

ck Bortez'

APRIL 11 1953

# Fabulous LAS VEGAS

m a g a z i n e



SPECIAL IN THIS ISSUE  
WHAT MAKES TALENT?  
WHAT MAKES IT GREAT?  
READ

I Can't Help Thinking  
BY ANNA SOSENKO

15¢

IN THE OPERA HOUSE-THEATRE RESTAURANT



— NOW —  
**ABBOTT and COSTELLO**  
**JON and**  
**SONDRA STEELE**  
THE MAXELLOS  
DOTTIE DEE DANCERS  
BOB ELLIS AND ORCH.

Show Times 8:30 p. m. - 11:30 p. m.—Never a Cover or Minimum  
For Reservations Phone 1300  
Extra Late Show Saturday Night—1:15 A. M.

HOTEL  
**EI RANCHO VEGAS**  
"Stop at the sign of the windmill"

NEVER  
A  
COVER

NEVER  
A  
MINIMUM

NOW IN THE RAMONA ROOM . . .

**Dorothy Dandridge**

"American Beauty of Song"

**Eddie Bracken**

Star of Stage, Screen and TV

**Ben Wrigley**

"Jest Arrived"

THE DEVLYN GIRLS

BOB MILLAR and His ORK

Late Show Saturday Night — 1:30 A. M.

SHOW TIMES  
8:30 & 11:30 PM

PHONE 1800  
FOR RESERVATION

Hotel **LAST FRONTIER**  
LAS VEGAS, NEVADA

FABULOUS LAS VEGAS

— 2 —

APRIL 18, 1950



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

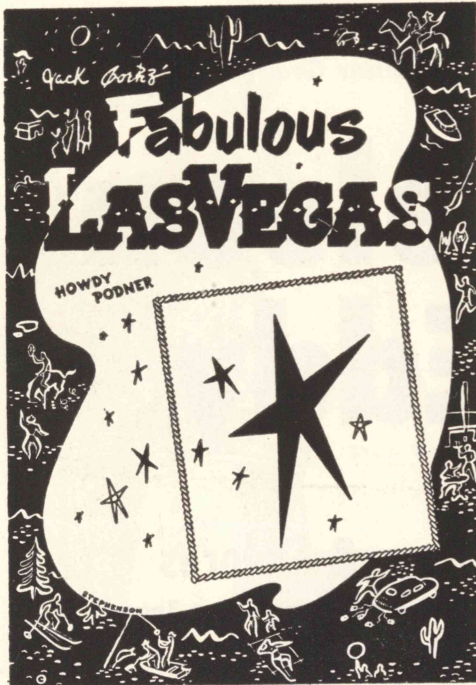
George Moro

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. 2

APRIL 18, 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

I CAN'T HELP THINKING by ANNA SOSENKO

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ADVERTISING—JOHNNY UHLMAN

JACK CORTEZ, Editor and Publisher

Subscriptions \$5.00 per year

MAILING ADDRESS: P. O. BOX 748

LAS VEGAS, NEVADA

OFFICES OF PUBLICATION

231 NORTH FIFTEENTH STREET—PHONE 4922

707 EAST OGDEN AVENUE—PHONE 4330

Wheat

PRINTER—PHONE 4330



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FABULOUS LAS VEGAS

— 4 —

## HIGH SPOTS

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

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

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

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**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



LOOKING BACK to the special election of June 1, 1911, when Las Vegas finally won the right to incorporate and manage her own affairs, it seems that our town was always up against a crisis. We might look forward to the probable growth of the city and the fulfillment of our hopes, but we seemed never to make any provision for the things we knew we must have until dapped in the face by a crisis.

At that time we were being slapped severely and frequently, and our efforts to remedy things generally fell flat. Our town was then six years old and in spite of our protecting care she resolutely refused to grow up and behave like a lady.

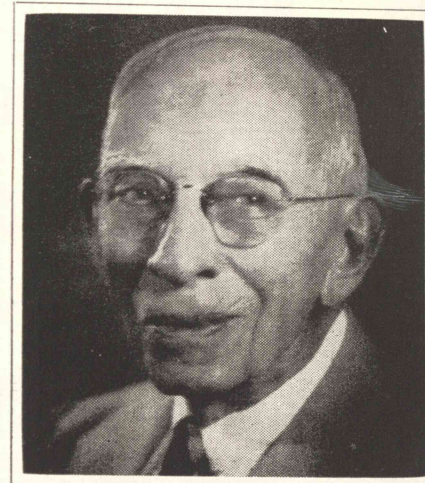
Our surface water supply from wells only six or eight feet deep, on which a considerable part of our small population were forced to depend, was becoming contaminated by the cesspools on which we had been forced to depend for removal of our refuse. Sixty-four cottages recently erected by the railroad company for use of its employes provided a pressing demand for a sewer system. Our bond issue of \$30,000, which we had voted while still an unincorporated town governed by the county commissioners, would not sell. There was nothing for us to do but incorporate the city (if we could) and then vote sewer bonds (if we could), and then sell the bonds (if we could).

We could hardly believe it true that quite a percentage of the Las Vegas people who owned unimproved lots strenuously objected to the proposed bond issue because they would be taxed to pay for sewers which their vacant lots did not need.

However, we felt greatly encouraged when that election of June 1, 1911, incorporated the city and adopted the proposed city charter, with 168 in favor to 57 against, and elected that enterprising fellow Peter Buol mayor.

But the crisis was still with us. The crucial task now was to vote \$40,000 in bonds and finally the election was set for Tuesday, October 10, 1911. One hundred ninety-four votes were cast, out of which only 11 votes were cast against the bond issue at that election and we were elated. It seemed that we had Old Man Crisis walloped at last. Looking into the near future, we could see clear sailing — all we had to do was to sell the bonds and build the sewers.

After trying ineffectively to sell the bonds through the usual channels of financing without success, the an-



nouncement was finally made March 30, 1912, by Mayor Peter Buol that Milwaukee men had agreed to buy the bonds and rejoicing was great in Las Vegas.

But again the deal fell through. There had been so much hemming and hawing on the sewer bond problem that financial institutions assumed that there must be something wrong with the bonds or with Las Vegas and wanted nothing to do with us. Since the first attempt to sell bonds our credit had steadily fallen. Our growth was at a standstill and about all we had left was our hope for the future.

Finally an institution named American Light and Water Company presented a complicated proposition to the city which provided that the company would furnish some items of equipment for the job, and that the city would operate the equipment and do the work and that the company should receive bonds for the use of the equipment—I read the thing over a dozen times and was never able to understand it. Neither, as far as I know, did the city officials, but we were in a trap and had to wiggle out some way.

That fight of several years for the means of city existence cost us more, I am sure, in excessive expense of doing the work and the approximately five years during which our growth was stunted and would-be settlers were

(Continued on Page 33)

FABULOUS LAS VEGAS

— 5 —

APRIL 18, 1953

APRIL 18, 1953

just for fun... come to the Riverside

IN RENO

**SOPHIE TUCKER**

BILL CLIFFORD AND HIS ORCHESTRA

LOVELY RIVERSIDE STARLETS  
A MORO-LANDIS PRODUCTION

YOUR HOSTS: MERT and LOU WERTHEIMER



Nevada's Most Beautiful  
Ladies' Shoe Salon

**I.M. Miller**

DAVID  
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mademoiselle

PALIZZIO

also  
Matching Accessories



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# RANDOM THOUGHTS

. . . By B. B. BARTON

**I**N THE DAYS when mob riots were sponsored by various racketeers, most of the front-page gangsters were so publicity hungry they would toss money around as though it meant nothing. This form of generosity was always performed if the "boys from the mob" thought it would pay off in terms of publicity and their being labeled "good guys."

Somehow or other, generosity seemed to have a placating effect on the conscience of the man who lived outside of the law. This money, stolen from others (in one form or other), was given to the needy or to foolish people who idolized those who "took what they wanted."

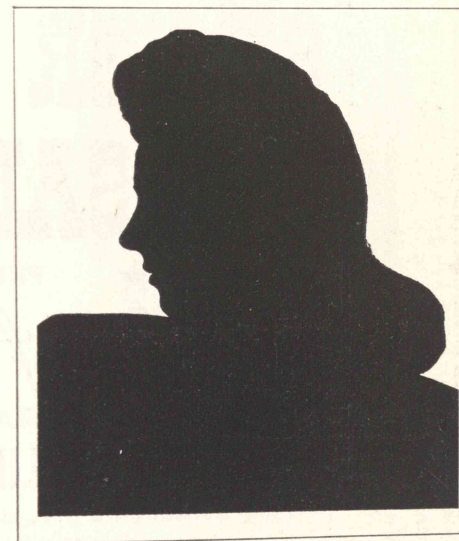
Al Capone had one habit that undoubtedly endeared him to many. He purchased cartons of diamond-studded cigarette cases—made of platinum. Each bore the inscription: "To a pal— from Al." It wasn't unusual to see a street cleaner or a grocery store owner with one of these expensive gifts in his possession.

The story is also told about a certain nefarious individual who owned a fleet of taxi cabs. The questionable gentleman boasted about how much his chest expanded when he gave free rides away. The rides were for poor, elderly women who wanted to attend funerals of friends but didn't possess the tariff to ride to the resting grounds.

Did you ever hear tell of the little business that "Goldie" Jones worked up for himself? It was back in the days of the untamed Alaskan gold rush. "Goldie" had a hankering to build a vast fortune for himself with as little effort and financial investment as possible.

Mr. Jones' headquarters consisted of all the local saloons. He would frequent the "spittoon saloons" in search of likely prospects. In those days (as in these) the prospects were better known as suckers. When "Goldie" thought he had an easy mark, he would act most secretive and show his "customer" a bag of gold dust. During the course of a whispered conversation, the unsuspecting chap would learn that the dust was stolen and that "Goldie" would part with it for half its actual worth. Of course, "Goldie" paid for the drinks with the gold dust, insuring its authenticity.

When the prospect was convinced, "Goldie" would hand him a bag, in exchange for a goodly sum of cold cash.



There was one little catch. The bag contained brass filings—not gold dust. Alas and alack! Poor "Goldie" joined his ancestors one sad day. He unwittingly tried to use the same underhanded tactics on one man for a second time and was sent on his last ride, via the lead trail.

A more recent anecdote from the police blotters proves a bit more humorous. One rather seedy fellow was taken to the station house. Seems the officer who brought him in believed the fellow guilty of picking pockets when he didn't think anyone was looking. This time the charge was stealing a watch. They searched the suspect quite thoroughly but couldn't locate the timepiece. Then one of the officers present had a sudden thought. The culprit was taken to a doctor's office, where he was placed in front of an X-ray machine.

Right in the center of his exposed skeleton, the pickpocket had a watch, ticking merrily away. He suspected he would be apprehended and could dispose of the item in no other way than by swallowing it. Well, that's one way of getting rid of the evidence. But— isn't that pretty painful?

NEW SHOW  
10 — BIG ACTS — 10

# SILVER SLIPPER SALOON

★ PRESENTS ★  
*"Follies of Hollywood"*

STARRING  
**MILLIE DAVIS**

Sensational T.V. and Radio Blues Singer

**RUSS CLARK**

"Stars on Screens"

**SPARKY KAYE**

"Silver Slipper Favorite"

**BEAU JESTERS**

"Tops in Melody"

**JIM CAVANAUGH**

"When Irish Eyes Are Shining"

**HANK HENRY**

"The Comedian's Comic"

**GLORIA PALL**

"Glorious Glamazon"

**BILL WILLARD**

"Ham, Incorporated"

**HOLLYWOOD PALOMINOS**

"5 De-Lovelies, (M-m-m-m-m)"

**GEORGE REDMAN**

And His Music of Meaning

# SILVER SLIPPER SALOON

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NO COVER — NO MINIMUM — PHONE 1800

FREE PARKING FOR 1500 CARS

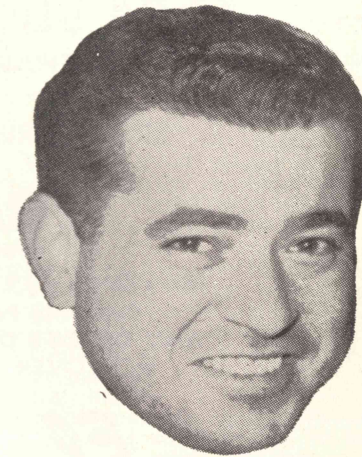
# THAT'S FOR SURE . . .

by JACK CORTEZ

**T**HAT WAS ON APRIL 23, 1949, that our publication made its first appearance. Looking back at that first issue, we very clearly recall all of the effort and time that went into the birth of our "baby." Even though we are still experiencing growing pains, we are humbly grateful to the many subscribers, advertisers and supporters who have enabled us to pass through the various stages of growth and who have taken time out to send literature, containing welcome words of praise and constructive criticism. These letters and notes are in our personal files and will always be treasured by us. We also feel deeply indebted to Marc Wilkinson and his staff who do such an admirable job of printing our magazine . . . Two years ago, BENITA GOFFSTEIN was born. She is the daughter of BEN GOFFSTEIN of the FLAMINGO HOTEL. On her first birthday we chose Benita's picture for our front cover. Somehow, we couldn't think of a better subject to feature on our April 23 edition, considering her birthday was ours and vice versa. Although this anniversary edition is dated five days earlier, Benita is helping us once again by allowing us to use her adorable features on the face of this issue. We can only hope our publication will continue to grow as gracefully as Miss Goffstein and develop with equal attractiveness. We are mighty proud of our chosen guardian angel and extend the happiest of birthday wishes to Benita Goffstein. With a bit of prayer, earnest consideration, breathought and a bit of luck, we will join Benita in another dual celebration in 365 days . . . and that's for sure.

Just a gentle reminder to all of you who are planning to attend the VARIETY CLUB'S Dinner and Benefit Show at the HOTEL SAHARA, Monday, April 20th: There are only approximately 250 tickets available to the public, at \$12.50 a person. If you haven't made final arrangements to attend this affair yet, we'd advise that you do so the very second you see this item. TENT NO. 39 will hold its induction of officers at this gathering. You will be treated to an all-star show, including the headline entertainers from our local shows. WALTER WINCHELL will be present to receive a solid gold lifetime membership card, as a member of Tent 39. This promises to be one of the most gala events of the season and should be a must on everyone's list.

This office has been receiving a vast amount of sensational publicity re-



leases on MARIA NEGLIA. She is the 19-year-old violinist who made her debut in Florida in the not too distant past. Critics couldn't rave highly enough about her talented program. We will be able to see Miss Neglia when she appears to fulfill a contract with the HOTEL SAHARA at a later date.

Pat "Ercil Twing" PATRICK has decided to invade television from a new angle. He is now a writer for top comedy shows. If his writing is as funny as his nightly entertainment at HOTEL EL CORTEZ, Pat's talents will be very much in demand.

Just about two years ago KELLY NAPLES decided to leave the operation of his Long Beach restaurants and bars in the hands of his manager, in order to relax in the rays of our famous sunshine. Apparently the short vacation made a definite impression upon Mr. Naples. Seven months ago he returned to our fabulous town and purchased a large quantity of property on Paradise Road, near Bond Road. Although that section was still considered desert land, Mr. Naples displayed an amazing amount of foresight in making this choice. At present, duplexes are being constructed on the site of his property, on a road named in his honor, Naples Drive. At the completion of this project, Mr. Naples plans to begin the erection of quadruplexes. Each of these will contain one bedroom. The tenants of the quadruplexes will have their own

(Continued on Page 27)

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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)

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

**GEORGE DeWITT**  
TV COMEDY WIT  
**DOROTHY CLAIRE**  
SINGING COMEDIENNE  
**MARTIN BROTHERS**  
AND THEIR MARIONETTES  
**Garwood Van and His Ork.**  
12 — GORGEOUS GOLDEN GIRLS — 12  
Continuous Entertainment from 4 P. M. — Julie Lloyd • Don Palmer

Terrace Bar  
Coffee Shop  
Slot Machine  
Bar  
Casinos



**HOTEL GOLDEN BANK CLUB** Bill Graham Managing Director

YOUR  
LOCAL  
CREDIT  
JEWELER

**Bond's**  
Jewelers  
"HOME OF QUALITY DIAMONDS"  
**300 FREMONT ST. LAS VEGAS, NEV.**

PAY AS  
LITTLE  
AS  
\$1.00  
WEEKLY

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

**I**'VE BEEN ASKED so many questions about what makes talent, what makes it great and is there much talent around . . . I have decided to answer some of the questions and bring out the SALIENT points once and for all.

I have said in previous articles that "TALENT IS BORN. Nobody MAKES talent. There is a lot of it all around us. Most talents never get to first base. A great many talented people get their feet wet in theatre, but don't go far enough for many varied reasons. Many talented people make theatre their lives and make hit and miss livings over the years. It is in their blood. They are featured players . . . not stars. A great many continue on as bit players for theatre is their blood too. Relatively speaking there are very few stars. Remember, also, part of stardom . . . the most important part . . . is BOX OFFICE! Countless talented people who seemingly have everything . . . haven't that magic something required to fill the coffers of theatre cash registers.

It is important to report that many, many of these people become bitter and caustic toward theatre. They feel they have as much talent if not more . . . than so and so, who is a star. They convince themselves that "but for the grace of God there go I" . . . or that the big star attraction is "lucky" because he has so and so for a manager and so and so for the agent who spends a lot of time on him. The reasons go on and on.

Long ago, a dear friend of mine . . . the famous doctor and editor, for thirty five years, of the American Medical Association Journal taught me a very important word . . . SERENDIPITY. I CAN'T HELP THINKING SERENDIPITY is the most important word in any man's language. I won't give the Oxford Dictionary definition for it is too long and esoteric. Dr. Fishbein explained it to me much more simply by saying SERENDIPITY means THE LUCKY BREAK. THINGS WHICH HAPPEN ACCIDENTALLY" BUT OF WHICH SOME PEOPLE "TAKE WISE ADVANTAGE." HIS EXAMPLE WAS SR ISAAC NEWTON WHO "HAPPENED" TO BE SITTING BENEATH A TREE FROM WHICH FELL AN APPLE. IT PROVOKED HIS THINKING TO THE EXTENT THAT HE SUBSEQUENTLY DISCOVERED THE LAW OF GRAVITY. He took advantage of a SIMPLE accident and made

one of the great scientific contributions to the world.

SERENDIPITY . . . then . . . is TAKING ADVANTAGE OF A LUCKY BREAK. It applies to talent thusly. All people—including talent—don't leave this world not having had a break. A THINKING talent thinks in terms of bettering himself at ANY AND ALL COSTS. A THINKING talent uses to extreme advantage such breaks which may add a facet to their talent . . . irrespective of cost. He intuitively feels so and so will make a fine personal manager and cooperates with the personal manager irrespective of any and all problems. He realizes that you cannot by-pass an agent. Agents are the clearing houses of the theatre. They have their tentacles spread out in every direction and have access to any and all kinds of work. Agents are NOT PERSONAL MANAGERS and none that I have ever known SAY THEY ARE. They ARE NOT supposed to be nursemaid to any talent. It is NOT THEIR FUNCTION to live, breathe and worship the artist OR the star. Some of the agents in big companies have a genuine love or affection for a star and give of their services over and above the call of duty to the definite advantage of the star and to themselves. It is nothing any talent should honestly demand. That is a dividend a talent MAY EARN. The LUCKY BREAK, THEN, is that the aspiring talent and full fledged star as well, recognizes the function of the personal manager as well as of the agent. The talent and even the star subsequently co-operate faithfully, believably and loyally with both forces irrespective of monies involved.

Very often a job comes up which is superb for many reasons . . . and to the sure advantage of the talent. However, circumstances are such, it isn't possible to pay a certain amount of salary for his services. SERENDIPITY is the lucky break in thinking, which causes the talent to WANT THE JOB FOR ITS VALUE rather than the money involved. That decision may not yield rewards immediately. An apple tree doesn't grow overnight. Why should every step in a career immediately catapult the talent another notch high on the success ladder? If wise decisions are made consistently . . . and personal managers listened to carefully . . . also agents respected for their connections and inside knowledge of what goes on . . . a good talent gradual-

(Continued on page 31)

**FRENCH SHRINER**



Custom Quality

Style 277  
Cocoa color Nylon  
mesh combined with  
light tan calf.

**\$19.95**

The latest in

## Stylish U-Wing Tips

Cool, unlined fine-mesh upper. New U  
Ripple tip that curves smartly across the  
toes and adds so much in custom looks.



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OPEN SATURDAY NIGHTS

UNTIL 8:30

# WHAT'S DOIN'?

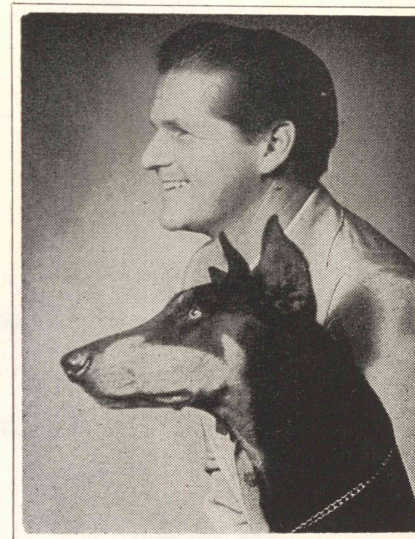
... with JOHNNY UHLMAN

**Y**A WANNA GO for a walk? You probably thought I was kiddin' a few weeks ago when I said that I was taking walks out on the desert with the Kid! I've been going out three or four times a week ever since. What's more, I've lost weight, and what weight I have left is becoming more solid. No more do I bounce like a big bowl of clabbered cream as I once did! Another thing, I FEEL a hundred percent better! I always did contend that walking was one of the best exercises there is, and now I'm firmly convinced. Not TROLLING! I mean walking wide open! The first time I walked this 2½ mile course the muscles in my pins puckered up 'til I felt like I would peel over on my kisser any minute . . . but I kept on going! It took me better than 35 minutes that time, and now I average 29 minutes for the course . . . In case you, too, are being followed by a growing bucket of lard and would like to join me . . . let me know!

Another week of very little time before deadline so I'll have to make all my items short ones. Instead of talking about it, I'd better get at them, Right? Here I go again about duds for the gainty sex that I've seen in BONNIE WEST SHOP on The Strip! They've gotten in a whole flock of wonderful summer cottons and some things for HELLDORADO which will soon be here. Among them are some things in denim that are the greatest. One wrap-around thing with fringe on the skirt that I liked especially!

Been hearing a lot about this having a safety belt installed in your car, but I just hadn't given it much thought until I stopped into Cashman's FIRESTONE STORE this past week to see BILL BORDEN about something else. Got to looking at the literature and they've really got a point there. You see, these safety belts go down on through the floor boards and anchor to the frame! When I learned that, I began to realize that there was something to the gimmick after all. I don't have the space here to tell you all about it, but you stop in and look at the literature on these things and you, too, will see their feasibility.

The boss bought a suit at COURTNEY'S MEN'S SHOP at the COLONIAL a few weeks ago and, lemme tell you, it's a beauty. One thing I like about COURTNEY. When he measures you for a suit, he knows what to do to get the effect you want. He also knows what you should HAVE, whether you



want it or NOT! This is important! And speaking of the COLONIAL HOUSE, I happen to know that there are some very fine bartenders on the planks there. AL GOOD is doing the swing shift, BUZZ BRYANT on the graveyard, STEVE on days, and relief man is a fellow you all know as DIXIE! Playing piano at the bar each night is a versatile musician by the name of EMILE BUZAID, a member in long standing among the local crowd.

LARRY MUSHKIN seems to have come upon a very fine work oxford for you waitresses, and anyone else who puts in a lot of time on their feet. They're light-weight leather with crepe soles and a good support to your arch. The name of them is HIKERS in case you might know the brand, or was wondering where you could get them. These are at LARRY'S WOMEN'S SHOES on North Fourth.

LORELEI returns to the EMBASSY come next Monday night! Remember "Exotic Lili"? The same! However, this week-end you will be able to see SEXY REXY JORDON, along with SHARRON SUTTON and the "Atomic Comic" JIMMIE LEEDS. There's a lot of action in this current show, so if that's what you want . . . you know where to get it!

One of the better looking BUCKLEYS is currently visiting Vegas! RITA

(Continued on Page 36)



DICK SHERIDAN'S  
**STRIP  
RACE BOOK**

HI-WAY 91 (The Strip)

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

*"Fabulous  
Las Vegas"*

\$5.00 PER YEAR

ATTEND  
**VARIETY CLUB DINNER**  
MONDAY, APRIL 20, 1953  
HOTEL SAHARA



# THE WATCHBIRD

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

**B**EVERLY HILLS. Lindy's in New York is a "must" for people of the show world. One usually breakfasts in Lindy's — before going home to sleep for the night—or what's left of it. On the west coast many places have tried and failed to emulate this famous eatery, but haphazardly, and quite by chance, the drug store in the Beverly Wilshire Hotel has been dubbed Lindy's western annex. At all times of the day or night, one can run into some famous personage.

There we found beautiful DOROTHY ARNOLD breakfasting with her favorite "steady," her son JOE DI MAGGIO. . . . JACK E. LEONARD, rotund comic, sitting on and tremendously overlapping a stool at the counter. Jack opens at the Chez Paree in Chicago in a couple of weeks . . . We always see JIMMY RITZ there—and why not? He's lived there for eleven years—in the hotel of course, sillies . . . Ten percenter FRANK SENNES is opening a west coast branch of his Cleveland office. DONN ARDEN, internationally known choreographer has closed his own New York offices and will work directly out of Frank's west coast office . . .

Lunching with NIKKI SAUNDERS we saw BORIS KARLOFF all dressed up in a big red carnation and sipping a whiskey sour and not scaring a soul . . . Dance director LEROY PRINZ, who just finished "The Cantor Show" told us this story: During the past seven years he's lent many a show gal a couple of dollars here and there for food, taxi fares etc. These amounts were so trivial he never expected them to be returned. One day recently he received a money order for \$38.75. It seems a group of gals working in a Florida night club all discovered they owed him that much jointly, and sent it along to him with many thanks but without signing their names . . . Producer VICTOR SAVILLE, now making the 3D whodunit "I, The Jury," has hired a pair of beautiful, blonde, curvaceous, sexy, etc. identical twins, to make the picture more confusing . . .

JOANNE GILBERT was late for her first dance rehearsal for her Paramount picture "Red Garters" all because she selected the part of a good Samaritan. It seems we locked our car in front of Joanne's house and left the keys inside. Joanne spent a half hour with us prying at the windows and finally lifted the roof slightly (it's a convertible) and reached down inside and



opened the door. We were terribly grateful, and sure do hope Joanie's arm wasn't as bruised as ours was . . .

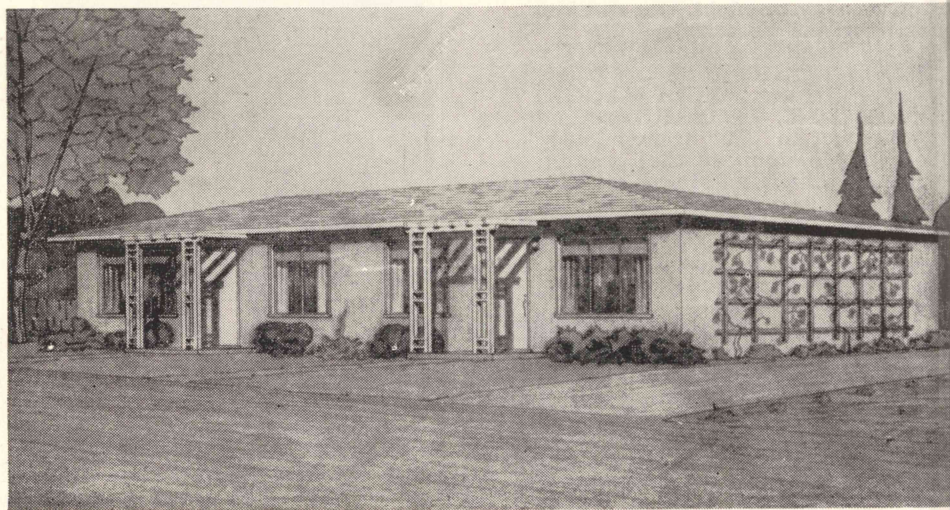
**BITS AND PIECES:** While PRINCESS RITA does Salome's dance of the seven veils on the screen. LILI ST. CYR is showing the boys at the Los Angeles New Follies Burlesque Salome's bath . . . IRENE RYAN'S named her new Brentwood villa—Vaude-Villa . . . Sez a Paris newspaper: "GENE TIERNEY and ALI plan the most ambitious venture of their lives." Hmmn! . . . Despite fervid denials, rumor hath it that RICHARD GREENE will wed actress FAITH BROOK when she's free . . . BILL O'CONNOR gifted ANN MILLER a gold medallion necklace studded with sapphires for her birthday . . . LENNIE HAYTON resigned from the MGM music department and will accompany LENA HORNE on her singing tours . . . MARJORY RAMBEAU, movie queen of yesteryear, chalks up twenty three years in films. She plays JOAN CRAWFORD'S mother in "Why Should I Cry." Come to think of it, Joan Crawford chalks up at least that amount herself . . . WALTER WINCHELL dining with MIKE and MARGY ST. ANGEL . . . MAGGY WHITING, who flipped for pianist JEFF CLARKSON after her separation from LOU BUSCH, is now flipping for

(Continued on Page 35)

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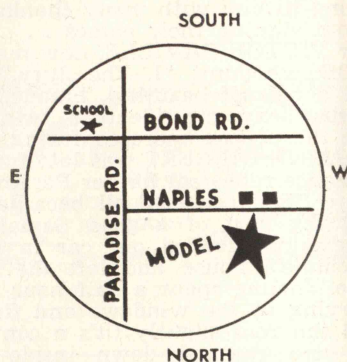
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# "CURTAIN TIME"

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



## Flamingo

April 16 through April 29  
(Not a Review)

Show: Ted Mack and His New Television Review  
Line: Flamingo Starlets with Don McKay  
Orch: Torris Brand  
Mural Room: Bobby Page and Orchestra

Popular TED MACK comes directly from a tour of military bases in the Pacific, and in Korea, to make his first nightclub appearance of all time, in the beautiful Flamingo Room. Immediately following this engagement he begins his new television show for the Pet Milk Company from New York Studios. And what a galaxy of talent he has assembled for this show . . . EIGHT ACTS . . . each having been a winner in its own right . . . To name them briefly: THERESA McMAHON, a young trumpet virtuoso at the age of 13, playing popular and classical equally as well . . . The STONEWALL HILL-BILLY TRIO, three young men performing musical western tricks on two guitars and a violin . . . The WHITE SISTERS, singing popular ballads of the day and

(Continued on Page 36)



## LAST FRONTIER

April 13 through April 26

Show: Dorothy Dandridge, Eddie Bracken, Ben Wrigley  
Line: The Devlyn Dancers, Featuring Roy Fitzell and Dolores Frazzini  
Orch: Bob Millar  
Gay Ninety Bar: Tommy Doyle Trio, Buster Hallet Trio, Crinite-Mendell Duo  
Don Beker at the Organ

DOROTHY DANDRIDGE . . . has ARRIVED! We've watched this young lady come up the ladder almost from the time she started her singing career in the nightclub circuits. Gradually

we've seen her gathering the knowledge, poise, humility, experience, and . . . confidence which have prepared her for the top spot she now deserves . . . "supreme singer of sexciting songs" . . . If this beauty doesn't thrill you with her interpretations, set to arousing arrangements by her conductor, NICK PERITO, then the stuff that flows through your veins is not vermillion . . . Sharing top honors on this same bill is one of the greatest story tellers we've ever had the pleasure of hearing! EDDIE BRACKEN is a great artist who, in our estimation, has only scratched the surface of his vast talents. All phases of acting seem to come easy to this man! Eddie's pantomime bit on the baseball pitcher is to become a classic! When he tells a story, his face

(Continued on Page 37)



## El Rancho Vegas

April 8 through April 21

Show: Abbott and Costello, Jon and Sondra Steele, the Maxellos  
Line: Dottie Dee Dancers  
Orch: Bob Ellis  
Chuck Wagon Room: Guy Landis and Jimmy DeStefano, Chuy Miranda and Paul Gardos

One of the greatest comedy teams of all time has finally come to Las Vegas! ABBOTT AND COSTELLO made their initial bow into our town in the Opera House Theatre Restaurant. Packed audiences on opening night set a precedent for each ensuing performance. With the help of a few stooges, these two genuine gentlemen of jest put on their famous "dice game" and "shell game" routines as they've never been put on before! BUD ABBOTT with his gravel-voiced straight lines and LOU COSTELLO, with the "out-sized" coat and tiny derby, will always be one of the top comedy teams of ours, or any other time in the annals of show business! . . . Signed in for the second and concluding week of this presentation, and as an extra added attraction, are the wonderful "Mr. and Mrs. Harmony" of song. JON and SONDR STEELE.

See the Girl in the Fish Bowl



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DOWNTOWN

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# HILLSWAY

. . . by ROLAND HILL

**H** SAILED from Europe last summer on the Norwegian American liner S. S. Stavangerfjord and thoroughly enjoyed the trip, only I tired of smorgasbord three times a day—yes, even for breakfast. Takes nine days that are filled with eating, dancing, and singing with four hours of legstretching in the beautiful and breathtaking port town of Bergen which is time enough to ride the cog railway up—straight up—Mount Floyen and dine at a spectacular restaurant at the summit which overlooks one of the most beautiful harbors and towns in the whole world.

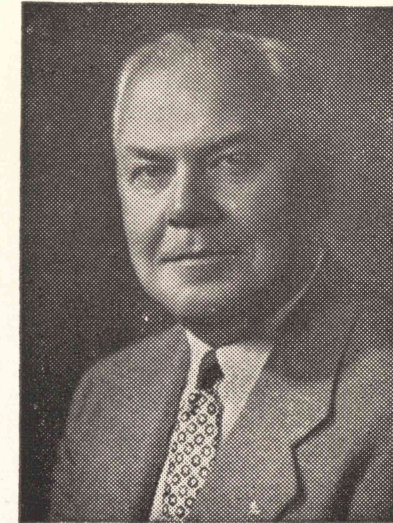
There is also an early morning stop at Stavanger, long enough to have breakfast in American style in the very new, modernistic and deluxe Atlantic Hotel on a little lake and park with graceful swans skimming the water.

After breakfast there is still time for a brisk walk through the already bustling market place in the town square and a look-in at the old Gothic cathedral, Domkirke, once Catholic, which stands in the heart of the town. When you arrive in each of these ports the entire population is down to greet the boat and the national anthems of both America and Norway are sung with great gusto and much crying and, when you have sailed through many fjords and much beautiful scenery, you finally arrive at Oslo, and you would swear that the whole city was on a holiday. You will never forget your welcome here.

Oslo is the largest city in the world in point of acreage and you will never believe the number of farms there are right inside the city limits, and woods and forests. Oslo is the friendliest city in the world, I think, and you are treated right because there isn't a person in Norway that hasn't a brother, sister, or cousin living in America and it seems every person over there has visited our country at some time in his life.

The hotels here in order of size and grandeur are the GRAND, BRISTOL, CONTINENTAL, K. N. A. (Royal Auto Club), CARLTON, THE VIKING (entirely new and built for the recent Olympic winter games, is situated across the street from the central station, and has a roof garden dining spot with fine view, small, but clean and reasonable rooms, and a fine lobby), and the ASTORIA.

I suggest the CONTINENTAL for breakfast, which is served on what is referred to as THE SHELF, for it is on



the mezzanine floor overlooking the lobby on one side and the street and opera house or national theatre, as it is called here, on the other. The BRISTOL and GRAND dining rooms are on the scale of the Great Waltz ballrooms, and cocktails are served in the parlors before entering. Music is out of this world—no jazz, but smooth-flowing continental in flavor and sweet. A profusion of flowers is everywhere, indoors and out in Norway, and sidewalk cafes really are commonplace.

Restaurants are plentiful and fine, serving wonderful food, and the prices in Norway are so reasonable that you cannot afford to stay at home. First of all, of course, you will go to BLOM Restaurant, located in the heart of downtown at Karl Johansgate 41—this street running from the portico of the royal palace through the shopping center with a huge park in the center that boasts afternoon and evening band concerts in the summertime.

BLOM is the artist and actor hang-out with murals, pictures, and autographs attesting to the fact that everyone who is or ever was anyone on the stage or in the arts has visited here and loved it. Music in the afternoon and at twilight which, by the way, lasts nearly all night, because it only gets dark for an hour or two around 2 a. m. due to the midnight sun.

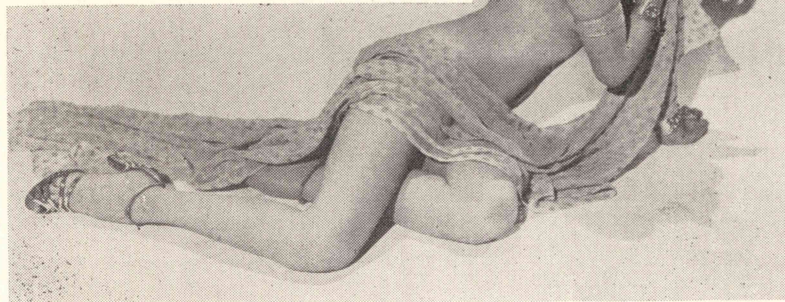
The nights are terrific in Oslo and

(Continued on Page 33)

# CHUCK WOODS' 7th ONE

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"Fifteen Minutes from Vegas"

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MITZI DOER  
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and His Band

SHOW TIMES  
10 - 12 - 2 A.M.

## SOUTHWEST BEAT

**AIR TIME** has come and gone and what a success it was at that! Everyone has sort of let down to catch their breath. **LORRAINE FRANKLIN** was the crowned Queen and a beautiful one she was at that. The exhibits outdid themselves, thanks to all the YUMA merchants who participated; the show headed by professionals would hold up with the very best of them; the midway was exciting and the rides fun; the livestock show seemed to be one of the best in the West; our Army base and Yuma test station went all out in displaying their merchandise—yes, all in all, a great success. Here's to our annual fair—let there be many more as good or even "gooder."

In our wanderings: Happy to see that the **OAKLEY TOWNSENDS** from Las Vegas were able to travel the 300 here and partake of the festival atmosphere at the fair. Mr. **TOWNSEND** is part owner at **HOTEL SAHARA**. They were escorted by the **KORNFELDS** of Yuma. Mr. Kornfeld, of course, is that famous "end man" of many minstrel shows locally and in the West—namely Ajo, Calif.

This talk, of course, reminds us to remind you that April 16-18 the big **ELKS** Minstrel show will be shown in Yuma. Be sure to attend!

In local notes on business: The biggest break for Yuma is the fact that shortly after the first of month the **J. Newberry Company 5 & 10** are planning a big new store in the heart of town extending for five front buildings presently on Main street—from **FRONTIER LIQUORS** down to **DAN-ELLS JEWELRY**. Quite an addition to our downtown shopping area.

Names in our news around town: **MIKE FLEMING** going to San Diego for a clinic check-up—good luck, **MIKE**, and hurry back! Good luck, too, to that Latin Lover **TONY**, and fun-lyin' **JULES** in Mike's absence. A big vote of thanks to **BILL SNYDER** for handling practically single-handed the booth for the **OPTIMISTS**. Those genial (?) gentlemen at the ticket booth at the fair were **SAM SICILIANO**, **AL GUTHUES** and **BILL LINDSEY**—seriously, a good job, fellas!

Around town: Be sure to look for the new **NASH RAMBLER** that **KYMA** is sporting! A green and tan job that's real sharp.

In the local circles of sports it was good news to learn that next season **YUMA** will play host for spring training practice to the **ST. LOUIS BROWNS**.

Till next week on the **SOUTHWEST BEAT**.

—CARL PAIGE

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## COMING Attractions ON THE STRIP

### FLAMINGO

APRIL 30 THRU MAY 13  
**MARGE AND GOWER**  
CHAMPION

### LAST FRONTIER

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

### EL RANCHO VEGAS

APRIL 22 THRU MAY 5  
**GREGORY RATOFF**  
**SUSAN ZANUCK**  
MAY 6 THRU MAY 26  
**JOE E. LEWIS**

### DESERT INN

MAY 12  
**JANE POWELL**  
**FRANK LIBUSE**  
**DARVIS AND JULIA**

### SAHARA

MAY 5 THRU MAY 18  
**EDDY ARNOLD**  
MAY 19 THRU JUNE 1  
**JAN MURRAY**

### THE SANDS

APRIL 30 THRU MA 20  
**PETER LIND HAYES**  
and  
**MARY HEALEY**

### THUNDERBIRD

APRIL 30 TO MAY 13  
**GORDON JENKINS**

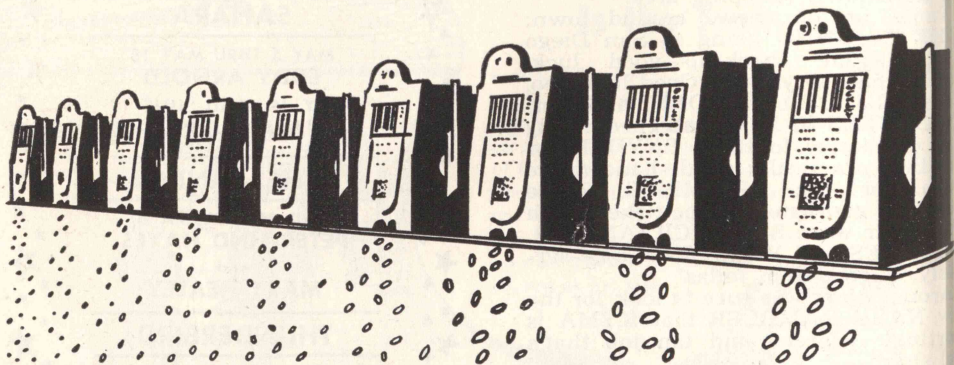


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**AT**

**BUCKLEY'S**

**JACKPOT CLUB**



**"ORIGINAL GUARANTEED JACKPOTS"**

**20 FREMONT STREET**

**DOWNTOWN**

**THAT'S FOR SURE:**

(Continued from Page 9)

swimming pool and a barbecue to insure the fun and enjoyment that accompanies outdoor parties. When this second project is finished, Mr. Naples will move his workers across the road to lay foundations for multiple dwellings. Prior to Mr. Naples' construction activities, other residents in that vicinity found it impossible to obtain phone service. We'll safely wager they are grateful to this benign gentleman for the fact that the phone company is now preparing to extend telephone lines into that section. Property in that area has soared in value and is still on the upgrade. We are most happy to welcome Mr. and Mrs. Naples and their three sons to our town. Without residents such as they, our growth would be stunted. It's very nice to have them here to breathe life into the territory that is developing under their careful supervision.

It's a pleasure indeed to take this opportunity to extend sincere anniversary wishes to the management and personnel of WILBUR CLARK'S DESERT INN. Time certainly passes on swift wings. On April 23, the Desert Inn celebrates its THIRD ANNIVERSARY. No matter when you drop into this bistro, it appears as though it is having a grand opening. We wish them continued success and greater achievements.

It's always nice to see JAKE FREEDMAN of the SANDS HOTEL. The "Little Giant of Las Vegas" never changes. Here's one chap who doesn't measure friendships by the size of bank accounts and assets. He always has a friendly handshake and ready welcome for everyone.

Pretty soon the Opera House Theatre Restaurant, of the HOTEL EL RANCHO VEGAS, will undergo further stages of remodeling. This time the ceiling will be lifted, along with other improvements. TOM DOUGLAS, the fabulous producer, designer-interior decorator, is expected in town shortly to supervise this work and also the building of the new pool. You will probably recall the magnificent way in which Tom altered the design of the El Rancho and EL CORTEZ HOTEL last time he was in town. Tom has been in Bermuda, where he recently completed the building of a mansion of a well-known millionaire.

In order to please show people and the late rounders, EDDIE FOX has changed the schedule of the last show at the SILVER SLIPPER SALOON. Instead of the curtain opening at 3 ayem, it will be opened at 2:30 ayem. We commend Mr. Fox for the considera-

tion he is showing to the entertainers who invariably make this last show before heading for a good night's rest.

A very welcome communication arrived this past week and we are eagerly looking forward to an appearance by EPPY PEARSON and his charming KAY. We wondered why we hadn't heard from this wonderful guy and now it can be told. Last year, while doing a T. V. show in the East, Eppy was stricken with an ailment that made him a shut-in. Medication and a major operation put life back into his legs, enabling the jovial comedian to walk again. We're terribly sorry to hear of this incapacitation—more than we could possibly print. A couple of days after he left the hospital Eppy received an invitation from MILTON PRELL (of the HOTEL SAHARA) to visit the hotel that now stands upon Eppy's old stomping grounds. So—the Pearsons will be here on April 22 and we're on tenterhooks, awaiting their arrival.

We wonder if you know this fact about SENOR WENCES, the comedy-ventriloquist who recently closed at the SANDS HOTEL? He is a skilled bullfighter but only works at it as a hobby. Egad! What a hobby! Isn't it much safer to water the front lawn on your day off?

JIMMY BILBRAY has signed all necessary papers and will begin preparations to set up his shoe salon in the now empty store at the COLONIAL HOUSE. Jimmy has always wanted a store on the "Strip" but didn't want it inside a hotel where everyone would not see it. Now he has the ideal spot. According to his plans, Jimmy is planning a shopping center that will look more like a doll house. He is importing a special interior decorator from Hollywood for the professional touches. DICK FURER, popular localite, will manage the new spot when it opens in approximately five or six weeks. By the way, congratulations are also in order for Dick and his bride, JUNE DRAUN, who works at the HOTEL EL CORTEZ. The newlyweds exchanged their vows in the L. D. S. MORMON CHURCH on April 10.

Once again we have to confess to being belated in birthday congratulations. This time it's for two wonderful friends who celebrated their natal days on April 10. CONNIE McMICHAEL was six on that day and LOIS WEBB (of NEVADA AUTO PARTS) was —? Well, we guess she just isn't telling her age. Wonder why some women are like that? Oh, well, even though the years are kept secret, our best wishes for them aren't and we're sending written bouquets of felicitations their way.

VERNON WELBORN, prominent local architect, is utilizing his own in-

(Continued on Page 29)

AL QUODBACH'S

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NORTH FIRST at FREMONT  
DOWNTOWN

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## BILL WATTS

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PIANO BAR  
AND

HAMMOND ORGAN

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Life More Beautiful

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## THAT'S FOR SURE:

(Continued from Page 27)

vention for the first time, in his own name. Vern is building on a lot in the DESERT INN COUNTRY CLUB ESTATES. He is using his pre-stressed concrete. The substance is both fire-proof and earthquake-proof. It should be a boon to the property owners and builders. The faculty of a certain college asked Mr. Welborn to write a thesis on his brain-child. If he does so, we won't be too surprised to hear that the inventive gentleman is the recipient of an honorary degree. Those of you who have seen PHIL SPITALNY'S HOUR OF CHARM ALL GIRL ORCHESTRA have undoubtedly heard the performance of lovely JEAN, the girl with the "Velvet Voice." Jean retired from the Spitalny organization to set up housekeeping for Mr. Welborn. At present the talented contralto is preparing to return to the spotlight and we're hoping it won't be too long before she can be heard by local audiences.

DAVE MESSING, local C. P. A., can breathe easier now that his wife FIANNE is recuperating in the GOOD SAMARITAN HOSPITAL in Los Angeles. The Messings were driven to despair when a local physician diagnosed her case as a malignant one. When Mrs. Messing went into Los Angeles various consulting physicians were called upon and they ruled out the first one. Fortunately, they discovered Jeanne's case wasn't too serious. Despite their assurance, the lovely lady underwent surgery immediately. She will return to Las Vegas Sunday, April 19.

Congratulations to DOROTHY ANZALONE and JOE SALGO, who are planning to walk the orange blossom path in a couple of months. Joe is head bookkeeper at TED WERNER'S Packing Agency. His proud parents are LEBBY and DENNIS STEPHENSON. We wish the youngsters all the nice things that life has to offer and are watching the mails for that certain indication.

We still can't help wondering when we will have a dial system installed locally. Most people grumble about the results they derive from their phones. We have no complaints about the operators and feel the failings are directly located in the system utilized in our own. Last week, when RAY McMICHAEL had to turn over the cash receipts (in CLIFF'S MARKET) to a add-up artist, he wasn't able to get an operator on the phone for 15 minutes. What would have happened in case of a fire?

We just can't go another week without extending our most fervent grati-

tude to DR. REUBEN LOCKITCH for seeing us through our emergency appendectomy and helping to ease the recuperating period with his seasoned wit. To us, he will always be THE GREATEST! When humanity was created the greatest gift bestowed upon us was that of friendship. Without it there is no life. Without Dr. Lockitch the results could not have been the same.

VAN JOHNSON made a special trip to Las Vegas to see the Copa Room of the SANDS HOTEL, before his opening, a few days ago. Being an astute showman, Mr. Johnson wanted to see the audience reaction and insured their appreciation with the material he prepared for his nightclub debut. While on the subject, have you noticed the trend of film stars to the supper-club stages? Seems they prefer working to live audiences. People really do react much more favorably than the inanimate camera lens, don't they?

Two of the nicest people you could hope to meet are CARYL and DAVE POWELL. Dave is currently dancing his way into the hearts of audiences in the Pirate's Den of HOTEL EL CORTEZ. The young couple are madly planning a layette for their expected heir (or heiress). Caryl is spending a great deal of time visiting her brother, LARRY KAUFMAN, manager of the DESERT SPA. The romantic Powells met in Korea while both were entertaining our troops, via the USO route.

ASHOUR of LUCIENNE & ASHOUR is temporarily out of the LATIN QUARTER REVUE at WILBUR CLARK'S DESERT INN. An emergency operation took him out of the spotlight but it won't be long before he is back, we are happy to report. Incidentally, the entire town is eagerly looking forward to the aquacade which will be presented by that bistro at the close of the JANE POWELL show. As we reported last week, the Painted Desert Room will be closed to the public in order to have the stage enlarged to approximately twice its present size. While the aquacade show is in progress, CARLTON HAYES and his ORK will provide music for outdoor dancing on the pavillion and dining 'neath the stars. Romantic, huh?

The "Welcome Home" mat was spread for TONI and WILBUR CLARK upon their recent return from Honolulu. While on the islands the Clarks were house guests of Mr. and Mrs. BILL BOYD (of "Hop-a-Long Cassidy" fame). It must have seemed strange to Wilbur to have his identity as the owner of the fabulous DESERT INN submerged in the presence of the western star. Most folks out that-a-

(Continued on Page 33)

**THE Shamrock HOTEL**

**DANCE!**  
EVERY NIGHT  
9 P. M. to 3 A. M.

IN THE ROLICKING  
**Shillalah Room**

**DON RIDLEY**  
Songs for You to Sing  
Rhythms for You to Dance

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THE UNUSUAL IN  
DAY AND AFTER-FIVE WEAR

in the  
TOWN AND COUNTRY SHOPS

Just South of Desert Inn

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**KEEP COOL**  
IN OUR  
**COTTON CREATIONS**

STOP IN AND SEE

**HELLDORADO**

MAY 15 THRU 17

**HECHT'S**  
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**MISSES' AND  
WOMEN'S APPAREL**

**ELECT  
EMIL GUY**  
FOR  
**MUNICIPAL COURT  
JUDGE**

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**I CAN'T HELP THINKING:**

(Continued from page 11)

ly finds he is on a super-highway leading to stardom. Part of the talent's wisdom (which is really **inherent intuition** in most cases, carefully adhered to) is in wanting to take **advantage** of any and all **opportunities** without **doubting** their managers and agents. Mind you, since no one is **INFALLIBLE**, neither is a manager or agent. They make big mistakes but they learn from their mistakes very quickly and often turn them into an advantage. For, **SERENDIPITY** . . . the lucky break . . . can also come in the form of a **big mistake**. I CAN'T HELP THINKING THESE FACTS ARE THE FOUNDATIONS WHICH SUPPORT A TALENT'S GROWTH TO STARDOM.

If a talent is basic; is real . . . success resulting from fine direction, adds glamour and an added beauty or handomeness to the person involved. It gives the talent a new authority and more security. Look at any one in any walk of life, secure and authoritative and they have a peculiar kind of attractiveness. In theatre . . . it contributes to that quality which makes box office.

Then, also, talent either himself or via his manager is always surrounded by good people who write well, dance well, conduct and arrange well, etc. He learns who the best coutouriers or tailors are and by hook or crook get enough attention to acquire attractive clothes. Appearance in theatre is very important. Irrespective of how much one ought to save . . . one MUST FIRST THINK OF THE ACCOUTREMENTS NECESSARY TO SUCCESS, and CLOTHES mean a lot. PRESS AGENTRY OR PUBLIC RELATIONS is vital.

No one can talk about himself convincingly, FOR TOO LONG and I believe a fine artist should make it a point to acquire knowledge and learn something of the fine arts. It gives added dimension to the personality. It is a good idea TO MAKE IT A POINT TO BE CONCERNED with the life all around him; also what makes life tick. It is utterly boring to be around actors who talk only of their problems and about themselves incessantly.

Theatrical trade papers have become a big factor in theatre. Editors and columnists all over the United States and in other countries read the trade papers and re-print or re-write a lot of the news in them. Therefore an actor should invest in occasional advertising. I brings the name to the attention of many buyers everywhere. VARIETY never hurt any of its advertisers, nor has BILLBOARD; also the various daily trade papers like the DAILY

VARIETY and HOLLYWOOD REPORTER. They function in a distinct, vital, important way . . . in and for theatre but also for the personality.

I CAN'T HELP THINKING THESE ARE THE MOST SALIENT FACTS to be known which are necessary to the building of a theatrical career. Others may have achieved success by-passing what I've written but for every one who has, I'll name several who have not only succeeded but are still headliners because they adhered to these facts. It takes more than a pot of water to make good soup. It takes more than talent to make a star . . . or even a superb featured player. Complaining about an agent or a manager, changing both every Monday, Wednesday and Friday . . . especially agents . . . does not make stars.

Agents are in business to SELL. However, they cannot make John Doe BUY Don Cluck by coercing Doe . . . by bludgeoning him. Doe may not WANT Cluck! The talent must understand that Doe IS trying but he can only sell what Doe wants! There are no miracles about that. By the same token, Cluck oughtn't to become miserably despondent and angry because Doe sold Ray Dirge instead. Maybe Doe wanted Dirge badly. Just because the agent handles other acts is no reason why actors should burn that someone else other than Doe was sold. How on earth can agents function via one person? The only way a personal manager functions and earns a living handling one person is because it is a partnership for which the manager works morning, noon and night. A good personal manager can not possibly handle more than three people well and that can happen only when the manager has succeeded in making his one star important.

Personal managers . . . on which subject I am a reasonable authority . . . are not tax men. not lawyers. not leg men. The ideal personal manager is actually a form of producer-director who knows how to write lyrics, songs, buy clothes, stage, light, fight . . . and goodness knows what else. Unless a personal manager contributes CREATIVELY to a star or a talent he is a personal manager in agent's clothing. Agencies have a man here and there with a creative ability albeit that ability cannot dedicate long hours to the client. Agents can advise where to go on a tax situation. If an actor has a lawyer which is necessary, I realize, I am nevertheless not convinced that the lawyer does his client a world of good by acting as lawyer-manager. The successful lawyer-artist associations involving a kind of creative managerial

(Continued on page 34)



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"Exotic Lili"

## Weekly Beauty Letter

From **WALLY WESTMORE**

Makeup Director, Paramount Studios

Recently, in New York, Rosemary Clooney was recording the songs from her current motion picture success, "The Stars are Singing." A visitor at the recording session was famed glamour-grandmother Marlene Dietrich, a good friend of Rosemary as well as a companion recording artist for Columbia Records.

During a lull in the rehearsal, Marlene walked over to Rosemary. With a stern look she said: "Comb your hair!" Rosemary replied: "Oh, it looks all right, Marlene, and besides I'm too busy." "Busy or not," said Marlene, "go comb your hair, there is a photographer present."

Later Marlene told Rosemary that she should make it a rule no matter what she was doing to be well groomed, with hair carefully combed, and makeup just right. "You can sing just as well," laughed Marlene, "and you'll

## HOP SQUIRES:

(Continued from Page 5)

given away by poor sanitary conditions than one can estimate.

Las Vegas today is face to face with a crisis—rather with two of them. We have everything to draw people to us and help us build the metropolis of the state, except the assurance of proper sanitary conditions and ample water supply. It is probable that the publicity already given to these two defects has slowed down our growth and is beginning to give Las Vegas the bad name it does not deserve.

So Fabulous Las Vegas is hoping that the people of the present will not allow a few pessimists to stop our growth just because it will cost each of us a little money. I am sure that the load of expense caused by our unfortunate delays 4 years ago cost us countless millions of dollars and retarded our growth.

Now that we have outlived that unfortunate experience let us not repeat it and vote for sewer bonds at the city election and for the water district bonds as soon as they are ready.

Money and people are ready to come to us if we will not scare them away.

## THAT'S FOR SURE:

(Continued from page 29)

find it's worth the little extra trouble

Rosemary realized that this minor attention to seemingly small details in grooming was one of the reasons why Marlene Dietrich for so many years has been the epitome of glamour.

This little secret on the part of Marlene Dietrich is something every woman might well heed. Certainly, when in the midst of spring cleaning, it is easy to achieve that disheveled look. But the wise woman will never allow anyone to see her appearing thusly.

People think of other people as they see them and remember them. The stars of Hollywood's famous motion pictures "dress to the teeth" when they appear in public. They're always carefully groomed, and the impression they leave on the people who see them is just that . . . exotic or beautiful women who have taken great care to protect their beauty.

These self-same stars may, only a few hours before, have been paired in a spare room, or indulging in some other hobby, but you'd never know when they appear in public.

Make it a rule, then, to take a little extra time needed for grooming. You'll find it pays off handsomely.

Pat believed Wilbur to be "Hop-a-long's" brother.

Although PAT GALLAGHER and BOB WESLEY (of the FLAMINGO HOTEL) have been married but a short time, one would believe that Pat was the mother of Bob's twins (of a former marriage). The young daughters are in town, visiting. Pat has gone "all out" to make their vacation a memorable one. She has carefully selected identical wardrobes and the young ladies look as though they had just stepped out of a display of beautiful dolls.

STAN IRWIN (of the HOTEL SANSARA) isn't certain which production is taking most of his energies. There's a lot of work connected with his chores at the hotel but there's stiff competition on the home ground. His wife LUTY has her hands full with son LANNY and his recently incurred chicken pox. The youngster is calling all of his friends, telling them they should be there to see his rash. If it weren't for quarantine and doctors, we imagine Lanny would be charging admission.

JIMMY BILBRAY (of BILBRAY'S SHOE SALON on Fremont Street) is enjoying his position as host to friends CHARLIE GRAY and JOE SICILINO. Mr. Gray is a wealthy gentleman who

owns approximately 25 percent of Hong Kong and Mr. Sicilino arrived from Guam. The two visitors are contemplating local investments and it probably won't be too long before they decide on some business ventures.

ART FORCE is a mighty happy man since he purchased his Lincoln-Continental. The car was formerly owned by J. KELL HOUSSELS and is in excellent condition. We think his new possession is very becoming to our local press agent and wish him luck with it. We know of one person who would gladly trade his Cadillac for the Lincoln-Continental . . . and that's for sure.

## HILLSWAY:

(Continued from Page 21)

everyone is out strolling—soaking up all the fine weather for the long winter ahead.

Next on your gastronomical adventures comes LA BELLE SOLE Restaurant, really the swankiest eatery in Oslo, and located at Drammersveien 42 (notice you put the numbers afterwards in Europe, same as you would say Maison Blanche (house white) for they argue the house is the most important thing, and very logically), and this restaurant is the newest and swankiest, small and intimate, with a fine bar, good piano music, and food served fit for a king.

Under the same management as DRONNINGEN RESTAURANT, (Queen's) which is down on the harbor and you get to it either by water taxi or a catwalk from where your taxi drops you. Here at the QUEEN'S, directly across the water from the KING'S—the Queen's being the city yacht club, and the King's being the private yacht center—you will often find his Royal Highness the Prince and his Princess dining and dancing. Don't miss the Queen's.

The REGNBUEEN (Rainbow) at Fr. Nansens Plass 4 is commonly known as the best night spot in the country and has four separate eating spots plus a cabaret. You'll adore dancing here.

FROGNERSETERN, HOLMENKOLLEN TOURIST HOTEL and RESTAURANT, THE THEATERCAFEEN at the CONTINENTAL and, of course, all the hotel dining rooms rate your patronage, too.

Almost forgot to mention Restaurant FRASCATI—a favorite with our fleet when it docks in Norway, which is very fine, upstairs with plate glass windows to let you watch the shoppers and strollers go by.

Next week we are still in Norway—and we let you know the places of interest to visit—then on to Sweden.

## I CAN'T HELP THINKING:

(Continued from page 31)

relationship . . . exist, but they are very rare indeed.

Yes, I CAN'T HELP THINKING this glory road to theatrical heights is no pushover. The laws of success in ANY BUSINESS or PROFESSION are fundamental and the ambitious one MUST FLANK HIMSELF WITH THE BEST OUTSIDE FORCES. **Nothing happens solo.** It takes **two or more.** Above all else, it then requires **heartfelt understanding.**

I went to a friend's party the other evening and had a reunion with one of the greatest writing teams in contemporary theatre, HERBERT AND DOROTHY FIELDS. I've known the FIELDS FAMILY FOR MANY YEARS AND I HAVE NEVER KNOWN A MORE WARM, DEVOTED LOVING GROUP OF PEOPLE.

I CAN'T HELP THINKING that many an entertainer can take a lesson from Dorothy who plays the piano and sings delightfully. She doesn't need a repertoire. All she has to do is dig into her file of songs. Imagine ONE young woman writing LOVELY TO LOOK AT, DIGGA DIGGA DO, I CAN'T GIVE YOU ANYTHING BUT LOVE BABY, THE WAY YOU LOOK TONIGHT, A FINE ROMANCE, I'M IN THE MOOD FOR LOVE. I could go on forever. Dorothy Fields is also a superb book writer. She and Herb have written ANNIE GET YOUR GUN, UP IN CENTRAL PARK . . . I could go on forever on that. Herbert Fields on his own and collaborating with outsiders wrote DEAREST ENEMY, FIFTY MILLION FRENCHMEN, CONNECTICUT YANKEE and countless others.

Dorothy Fields and Arthur Schwartz wrote a picture for Paramount which was supposed to star the fabulously gifted Shirley Booth. Shirley was unavailable so the picture, it seems, was shelved. Dorothy played the score. It is one of sheer genius, for that field of writing. The wonder of it is that Dorothy is such an excitingly **fresh, SIMPLE, sincere writer.** As she sang song after song, her doting brother Herbert kept repeating how brilliantly she wrote and ABOVE ALL . . . HOW SIMPLE.

Darling Herbert . . . yes, Dorothy writes simply. Only YOU and a few others who know the secret of creating . . . know how difficult it is to be SIMPLE. True greatness is steeped in simplicity. True greatness is never an accident. It stems from simple, complex, perplexed, intense, sincere living

. . . and loving. That's how you Field live. That is why you carry on a proud tradition of your great father the famed combination . . . WEBB AND FIELDS. And somehow, in every thing you both do, one senses a quiet elegance which was so inherent a quality in your proud, elegant, warm, lovely mother Rosie. If I don't stop now I'll be asking for autographed pictures next . . . which, by the way, isn't such a silly request. My life, I CAN'T HELP THINKING, is the richer for knowing you and I take great pride in it.

I also CAN'T HELP THINKING WHY LAS VEGAS DOESN'T HAVE AN OPERA HOUSE AND A THEATRE. It should be a civic project which would bring people to the city who might otherwise never care to come for the gambling and cabaret. Many people of wealth would be attracted to Las Vegas for opera and theatre, and while there they would inevitably visit the Casinos. I've seen it happen in Le Touquet, Deauville, Monte Carlo. Human nature is the same the world over. It isn't any different in Las Vegas. The town has come so famous and is so much more Broadway than Broadway, it would be a PSYCHOLOGICAL PLUS, I think to give it ANOTHER DIMENSION. The history of sustained success elsewhere with regard to a city . . . involving growth, change, exciting new notes, love Las Vegas! I think it can be TRULY WORLD FAMOUS for a long time to come, IF the city fathers and the gentlemen on the strip add a stronger note of long hair in a hair atmosphere. The cabarets will have artists. The theatre and opera public won't desert them either. Shows and operas can try-out in Las Vegas. The building of hotels isn't enough. The town can stand still, can afford to smug. NOTHING CHANGES BY CHANGE ITSELF. Las Vegas is not to suffer from CULTURAL ATMOSPHERE. Right or wrong, I CAN'T HELP THINKING.

ATTEND  
**VARIETY CLUB DINNER**  
MONDAY, APRIL 20, 1953  
HOTEL SAHARA

## RENO BEAT:

(Continued from Page 23)

THE GOLDEN PARISIENNE FOLLIES.

In the SKYROOM of the HOTEL RAVES the great singing voice of HERB JEFFRIES, an international favorite, is holding the vast audiences in the palm of his hand, with his selection of tunes that he used while fighting his way up (he started with DUKE ELLINGTON and his great band). Also in the show are the STEWART MORRIS DANCERS, a remarkable adagio dancer who really toss the petite girl member of the group around in the clouds. Brought in as a last-minute replacement is REX RAMER, who played the room in December. RAMER does some very fine vocal impressions and keeps the fast pace of the show alive. He was booked when HARRY MIMMO refused to open, due to some billing misunderstanding. The lovely RAVES SKYLETTES add two eye-catching dance routines to the show, and EDDIE FITZPATRICK plays for the show and your dancing pleasure.

The THEATRE RESTAURANT of the RIVERSIDE opened with a new show on Thursday, SOPHIE TUCKER. Need I say more? This gal is the greatest, a fabulous STAR of STARS, who has the ability and the heart to inspire many an audience to tears and laughter. You just CAN'T miss MISS SHOW BUSINESS . . . With MISS TUCKER in this fine show is the world's fastest magic act, the GREAT DE LAGE and SHIRLEY. They really live up to their billing. The lovely RIVERSIDE STARLETS and the fine music of BILL CLIFFORD and his orchestra round out this outstanding Riverside Production.

The RENO LITTLE THEATRE is presenting THE HEIRESS, April 13 through April 21.

## WUNDERBIRD:

(Continued from Page 19)

and 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 DANCATIONS 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 LAWLINGS, blended with those of the NORMANDIE BOYS.

FABULOUS LAS VEGAS

## THE WATCHBIRD:

(Continued from page 15)

pianist JACK RUSSELL . . . Saturday night twosome at Chasens—FAY and HENRY SLATE . . . Two on a honey-moon—MARIE ALLISON and BUDDY RICH (Harry James' drummerboy) . . .

THE HOME FRONT: JANE KEAN wrote BOB GILBERT inquiring if the Sands life guard is still swiping lounge chairs from under the derrieres of some of the hotel's most important guests . . . JOE MELIS, master of piano moods in the Sahara lounge, makes every set he plays sound like a concert . . . CORINNE CALVET and JOHN BROMFIELD among the celebs attending the VAN JOHNSON OPENING . . . EDGAR BERGEN, DICK POWELL and JUNE ALLISON applauding NELSON EDDY'S great singing . . . HARRY BROOKS of Cleveland here to open one of the finest men's haberdashery shops in the west, to be situated in the Town and Country Shops south of the Desert Inn . . . Producer FREDDY KOHLMAR and ZEPPO MARX doing the town . . . Quote from JIMMY STAR'S Herald Express column: "The income tax bureau is looking into the case of that Las Vegas chorine who boasts of NINE mink coats!" Unquote . . .

ATTEND  
**VARIETY CLUB DINNER**  
MONDAY, APRIL 20, 1953  
HOTEL SAHARA

"FABULOUS  
LAS VEGAS"



\$5.00 PER YEAR

## WHAT'S DOIN'?

(Continued from Page 13)

BUCKLEY isn't only Pat's sister, but the inner circles know her to be his "right arm" in his business enterprises. Rita is Pat's personal secretary at the home offices in Chicago, Ill. She's here for a week, looking things over and vacationing in general; then on to Reno for a week before going back to Chicago. I hope we get the opportunity of meeting personally before you leave, Rita!

SNYDER MADE IT! Jack Snyder is now in his new store at 419 South Fifth Street. More room and more stock! Some of the finest material I have ever seen can be found on his racks and shelves. Shantungs, woolen gaberdines, tweeds, herringbones, sharkskin . . . you ask for it and I'll wager he'll most likely have it. Good luck in your new spot, Jack!

Say, did you see those two big portrait pictures in the window at NEVADA STUDIOS on North Third? There's a certain softness and naturalness there that I like in a picture. The ones I'm talking about in particular are of two fellows . . . funny thing, I recognized them later that night out at the SANDS HOTEL . . . from the pictures, of course!

Someone else born on the 13th! Mine's in June, and Mr. MARION HICKS celebrated his last Monday night at the THUNDERBIRD with one of the biggest birthday tables I've seen so far. During the finale of the first show he was presented with a gift by one of the Dansations, luscious LUCY LEWIN, who walked right off the stage and down the middle of the table to where he was sitting.

My compliments to an energetic group of men who are attempting to set up a camera club here in town. One of their main objectives is to let it be known to tourists, who are camera enthusiasts, that their facilities are open to their use while they are in Las Vegas and to give them any assistance they might be able to give! President of this young organization is CHUCK WHITACRE, phone 5829-W for anyone interested in joining or helping out . . . or get in touch with ED VANDERBURG, phone 4502-M, publicity for the LAS VEGAS CAMERA CLUB.

Recently released on a CORAL label is Don Cornell's recording of "Many Are the Times," which was collaborated on by GUY LANDIS, JIMMY DESTEFANO, TUTOR SCHERER and KATHY HOLT. This record is moving fast in the East. "Love Me Lazy," a composition by members of this same combination, on a CAPITOL label has

passed the 375,000 mark. Guy and Jim may comprise that versatile duo you have enjoyed so many times at Rancho Vegas. Congratulations, men!

The current show at the SEVENTH ONE CLUB in Pittman has been doing so well that the entire show has been held over! There's ZABOUDA, MITCHELL, DOERR, JERRY BLANK, and the delightful music of ART KINNEY'S BAND. Drummer with a lovely, acrobatically-out and meet CHUCK WOODS. Whichever you're there, say "hello" to RALPH FOSTER, the maitre d'.

A personal line from me to a good friend of mine whom I heard of in bed after a serious set-back—ROCKY CARR, a great little fellow whom most of you know as the manager of the SKYLARKS. Rocky, I know you read these lines every week, and I want you to know, in your own words, that, "I'm with YOU, man!" Another fast get-away ending before the deadline! Again . . . your ever loving

—JOHNNY

## FLAMINGO:

(Continued from page 17)

special arrangements in beautiful three-part harmony . . . BEN BROWN, Jr., a miniature Bill Robinson, and a three-time winner on previous Ted Mack Shows . . . CATHERINE HARRIS, a petite little dancer of beautiful and intricate toe work . . . a young ventriloquist by the name of RAY AUSTIN . . . JACKIE BRIGHT, "Krazy Auctioneer" who offers his brand of comedy while presenting to the guests . . . Lastly, the winner of the \$2000 scholarship through competition at Madison Square Garden, GELINAS, who offers some songs of comedy impressions while seated at the piano . . . The talented FLAMINGO STARLETS bring two new routines to this new show, one of which is a colorful and moving Latin number. In the you will hear the voice of DON KAY . . . The entire show is backed musically by TORRIS BRAND and very capable orchestra.

## SANDS HOTEL:

(Continued from Page 18)

never fails to heighten the evening enjoyment with a selection of songs that embrace the ever-favorite popular tunes, sprinkled with the proper amount of special material. Miss Moore has the marvelous stage personality and win you over, the moment she steps into the spotlight. And, of course, the bevy of those beautiful Copa Girls, Ray Sinatra and his Ork provide the music for the show and for the dancing.

## THE SAHARA

(Continued from Page 18)

SON EDDY . . . WARREN, LATONA SPARKS comprise one of the fastest-moving little acts to play in the night. They are two zany gentlemen with a lovely, acrobatically-out and meet CHUCK WOODS. Whichever you're there, say "hello" to RALPH FOSTER, the maitre d'. If you see bodies flying in all directions you'll know that Warren, Latona and Sparks are going through their paces. How hearty can a person be? You'll find out . . . HOLGER DOLORES are a dance team of international fame. The gentleman and his beautifully-proportioned partner specialize in dangerous lifts, death-taking spins and there's a mid-air split that you simply won't believe, while you're watching it. Their chore will leave you dumb-founded. Beautiful GALE SHERWOOD lends her exquisite voice in support of the screen star and looks as though her home will be close to the film capital . . . THE FOUR MEN OF NOTE have a magical background of vocalson, and we wouldn't help but listen to the audience mark of its appreciation . . . Petite ANNE is outstanding in her featured with the SA-HAREM DANCERS and leaves a definite impression in the list of outstanding showgirls . . . Cee Davidson and his Ork magnificent background for the show and continue same for patron

## NAT FRONTIER:

(Continued from page 17)

omatically becomes that of the person whose part he is taking. Rubbery BEN WRIGLEY wriggles his sage to amaze the audience in the manner in which he seems to stretch himself from one height to another. The bodily gyrations of this international comedian are something different than you've ever seen. He and his assistants put on a hospital scene that will have you wondering how he keeps breaking every bone in his body. The DEVLYN DANCERS open the show with a Latin extravaganza based on the "Papaya Man" and wind up the show with an exciting rhythm routine on the moving music of "Elk's Rag." DOLORES FRAZZINI and RAY FITZELL are the featured dancers. The show is cut musically and masterfully by BOB MILLAR and his ORCHESTRA.

## DESERT INN:

(Continued from Page 18)

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.

## EL CORTEZ:

(Continued from Page 19)

of the prudent professor "Erce Twing" on the Edgar Bergen show for so many years. Until you see this bit in person, you have never really enjoyed it. By all means, see PAT PATRICK . . . LOU and SUE SMITH are a pair of identical twins whose voices and actions are also identical. These two young ladies do songs of special material and ballads in rich two-part harmony and do so with an energy that seems boundless . . . DAVID POWELL is a young man with some new twists in rhythm accompaniment as he dances. A wizard with drum sticks, he uses a chair to the greatest of advantages instead of a set of drums. In a Spanish number he uses two pair of over-size scissors in place of castanets.

## SILVER SLIPPER:

(Continued from page 19)

the comedy stars of the show . . . GLORIA PALL . . . Another perpetual hold-over at the Slipper is the BEAU JESTERS. These young men blend their voices beautifully and also take part in the scenes. Marah Gates' FIVE PALOMINOS are offering a fluorescent boogie routine and another based on songs using girls' names . . . Rounding out the roster of actors who make this continually one of the greatest shows on the strip are JIMMY CAVANAUGH and BILL WILLARD.

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VAN STARS!**

Another First for the Copa Room!

**Van Johnson**

Famous M. G. M. Star

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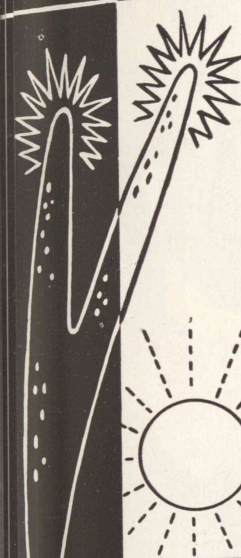
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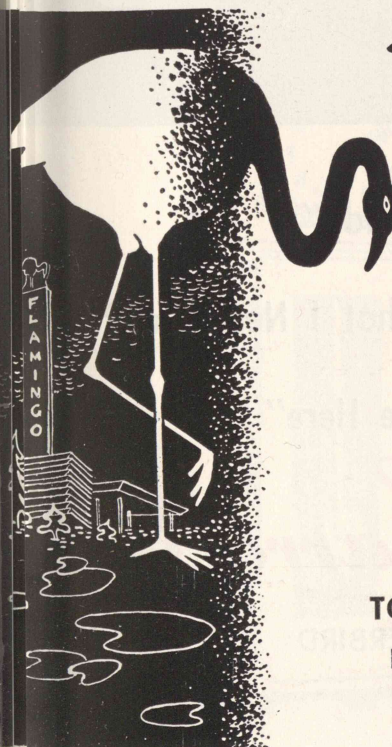
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**TED MACK**

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ETUDE:

"Loot Looted Lady"

— OR —

"Where Are You — Now That I Need You?"

— OR —

"Wish You Were Here"

*Jean Carroll*

HOTEL THUNDERBIRD