envied by us who are on the "recuperating list."



Hmmmm? Oh, we beg your pardon. Here, we have been rambling on in a slightly incoherent fashion, without realizing you might not understand. Here is a very important hint to all who wish to stay away from hospital confinement. Do not wash your hands at 8:30 on any Saturday evening! You may think this a touch of levity but we're quite solemn. While engaged in this allegedly sanitary practice, a sudden pain overtook us and we felt as though we had swallowed somebody's dental plate. The artificial teeth seemed to clamp down on our innards and we saw those stars we've always heard about.

Being of the masculine gender, we attempted to limit our groans to the softer variety, knowing full well that wives (being the strange creatures they are) become slightly frantic and can build such mountainous proportions from a little tummy-ache. Alas and alack! Our valiant effort didn't succeed and Ye Editor's wife came upon the scene with a quizzical expression. Women must be psychic! After taking just one look, this delicate woman assisted her husband to the couch. Then. after adopting a professional air, she began to shove her fingers into the tender area. Man! Who is the sage who claims that women should have training to become nurses; they come by their decisions through instinct alone. Oddly enough, they rarely make an incorrect diagnosis. It took a few seconds for Mrs. C. to murmer "acute appendicitis" before she called in our physician. So—that's the tale of how we set up temporary residence in a local infirmary. We'd like to thank our many friends for their thoughtful "cheer-up" cards, candy, flowers and phone calls. We hope all of you stay healthy all of the time . . . and that's for sure.

When DR. R. LOCKITCH decides to release his "favorite" patient, we're going to find out why ABE SCHILLER (of the FLAMINGO HOTEL) has been spending so much of his time just a-fishing. There must be something wonderful about this sport to hold the attention of this active gentleman. Incidentally, did you know that the body of water is now called "Abe Schiller's Lake Mead"? This could turn out to be another Brooklyn Bridge story!

This is a yarn that makes you just cock your head and wonder if your hearing is up to par. Before she terminated her engagement at the HOTEL SAHARA a stranger telephoned BEATRICE KAY. After requesting a loan of $10, the fellow rattled off names of many great performers whom he claimed were on his list of friends. When Beatrice managed to slip into the conversation she asked why the fellow didn't borrow money from one of these "friends." The caller replied in great indignation: "What? And let them know I'm broke?"

JOANNE GILBERT is preparing to make her camera debut. She appeared at the HOTEL EL RANCHO VEGAS in the not too distant past. The brunette songstress is rehearsing song and dance numbers for "Red Garters." (Paramount is the studio.)

(Continued on Page 26)

SILVER SLIPPER SALOON

LAST FRONTIER VILLAGE

"ARTISTS AND MODELS"

WITH

RUSS CLARK — HANK HENRY

SPARKY KAYE — GLORIA PALL

BEAU JESTERS — B. WILLARD

JIM CAVANAUGH — 5 HOLLYWOOD PALOMINOS

GEO. REDMAN ORK.

An Evening of Constant Merriment

Show Times: 9 P. M. - 11 P. M. - 1 A. M. - 3 A. M.

NO COVER — NO MINIMUM — PHONE 1800

FREE PARKING

HILLSWAY

. . . by ROLAND HILL



WHILE I RECOMMEND seeing America first, of course, there comes a time in everyone's life when he or she wants to take off for Europe—and that is what I did last summer. Europe is a wonderful place with interest-holding spots for young and old, rich and poor alike, and everyone can afford a trip to Europe once in a lifetime at least.

Were it not for the fare over, one could afford to stay in Europe for a summer better than staying at home, for the prices are so reasonable. And going cabin class is not at all bad, or even tourist, for what are a few short days on board the boat and then you will have the extra money to spend over there, and actually the old lush days of luxury living in full dress in first class are a thing of the past. All the first class passengers now hie themselves down to cabin and tourist to "have some fun" for there is where all the life is. So don't let the fact that you cannot go first class deter you from your trip altogether.

And for clothes: Just take a set of nylons, orlons, or preferably dacron. I used one suit and one shirt for four months and am still using them here. Travel light — that is the most important thing. Do not load yourself down with writing paper, pens, pencils, extra shoes, and the like, for actually you can get anything you need anywhere in Europe and cheaper than you can at home. Yes, I started out with a steamer trunk, and in Stockholm, Sweden, I shipped it home pronto — my second port of call on my trip.

Be sure and have your passport in order. It will take about two months to get it after applying for it at your nearest county courthouse or your nearest federal office. And I believe Germany will be the only country that you will need a visa for, and that can be had by asking for it here or in Europe at the automobile clubs or travel agencies.

It will take about four days to get, and the most important thing is to get a visa that is good for re-entry — not just for one-visit affair. There is where most people have their trouble, because Europe is small and compact and you might want to leave and enter Germany many times in the course of your travels. Going through customs is a breeze. Much more trouble getting into our own California than it is to get into and out of any European country, so don't even think about that — just be sure you have your passport in your coat pocket at all times and not at the bottom of your suitcase.

I traveled through Europe via LINJEBUSS (Swedish Bus Lines), located at Riddargatan 19, Stockholm, with the A. Johnson & Co. of 61 Broadway, New York, as their American headquarters. This is a terrific way to see Europe.

The buses are as modern and comfortable as tomorrow, each one having two wonderful young drivers, two personable, c h a r m i n g and able young hostesses that speak all European languages, a snack bar, a lavatory, and a radio.

All you have to do is pay your fare, which is reasonable to the 'nth degree, and get on the bus, and they do the rest — take care of your bags, make all your reservations, order all your meals, tell you all the interesting things and show you all the sights along the way, see that you have fun at night, and get you safely from Stockholm to Rome, and back again by a different route, with stop-off privileges of a week in Rome, a week in Geneva, a week in Nice, a week in Paris, Brussels, Amsterdam, or wherever you like, and then you are picked up by a later bus at those places.

They also have a Scandinavian capital city tour that I would like to take, and many other tours such as a month's tour of central Europe which is more intensified and you really see all the

(Continued on Page 27)

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 PAT PATRICK
AND GEORGE DeCARL'S DIXIELAND BAND
NO COVER OR MINIMUM CHARGE
El Cortez
HOTEL
(DOWNTOWN)



DICK SHERIDAN'S
STRIP RACE BOOK

HI-WAY 91 (The Strip)

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

WHAT'S DOIN'?

. . . with JOHNNY UHLMAN

I'M FREEZIN'!! My corpuscles had just begun to thin out from their winter weight and . . . WHAP! . . . We have another cold wave! Wind, sand and all! 'Course this is true at the time I'm writing these lines into literary infamy. Mayhap, by the time you get to read it, I'll have been to the drug store already for another jar of Arid to cope with the warm weather like we were having a week or so ago. But right now . . . I'm freezin' . . . EVERYTHING!!

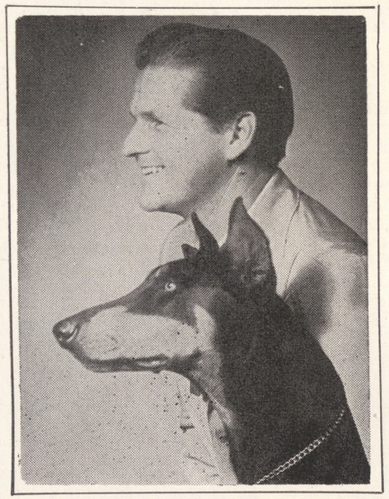
Not to change the subject so abruptly, but do you realize that we're only a month away from the 1953 Helldorado Week? It doesn't seem any time at all since I was cussin' my corns as I stood watching **last** year's Beauty Parade! Now that it is so close upon us for this year, I do hope that more of the townspeople are planning to rig themselves out in western regalia during the celebration. The way the town is growing there seems to be fewer and fewer of us every year. Matter of fact, you can hardly show up on the street nowadays in boots and jeans without having at least a hundred smart alecks inquire as to the immediate availability of your equine, and its whereabouts!

The PIRATE'S DEN at EL CORTEZ is getting more piratey, and more denny every day! And Denny is the guy who makes it more piratey! DENNY STEPHENSON, that is. You see, he painted the pretty pirates in place on the walls down there, and now they're hanging nets all over the place so that the room is really warming up to the situation. That's one of the nicest rooms in town. Pat Patrick is headlining there now.

LES SCHWARTZ and BEN MARBER are having their official opening this week. That's of the GENERAL AUTO SALES, Inc., of course. Their used car lot is located at the corner of South Fifth Street and Oakey Boulevard (that's the 1700 block). You name any of the new 1953 models you want, too, and they'll get it for you!!

HARRY RAHNER's SUB HOUSE is selling those "submarine sandwiches" like sixty over at his place of business on the Westside of town. D'ja ever have one of those things? Y'ain't lived!! A whole loaf of Italian bread is sliced down the middle and there's three different kinds of meat put into the thing, along with a lot of other stuff . . . Well, one's usually enough to fill an ordinary cavity!! Call 2503-R.

It's early in the wee sma' hours when the crowd begins to gather at the



SHAMROCK HOTEL over on North Main. Along about that time is when the LUCKY HENRY TRIO takes over in the SHILLALAH ROOM and the rounders are beginning to look for some place to "round". . . Call CLEM MALONE over there if you're planning a party!! 2200 . . .

SI LEIN (Sahara stage manager) took to the snow section for some skiing a while back, but couldn't get local "scenery" out of his mind. Only stayed a day or so. You don't see much of Si at the Sahara, but you see plenty of what he **does**, when you see one of the "fast becoming famous" GEORGE MORO PRODUCTIONS.

SAM BAKER officially opened his new VILLA VENICE this past week, also! (Lotta new things happening!) Sam has the finest BARBECUE PIT and broiler in town . . . with TWO CARLOADS of hickory wood out back to keep the fires right. He and LOUIGI have a beautiful spot there now.

Have you gone out and caught ZABOUDA at the SEVENTH ONE CLUB in Pittman? This gal goes **wild!!** Newest addition to the show is MITZI DOERR, who opened this past few days. Mitzi played the Spanish Village in San Francisco for one solid year. I haven't seen her yet, but she must have something!! JERRY BLANK is

(Continued on Page 25)



Hey !

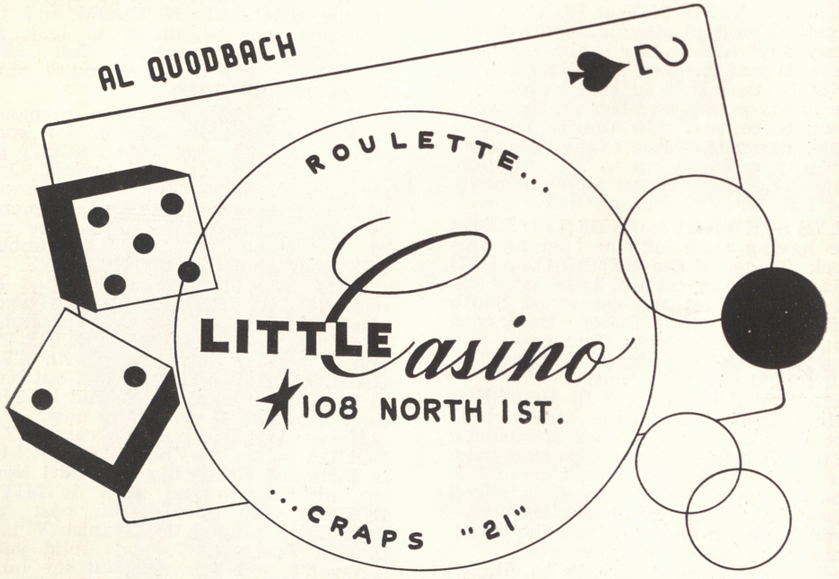
IT'S BEEN GREAT!

SEE YA AGAIN
IN ABOUT 6 MONTHS

Jackie Kannon

CURRENTLY HOTEL FLAMINGO

AL QUODBACH



"CURTAIN TIME"

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

Flamingo

April 2 through April 15

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

"Music in the Morgan Manner" has taken the town! RUSS MORGAN came to the Flamingo about a week ago for his first appearance in Las Vegas. It most certainly won't be his last by far. Here is a man who makes everyone in the room feel as though they were a personal friend of his. The easy-going manner with which he conducts himself is accompanied by a big friendly grin, and a marvelous sense of humor that ISN'T just a stage. or professional personality. The Morgan "waa-waa" trombone tones are known throughout the country. Unless we miss our guess, Morgan "the comedian" will also soon be known throughout the country! . . . Cute, blonde and brown-eyed Miss MONICA LEWIS comes on this bill as an extra added attraction. She writes a musical memo to her boy friend Bill to tell him that she's being a good

(Continued on page 32)

LAST FRONTIER

April 13 through April 27
(Not a Review)

Show: Dorothy Dandridge, Eddie Bracken, Ben Wrigley
Line: The Devlyn Dancers, featuring Roy Fitzell, Dolores Fazzini and Candyce King
Orch: Bob Millar

From the impressions they have already made in show business, we are ready to guarantee that you will be in for an evening of high enjoyment when co-starring DOROTHY DANDRIDGE and EDDIE BRACKEN make their way into the Ramona Room spotlight . . . Miss Dandridge is the outstanding beauty who has received nothing but rave notices since she made her stage debut. Since we last saw her locally, she has attained popularity on the screen and it looks like a long run contract. RAY GILBERT has arranged a completely new act for Dorothy and we understand the gals will be most appreciative of her glamourous gowns . . . Since he was five years old, EDDIE BRACKEN has been setting records in show business. He hitch-hiked his way to Hollywood and found the gates closed. Returning to Broadway, "Too Many Girls" sent his star ascending and Eddie became a national by-word. The funny man has scored a great success in the television medium and supper-clubbers howl their desire for

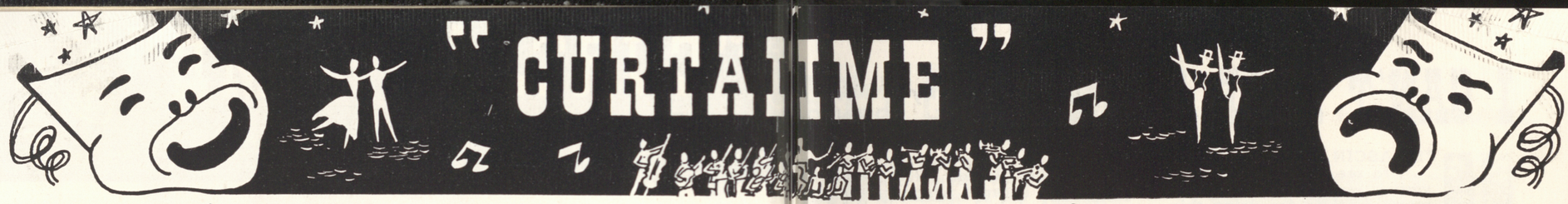
(Continued on Page 32)

El Rancho Vegas

April 8 through April 21

Show: Abbott and Costello, Peggy King, The Maxellos
Line: Dottie Dee Dancers
Orch.: Bob Ellis
Chuck Wagon Room: Guy Landis and Jimmy DeStefano, Chuy Miranda and Paul Gordos

One of the greatest comedy teams of all time has finally come to Las Vegas! ABBOTT & COSTELLO made their initial bow into our town in the Opera House Theater Restaurant Wednesday night to an audience of first nighters that was packed in to the rafters! With the help of a few stooges, these two genuine gentlemen of jest put on their famous "crap game" and "shell game" routines as they've never been put on before! BUD ABBOTT with his gravelly voiced straight lines and LOU COSTELLO with the "out-size" coat and tiny derby hat will always be one of the top comedy teams of ours, or any other time, in the annals of show business! . . . Blonde and perky PEGGY KING also made her debut into Las Vegas nightclubs that night. This young MGM recording starlet is at her best



in a fast moving rhythm tune. We especially liked her rendition of "I'll Build a Stairway to Paradise" from "An American in Paris". . . The MAXELLOS are here again!! Two men and two women. Their forte is for the two fellows to toss the two young ladies through various gymnastics with their feet. Abbott & Costello get into this act with some rib-raking results . . . New to the El Ranchos are the DOTTIE DEE DANCERS, eight young ladies whose best number is their Latin rhythm routine, in which the costumes are very attractive. Dainty Dottie does the feature work . . . This show marks the return of BOB ELLIS and his orchestra to the band stand.

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

(Continued on Page 32)

SAHARA

April 7 through May 4

Show: Nelson Eddy; Warren, Latona & Sparks; Holger and Dolores
Line: Sa-Harem Dancers, featuring G Sherwood, A'Nee and 4 Men o Note
Orch: Cee Davidson

When NELSON EDDY walks on the stage, those in the audience watched him on the silver screen plaud loudly and lustily. The more cent supper clubbers who hadn't the pleasure of watching his outsta ing pictures add their polite appla But when his presentation unfolds th isn't a still hand in the place. He one performer who doesn't live on laurels. He is dynamically overpow ing and displays a sense of humor is contagious. What can we say ab his medley of songs that bore his cli to fame and popularity? TERRIF His specially-written material is tremely clever and we add laurels BEN OAKLAND who wrote the mu and for EDDIE MAXWELL's cust made lyrics. Mr. Eddy's musical di tor, TED PAXTON, merits our ear plaudits, also. We'd advise every within driving distance to make a to see and hear NELSON EDDY WARREN, LATONA and SPAR comprise one of the fastest-mov little acts to play in the spotlight. T are two zany gentlemen with a lov

(Continued on Page 32)

The Sands

April 2 through April 15

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

As we watched ANNE JEFFRE and ROBERT STERLING we coul help but wonder how one family co have such a definite franchise on tal and yet look as young, handsome

betty as these two do. They have fficient attributes to keep them rid- the crest of fame, fortune and popu- arity for decades. The striking team ossesses the type of personalities that ill ever ingratiate them with all audi- ences. Their program is sophisticated t simple. Anne and Robert display a nse of showmanship that is usually veloped after years of sharing the potlight, making it difficult to believe ey have been working together for a mparatively short period. They com- ne song, mugging and humor to make r a highly delightful performance . . . oung JIMMY BOYD reminds us of a

(Continued on Page 32)

Thunderbird

April 2 through April 12

Show: Robert Q. Lewis, Betty Clooney, Irving Fields Trio, Johnny Conrad and His Dancers
Line: Kathryn Duffy Dansations
M. C.: Barney Rawlings
Orch.: Al Jahns
Navajo Bar: Normandie Boys Jack Martin Five

A year ago it was when the "horn- mmed glasses" and "the middle ini- al" made their first appearance on, ot only local night club stages, but on NY night club stage! ROBERT Q. EWIS make his first return appear- nce with all new material . . . and is good material!! A thing about audeville memories in which he does little bit of soft shoe, and a bit of he Charleston. NATURALLY, there's number about his now famous glasses. Assisted by the Dansations, he explains, displays and models glasses of all de- criptions for all occasions. A discourse n television tells of a wedding and oneymoon being televised in this mod- rn day and age. Loaded with person- lity, vim, vigor and . . . timing!! . . . weet-voice BETTY CLOONEY need ake a back seat to no one in our ooks!! This winsome little brunette ings with the greatest of ease . . .

(Continued on Page 33)

El Cortez

April 9 through April 22
(Not a Review)

Show: Pat Patrick, Lou and Sue Smith, David Powell
Orch: George DeCarl and His Dixieland Band
Buccaneer Bar: Instrumentalists The Star-Kings

After all too long an absence we again have the pleasure of seeing and hearing our old friend PAT PATRICK, whom most of you will know as "Ercil Twing" on the radio. Pat has other material that is tops but when he goes into his bit as the professor, "Ercil Twing," we guarantee that you are in

(Continued on Page 33)

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

(Continued on Page 33)

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

IT'S FASCINATING to be alive . . . to see the world around you . . . to try to fathom man's motives for doing this and that which is why I CAN'T HELP THINKING ABOUT AN EXPERIENCE I HAD IN A TAXI the other afternoon. I had just left my friends, Ed and Pegeen Fitzgerald, the ORIGINAL MR. and MRS. of RADIO and TELEVISION FAME, at the Pavillion Restaurant in New York when a taxi driver called to ask if I wanted him. It was unusual because I'd not made up my mind if I even wanted a cab. I had no sooner seated myself when he went into what sounded like a well-used spiel.

"Lady, I hope you don't mind me interrupting your thinking. I guess this will sound nervy. I happen to be interested in a T.B. institution which accepts patients, irrespective of race, creed or color. I give all of my spare hours to this cause. It's a good one. We help helpless people. They need money badly. The only way I know how to get money for them is to appeal to my customers. I hope you understand. Don't think I am being fresh. Look, here is my credential."

The driver gave me a worn-out four-leaf folder. His name was on it all right. Also, the amount of money he had collected so far. It didn't take a conclave of great thinking minds to determine my course in the matter. But, before I made that course tangible evident, I had my say:

"Look, driver . . . I think your interest in human nature is incredible because so many people are ever so thoughtless. I must admit it is a joy to note your spirit and your enthusiasm for the less fortunate.

"Actually, driver, it fortifies my whole attitude toward human nature. I shall definitely give you a contribution. But . . . JUST SO THAT YOU DON'T THINK ALL PEOPLE ARE STUPID . . . I CANNOT contribute to your cause until I say that YOU COULD ALSO BE USING THIS AS A LITTLE DEVICE FOR EARNING FOR YOURSELF, SHALL WE SAY . . . MORE MONEY???"

There was an ensuing silence which I felt was deadly . . . but not for long. The driver either spoke from the heart, or he had conditioned his heart to an idea for his own benefit.

"Lady, you saw the credential. You don't have to do this. I don't get mad. Some people give me nothing. One fellow gave me $25.00."

We were nearing my residence Twenty-five dollars seemed much to much for a cause which may or may not exist. I had to wrestle with my conscience. I had to determine whether or not to gamble on the sincerity of human beings.

I decided to risk it for $2.00. The $25.00 could go for other MORE DEFINITE CAUSES. The driver seemed a very happy man as he took the $2.00 plus cab fare and tip. He couldn't have been happier-looking, taking the $25.00 which he may or MAY NOT HAVE gotten.

I am not concerned with whether or not he "had a true story" or was trying to "take me in." I was concerned with NOT getting calloused about people. ONE HAS TO BELIEVE. One must make allowances for the lies and truths inherent in people. It was a gamble on human nature and the price matters little. I CAN'T HELP THINKING, big or little, life is a gambling thing. We must, all of us, be equal to the results of the chances we take.

Last week was a pretty big week around the cafes of New York.

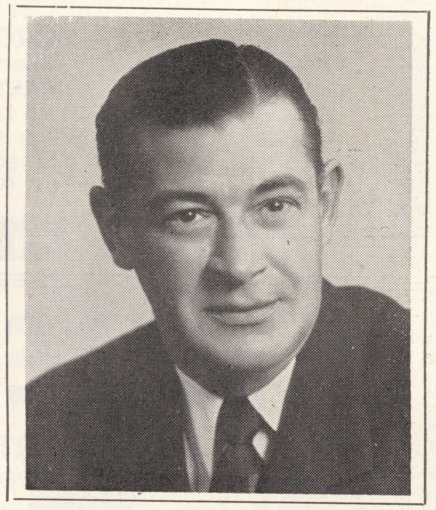
Mary Meade opened at the Waldorf and was well received. I wrote about her last week. I saw her for the first time since I staged her opening show at the Palmer House some weeks ago. As I am something of a perfectionist when I can indulge in the luxury. I missed a lot of the details of theater around Mary. In the Waldorf (Empire Room, nevertheless), Mary Meade is a talent, with a stunning chassis to go with it. She wears clothes beautifully. If she is well-directed . . . properly guided . . . MARY MEADE will grow into an important name. As I see things now, she is still a delightful personality with a loveliness which would enhance any cafe show in Las Vegas.

I also attended Lisa Kirk's opening at the Persian Room in the Plaza. Everybody loved her. She, too, wore a stunning gown; she sang a lot of sure-fire songs; she had authority and polish . . . To borrow a phrase from some of my critic friends.

Lisa must be box office or she would not be circulating as well as she does at her prices. Personally, I prefer a Lisa Kirk with more background. I don't think one song in a sure-fire hit Broadway show makes a star. I'm in the minority . . . and out-voted . . . BUT I JUST CAN'T HELP BELIEVING IN EXPERIENCE AND BEING KICKED AROUND A BIT. IT ADDS

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RENO BEAT . . . by ART STEAGALL



JUST RETURNED from a fast and frantic vacation. Taking advantage of my youngsters' school holiday, the four Steagalls took off. On this trip I satisfied a desire of three years' standing. It all started in January of 1950. I was seated in the private screening room of ESSANESS THEATERS back in Chicago with EDDIE SILVERMAN, president of the theater chain, looking at a new print of a picture he had just completed.

The picture, "711 Ocean Drive," was made from an original story with the locale of Los Angeles, Palm Springs, Las Vegas and a very exciting finish filmed, with the permission of the Department of Interior, in and around HOOVER DAM. They ran into a great deal of trouble on some location shots in getting just the right picture they wanted. Knowing the background of the picture, I decided then and there I would some day visit HOOVER DAM. . . . It was a tremendous thrill for all of us . . . A day in Las Vegas, then on to Palm Springs, Los Angeles then home to Reno . . . I think that the highlight of the trip was the two days we spent in BELL, a suburb of Los Angeles, at the home of CARRIE and JIM WALTON, two of the grandest people it has been my pleasure to know. We topped off the visit with a delightful evening at KNOTT'S BERRY FARM—darn near didn't get back to the WALTONS' — overshot the house by two miles.

AGVA: CONNIE IMMERMAN and SYLVAN GREEN sitting around the Chuck Wagon in the SAHARA, kicking around old songs . . . CONNIE was waiting for his friend RUDY MATHIS to stop by on his way back from a Phoenix vacation to the Riverside here . . . Reno to Vegas, the first person I ran into in the SAHARA Hotel was BILL STEAD from here, later the same evening WILLOW and JIM DALEY . . . Was nice to see JACK CORTEZ and JOHNNY UHLMAN of this magazine.

I tried to locate a friend of mine from back East, JACK O'CONNOR. Understand that he is working in the casino at the EL RANCHO . . . Caught DOODLES and SKEETER at the SADDLE and SIRLOIN in Palm Springs, doing real great . . . JOE CAPPO at the CHI CHI, with HARRY RICHMAN and the CONTINENTALS opening last week-end . . . Also spent a pleasant two hours at the beautiful TENNIS CLUB, and I do mean BEAUTIFUL . . . Called BULLETS DURGOM in Los Angeles—that's right, out of town! . . . Saw CEE DAVIDSON first time since we left Chicago . . . SAM LUTZ, manager of the KEAN SISTERS, and ROCKY COLE, their pianist, had a hectic trip from Las Vegas to RENO for their opening here at the RIVERSIDE . . . BEATRICE KAY goes to the ELMWOOD HOTEL in WINDSOR, ONTARIO, from Las Vegas, then back here for an April 23 opening at the MAPES . . . The TRIO BASSIS, currently at the RIVERSIDE, keep in shape by daily workouts in the barn at the BEATRICE KAY GUEST RANCH where they are living (not in the barn). . . . BUDDY LESTER shooting and clowning his way around 18 holes at the Washoe Golf Course—shoots a very good game, this boy . . . BERNIE EINSTOSS due back at the MAPES this week after a vacation in Palm Springs. . . . ROY POWERS of the RIVERSIDE in a huddle with Buick man VAN WINKLER, wanting a hard-top, after the crazy trouble he had with his convertible . . . Something new has been added to RENO CITY LIMITS SIGN: Just three words — "RADAR SPEED CONTROL" . . . EASTER BRUNCH, a buffet spread offered at the RIVERSIDE on Easter Sunday, was enjoyed by many Renoites . . . HELEN O'CONNELL now at the GOLDEN, ringside Sunday nite to see the KEAN SISTERS at the RIVERSIDE . . . Note from

(Continued on Page 27)

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THE WATCHBIRD

. . . by LADY MICHAEL
(Michael Neale)

AN INTERVIEW is a novel thing to us. We've never done it before. Why? Perhaps because of a certain shyness — perhaps we don't know what questions to ask. Anyhow, a few days ago when GEORGE KAPPI (press agent for RUSS MORGAN) called us on the phone and tossed a few laurels at our column, we were thrilled and asked if we could meet Mr. Morgan. "Come right over," he said. We dropped everything, hopped on our broom and met Mr. M.

These are the things we found out about him: He took up the trombone at the age of twelve—took one lesson and then quit because his teacher taught him how to oil his trombone the correct way and then oiled his own differently. He's Welsh, his forbears were miners from Cardiff. He speaks the language fluently. He worked in the mines himself in Scranton, Pa. This is interesting data, but here is what else we found out about him through close observation. He is ranked with Tommy Dorsey and Jack Teagarden as one of the three greatest trombonists of our time. After his opening show at the Flamingo, the management rushed backstage and signed him for a future four weeks at his convenience. Upon closing this stint he starts his TV show on the coast June 13th. He's an incurable romantic — looks through his huge stack of mail for a letter sealed SWAK — that's from his wife who writes to him twice daily, and perish forbid if she's typewritten it, he promptly returns it to her with a notation that he's not the business office for U. S. Steel or the like. He is erudite — can quote from the works of great men and the Bible. He has a delicious sense of humor. We would have repeated one of his anecdotes but "can't find the damb note on it." It had something to do with CARMEN LOMBARDO and his alto sax . . .

GWENN SMITH, who has just been "cured" from BOB PETERSON, has set the 10th to middleaisle it with BOB KELLY at the "Wee Kirk o' the Heather" . . . MYRA GATES, who produced the line of Palominos at the Silver Slipper is interviewing six foot dancers for a line she will call the "Eyeful Towers" . . . RALPH YOUNG, of the Latin Quarter Revue, thinks it's quite unchic that he has no billing in the show - - - as do we . . . GENE GAMMON, ex-star skater of the Roller Derby, will marry pretty BABETTE DE CASTRO in six weeks . . . Here's a crazy twist—PETE MARSHALL was



bridesmaid (yes, you read it right the first time) for RED and DOROTHY FREEGEN when they said I DO, last week . . . JEAN WILLIAMS' latest flame is JOHNNY JELKE. He's the nice one . . . RITA POWERS is here recuperating from a serious operation in Miami . . . Mr. and Mrs. LOUIS STRAUSS are back in town for keeps. . . . Hazel GUILD, here divorcing LEO GUILD, will take an extended vacation in St. Louis, when her six weeks is up . . .

MONICA LEWIS, who sang so sweetly at the Persian Room in N. Y.'s plush Plaza Hotel, now dances delightfully at the Flamingo. Her quick change from bouffante gown to bathing suit has the audience oh-ing and eye-ing and whistling up a storm . . . Golf fans will have to just bask in the sun for one whole week. The Desert Inn Country Club will close it's gates to perfect the playing shape of the greens for the Tournament of Champions which starts the 20th . . . DOROTHY DANDRIDGE'S new act was arranged by RAY GILBERT, father of JOANNE of the same last name. Dorothy's knock-out wardrobe was created for her by Hollywood designer Howard Shoup. This information may mean nothing to the dahling reader, you've got to see and hear her and according to maitre d' DOUGLAS, of the Fron-

(Continued on Page 25)

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SOUTHWEST BEAT

. . . by CARL PAIGE

TV IN YUMA, 45 days from the date of this publication! Sets are being sold at a rapid rate. The network of aerials spread their spider-like webs over the town and Channel 11 becomes a reality with it being the "talk of the town!" Tests will precede the actual programming and, 60 days from now, KIVA will become commercial, and commercials from a national basis naturally because of rates, as in all communities of 100,000 population, and under, local advertisers find it's just not the dollar value thing to do. But it's coming and Yuma is excited.

The annual FAIR here a huge success! Truly a great show and one that Yuma can be well proud of. The mastermind behind it that did such a great job — KEN BAKER. Such outstanding acts were enjoyed as MARY HENRY, JOHNSON & BEALE, RAY VAUGHN, THE GRAHME TRIO and even a SKATING BEAR ACT! Thousands of dollars in prizes awarded, and a beautiful Queen, Lorraine Franklin, elected.

So, now with the FAIR gone, the next big community deal seems to be the annual ELKS MINISTREL! Dates are April 16, 17 and 18. Let's see our Las Vegas boys show up here at that time! Such good Elks that started in Yuma and should return for this event as OAKLEY TOWNSEND, "COCKY" FLOWER and MAC ENLOW. Plan to get tickets at DANIELS JEWELRY or the J & R Market. Thanks to RAY CUTTER for this info.

Entertainment locally stays status quo. Still the best is that CLEVELAND-NICKERSON TRIO at the San Carlos Hotel in downtown Yuma.

Business progress in Yuma: Announcement that DEL WEBB starts construction this week on 176 new homes was well received by all. Sorely needed, five model homes will be on display within 90 days. HUDDELSON'S new DRIVE-IN ready about April 12! In the new building on 16th Street, a new drug store, dress shop, and liquor store! Congratulations to PAUL MEEH on his beautiful new TV & RADIO shop on 16th Street. Paul pulled a real deal at the FAIR — he put the interested parties ON TV! Yes, with his new and special machine that was flown in, you could actually see yourself on television!

TRIP OF THE WEEK: Taken by several of our leading business men, a jaunt out to the YUMA TEST STATION proved very interesting. One of the outstanding things witnessed was a shell, frozen solid for 60 days, taken out of the refrigerated unit, slapped into the gun and immediately fired! This huge test base covers hundreds of square miles and is currently testing all types of machines and weapons for constant desert warfare.

It all started back during W.W. II when desert fighting prevailed in the Sahara.

I'm cutting the words short, in hopes that JACK and crew can get in either on my page or elsewhere in the magazine a picture of BARBARA ANN CROFT, Optimists candidate for the Queenship at the Recent FAIR.

Just to give you a good idea of the local talent, a fine, local gal currently employed at a local bank. In rankings she ran second for weeks and, in the final showdown, came in fourth out of 19 candidates. But the most outstanding news here is the Optimists, the sponsoring club, is the smallest club in town! Till next week on the SOUTHWEST BEAT.

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WHAT'S DOIN'?

(Continued from Page 13)

he new master of ceremonies and omedian . . .

GAIL ROBBINS has finally taken a acation from her extensive duties at he Hotel THUNDERBIRD. She left a ew days ago for a two weeks stay vith her mother and her daughter in Chanute, Kan. Daughter Susie has been taying with her Grandmother for some ime now.

The AMIN BROTHERS, who recent- y closed at the Hotel Sahara, join the General Motors Show in Los Angeles at the Shrine Auditorium and go on tour with that unit. These two sensa- tional performers will be back with us again in August.

Maybe by the time you read this Jack Snyder will be in his new shop. SNYDER'S is moving next door, you know. It will be 419 South Fifth now! He's gonna have all new fixtures and will do some of the best tailoring ever offered to Las Vegas residents. Of course, the materials will be the best money can buy!

I had the extreme pleasure of meeting Mr. TOSCHA SEIDEL a few evenings ago. He was in town visiting an old friend of his, MORRY KING, of the Star-Kings. Mr. Seidel is concert master of Paramount Studios in California. Morry had always wanted to study under this master, but it wasn't until after the war that he got his opportunity. Those of you who saw the motion picture "Intermezzo" would be interested to know that it was Mr. Seidel who did the violin work in that picture.

Thursday night, April 2, wasn't only a big night at the Thunderbird because of the new show opening; it was also the night of JOHNNY HICKS' birthday party. He was at the head of a table seating 15 of his friends, and was celebrating his eighth birthday. Even about the din of the rest of the entire room, you could hear the laughter of these children as they enjoyed their party. Belated happy birthday to you, Johnny (we Johnnys got to stick together!)

Just found out about another anniversary of two friends of mine. GLORIA and CHARLES LEVINE celebrated the completion of 10 years of married life the last day of March. Chuck is a "21" dealer at the Desert Inn. Belated congratulations, folks!

JIMMIE LEEDS puts on a pretty good act and displays plenty of versatility during the show at the EMBASSY CLUB in North Las Vegas. This guy sings, makes music with gadgets, plays harmonica and does a fine job of emceeing. Sexy REXY JORDON is the current headliner of the show, and life looms in the lights when spicy SHARON SUTTON is on. Music is by BOB LEE and his Band . . .

Well, folks, that just about closes this week's cataclysmic catastrophe at conjuring a column. (I hope my face won't be red when I find out what I just said!) Where's my Webster's that goes from A to Olaf? . . . See you all next week? . . .

Your ever lovin' . . . Johnny.

THE WATCHBIRD:

(Continued from Page 21)

tier, reservations are being made NOW. WOW! . . .

Rumor hath it that LOU SPENCER will quit tap-toeing with the Dunhills to take up ten percenting . . . and while we're on the subject . . . VAUGHN MONROE is giving up the band to do a single. He'll debut his new act at the Sahara June 30th . . . MARLENE DIETRICH and ROSEMARY CLOONEY have recorded a song entitled "Dot's-a Nice, Don't-a Fight." Wonder if the song's anyway similar to the old joke which inspired the title? . . . JANIE POWELL'S D. I. stint will be for four weeks starting May 12th. Audience can't get enough of her in two . . . TWA has a fat increase of eastbound fares from Los Angeles as a result of CAB's permission to unload passengers here . . . Flamingo Hotel did such a smash business with the tab version of "Annie Get Your Gun" they've decided to present four similar shows this fall . . . The VAGABONDS and CONDOS and BRANDOW will return to Vegas for the umteenth time August 25th. This time the Sahara has 'em . . . ABBOTT and COSTELLO, who have met quite a number of horrors on the screen, will meet Dr. Jekyll and Mr. Hyde in a film at U-I studios sometime in June . . .

SOMETHING FOR THE BOYS: The picture of bathing suit-clad MARILYN MAXWELL in the ad plugged her latest picture "Off Limits" is enough to make the whole U. S. Army go AWOL . . .

HERE AND THERE: LUD GERBER filed BETTY REILLY'S divorce complaint against CHARLIE BARNET, but considers it no chore since he's been Betty's steady squire-about-Hollywood. . . . Out of khaki in May is VIC DAMONE, and right into Bill Miller's Riviera the 19th . . . MIKE IRELAND'S TV debut on "Life With Elizabeth" drew raves for him, and craving to handle him from the ten percenters . . .

(Continued on page 28)

THAT'S FOR SURE:

(Continued from Page 9)

They say the life of a maitre d' is quite a simple one but we are not in accord with that opinion. PANCHO, who holds that post at WILBUR CLARK'S DESERT INN, shed five pounds during the rush of patrons to attend the JIMMY DURANTE show. Now it looks as though he will lose more weight during the run of the "Latin Quarter Revue." Well, Pancho, it looks as though people will always hurry to see good entertainers and beautiful women!

When autumn is in full bloom, you'll be able to purchase ETHEL BARRYMORE'S autobiography at your favorite book shop. The First Lady of the Theatre and Screen has compiled an enviable amount of anecdotes that are based on humorous incidents of her life as an actress. Of course, she is also including a few serious moments. That is one novel which will definitely find a niche in our bookcase.

Have you seen JACKIE KANNON at the FLAMINGO HOTEL yet? If so, you're familiar with the part that his lovely wife plays in his performance. When Jackie was appearing in MARTHA RAYE'S "Five o'Clock" Club in Florida he saw a gal walk past him and, without looking at her, surmised it was his wife. After all, who else is in the act? When it came time for him to turn to the lady, his mouth fell open in astonishment and he gulped for air. There before him stood Martha, looking as though Mrs. Kannon's costume had been painted on her. The audience howled and Martha, in a whispered aside, insisted Jackie go through with the act. He did! But, to this day, he wonders how he managed it. His innards hurt him from the suppressed laughter!

If you're fortunate to catch them at the right time, you'll discover the graveyard shift of the SANDS HOTEL puts on quite a little show by itself. The fellows who manage to inject a great amount of amusement into the wee hours of the morn are CHARLIE TURNER, SID WYMAN, CHUCK BENNETT and EDDIE LEVY. We aren't going to reveal any of their merry secrets but we certainly wish we could.

Even those busy oil wells couldn't keep RAY RYAN from entering into another venture. This time Mr. Ryan has purchased the EL MIRADOR HOTEL in Palm Springs. It seems that Ray is one person who can find time to do anything, even if it requires 20 hours of a day's 24.

BILL MILLER, whose Miami Beach Riviera had a losing season, despite

(Continued on page 30)

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

APRIL 27 THRU MAY 10
LIBERACE
THE FOUR ACES
MAY 11 THRU MAY 24
NAT KING COLE
DAVE BARRY

HOTEL EL RANCHO

APRIL 22
JOE E. LEWIS

DESERT INN

MAY 12
JANE POWELL
FRANK LIBUSE
DARVAS & JULIA

HOTEL SAHARA

MAY 5 THRU MAY 18
EDDIE ARNOLD
MAY 19 THRU JUNE 1
JAN MURRAY

THE SANDS

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

THUNDERBIRD HOTEL

APRIL 30 TO MAY 13
GORDON JENKINS

LLSWAY:

(Continued from page 11)

galleries, churches, ruins, etc., ough France, Switzerland, Austria, dy and Germany. Going Linjebuss like going in your own car without y worries.

And you can feel perfectly safe on SAS (Scandinavian Airlines), the LM (Royal Dutch Airlines), Air nance, and the British Overseas and itish European Lines. They are all eluxe with service, meals in courses, nes, and guided tours aloft. They are very bit as fine as any air services we ave in this country. And twice as easonable.

Eating and night-clubbing in Europe ll amaze you. Every meal is a thrill, erved off sterling by waiters that will ive you the same attention as if you re a VIP at the Stork Club in New ork. Nothing is served on the plate, ut everything is individually brought o your plate and served as if you were he only person in the place. Leisurely ining in elegant surroundings with ine music — that is your lot all over he old countries.

I almost forgot to mention the most nportant factor in making your trip success. Do not fail to avail yourself f all the services offered by the American Express in any city you happen to be in, excepting Oslo, Norway, nd there you can use Cook's.

Tell your friends to write you in are of American Express in the city ou happen to know you are going to e in at a given time, and when you rrive your mail will be waiting for ou. They will wrap and ship your urchases, check your baggage, cash our checks, make your reservations, lp you find lost luggage, passports, nd wallets, tell you the things to see, rrange trips for you to sight-see, rent ou cars reasonably — in fact they are our home away from home.

They are about what the American ed Cross was to us GIs during the ar in foreign lands. And the Ameri- n Express have tours around each y and it is in this way that you will ee completely and fully all there is to e in the territory where you are stopping.

I think without a doubt that the American Express Company is about he finest agency for travel in the hole wide world, and you will, too, fter you have once visited Europe.

Next week I shall conclude my column on Europe with a listing of the etter hotels, nightclubs and restaurants that you will not want to miss. And thus you will have a complete uide as to what to do, see and where o stay in all of Europe.

RENO BEAT:

(Continued from Page 19)

CLARENCE MILLER, veep of ESSANESS THEATERS. He's on the coast to see "who's new in 3 dimension films."

CURRENT SHOWS: The GOLD ROOM of the HOTEL GOLDEN opened Wednesday with a new show set for two weeks. Headlining is GEORGE DeWITT, comedy sensation of TV, and and that great singing comedienne, DOROTHY CLAIRE, plus the MARTIN BROTHERS and their marionettes; STERLING YOUNG and his Orchestra, and the 12 GORGEOUS Golden Girls.

In the THEATER RESTAURANT of THE RIVERSIDE HOTEL the show swings into a second smash week, led by JANE and BETTY KEAN, a great comedy singing act. These girls work very hard and have a fast paced act that keeps the audiences roaring from the time they are introduced til after the final bow. The TRIO BASSIS are in a definite class by themselves, doing the greatest footwork it has been our pleasure to see. The RIVERSIDE STARLETS, with the able assistance of GENE NASH, have two clever routines. BILL CLIFFORD and his orchestra play a great show. This show closes the 15th, SOPHIE TUCKER opens the 16th.

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

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PALIZZIO
also
Matching Accessories
Bilbray's
FINE SHOES
711 FREMONT STREET PHONE 1498

POP SQUIRES:

(Continued from Page 5)

ing which our sick Las Vegas was constantly losing strength, we incorporated the City of Las Vegas at a special election held the first day of June 1911.

We won a new doctor for our sick baby but it took a big fire which destroyed the Overland Hotel block where the Las Vegas Club now is, corner of Main and Fremont, to scare a lot of pusillanimous, misinformed and short-sighted people into voting for incorporation.

Now that we had a new doctor, sick Baby Las Vegas felt much better, although there were still rumblings through the bowelary contoddlements. We realized the truth (just as I hope the people of the bigger, stronger and more mature Las Vegas of today realize it) that we darn near lost our infant but now, again, we thought we had everything fixed.

All we had to do was vote bonds, sell the bonds and build our sewer system. The city commissioners held meetings to make sure, this time, that there could be nothing wrong with our sewer bonds when we voted them. The strike of 450 mechanics in our great machine shops came in September, making the situation worse.

On October 10, 1911, we again voted sewer bonds to build a sewer system, this time for $40,000 because of additional costs since the former sewer bond issue of $30,000 which would not sell—delays are costly. But our sick baby already felt better. The hope that this new medicine would relieve the rumblings in her bowelary contoddlements was, at least, very encouraging.

In March 1912 we won another victory—we thought. Mayor Buol went East and announced on his return that he had sold the sewer bonds. We were again quite happy for our sick Baby Las Vegas. But when the would-be purchasers sent their attorney to Las Vegas the sale fell through. Nothing in particular was the matter but Baby Las Vegas was too sick to be a good risk and again we were in one hell of a fix with no doctor at all on the case.

Well, along in the year 1913, a contractor came along and agreed to build the sewer system and take the bonds in payment and Las Vegas finally got relief from a serious ailment.

I am hoping that this now mature (I was tempted to say "overgrown") Las Vegas won't have to mess around five years to get a sewer system adequate for her needs, as we did 40 years ago. The $900,000 bonds which the people will have a chance to vote on is but a small amount compared with that $40,000 we voted back in 1912. one failure, and the delay it will ca will cost this community millions m than building the necessary sewer tensions at once would require.

las Vegas was helpless until we vided, on a small scale, those th which assure the growth of a city. delay of approximately five year getting our first sewer system cost Vegas probably a dozen times as m as if those long delays had not occur Any delay at this time in voting bonds will probably stop this aston ing growth of Las Vegas which, a all, is the only reason whe need m civic improvements.

If we delay, the rumbling and be aching in the bowelary contoddlem of Las Vegas will be hard to cure that cure will be expensive today course we will

VOTE THE BONDS!

THE WATCHBIRD:

(Continued from Page 25)

LOU WALTERS and GEOR BRANDT are in Hollywood to cast "Ziegfeld Follies" slated for fall Broadway . . . All the Romans wh written us lately say CARMEN M ANDA is a smash hit in Rome . . .

TONY and EDDIE, the eastc counterparts of DOODLES and SK TER are on the bill with the weep" or JOHNNY RAY at the Lon Palladium . . . LEONARD GO STEIN will be profiled in the Esquire under the title "Million Do Kettle Drummer" . . . SHELLEY W TERS is rhapsodic because her V TORIO will arrive in Hollywood to her and the babe at the end of Ap He's also there to start "Rhapso with LIZ TAYLOR . . . CHARLES C BURN is sporting a polaroid mono The better to view 3D pix . . .

LITTLE SHUT-IN DEPT: AL LADD is out of that British Hosp and back to work on "Sea Devils." broken pinky has healed nicely tha you . . . AND . . . CORNEL WIL ruptured a vein on the "Saadia" lo tion at Marrakesch, lugging YVON DE CARLO into a cave . . .

"FABULOUS LAS VEGAS"

★

$5.00 PER YEAR

CAN'T HELP THINKING:

(Continued from Page 18)

DIMENSION AND HEART TO A PERFORMER. IT'S THE DIFFERENCE BETWEEN A NAME AND A STAR. As I wrote in a previous column . . . A name is one thing and a star is another. A name can happen overnight. A star builds. In this day and age it is ONE RECORDING and you're made! A star has to slug it out with realities. A star shines more brilliantly for having had that very struggle. The seemingly interminable, endlessly-plodding trek to the heights, give a BORN TALENT a sheen, a luster. EXPERIENCE is the master guide. But EXPERIENCE can also get out of hand. CONTROLLED EXPERIENCE is one of the heart beats of a true and lasting success. I feel that Lisa Kirk, Giselle McKenzie and a few others who have a lot of talent and "what it takes," form a group of relatively young people, racing for a goal they haven't had exercise enough to achieve properly — with any lasting distinction. They have made the "big time" so fast. Where are they going?

Television? Well, it's here to stay. My writers thought it was a funny joke when they made up a line about "Sosenko took Hildegarde out of New York until television blows over." Some fun! Who's laughing? Not the writers. Sosenko!

Television was intended to be here to stay . . . but you can't give talent out to millions of "button-pressing people" . . . all on the cuff, yet . . . and expect unrelieved enthusiasm year in and year out for $2.00. We have fabulous critics to ADVISE THE PUBLIC HOW to spend the money — and what show will be an intellectual force or will tickle a funny-bone. Can you imagine a United States with hundreds of thousands of critics, all sitting at home, looking at one show after another, week in and week out? I can. I have seen them in my travels around the land. You'd be amazed at the O'Connors, Browns, Goldbergs, Poupoulises, Wong Hows, et al. — who are all top drawer critics for their neighborhoods. You'd be amazed how many lay critics criticize John Crosby, who gets paid to review what the public sees for nothing.

It is my opinion and I CAN'T HELP THINKING that television will create very few lasting personality stars. Not in its present form. There is talk of television before audiences, which will be televised to other towns, at the same time. THAT'S DIFFERENT! Then performers will have had the opportunity to play before many types of audiences. Even so, a high style performer, whose gifts for entertaining are unique, should temper his enthusiasm for T.V. A great artist MUST HAVE STYLE. STYLE IS AN EXCITING, INTANGIBLE THING, PECULIAR ONLY UNTO THAT PERSON WHO HAS IT. But, I'll make one bet . . . the bet is: If you throw high style talent around willy nilly, week in and week out, FOR FREE — VIA MECHANICS, the elegance of the very world STYLE will disintegrate into "CORNY."

"CORNY" in my parlance isn't what most people THINK IT IS. To me, "CORNY" is CHEAP. An old song of 1918 vintage isn't corny because it is old. It has the style of another era. There are, however, lots of cheap songs which, in any year throughout the ages, will remain cheap. Then again — not to seem to "non sequitor" . . . keeping to the point . . . you can cheapen a rare talent by abusing the use of the talent.

Theater is exciting and wonderful only when it is illusion. Television and radio have destroyed much theater illusion. The movie industry has been frightfully over-publicized via stars who think it chic to be home bodies. They want to be human and "everydayish." Then, why should Mrs. Jones spend movie or theater money to see what she rubs elbows with all day long; to see what she, Mrs. Housewife, is gifted and better at being?

It's the under-statement of any year. But I am quite opinionated. Yet I try to be removed, detached, understanding. I am a director-producer of theater . . . at heart. I can't kid about my profession. I can be hopeful about its possibilities if and when artists, writers, all theater people, face realities. I cannot be mad about a theater which is incredibly difficult to define these days.

A play opens on Broadway . . . Never meant to be a message play . . . so the critics double talk a review about how "it lacks clarity, mood, tempo" . . . etc. . . . A message play opens on Broadway . . . A lot of heart went into it. A few men, tired of it all, having seen a lot of foolishness, too, take their "mental and spiritless" fatigue out on a gullible public, by double talking a review on the idea that "the world is weary of messages. The author meant well but he was diffused when he thought his theme out. The author did not integrate enough the realities of what he saw and felt to coincide with the realities of what the critic thinks are realities, according to HIS CRITICAL THINKING . . . etc. . . . etc. . . ." And so it goes. Plays open and close, leaving many a first nighter baffled by it all.

Yes, it is indeed a confusing world of

(Continued on page 30)

I CAN'T HELP THINKING:

Continued from page 29)

theater today. It is such a fast world, nobody wants to take time out for experience. Everybody wants a big deal in a fast hurry. Money must be made to keep up the interest of the investor . . . and made fast! The investor . . . Bless him . . . thinks he is in the canning business or the dress business. The investor deals with "things" before he gets to people. Theater is "people dealing with people." That, brother, is a big parlay. That's why I envy animals. Their lives are so much less complicated.

Television is a money thing. It is a mechanical device, intended originally to make TRILLIONAIRES out of everybody interested in it. Nobody took time out to remember that because "so and so" was hot stuff on the stage, "so and so" might conceivably NOT BE SO HOT on television. This is the platinum age of the mechanical media. It is taken for granted that what "goes" on a record MUST BE PHENOMENAL in person or on television. With a hefty thanks to a few far-seeing press agents who know how to create ersatz human values, claques have done a bravura job. But, such highly touted "personalities" have had such a PLETHORA of ups and downs, it proves my point. One medium has nothing to do with another. It proves another point . . . EXPERIENCE IS HERE TO STAY . . . regardless of what any of us think. We can't brush it off.

Television is a fabulous current events medium . . . and will always be more exciting when live performances come through. There is something about "immediacy" which enchants the public, mistakes or no mistakes. The public would rather have a star blow a line than live through life, looking at film, carefully edited. Mistakes are not poison. Life is a combination of trial and error. Fine theater people glamorize error . . . make it less formidable. So much of life is a mistake. Why on earth do they have to edit every reality via film and why can't television be television? Seeing it happen when it happens?

I don't take this out on Hildegarde, folks. This is Anna Sosenko, manager-producer-director . . . or what have you . . . writing and THINKING OUT LOUD. People have warned me against writing my honest thoughts. They have said it would reverberate to the disadvantage of my star, whom I manage and direct. I have more faith in people. These are my own personal thoughts . . . and I CAN'T HELP THINKING. I make mistakes. We all do. I think badly at times. We all do. The whole id is to be realistic . . . constructive . to try to avoid unnecessary error. I a good idea to study each othe thoughts. Libraries are full of boo which are nothing more than an e change of ideas. Right or wrong, least I think!

THAT'S FOR SURE:

(Continued from Page 26)

EDITH PIAF and RAY BOLGER a pearances, has booked the entire sho of their rival VAGABOND'S CLUB f the HOTEL SAHARA for two week beginning August 25. The Vagabond whose club was the most successf in the Miami area this season, will t supported during the heavy Labor Da booking by STEVE CONDOS and JER RY BRANDOW, comedy dance and i strumental team; violinist MARI NEGLIA and Boston ballerina MAR THA ANN BENTLEY.

Friends are of the opinion that IN GRID BERGMAN may be heading f retirement. None of the films in whic she has starred for her director-hus band ROBERTO ROSSELLINI ha evoked much critical acclaim or pub lic interest. Hence Miss Bergman i considering retirement in order to con centrate on being a wife and mother.

Well, it looks as though our type writer keys became slightly befuddle when we reported on the bowling re sults of the state tournament last week The HOTEL ELWELL men's bowlin team scored the first 1000 scratch gam ever rolled on Elko alleys. In las week's issue we left out one ciphe making it 100. Quite a difference, e fellows?? Sorry!

BETTY GRABLE has lost six pound and looks wonderful in her new film "How to Marry a Millionaire." Othe actresses are worried some because new three-dimension photography system add several pounds to a person on th screen and make legs appear large than they actually are. Looks as thoug the studios will be favoring slimme actresses from now on.

Big-wigs of the DESERT INN ar making plans for a gala water show to be presented when the outdoor danc pavilion is completed. They hope t engage such popular swim stars a ESTHER WILLIAMS and JOHNNY WEISSMULLER. It will be reminis cent of the New York World's Fair Such a plan of entertainment would give the management an opportunity to enlarge the Painted Desert Room while having the shows outdoors.

We won't mention the sum but will leave it to your imagination. When DOROTHY CAHOON'S husband told

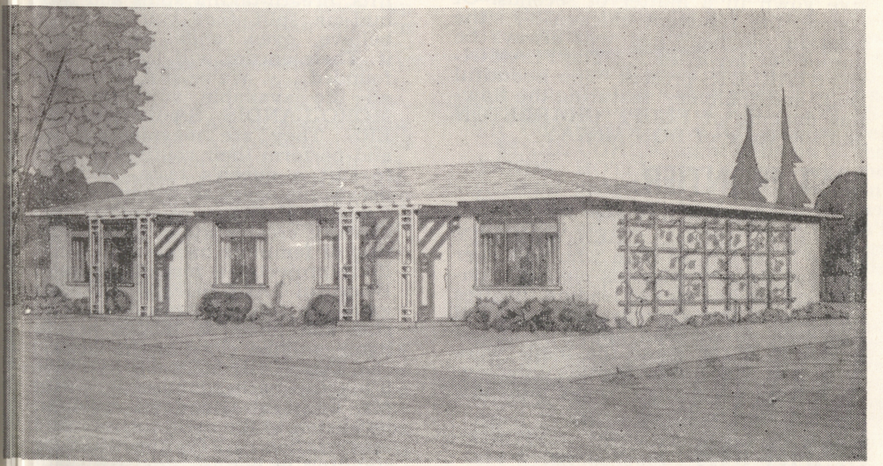
(Continued on Page 33)

ONE OR TWO BEDROOM

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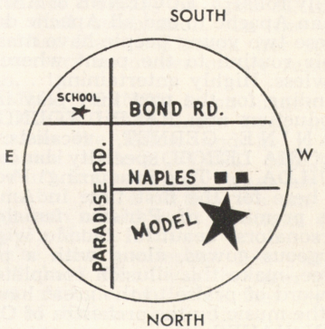
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FLAMINGO:

(Continued from page 15)

girl for him, but not forever!! She finishes by doffing her beautiful gown, exposing her beautiful gams, and tripping the light taptastic to the rhythm of off-beat audience handclapping . . . Those loud reports heard from the Flamingo Room are laugh repercussions caused by a cannon with a "K" . . . JACKIE KANNON is a fast and clever comedian! With the assistance of his "Mrs." he very cleverly "bolts" her beautiful body with four yards of material, framing her form in an attractive gown in a matter of seconds. Of course, the reluctant chicken . . . the "egg in the bag" gag will always be one of our favorites . . . The FLAMINGO STARLETS present "You Beautiful Doll" and "Salome," featuring the flawless dancing of FLUFF CHARLETON and the voice of DON McKAY . . .

LAST FRONTIER:

(Continued from page 15)

more of his antics . . . BEN WRIGLEY is the loose-jointed man who will ever astound viewers with his physical contortions. He has played leading theatres throughout this country, England and Australia. When Ben appeared on Ed Sullivan's T. V. show the mails were congested with letters for this unbelievably supple comedian. Don't miss this show!

DESERT INN:

(Continued from page 16)

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 (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.

THE SAHARA

(Continued from page 16)

acrobatically-inclined damsel. Whe these funsters are onstage, look ou Anything can happen and you'll be su prised at the results. If you see bodi flying in all directions you'll know th Warren, Latona and Sparks are goi through their speedy paces. How hear can a person laugh? You'll find out . HOLGER and DOLORES are a dan team of international fame. The gentl man and his beautifully-proportione partner unveil feats that are actuall amazing. They specialize in dangero lifts, breath-taking spins and there's mid-air split that you simply won believe, even while you're watchin it. Their encore will leave you dumb founded . . . We've just about used all the available adjectives for th MORO-LANDIS SA-HAREM DANC ERS. They are magnificently supe and perform their routines in costum to suit a queen's taste. MR. MOR proves his adept showmanship with h sensational sense of production. H cleverly creates a Hollywood film se ting of feminine background while M Eddy projects his magnificent voice . Beautiful GALE SHERWOOD lends h exquisite voice in support of the scre star and looks as though her futu home will be close to the film capi . . . The FOUR MEN OF NOTE wea a magical background of vocalizing Mr. Eddy, also, and we couldn't h but listen to the audience remark of appreciation . . . Petitie A'NEE is o standing in her featured spot with t Sa-Harem Dancers and leaves an i pression in the midst of this list outstanding showmen . . . CEE D VIDSON and his ORCHESTRA of music that is nonpareil and proves ultimate in blended continuity.

SANDS HOTEL:

(Continued from page 16)

youngster climbing an apple tree. red hair and freckled face best den his ability to charm everyone wit the radius of his voice. The guit strumming lad tosses off a parade songs with the aplomb of an adult. sings with remarkable ease and to in a few humorous quips that end him to all . . . SENOR WENCES his outstanding feats of ventriloqu will always cause the rafters to with peals of hilarity. His individua developed personalities seem compl ly realistic when his voice-throw creates life within them. Who else focus complete attention upon an im composed of a painted hand and Bu Brown wig? This man is a maste his profession! . . .

THUNDERBIRD:

(Continued from page 17)

beautiful low tones and marvelous breath control! Can sing with a beat or do a ballad with great feeling. You'll like Betty Clooney! . . . "The Fabulous Fingers" of IRVING FIELDS at the piano are backed up by the equally fabulous talents of HENRY on the bass, and MIKE, on the drums! The IRVING FIELDS TRIO practically stops every show! I like their "St. Louis Blues"!! . . . JOHNNY CONRAD and his DANCERS are one of the finest groups of its kind that we've seen. Johnny is outstanding in his tap dancing. Each tap is rapid and clear. The four girls in the group seem each to be a perfectionist; their every movement is so coordinated that they all four seem to move as one . . . The KATHRYN DUFFY DANSATIONS are in a springtime mood and present a production based on "Apple Blossom Time" which features the dancing of CHRISTINA CARSON and the fine voice of BARNEY RAWLINGS, blended with those of the NORMANDIE BOYS.

EL CORTEZ:

(Continued from page 17)

for some laughs . . . LOU and SUE SMITH are two attractive young ladies whose singing and dancing have proved them to be certain star material in the not too distant future. This is their first appearance in Las Vegas . . . This is also the first appearance in Las Vegas for the dancing feet of DAVID POWELL. From all we have been able to find out about this young man, we believe that he is also quite a comedian . . . Held over indefinitely is the Dixieland music of GEORGE DeCARL and his Orchestra.

SILVER SLIPPER:

(Continued from page 17)

around these days with prismatic pates! 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 . . . Newest addition to this new edition of Silver Slipper shows is the puppets of RUSS CLARK. In his manipulation of these little people you will find some real enjoyment . . . especially the drunk and the stripper!! Also appearing in sketches and blackouts throughout the four nightly shows are JIMMY CAVANAUGH, B. WILLARD, members of the Jesters and line.

THAT'S FOR SURE:

(Continued from page 30)

her he would give her a certain amount of money in exchange for her giving up the nicotine habit, the lovely redhead wasn't certain of living up to her end of the bargain. However, her determination brought her to the victor's circle and Dorothy is now happily engaged in planning a new wardrobe while her hubby checks the customers at his MOTOR-VU Drive-In Theatre.

LES SCHWARTZ (of General Auto Sales) is a mighty happy young man. He is proudly squiring his friends MR. and MRS. JEROME KIVETT of Kansas City. The Kivetts are having a fine time, with Les as their host. Aside from renewing this staunch friendship, the visitors from Kansas City are attending the Plastics Convention in town. Mr. K. is the owner of REGAL PLASTIC COMPANY. Have fun, nice people!

EDDIE COHEN, night bellman at the SANDS HOTEL, is buying all the youthful gadgets he can find in town. His little SALLY ANN celebrates her birthday on May 2 and Dad just can't seem to find enough interesting things for the youngster. Miss Cohen attends the MOTHER CABRINI School in Burbank, Calif.

As we go to press we understand that MAXINE and BILL KOZLOFF (of the HOTEL LAST FRONTIER) are planning a Bar Mitzvah for their son, STEVE. The event will be held on April 10 at the JEWISH COMMUNITY CENTER. DR. and MRS. SCHALLER are flying in from Pennsylvania to attend the momentous occasion.

A Hollywood trade paper reports that a national meat organization is up in arms because MGM's "Confidentially Connie" tells humorously of the problems of a young wife whose doctor orders her to buy lots of red meat, while awaiting the stork. But, she can't do it because meat prices keep rising and her income doesn't.

We want to extend early congratulations to BEATRICE KAY, who celebrates her birthday on April 23. It will be a dual celebration. On the same day Miss Kay will mark her second anniversary as owner of her ranch in Reno.

JIMMY VERNON is no longer with the DESERT INN. Lady Luck smiled down on the fellow and he is now associated with HOWARD HUGHES. We don't know exactly what his new job is but we're certain it's one that many men would want to attain. Good luck, J. V.!

We're just wondering. Did you see that flicker? What was the tiger doing at an altitude of 19,700 feet on the peak of Kilimanjaro? He must have taken the wrong path . . . and that's for sure!

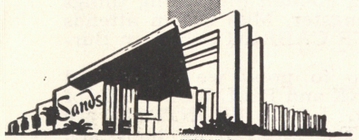
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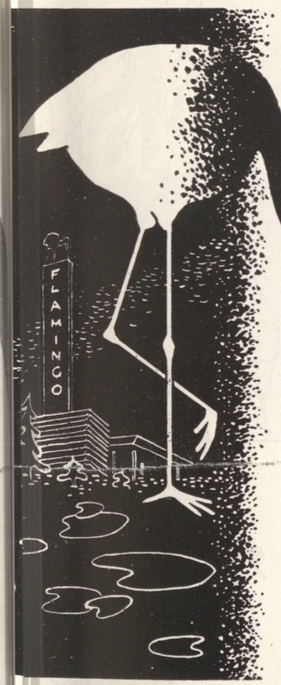
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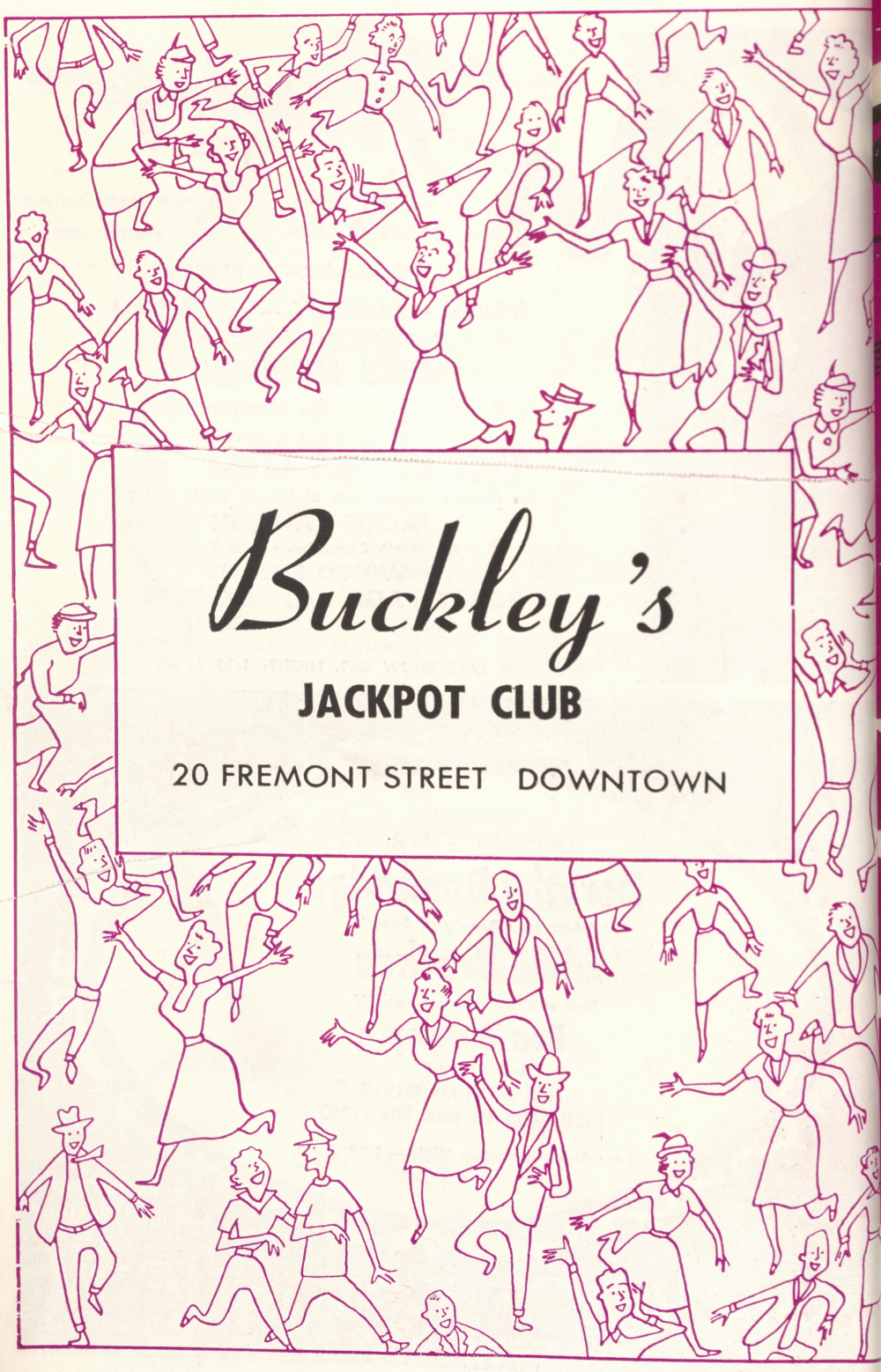
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