Jack Bortz'

July 11, 1953

Fabulous LAS VEGAS

Magazine



IN THIS ISSUE

A SALUTE TO ALLARD F. ROEN
PAGE 11

15c

IN THE OPERA HOUSE - THEATRE RESTAURANT . . .



JOE E. LEWIS

WITH

AUSTIN MACK

at the Piano

GLORIA DE HAVEN

Nightly from Midnite to Dawn
in the
STAGE DOOR COCKTAIL LOUNGE
SHARKEY BONANO'S
KINGS OF DIXIELAND

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

El RANCHO VEGAS

"Stop at the sign of the windmill"

NEVER A COVER

NEVER A MINIMUM

OPENING MONDAY, JULY 13

HERB SHRINER

"The Hoosier Humorist"

THE MARY KAYE TRIO

"Nite Club and TV Favorites"

ESTELLE SLOAN

"America's Most Thrilling Dancer"

THE DEVLYN DANCERS

Featuring Dickie Lerner

SKINNAY ENNIS

and His Celebrated Orchestra

Late Show Saturday Night — 1:30 A. M.

SHOW TIMES
8:30 & 11:30 PM

PHONE 1800
FOR RESERVATIONS

Hotel LAST FRONTIER

LAS VEGAS, NEVADA



OPENING TUESDAY, JULY 14

Red Skelton

SPECIAL ADDED ATTRACTION

Anna Maria Alberghetti

FIVE CHRISTOBELS

SA-HAREM DANCERS

(Moro-Landis Production)

CEE DAVIDSON ORCHESTRA

PRODUCED & DIRECTED BY

GEORGE MORO

Showtimes: 8:30 - 11:30

New Saturday Showtimes:
8:00 - 11:00 - 1:00

NOW

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NO COVER
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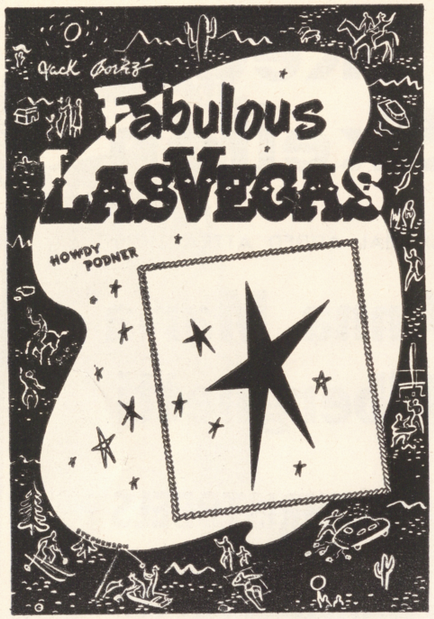
HIWAY 91 • LAS VEGAS • NEVADA

RESERVATIONS · TELEPHONE 6800



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JULY 11, 1953

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★ SHOW REVIEWS ★

HOLLYWOOD HAPPENINGS by TED WICK

A SALUTE TO ALLARD ROEN by EUGENE MURPHY

MAJESTIC LAKE TAHOE by BOB MILLAR

ART EDITOR — DENNIS STEPHENSON

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HIGH SPOTS

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

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

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

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

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

WILBUR CLARK'S DESERT INN—Dining, dancing, swimming, championship 18-hole golf course, floor shows nightly, gaming casino — phone 6000.

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

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

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

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

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

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

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

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

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

WESTERNER CLUB—Rustic casino, in western splendor. 23 Fremont Street. 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 Highway. Pittman, Nevada.

OBSERVATIONS

. by CHARLES P. "POP" SQUIRES

JUST THE OTHER DAY I met an old friend, Harvey Bynum, who, after a long illness in the hospital at Johns Hopkins, is back in Las Vegas looking quite chipper and prosperous. Harvey first came to this town about 1906 and this has really been home ever since. He has a daughter, Jean, who grew up and was educated in Las Vegas and still lives here.

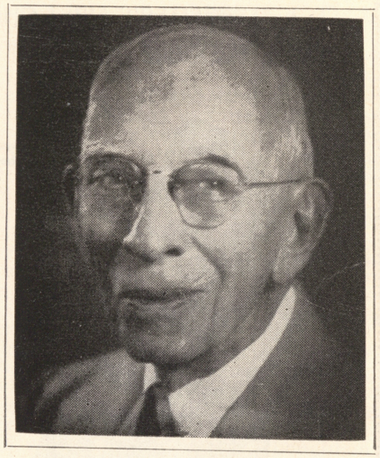
For some years Harvey was very prominent and active as a cafe and nightclub owner. His enterprises here, in a way, were the pattern for "The Meadows," Las Vegas' first elaborate nightclub out on East Charleston, which was built and operated for a while by Frank and Louis Cornero. "The Meadows" was really a delightful place, the swanky predecessor of the later and more successful of our nightclubs.

Harvey established and operated several nightclubs which in their day were favorites of Las Vegas home folks, and which in a way set the pattern for the great hotels and nightclubs of today. Among them were the Cactus Club; China Town, a rather gay dining and dancing place well down on South Main Street; The Dunes, near the junction of Fremont and Charleston; the Pair-O-Dice, later changed to The 91 Club, the remains of which are now a part of the casino of Hotel Last Frontier. Harvey really was a leader in that line and still has interests which, after lying dormant during his illness, now promise to blossom into new prosperity for him.

With most of the older residents of Las Vegas, we are hoping that Harvey Bynum may reestablish the leadership he once held in the entertainment circles of Las Vegas. His comparatively recent enterprises in the Kit Carson, later the LaRue and now part of the Sands, are still fresh in the minds of many of us.

The landing of the first great Constellation plane in Las Vegas the other day came just the same day I ran into a picture of the first, or one of the very first airplanes to come to Vegas.

For several holidays, such as New Year and Fourth of July, we had been trying to get some airplane manufacturer, operator or owner to come to Las Vegas as part of the celebration and carry such adventurous passengers as they could find on flights. Some of you may remember back to the time when



air navigation was not the commonplace part of existence it is today.

Most of us had been brought up on "Darius Green and His Flying Machine" and knew perfectly well that air travel could never come. We might admit that as a clever novelty some daredevils might get off the ground and sail around a little, but as a matter of common, every-day necessity in which thousands of great planes were flying across the United States and the great oceans on each side—that was too preposterous for anyone to believe.

To be sure there had been a few sensational flights in which the pilot had flown to an altitude of several thousand feet and landed again, alive and able to sell about it.

But nobody in Las Vegas could imagine that here would some day be the headquarters of a great airline such as Bonanza Airlines, and that it would in 1953 be quite commonplace for a person to fly to Reno, transact some important business and return to Las Vegas in the same afternoon.

And the thought that people would always fear flying over mountains, plains and oceans at an altitude of perhaps twenty thousand feet confirmed the belief of most of us that air navigation would never be more than an adventure.

Now I wonder how many thousands of people have traveled through the skies on Bonanza planes since Ed Converse first established the great enter-

(Continued on Page 27)

NYLON MESH...

SUMMER'S FIRST CHOICE FOR COOL FLEXIBLE COMFORT . . .



FRENCH SHRINER

Extra Quality

The careful workmanship on every pair of these fine shoes, make them a natural, inevitable choice of all men.

Every Step
A BREEZE!

Tan and Brown
Beige and Brown

$19.95

Arnolds ltd.

"For the man who prefers only the finest"

320 FREMONT STREET PHONE 144

The Adventures of Dave Barry . . .

PRIVATE I. O. U.

I HAD JUST OPENED my pay envelope and was looking over the markers inside, wondering what happened to my salary, when the phone rang. I wasn't surprised. After all, what else can a phone do? So I stuffed the markers in the phone and it stopped ringing. Now, my head started ringing. So I stuffed the phone inside my head and then I heard the voice of my boss, the fabulous Jack Cortez. I knew it was him because he said so.

He spoke first. He said: "Hello?" Then I spoke second and said: "Hello?" This type of conversation is typical between any two people who want to borrow money from each other. As soon as I knew it was Cortez calling I felt that I would gladly exchange this call for two wrong numbers. Cortez only calls when he wants a column. And I never have one when he wants it.

As a Private I.O.U. in Las Vegas I have my hands full, handling a lot of cases. Coca-Cola mostly. I could have said "Scotch," but there are children who read this column too. MY kids, anyway.

Cortez continued: "Listen, Barry, what's the big idea getting an unlisted phone number? Why didn't you tell me you moved?" "Because," I answered, "it was getting too stuffy in that other phone booth." I heard his laughter, and it sounded like the mating call of a wounded crap-shooter.

The reason, friends, that I labor for this Cortez character is because he laughs at anything. Especially when I ask for money. To me, laughter is more than money. That must be true because every time I lose I go to my room and cackle like an idiot. Some people can cackle like idiots without even losing any money. I envy these people. I envy Cortez. This guy has a terrific sense of humor. He must have. to use this column, Another reason I write a column for Cortez is because I'm the only person who reviews HIM!

Incidentally, if this column ever catches on, I expect to go into business reviewing Louella Parsons, Hedda Hopper and Drew Pearson. I will tell you all that goes on in THEIR private lives! But that's only a dream as I realize only too well that I have as much chance of being a successful columnist as Helen Hayes has in replacing Marilyn Monroe.

Cortez was getting impatient. I could tell because he was stamping his foot on the phone. "Barry, I may have to fire you on account of illness," he cried. "I'm getting sick and tired of you!" I promised him that, in spite of no talent, I would write a column, and have it in his office too late to print. He hung up before he had time to figure out my last remark.

I dove into the pile of letters on my desk and the lifeguard rescued me. I can't swim! Somehow I sensed I would have to come up with better jokes than the last one. There was something suspicious about the poison my readers were sending me.

In my last column, if you read it besides me, I had announced my latest invention, the "Strap Jacket," for people who can't resist gambling. Here's a letter from a dissatisfied user. She writes: "Dear Louse! I bought my husband a Strap Jacket for Father's Day. I hoped that by being strapped in he would be prevented from gambling. Well, it didn't work! For three days, he's been dealing himself INSIDE STRAIGHTS!"

Another gem comes from a man in Reno! "Dear Mr. Barry. I bought one of your dern Strap Jackets for my wife, who plays more dice than Nick the Greek. I strapped her in and let her out to test it and, to my chagrin, she still rolls 'em. Of course, she can't use her hands, but she can still shake and roll 'em from the HOLE in her head!"

To you, dear sucker, may I extend my sympathy. The only hope I have for you is in my NEW invention. This time, I can guarantee beyond the shadow of a doubt, that if you try it, your gambling days are over. This contraption will ruin you completely, once and for all.

This brilliant discovery is for people who play dice and have no friends to pull them away from the table when they're ahead. I call it "THE DRAG AWAYER."

Here's how the "DRAG AWAYER" works: You set it beside yourself when you shoot dice. If you're lucky you press a button and the machine automatically taps you on the shoulder to remind you that it's time to quit. Should you make the mistake of ignoring it, it shifts itself into second and grabs you by the collar.

If you have no shirt, you'll be scarred for life. If you still persist in playing,

(Continued on Page 29)

there's nothing like it in Las Vegas
...the famous **PIRATES DEN!**

MARTHA DAVIS
AND SPOUSE

THE MERCER BROS.
"Dancing Maniacs"

PATTY TAYLOR
Acrobatics

JIMMY OLIVER'S BAND

Show Times: 10 p.m. - 1 a.m. - 3 a.m. — Dancing from 9 p.m. 'til 4 a.m.
NO COVER — NO MINIMUM





EL Cortez HOTEL
DOWNTOWN PHONE 15 00

OPEN 24 HOURS

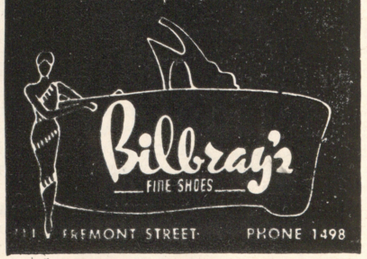


Your Friendly
LIQUOR STORE

FLOYD J. COPE
PHONE 4342 827 SO. FIFTH ST.

"You'll Be the Belle of Las Vegas"
RINGLETTE
WAVE SHOPPE
109 North 3rd St. Phone 553
Home of Silver Blondes
HAIR STYLIST
MAE PARKER
Former Education Director of New Jersey

Nevada's Most Beautiful Ladies' Shoe Salon
I.Miller
DAVID Evins
mademoiselle
PALIZZIO
also
Matching Accessories



111 FREMONT STREET PHONE 1498

THAT'S FOR SURE . . .

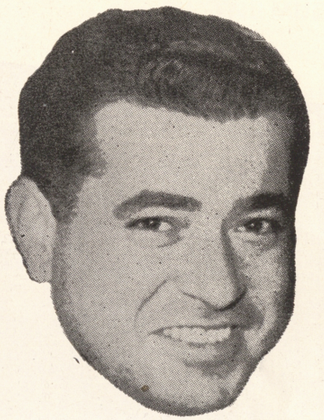
by JACK CORTEZ

ALTHOUGH the Kleig lights ushered in many celebrities to the dual opening of the new Painted Desert Room and its new show, the brightest glow in the vicinity emanated from BETTY HUTTON'S expressive countenance. The headliner's eyes were bathed in sincere emotion as she waveringly attempted to thank her audience for the tremendous ovation they accorded her spine-tingling presentation. Miss Hutton extended super-human energy to attain the flawless performance you saw on opening night. You can read about it in our show review section. However, we'd like to add written laurels for the magnificent talents of Betty's husband, CHARLES O'CURRAN. Mr. O'Curran certainly sparked Miss Hutton's forceful stage delivery with his artistic choreography.

Incidentally, WILBUR CLARK'S DESERT INN can well be proud of the unbelievable task completed by ALLARD ROEN. Although many folks scoffed at Mr. Roen's plans to renovate the entire dining room in four weeks' time, the lad proved to be a man of his word. The results are breath-taking and the stage effects are startingly beautiful.

At this writing we've received word that one of the most spectacular stunts in the history of advertising will materialize on July 9. We cannot give the date as definite for we go to press a few days in advance of the dateline on this issue. However. from what our informant states, there will be a constant traffic jam on Sunset Boulevard. The reason for the tie-up and horn-honking will be the unveiling of the HOTEL SAHARA'S new billboard. The billboard itself will boast a unique reproduction of the hotel. Directly in front of the massive sign (40 feet high) will be a swimming pool. Splashing about in the pool will be nine bathing beauties—not at once, but four on three different shifts. Here is something new in advertising. It will be a three-dimensional effect right before your eyes. Our sympathy to the California police force and our congratulations to the men who have introduced and created this terrific publicity for the Hotel Sahara and Las Vegas.

There's a persistent buzzing in the air and it seems to be saying that EDDIE TORRES (co-owner of the SANDS HOTEL) is deciding to leave his bachelor trappings behind him in favor of connubial bliss. The Lady Fair who is stimulating such thought is



BARBARA CALVERT (no relation to to Calvert Distilleries). Miss Calvert is a student at the University of Oregon, currently vacationing in our midst.

Although postponement of the ETHEL MERMAN starrer, "There's No Business Like Show Business," will cost 20th Century-Fox a small fortune, they'll just have to grin and bear it. Miss Merman will not begin work on the picture (originally scheduled for shooting in July) until Director Walter Lang is fully recuperated and back on the set. The delay will cover a two or three-month period.

Not too long ago, SELMA and JOE HITTLEMAN packed their vacation bags and left Beverly Hills in the distance as they headed for our fabulous town and the FLAMINGO HOTEL. (He is a contractor and also a hardware wholesaler.) Despite the fact that they have lovely weather on the coast now, the Hittlemans just couldn't wait to get here. The reason is Mrs. H.'s tan. Now, from what we hear a gal can go to a certain beauty shop and buy a tan for a reasonable amount of money. Seems strange that Joe's wife spends so much time sunning in the outdoors and then listens to how much the color costs her husband. Last year Selma returned home with a beautiful tan that was worth close to $7500.00. This year Joe insists it is much less expensive. Currently, he claims the tan his wife is sporting is only a $5000.00 one. Hmmmm! Seems that prices are on the downswing—no?

Among the many visitors in town is

(Continued on Page 17)

THE BIGGEST LUGGAGE NEWS IN YEARS!

SAMSONITE LUGGAGE in...

NATURAL ALLIGATOR FINISH!



a. Ladies' Wardrobe $25.00
b. Ladies' O'Nite .....$19.50 (Regular)
c. Ladies' Train Case $17.50

Other Samsonite Styles:
V.I.P. Case $19.50
Men's Quick Tripper $19.50
Men's Two-Suiter $25.00
Pullman Case $27.50
Men's Journeyer ..$27.50
Hand Wardrobe ..$35.00
Ladies' O'Nite ....$22.50 (Convertible)

Ladies' Vanity O'Nite $17.50
(All prices plus tax)

OPEN AN ACCOUNT... TAKE UP TO A YEAR TO PAY!

Your Payments As Low As

$1.00

WEEKLY

ACCOUNTS OPENED IN 5 MINUTES

Never before has famous "Samsonite" been offered at such low, low payments.

AVAILABLE IN 6 POPULAR COLORS

ATTENTION NEWCOMERS!

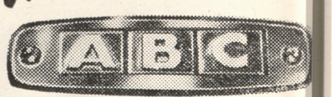
Your charge accounts are invited. No waiting, no delay!

Bond's Jewelers

"HOME OF QUALITY DIAMONDS"

300 FREMONT ST. LAS VEGAS, NEV.

FREE INITIALS!



Your initials in solid brass on every piece of Samsonite!

A SALUTE TO ALLARD ROEN

. . . by EUGENE MURPHY

IT IS TRADITIONAL at Duke University that graduates of this Durham school comprise the nation's leading group of young executives. Allard Roen, general executive of Wilbur Clark's Desert Inn, is an outstanding example of this hallowed tradition.

A man of modest mien and gentle disposition, he is unique in blatant Las Vegas where the quickening pulse of business is regulated by the tom-toms of publicity. Roen is a man who would rather be seen than heard and his skill for anonymity reaches well nigh to perfection.

When Wilbur Clark associated with his partners in the creation and construction of the Desert Inn, Allard Roen was called from his home in Cleveland, Ohio, to function as a general director in the many activities concerned with the development of the hotel and its grounds.

His initial appearance in Las Vegas was inauspicious as he quickly adapted himself to the casual mode of the area and dressed no more distinguished than the hod-carriers, plasterers and other workmen who were erecting this palace of pleasure in the wildernesses of the desert.

Today, reigning in his efficient office adjacent to that of Wilbur Clark, Allard still wears the same modest manner but he dresses more like a tourist, and his relaxed casual approach is kindred to that made famous by Bing Crosby; but the twain differ when it comes to golf, Roen being a zealous student plugging his way around the hotel's own 18-hole layout in the very admirable 80s.

Allard Roen's work at Wilbur Clark's Desert Inn covers every aspect of operation. Working in association with the executives in charge of each department. it is his job to oversee and to approve all activities ranging from general administration to the booking and staging of shows, and including such diverse activities as hotel operation, dining room service including kitchen supervision, the bars, the general entertainment in the hotel and the upkeep and maintenance of an edifice which started out on 17 acres and now incorporates 270 acres of artistically landscaped grounds.

It is his prime responsibility to be "in charge of everything" and, in an operation which numbers 650 employes, this job assumes more than just "around the clock" proportions. Fortunately he is wedded to his work and it takes such devotion to successfully supervise tremendous problems which are his daily lot.

Allard Roen was among the first to urge the creation of a golf course in Las Vegas and, when the proposal of making it as a Strip Hotel activity was rejected by other operators, he determined that the course should be a part of the Desert Inn's activities. It is almost impossible to enumerate the many problems attendant to the creation of a golf course in the middle of the desert.

Local residents may recall that in Mach of 1952 heavy and sustained winds blew away contours of the course and at the same time scattered about $25,000 worth of assorted grass seed around Clark County.

The digging of wells to provide an independent source of water was amplified when the hotel management proceeded with a water reclamation project which today has cost more than $250,000. By this device water used anywhere in the hotel is diverted from normal sewage pipes and channeled to a processing plant where, after sludging, it is purified and refined and then sprayed on the course. The 172 acres of grass is very green without disturbing the normal water supply of the area.

It can be said that the eminently successful Tournament of Champions was germinated by Roen. As an ardent sportsman he was an outstanding baseball player at Duke. Allard proposed a tournament that would be unique in professional golf circles and which would bring the widest possible good publicity to Las Vegas.

To date there has not been a discordant voice raised among the chorus of hallelujahs which have reverberated throughout the land since the tournament was successfully concluded.

The mountain of press clippings which steadily rises with each day's mail at the hotel is proving beyond all words that this tournament had done more to give Las Vegas a "good press" than any other effort in the history of the community.

Not content with supervising the booking of shows; the day in and day

(Continued on Page 41)

MUSIC SONGS GIRLS!

NO COVER — FRENCH REVUE — NO MINIMUM

Folies de Paris

STARRING

FIFI D'ORSAY

Brilliant French Star

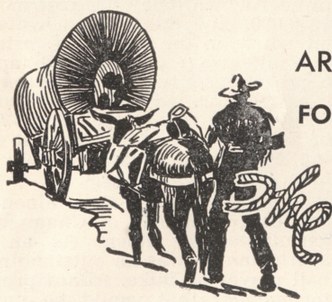
OPENING FRIDAY, JULY 17 — KALANTAN

SHOW TIMES: 9 P. M. — 11 P. M. — 1 A. M. — 2:30 A. M.

SILVER SLIPPER SALOON

LAST FRONTIER VILLAGE

PARKING FOR 1500 CARS PHONE 1800



OUR DEALER'S SPECIALS
ARE THE TALK OF THE TOWN

FOR THE FINEST ITALIAN DISHES

VISIT . . .

WESTERNER

23 FREMONT STREET, LAS VEGAS, NEVADA

For the Unusual

OPEN EVERY DAY
INCLUDING SUNDAYS

CASUALS
AFTER FIVE WEAR
AND ACCESSORIES

bonnie best

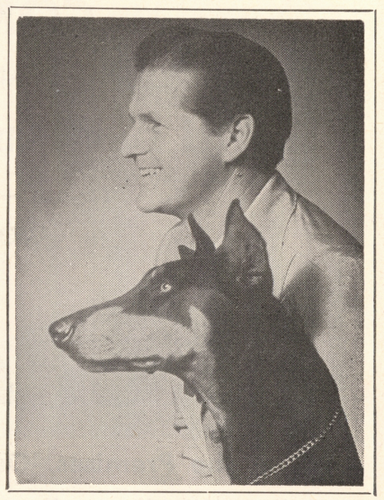
BEVERLY HILLS LAS VEGAS

Just South of Desert Inn

3101 South 5th Street Phone 414

PAGE "13"

. . . by JOHNNY



IT AIN'T THE HEAT . . . it's the humidity! Right now I'm sitting here, typing and squirming, in a puddle of humidity! Oh, there's a terrific breeze coming from my cooler . . . warm, dry and sticky all at once! Now the tourists can appreciate what we meant when we always used that old line about: "Thank heaven, it's a dry heat!" These temperatures of 105 to 110 would be like nothing if there was less humidity. When the humidity is running around 7% as usual, you could be out walking around in it, and your clothes would be practically dry. As it is, the back of my neck hasn't been dry for a week! And my forehead is gettin' raw from moppin' my kisser with both hands. Now I know why everyone is leaving the East and the coastal areas, and moving inland. Day in and year out we have more liveable weather than any other place I can think of, and none of them can offer the way of life that we here in Las Vegas enjoy. We can be thankful that occasional winds, and the heat, is all that Mother Nature throws at us! Look at the rest of the country!

SAM CRAVOTTA is the general manager of the COLONIAL HOUSE on Hiway 91. Sam comes to us from the East where he was, and still is, eastern division manager for ANTHONY MARTINOLICH'S extensive ship - building enterprises. Mr. Cravotta took over the reins of the COLONIAL HOUSE a few weeks ago and has already made some startling changes and improvements, with a lot more to come. This man is on the ball! Look for the little intimate bar at the Colonial to start a decided climb in popularity in the very near future, if present plans go into effect . . .

Lately the night business out at SAL & RUSTY'S AMUSEMENTS on the Boulder Hiway has gone into full swing. What with most people staying in during the day, they want some place to go at night and take the kids. THIS IS THE PLACE! There's plenty for every one of all ages to do in the way of amusements. Sal and Rusty can hardly wait to complete arrangements to have their merry-go-round and skating rink installed.

CECIL LYNCH and his associates at the FORTUNE CLUB downtown installed a way to get around these long waits for the telephone operator (these long waits not being her fault). They sent back East for a gadget called an Addiphone. When you want to make a call, you take the receiver off the hook, put the earpiece into position at the amplifier, and go on about your business. When the operator comes on she is heard over the "squawk-box" and you carry on your conversation with "no hands." Or if you want the conversation to be private you merely pick up the phone and use it in the conventional manner. Nice gimmick for a busy man! . . . By the way, the FORTUNE CLUB has put in a pit . . . two 21 tables and a crap game. Bets from 25 cents up! Who was it that was betting the Fortune Club would fold inside of a month?

I know that there is Italian food, and there is Italian food, but you'll never get the opportunity to sit down to a dinner of any more delicious Italian dishes than you'll find at LOUIGI'S CHARCOAL BROILER on The Strip. They have the full complement of Italian cuisine, besides having the best meat that money can buy, to be served from their broiler. And that attractive little brunette with the flashing brown eyes is LORA ANN CONIGLIO. Her Dad, LOUIE, is co-owner of the restaurant with HOWARD WERNER . . .

MR. and MRS. ANTHONY GLASER were in town over the past week to relax in the luxuries of Las Vegas for a short time. Many of you will remember Mrs. Glaser as the energetic Miss

(Continued on Page 31)

BLAINE FURNITURE
COMPANY

OWNED AND OPERATED BY

ELI LUBIN and MORT LEVITCH

Now in Stock — a Complete Line of the
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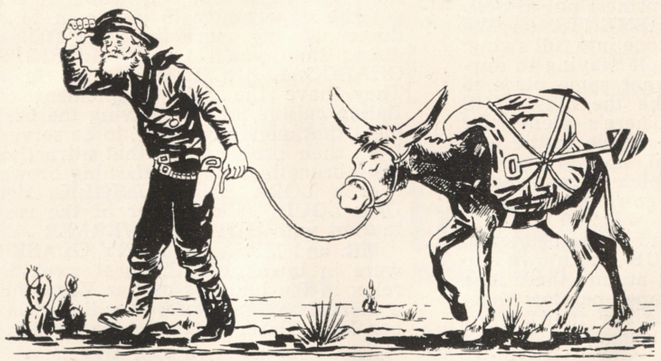

"Do Not Prospect . . . Be Sure With BLAINE'S

RENO BEAT . . .

by ART STEAGALL

ON SATURDAY a new record crowd saw the 18th annual rodeo. The big Fourth of July show, always outstanding, this year climbed to new heights. Held over last week-end, Friday, Saturday and Sunday, the new enlarged stands were filled to overflowing capacity. Cowboys from all over the West were in stiff competition for a piece of the rich prize money.



The three-day celebration started off with a mammoth parade through the downtown streets at noon on Friday. The parade went direct to the Rodeo Grounds where it formed the grand entry and the show was under way. There were plenty of thrills and spills as the hard-working cowboys engaged in bronc riding, calf roping, bulldogging and last, but by no means least, the riding of the wild brahma bulls. To me the unsung heroes were the pick-up men who worked all through the show and saved many of the riders a few extra bad seconds by pulling them off the broncs after they had finished their ride . . . 'twas a big week-end alright, and a great show!

AGVA: Northern California-Reno Golf Open is set for the Washoe County Course for September 17 to 20 . . . Big-time wrestling returned to Reno this past week-end. LEO NOMELLINI and BOBBY BURNS lost in three falls to the big bad SHARPE BROTHERS, BEN and MIKE . . . MAPES SKYLETTES back in the swing after a two week vacation . . . DAVE BARRY, brother columnist, combining a two-week engagement here with a summer vacation for MRS. B. and their three sons . . . DAVE is a great comic . . . MATTY MALNECK in town for the WHITEMAN opening at the MAPES SKYROOM . . . MERVYN J. GOODMAN, Bay Area real estate man, down to Reno from LAKE TAHOE, with his LW (lovely wife) . . . EDDIE FITZPATRICK and his boys off in all directions looking for fishing. The orchestra has a two-week vacation from the SKYROOM while PAUL WHITEMAN and his Orchestra take over . . . This is the first vacation for the FITZPATRICK crew in over a year . . . BILL CLIFFORD, popular band leader at the RIVERSIDE, about to hear wedding bells . . . DALE W. LAKING, mid-western field man for DUN and BRADSTREET, a stop-over visitor enroute to LAKE TAHOE. MR. LAKING makes his home in DANVILLE, ILL. . . . Looks like the PALACE CLUB will miss a great summer, still closed . . . The long legal battle over the lease on STATE-LINE is settled. As of Tuesday, the SAHATI interests move out to make way for the new lease holders, ANTHONY GRECH and PAUL VENTURI, from the Bay Area . . . RALPH MARKS, local photographer, had a busy night Sunday, a wedding at 6 p. m., then the wrestling bout at Moana Park. RALPH was the announcer, timekeeper, one of the judges and, in his spare time, took press pictures. Before the bouts he helped out ANDY ROCKNE seating the people . . . The place was sold out . . .

CURRENT SHOWS: GOLD ROOM, GOLDEN HOTEL: ROY ROGERS' SINGERS with GLORIA BROWN and the WHIPPORWILLS, TIMMY ROGERS, the DUNHILLS, the GOLDEN GIRLS and GARWOOD VAN and his music . . .

SKYROOM of the MAPES HOTEL: PAUL WHITEMAN, his orchestra and revue with DAVE BARRY, ROY BARGY, NANCY LEWIS, BOBBY GREGG, GREGORY SCOTT and the MAPES SKYLETTES . . .

RIVERSIDE THEATRE RESTAURANT: JIMMY DURANTE, with EDDIE JACKSON and the HOLLYWOOD COVER GIRLS, EVIE and JOE SLACK, BILL CLIFFORD and orchestra, and the RIVERSIDE STARLETS...

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

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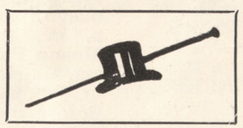
IMPORTER  HABERDASHER

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THAT'S FOR SURE:

(Continued from Page 9)

JULES STEIN, who managed to steal away from New York City long enough to enjoy a short stay here. He is the producer of "Hazel Flagg," the Broadway production that is enjoying rave reviews.

Ringsiding at the JOE E. LEWIS show (HOTEL EL RANCHO VEGAS) were Mr. and Mrs. LANNY SHORE and dapper BUDDY GROVER, escorting the beautiful LAURA ANN CONIGLIO. Incidentally, we must apologize for our faux pas of last week. When writing of the GROVER-SHORE TRIO (DESERT INN LADY LUCK BAR), we erroneously substituted "Rogers" as Buddy Grover's surname. Our most humble apologies to Buddy Rogers. We honestly don't know how we could have possibly made such an inexcusable error. We can only hope you forgive us. It must have been the heat!

Many localites will remember JOHNNY BURKE, formerly head chef at the HOTEL LAST FRONTIER. Johnny gave up his local residence for a while but is back in town, this time as broiler chef at the FLAMINGO HOTEL. We'd like to give the lad a written pat on the back. He is working very hard and is devoting virtually all of his income to discharge the obligations he incurred in the past. This attitude means a great deal of self-sacrifice on his part but Mr. Burke won't stop until his marker-slate is clean!

There should be a special court to try thieves who prey upon valuable articles that are treasured by folks who need them for their various professions. Last week some miserable culprit walked into the band room of the DESERT INN and brazenly departed with CARLTON HAYES' prized violin and bow. Both of these items are not only expensive but very necessary in the life of this orchestra leader-musician. We can only hope that Carlton will somehow regain possession of these implements of his trade.

It was awfully nice to chat with BARRY GRAY when he dropped into town last week en route to New York from L. A. Barry has many friends here but made the visit with the express purpose of seeing JACK ENTRATTER (of the SANDS HOTEL). Mr. Gray is very frank in his admiration and respect for Mr. Entratter, who befriended the radio personality in the days before he attained his current popularity and fame. Barry is heading back to fulfill a radio contract with WMCA and his New York Post column will be syndicated. Even though he's soon to be embroiled in a very hectic schedule, B.G. offered to extend his energies in our behalf while in Manhattan. Thanks for the offer, young fellow! Sure is nice to know nice folks like you!

What is this? Have our eyes spied a potential twosome in the formative stage? Unless we miss our guess, LARRY SLOAN (coast representative for the HOTEL SAHARA) and THELMA FISHER (GEORGE MORO'S assistant) are heading for the "oblivious to everyone else" degree.

JIMMY RITZ is tiring of his bachelor status and has decided the past seven years have been a bit too lonesome. When the zany RITZ BROTHERS open at the SANDS HOTEL on August 26, Jimmy will have completed his plans to carry a bride over his threshold. Looks as though most of the eligible males are realizing that a house without a woman isn't a home after all!

Heartfelt congratulations to MR. and MRS. J. FENBERG who took each other "for better or worse" in a ceremony at the FLAMINGO HOTEL penthouse. The groom's dad (a Texas oillionaire) beamed his approval. All in attendance agreed that the bride, LOIS, made a very fetching picture in her wedding raiments.

Even though there are approximately three months left before ESTHER WILLIAMS plays hostess to the stork, the appealing film star is still giving lessons at the L. A. School for the Visually Handicapped Children. This is a highlight of a star's private life, seldom mentioned by critics of Hollywood.

When we mentioned that JIMMY STUART is employed in a managerial capacity at the HOTEL EL RANCHO VEGAS, it certainly was an understatement. The distinguished gentleman is actually in charge of all service departments at that bistro and is also an assistant to owner BELDON KATLEMAN. It's gratifying to note the respect and cooperation Jimmy receives from the employes. While on the subject of the hotel, the new kitchen will be completely equipped with stainless steel. The dining room is on the verge of a complete face lifting and the swimming pool will have a new location. There are so many details being worked on that we couldn't possibly list them all here. However, when all the work is done, the El Rancho will be radically different from its present appearance and arrangements.

As a person watches PINKY LEE onstage at the HOTEL LAST FRONTIER, one is impressed with his youthful appearance. Here is a good example of the belief that "looks are deceiving." Actually, Mr. Lee has a 14-year-old daughter and an 18-year-old son who is a sophomore at the University of Southern California.

(Continued on Page 25)



MEMO:

to Milton Prell

Singing at the Sahara

is as thrilling as . . . .

"Racing with the Moon."

Sincerely yours,

Vaughn Monroe

ERNIE JOHNSON AT THE PIANO

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"CURTAIN TIME"

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

Flamingo

June 25 thru July 22

Show: Spike Jones' "Musical Insanities of 1954," Company of 35

Mural Room: Bobby Page and Orchestra

SPIKE JONES' "Musical Insanities of 1954"! To those of you who have seen previous Spike Jones revues the opening comment should be sufficient. Here is a company of 35 past masters in the art of timing; the feature that seems to make these productions reach the finale all too soon! Featured in this year's company are some of our old favorite performers and some new ones. . . . One of the most outstanding numbers of all of their many interesting productions is the Hawaiian spectacle which features SPIKE on the drums. In this number a maximum of fluorescent lighting is used in a general display of

(Continued on Page 33)

top. The lad writes his own material. You've heard him on radio and seen him on television. Now you can witness the warm-hearted funster in person. Herb is not a blasting comedian. He utilizes a slow drawl that holds the audience in appreciative attention. His delivery is so different everyono just loves this Shriner boy . . . The MARY KAYE TRIO arrives from a show-stopping engagement at the Mocambo. This is their fourth appearance in our town. These entertainers have appeared on an interesting number of the top-notch radio and TV shows. They not only create beautiful music on their instruments, the trio also project remarkable vocal renditions . . . We are happy to welcome back ESTELLE SLOAN, the petite dancer who has been called the "Peter Pan of the Dance." Miss Sloan has scored successes on Broadway and in Hollywood. She is a picturesque performer whose individual brand of dancing will win you from the start . . . The DEVLYN DANCERS feature Gene Kelly's protege. DICKIE LERNER. The kids have prepared two different routines that we believe you will receive with hearty applause.

LAST FRONTIER

July 13 thru July 26
(Not a Review)

Show: Herb Shriner, Mary Kaye Trio, Estelle Sloan
Line: Devlyn Dancers, featuring Dickie Lerner
Orch.: Skinnay Ennis
Organ: Don Baker
Gay '90 Bar: Buster Hallet, Bill Britt and Art Barduhn Trios

You have just two evenings left to catch the current show in the Ramona Room. If you haven't as yet seen Evelyn Knight, Pinky Lee and Boy Foy, you have until the last show Sunday evening to see and hear them. Headlining the new revue on Monday evening will be the Hoosier humorist HERB SHRINER. Here's one comedian whose rustic wit has sent him to the

El Rancho Vegas

June 24 thru July 14

Show: Joe E. Lewis (with Austin Mack at the piano), Gloria De Haven
Line: Dottie Dee Dancers
Orch.: Bob Ellis
Steak House: Landis and DiStephano, Miranda and Gardos

JOE E. LEWIS, the daddy of all comedians, stars in this outstanding production. He is really one of the most beloved performers of spotlight fame. We aren't exaggerating when we say that his many fans travel lengthy distances just to listen to his whimsical, lovable humor. Mr. Lewis possesses a talent that is unbeatable. He always returns with a different selection of comedy material. He is a champion whose humor and personality will shine forever in the annals of show business. AUSTIN MACK displays perfection in his piano accompaniments and assist-



ing Joe E. through the evening's antics. . . . Time out to congratulate the adorable GLORIA DE HAVEN, star of stage and screen. The delightful songstress returned to our local scene with a seemingly different type of presentation. In the short time between her last engagement and this, Miss DeHaven has acquired a greater amount of showmanship and "sells" her specialty songs as though she were born with a song on her lips. Gloria is enchanting for sure . . . The DOTTIE DEE DANCERS present two novel routines, dressed in outstanding costumes . . . BOB ELLIS and his boys are magnificent in the show background music and patron dance rhythms . . . In the Stage Door Cocktail Lounge, your until-dawn musical entertainment is provided by Joe Bonnano's Kings of Dixieland, champs of jazz.

Wilbur Clark's DESERT INN

July 7 thru August 3

Show: Betty Hutton, The Skylarks, Jim and Mildred Mulcay
Line: Donn Arden Dancers
Orch.: Carlton Hayes
Lady Luck Bar: Grover-Shore Trio, May-Caruso Trio

Las Vegas will long remember this exciting Inaugural Show in the New Painted Desert Room. There were stars and celebrities, sky lights and bright lights, but none could match the brilliance supplied by the dynamoments of the brilliant BETTY HUTTON! From the moment of her dramatic entrance, following a powerful musical introduction, until the final strains of the last of many encores, Miss Hutton held the first-nighters' every attention. Even the dinner show diners dropped everything to watch and listen! It's true that "no one sleeps while Hutton is on," and we need not tell you why . . . still, when she does a serious ballad, amid lighting and staging never before possible in Las Vegas, you are wide awake to the sincerity of heart in everything this versatile artist does . . . Featured with Miss Hutton, from her introduction

(Continued on Page 33)

SAHARA

July 14 thru July 27
(Not a Review)

Show: Red Skelton, Anna Maria Alberghetti, Five Christobels
Line: Moro-Landis Sa-Harem Dancers, featuring Gene Louis
Orch.: Cee Davidson
Casbar: Three Majors, Al Day Trio, Joe Loco and his Moambo group, starring Ving Merlin and his Violins

Better batten down the hatches and tie your ribs tightly. That funny man of international fame is on his way here and we're warning you that hilarity will accompany him. RED SKELTON, one of the hardest working comics of the day, stars in this new presentation. The lad needs no introduction to anyone. His antics have been witnessed by many through many mediums of entertainment. His popularity is far-reaching and his style of comedy has created one of the greatest followings any performer ever had. Don't miss Red during his engagement at the Sahara . . . ANNA MARIA ALBERGHETTI is the European lass who took our country by storm when she made her film debut. The teen-age singer

(Continued on Page 33)

The Sands

June 24 thru July 14

Show: Lena Horne, Lou Wills Jr., Luxor Gali-Gali
Line: Copa Girls and Boy Dancers, featuring singer Charlie Nelson
Orch.: Ray Sinatra
Silver Queen Bar: Johnny White, Ernie Stewart, starring Walter Gross Trio

The sensational LENA HORNE is currently collecting more rave notices as she electrifies her audiences at The Sands. As you watch the glamorous songstress you realize the spotlight is

shining upon a creature who is completely feminine. Her method of presentation inspires one to believe that "Love" is Miss Horne's middle name. She is an excellent purveyor of emotion and can toss her listeners to sensuous heights or embrace them with a pixie-like glance from her expressive orbs. Her original songs couldn't have been written for anyone else. Lena Horne will always be a name that inspires the best in entertainment. No living person could possibly mimic her and attain identical results . . . LOU WILLS JR. is a dancer with remarkable dexterity. He is a personable young man who enjoys his work and communicates his pleasure to the spectators. We place him high on the list of favorite soft-shoe artists. His "tricks" are spectacular and we are among the many who wince when Lou throws his physical self into the air. The fellow is remarkable . . . LUXOR GALI-GALI is the Egyptian magician whose prestidigitation is actually amazing. He is a master of misdirection and can "lift" anything from a person's pockets with-

(Continued on Page 33)

Thunderbird

July 2 thru July 22

Show: Gale Storm, Mata and Hari, John and Rene' Arnaut, Jay Marshall
Line: Kathryn Duffy Dansations
Orch.: Al Jahns
M. C.: Barney Rawlings
Navajo Lounge: Jack Martin Five, Normandie Boys

"Little Margie," of Phillip Morris CBS radio and TV show, made her debut before Las Vegas footlights last week and immediately became the sweetheart of everyone who has seen her or come into contact with her and her engaging personality. Aside from all this, this cute and perky blonde can SING! She sang, showing a versatility like that possessed by very few vocal-

(Continued on Page 35)

El Cortez

July 2 thru July 15

Show: Martha Davis, Mercer Brothers, Patty Taylor
Orch.: Jimmy Oliver
Bucaneer Bar: The Instrumentalists, The Star-Kings

She and "Spouse" are here again! MARTHA DAVIS is once more ruling the roost in the Pirates Den of Hotel

(Continued on Page 35)

SILVER SLIPPER SALOON

June 19 thru July 23

Show: Fifi d'Orsay, Kalantan, Murphy Sisters, Hank Henry, Sparky Kaye
Line: Marah Gates' Palominos
M. C.: Jimmy Cavanaugh
Orch.: George Redman

ALL NEW SHOW! The "Folies de Paris," starring that all-time favorite Parisienne comedienne FIFI D'ORSAY. This perennial star has a perpetual powerhouse of energy which is amazing. There is a steady line of song and chatter from the moment she walks on stage until her final bow. You'll enjoy seeing Fifi d'Orsay once again. Opening this week end, and co-starring in this show, was Las Vegas' favorite exotic dancer, the one and only KALANTAN, whose tingling dance interpretations have brought about many, many repeat attendance to the room. "Exciting" is the word for KALANTAN! Also on this hilarious bill are the MURPHY SISTERS, three singing and dancing stars who carry more weight in their own particular field than any

(Continued on Page 35)

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MAJESTIC LAKE TAHOE

. . . by BOB MILLAR

(Editor's Note: A long time ago we welcomed Bob into our circle of intimate friends. This week we are exceptionally happy to salute Mr. Millar as a new staff member. The congenial orchestra leader has promised to send weekly contributions during his entire summer engagement at The Lake. We can only hope the smile-happy chap will remember our deadline. Welcome to the Fourth Estate, B. M.)

THE BREATH-TAKING VIEW of Lake Tahoe from Mt. Rose Highway makes a memorable first impression. Certainly this is one of the great scenic sights in North America. With the Sierra Nevada range still white with snow and the many streams running full and fast, it seems incredible that the desert country is only a few short miles behind us.

In a matter of minutes, the Mt. Rose road descends through the forest to the shore of the lake and what do we find? Craps. Roulette. Twenty-one. Two shows nightly. No cover, no minimum. Tahoe's finest food. GIRLS, GIRLS, GIRLS!

Well, whataya goin' to do? It's Las Vegas all over again, only with pine trees and squirrels. And higher rents. Ask the kids in the shows . . . and the guys in the bands. The first two or three days in this western wonderland can be pretty discouraging . . . it takes a lot of looking and a lot of talking to find a place to lay your weary haid.

The real estate boys around here are all nice accommodating fellows who think nothing of loading you into their car and touring the lake with you, showing you all the sights on the way and stopping off for lunch somewhere. In the meantime they keep coming up with these baronial summer estates that seem large enough to house the Latin Quarter Revue with plenty of rehearsal space for all. We saw some nice lean-tos that could be had for the comfortable sum of $600 the season. The kind of thing Tolouse-Lautrec would have loved with turn-of-the-century-style plumbing and some right snappy reed furniture that was probably used by Famous Players-Lasky.

The North Shore-Crystal Bay area is certainly jumping. SANFORD ADLER has done a magnificent job of redesigning and redecorating the BILTMORE. He has combined the operation of that recently acquired property with CAL-NEVA LODGE. So now it is the CAL-NEVA BILTMORE . . . and a beautiful spot it is.

New cottages are nearing completion and the completely new entrance and redecorated casino and lobby areas make it a show-place. One of the most colorful items of the combined operation of the hotels is the replica of a San Francisco cable car that SANDY ADLER had built to shuttle patrons between the Lodge and the Biltmore. Real cute.

The MARILYN MAXWELL show off to a great start at CAL-NEVA LODGE. Still the nice, gracious gal with the easy style of delivery that make her songs so easy to take. NOONAN AND MARSHALL, THE KIRBY STONE QUINTETTE AND CLIFF FERRE with WANDA SMITH'S FASHION DEBS make for a terrific package surrounding Miss Maxwell. The jam session Marilyn stages with the KIRBY STONE boys is an audience favorite, along with the wonderful nonsense of NOONAN and MARSHALL.

Many familiar Las Vegas faces around the North Shore area . . . EMIL RESNIK back at CAL-NEVA, CANDYCE KING and BILLI MARCEL, late of LAST FRONTIER line, are here with the JEAN DEVLYN DANCERS. Ditto the fine trio of TOMMY DOYLE. TOMMY and the guys are very popular with the late crowd.

BUCKY HARRIS greeting people like he means it and making us all feel very much at home at the NORTH SHORE. AL WALLACE has a slick band in this charming room and is doing his usual fine job. AL has always been a favorite with the San Francisco and Oakland dancers and it is very easy to see why.

NAT KING COLE is giving us all goose pimples on that late show across the street. Still the same nice guy to talk to and a dynamic performer on-stage. JOE CAPPO is well received on the same bill and the show is played very capably by DICK PIERCE. Haven't had a chance to talk to DICK since he played Las Vegas . . . it was a very pleasant reunion. DICK is somewhat different from many bandleaders, with an unassuming air and a real musical talent to go with it.

Best food in KING'S BEACH: THE SWISS CHALET with all the fine

(Continued from Page 39)



PINKY LEE

THANKS TO JAKE KOZLOFF FOR TWO WONDERFUL WEEKS
— AND A HUG AND KISS TO EDDIE FOX AND
THE WHOLE GANG AT

HOTEL LAST FRONTIER

THAT'S FOR SURE:

(Continued from page 17)

Among the familiar out-of-town faces are Mr. and Mrs. LOU ROTHKOPF, of Chagrin Falls, Ohio. The couple are really having a fine time here in their adopted vacation-land. Nephew BERNIE is a pit boss at the DESERT INN.

One of the most ingratiating men we've ever met is JACK ERDMAN, a captain in the dining room of the HOTEL SAHARA. Here is a fellow who just can't seem to do enough for the patrons. At times, we honestly believe he is psychic. He just seems to anticipate your every desire and assures you of excellent service.

Here's one for your "Well, I Do Declare!" books! MARIO LANZA elevated his nose at an offer of a $35,000 weekly booking in one of our hotels. Reason? "Such environment does not go hand-in-hand with singing." M. L. insists he will NEVER appear in any nightclub. No comment! We merely have a suspicion that time and circumstances have often altered quick decisions and protestations.

LOU IRWIN in town for a few days, making arrangements for his acts—NORMAN BROOKS—PETER LIND HAYES and MARY HEALY—KALANTAN and the RITZ BROTHERS. In the very near future Lou will head for the Riviera (France) to "play in the sun," a la Farouk. His departure is scheduled some time in August.

Just like anyone else, we have certain favorite people we like to see around town. One is CHARLES RICH of University City, Mo. He arrived here over a week ago to visit some of our localites, especially his good friend SID WYMAN (one of the owners of the SANDS HOTEL). Mr. R. is here without his wife and is bemoaning the fact. Here's one husband who insists he'll never again travel away from home without his wife. We don't want this to sound like a lovelorn column—but—these are the things people like to hear.

Hail and Farewell to ELAINE and DAVE SCHRIER who vacationed here a short while before returning to Elizabeth, New Jersey. Mr. Schrier and his partner are known as the juke-box and pin-ball machine kings of the East. The beautiful Mrs. Schrier fell in love with our town but couldn't stay any longer because she missed her children quite desperately. We hope it won't be long before these nice people decide to pay us another visit and their very good friends, MR. and MRS. AARON WEISSBERG (formerly of New Jersey) and now Las Vegas residents.

Time out to send an over-sized helping of sincere congratulations to two wonderful friends. They are MARION and ART FORCE. (As you know, Art is a Las Vegas publicist). Reason for the felicitations is the celebration of the 21st Wedding Anniversary (July 16) in the Force household. We're inviting ourselves to the Silver Jubilee in four years.

At the close of her current engagement at HOTEL EL RANCHO VEGAS, GLORIA DE HAVEN plans to retire from the nightclub circuit. The beautiful star is preparing to settle down to her new career as a housefrau and reveals she just might do some picture work in the future.

If any more overweight people join the fold and adopt Ye Editor's method of losing the excess poundage, we're going to apply for a commission from the makers of Melo-Zets. Since this columnist dropped eight inches from his waist measurement, dissatisfaction has been stirred in the hearts of others and there has been a rush to buy the weight-melting crackers. It's really humorous to walk into the HOTEL LAST FRONTIER and see most of the personnel munching on their Melo-Zets (off-duty, of course).

Even though we made mention of her earlier in this column, we just can't help but continuing on the subject of BETTY HUTTON. The gal makes all superlatives look sick, by comparison. If you combine the atom and hydrogen bombs, they'll be pretty weak alongside this blonde bombshell. We are predicting that Miss Hutton will establish a new record at the DESERT INN, one that just might threaten to remain unbroken.

Believe it or not—JACK BENNY wants to turn 40 (in his professional life) but his writers won't hear of such a thing. In fact, Jack reports: "They fainted when I made the suggestion."

Another lonely husband in town is FRANK WEISS, one of the owners of the STRIP RACE BOOK. His wife, LOUISE, left town with her sister, JERRY DAUBERT, and niece, BEVERLY ANN. The ladies went to Donaphin, Mo., to visit their relatives. (Just for the whispered records: Did Frank attempt to shed his loneliness by taking out an entire chorus line? We're just asking!)

We understand that the management of HOTEL EL RANCHO VEGAS is negotiating with the owners of the BEACHCOMBER. From all indications, the E.R.V. may soon serve Chinese delicacies on its menu in the Steak House.

Six weeks ago we had a certain item in our magazine dealing with a piece of property that a showman had for sale. After an especially busy night in the office, we just managed to fall

(Continued on Page 27)

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"ANYWHERE IN THE UNITED STATES"



POST OFFICE BOX 748

Marc Wilkinson
PRINTER
7th & OGDEN ✦ PHONES 4330, 3686

THAT'S FOR SURE:

(Continued from Page 25)

asleep when the phone began its persistent jangle. After a feeble attempt to ignore the summoning bell, we finally staggered out of bed. The person at the other end of the phone (speaking without full facts) insisted we were infringing upon her domain as a real estate saleswoman and demanded to know why we were "advertising" one of her exclusives (obtained less than a week ago). Needless to say, this writer was pretty het-up by the ridiculous raving he heard coming out of that head-piece. Why the devil can't people accumulate all of their facts before they try throwing their weight around in the wrong quarters? If this female had investigated the dateline of the issue in question, she would have felt quite ridiculous about making such statements. Then, again, maybe she wouldn't have. Some people are insensible to humility and equity.

PETER LIND HAYES and MARY HEALY broke all income records established during the 18-year existence of the AMBASSADOR HOTEL. Patrons spent more money during their appearance than was taken in the till during any other performers' engagement.

LUXOR GALI-GALI, currently appearing at the SANDS HOTEL, has a terrific amount of competition in his own family. His nine-year-old son MUNER is an accomplished magician in his own right and stole the spotlight during the Tulsa Oil Show in Oklahoma.

The AMIN BROTHERS, those sensational acrobats, will play a return engagement at HOTEL SAHARA in August. Their father is one of Egypt's wealthiest showmen, owning the AKIF CIRCUS. There are 17 sons in that family. Can you imagine what the dinner table looks like when the family congregates under one roof? Egad!

There has been a lot of comment about the derogatory columns that a sports writer has been manufacturing in his New York headquarters. Most of his malicious word slinging has been directed against the "Tournament of Champions," held at the D.I. golf course in the not too distant past. Talk about your spoiled brats and scorned women! These examples are nothing in comparison to this so-called "sports" writer. (Maybe you don't have to be a sport to write about sports?' If the foundation for his remarks against our wonderfully fabulous town was made public, this character would be the laughing stock of the trade and country. We could print all of the details here and now but prefer to believe this "sports" writer will soon simmer down to a walk and realize how stupid his allegation are. We have definite proof of his lack of truth and fact . . . and that's for sure.

POP SQUIRES:

(Continued from Page 5)

prise. In all the years that Bonanza planes have been shuttling back and forth, Reno, Las Vegas, Phoenix and a lot of other cities, they have never lost a plane or had an accident to any passengers!

I surely got myself sidetracked, because when I started writing this I was only going to tell you about my friend C. O. Prest, a famous pilot for those days almost 35 years ago, who flew his pet plane "Poison" into Vegas and took a few on their first flight.

Some of those persons still live in Las Vegas and retain vivid memories of their first flight. "Poison" had a wing-spread of about 15 feet and a passenger could squeeze into the seat beside the pilot. On the side of the plane were painted the words, "Poison. Dose, One Drop." It was so small that one wondered how it could get off the ground, much less carry a couple of grown-up people—but it did.

But one morning Prest bought some castor oil to lubricate the engine, and the fellow who was helping around the landing field, I think it was Ikey Blum, poured the castor oil into the gasoline tank. When Prest took off that morning the engine went fine for a minute or two until the plane reached a height of perhaps seventy-five feet, when the engine stopped. Prest was pretty well shaken when Poison hit the ground. Poison was pretty well wrecked but Prest escaped with a severe shaking up.

"Poison" had been parked on Fremont Street in front of The Age office, then in the Overland Hotel Building where the Las Vegas Club now is, for a week or more and I was quite fond of the little ship.

If you happen to have a copy of the Las Vegas Age dated November 20, 1920, you can find a picture of "Poison" which, compared with the great airships of today, reminds one of an overgrown grasshopper.

Some Las Vegas men went in with Mr. Prest and helped him finance a plane which, as I remember it, was named "Las Vegas" and which carried the name to many cities that never before had heard of our town. During

(Continued on Page 29)

ON THE SUNNYSIDE OF LAKE TAHOE

Sky Harbor Casino

SENSATION OF THE YEAR!

STEVE GIBSON'S RED CAPS

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I like to died
when I found out
they played
FOR KEEPS!
Still . . .
I love Las Vegas,
and "Thanks"

HOTEL SAHARA

JOEY BISHOP

POP SQUIRES:

(Continued from Page 27)

all this time we were doing our loveliest to get Las Vegas airfield, then named Anderson Field; later Rockwell Field near where Wilbur Clark's beautiful golf course now is, named as a future landing place for a possible airmail route to Los Angeles.

It was 10:46 the morning of April 17, 1926, that the mail plane of Western Air Express took off on its flight to Salt Lake City, piloted by Maury Graham. Over two hundred automobiles lined the runway (such as it was) to show Vegas' appreciation of the great event. Every businessman of Las Vegas had mailed letters for that first flight and Western Air proudly carried 3500 letters, all properly marked to commemorate the event.

Now when we see the great airport at McCarran Field and know that it already is necessary to enlarge the plant to take care of the business it is not easy to recall "Poison" which Pilot C. O. Prest said was "Good to the Last Drop."

DAVE BARRY:

(Continued from Page 7)

the "DRAG AWAYER" then shifts into high and hits you over the head, drags you to the cashier's cage, cashes you in and carries you to the nearest Western Union Office.

Oh, oh! Here comes the man with the white coat. I think I'll sell him one!

Coming Attractions
ON THE FABULOUS STRIP

Flamingo

JULY 23
TONY MARTIN

LAST FRONTIER

JULY 27
TOMMY and JIMMY DORSEY
Orch and Revue

El Rancho Vegas

JULY 15
VIC DAMONE
JULY 29
HARRY JAMES

DESERT INN

AUGUST 4
TED LEWIS
His Orch and Revue

SAHARA

JULY 28
MARGUERITE PIAZZA
GENE NELSON
HARVEY STONE

The Sands

JULY 15
MILTON BERLE
JULY 29
RED BUTTONS

Thunderbird

JULY 23
NORMAN BROOKS
HENNY YOUNGMAN

MY GREAT APPRECIATION
TO THE PEOPLE OF LAS VEGAS
AND
MY SINCERE THANKS
TO
JACK ENTRATTER



Luxor Gali Gali

PAGE "13":

(Continued from Page 13)

TERRY BOLTON, who was in charge of publicity at the Hotel Last Frontier some six years ago. Mr. Glaser informed us that plans are under way for a big convention of steel men from all over the country, to take place here in Las Vegas some time next year. Mr. Glaser is in that business in Chicago, Ill. Many powerful and influential men will attend this forthcoming convention, and for many it will be their first visit to Las Vegas.

During present weather there have been a lot of people going into the FRONTIER HEALTH CLUB for a steam bath . . . just to cool off! You'd be surprised how great you feel when you come out of that place after receiving the full treatment by VICTOR and his experienced help. The place is located in the Last Frontier Village just across the street from the Sweet Shop!

Had a plate of the Chinese Chuck from the Sands Buffet the other evening. and THERE is a FINE little setup. Chow mein, egg roll, ribs, fried rice, etc. on ONE DISH for a buck ana half! A nice little meal! Was talking to Sherlock Feldman there and was to learn that the all-enveloping smile was brought on by the fact that his daughter, SAMYRA LOUISE, is home from U.C.L.A. for summer vacation . . .

Have you met "The Jelly-bean Kid?" Any time you happen to be in the PLAYLAND BAR listening to KAY PARSONS, ask her how the jelly-beans are holding out! What a big family this wonderful person has! The greater majority of the people who frequent her piano bar have become such close personal friends that they all seem to be of one big family. GEORGE PARRY made a wise move to put her on this job. She'll soon be there two years!

Three men who really enjoy themselves when they're working are the members of the WALTER GROSS TRIO now appearing nitely at The Sands. Walter is one of the greatest improvisors we've ever heard, and following his motions is no simple matter. Still, in DAVE GILBERT on guitar and IGGY SHEVAK on bass he has found two perfect artists to supply backing and fill for his impromptu keyboard compositions. You'll hear them between 10 p. m. and 3 a. m. in the lounge . . .

Certainly glad to see JIMMY STUART back on the job at EL RANCHO. Jimmy is the tall, silver-thatched gentleman of distinction who is constantly on the job with proper public relations for the hotel. You'll never meet a more likeable fellow, nor one who is seemingly more interested in your welfare and comfort than in anything else in the world . . .

MIKE COLE, vice president of traffic and sales, announced his resignation from Bonanza Air Lines to become general manager and vice president of Willis Travel Service. Cole started with Bonanza in 1949 and has headed their traffic and sales department since the inauguration of certified local service by the Nevada airline. He brings to Willis Travel Service 20 years of experience in air transportation and the associated travel industry . . . Congratulations, Mike, we know you will be a great asset to the already splendid service offered by Vern Willis and his complete Travel Service organization. From now on we'll look for you down around 209 Fremont Street.

There's another fine entertainment group at the Sahara these evenings . . . from midnight until 6 a. m., JOE LOCO and his Latin rhythms. These boys are kinda held down because of the room but, believe you me, they can GO. They sometimes do, in the early morning hours (regardless)! They're at the Casbar.

Have you been in to say "hello" to our favorite red-head at El Cortez' Pirates Den? PAT GALLAGHER took over the room a few weeks ago and things are really sailing! If employes aren't happy working with this wonderful person, they'd better go back to the laundry!

Speaking of laundry . . . I think I'd better wash out a few things; namely, ME, and get to bed! I've got the feeling that a wet horse would smell like a sachet counter compared to the ozone surrounding me after sitting here for a couple of hours . . . Excuse me while I stink off to the showers! (and I spelled that the way I intended to spell it!) . . . Your ever lovin' . . . Johnny.

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- Comfortable Atmosphere



we two
thank you greatly
for
these two
wonderful weeks at

SAHARA

THE
Vanderbilt
Boys

FLAMINGO:

(Continued from Page 19)

the wide versatility of the members of the company. The illusion of SPIKE having four arms during a portion of his drumming is the greatest . . . HELEN GRAYCO was never more beautiful and is acquiring a definite style as she sells herself and her songs . . . ARTHUR WALSH is an uninhibited comedian whose talents know no end. His burlesque show is a "sell-out" . . . GEORGE ROCK is not only a great trumpet man, but has become famous for his tiny tonsilling of "All I Want for Christmas" and now "Three Little Fishes" . . . Scene stealer supreme is FREDDY MORGAN. His pantomime bit with the banjo during "Poet and Peasant" is an all-time great! . . . Due to time limitations, JIMMY KENNEDY only takes part in scenes and bits in this show, but is capable of a complete show within his own talents . . . The WAYNE-MARLIN TRIO seems to be even better than ever. The ease with which they perform belies the skill needed to accomplish the things they do . . . Although EARL BENNET (the hair) is clowning most of the time, and is an excellent comedian, he also possesses a fine singing voice . . . BILL KING is the epitome of timing and precision as he juggles three double-edge axes (which really have edges) and, in complete blackout, handles all sorts of lighted torches . . . DOLORES GAY taps her way through the very difficult "Whirling Dervish," and THERON KAY is the vocalist who sings "while the show goes on" . . . La VERNE PEARSON sings beautifully as the "Queen for a Day" winner, and FRANKIE LITTLE manages to steal his share of the laffs throughout the show.

DESERT INN:

(Continued from Page 20)

throughout her performance, is one of the greatest singing groups in the country today, THE SKYLARKS! These five young singing stars achieve a vocal blend that is sensational. Combined with Miss Hutton, they form an integral unit that is unbeatable, and present great possibilities for the talents and vision of CHARLES O'CURRAN, who staged and directed Miss Hutton's performance . . . Appearing in the second spot of this shining show are JIM and MILDRED MULCAY, "harmonica virtuosos." Playing on two amplified harmonicas, these two sound like a full orchestra. Outstanding is Mildred's interpretation of the Second Hungarian Rhapsody . . . Not enough can be said for the wonderful production numbers staged and directed by DONN ARDEN. The opener is a colorful western scene, "West Side of Heaven," featuring the dancing of FLUFF GOULD, and outstanding performances by each member of the group. We preferred the second number, "Desire" from "Ruby Gentry," featuring JOY SKYLAR, JEANNE MALONE, JIMMY BARRON and GORDON WEST. Production vocals feature the rich voice of ARTHUR JOHNSON . . . Untold credits are due CARLTON HAYES and his Orchestra for the way they handled the music for this difficdlt show.

THE SAHARA

(Continued from Page 20)

possesses a remarkable amount of showmanship that belies her tender years. When you hear the attractive Anna Maria project her vocal renditions you'll agree that she is a star . . . Rounding out the revue are the FIVE CHRISTOBELS. You've seen them before and won't want to miss them this time. They perform some of the most outstanding acrobatic feats ever witnessed. When you watch the Christobels in the spotlight you won't be able to look in any other direction . . . The MORO-LANDIS SA-HAREM DANCERS have been rehearsing on two routines that are bound to stimulate the usual audience appreciation . . . CEE DAVIDSON and his boys can always be relied upon to give the best possible background of music.

SANDS HOTEL:

(Continued from Page 21)

out advance warning. Everyone is amazed with the tricks in which he uses baby chicks. Outstanding in his presentation is his audience participation. Even though folks are right onstage with him, the fabulous Gali-Gali confuses them to a state of bewilderment . . . The Copa Girls and Boy Dancers present another sparkling miniature musical, featuring the terrific singing of CHARLIE NELSON . . . RAY SINATRA provides the musical background and dance rhythms.



THE

SZONYS

"It has been our pleasure"

THESE TWO WEEKS AT THE MARVELOUS

HOTEL SAHARA

HIWAY 91 • LAS VEGAS • NEVADA

THUNDERBIRD:

(Continued from Page 21)

ists . . . such diversified selections as the theme from Moulin Rouge, "One Fine Day" from Madame Butterfly, the "Cow Cow Boogie" followed by that beautiful French ballad "Three Bells." You'll enjoy the personality, beauty and talents of "My Little Margie" . . . GALE STORM . . . Something entirely new and different are the interpretive routines executed by the internationally famous stars of "The Show of Shows," MATA and HARI. They perform on their own raised platform so that everyone can see every move they make . . . and during their dance of "Puppets Without Strings" they move plenty. Their timing in the "Symphony" is immaculate . . . JOHN and RENE' ARNAUT return to this stage after a long absence, to do some funny fiddling with their two violins. They are the greatest we've ever seen in their "Birds in Love" business . . . JAY MARSHALL is also back, and more than ever proving himself to be one of Las Vegas' favorite comedians. With him is "Leftie," the riotous rabbit whose outbursts are unpredictable with each performance . . . The famous KATHRYN DUFFY DANSATIONS close with a production of "Watermelon Weather" which features Gale Storm, Jay Marshall, and your singing master of ceremonies, BARNEY RAWLINGS.

EL CORTEZ:

(Continued from Page 21)

El Cortez. Although they have come in with a lot of new material, there are so many requests for the tunes they have done before that they wind up doing the whole show according to the wishes of the audience . . . and each number's a knock-out! Rhythm is Martha's middle name; and this, combined with the talent and technique in her powerful pinkies, makes for good music as she sits and sings while she plays at the piano. "Spouse," CALVIN PONDER, plays a load of bass, and joins Martha in a little vocal "dueling" occasionally! . . . THE MERCER BROTHERS are the same as ever . . . a lot of laffs! From clever and comical dance routines, and a fast line of comedy chatter, they manage to evoke gales of laughter from the audiences with each and every show. Greatest line yet is their "busier than the pea in a cop's whistle" . . . The show opener is a petite and tiny tow-head, PATTY TAYLOR, who gives her acrobatic interpretation of a "Doll Dance." Twists her tiny torso into all sorts of shapes and ably animates the dainty doll she personifies . . . JIMMY OLIVER and his BAND continue to supply the danceable music between shows and back the show artists so capably.

SILVER SLIPPER:

(Continued from Page 21)

other act we know of! They will give their impression of the French can-can and surprise you in a lot of other ways, too! . . . Then we get to the **Silver Slipper Regulars**—these are the folks who are making the nationwide name for this nite spot . . . HANK HENRY, one of the greatest of all comics we've ever seen . . . SPARKY KAYE, another fast comedian who makes a perfect opposite for Hank . . . JIMMY CAVANAUGH, perennial master of ceremonies who has a singing voice we don't hear enough of these days . . . and BILL WILLARD, straight-man and co-writer . . . Marah Gates' PALOMINOS have reached the point of becoming a fixture, which is alright with us . . . they continue to do a top-notch job . . . Last, but FAR from least, we find GEORGE REDMAN and his orchestra in the pit doing the work of **ten** musicians.

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———

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HOLLYWOOD HAPPENINGS

.. by TED WICK

WHEN Paul Douglas returns from Britain for the Hollywood previews of his latest film, "Forever Female," he'll be surprised to find his home has been entirely redecorated in his absence.

Mrs. Douglas—that's Jan Sterling to moviegoers—is installing a fish pond and rock garden, and is repainting the television room as well as re-doing most of the other rooms in Paul's absence. Jan's keeping back the biggest surprise for him of all—the bills!

Promptly at 9 o'clock the other morning. Danny Kaye and Swedish star Mai Zetterling were called to a Paramount sound stage. They were introduced to each other by Norman Panama and Melvin Frank, who wrote and directed Danny's newest picture, "Knock on Wood." After the introductions were over, Panama and Frank said: "Okay, now you two. Jump into bed." And they did! It was for their first scene in the picture.

Lucky sailors in Honolulu! You don't know it yet, but a big treat is coming your way. Paramount has decided to preview one of the biggest numbers of a new picture just for you. It's the "Red Garters Number" from the big new musical, "Red Garters." It features Rosemary Clooney and 60—count 'em—60 of the most beautiful girls in Hollywood. Enough to make us civilians re-enlist!

For a scene in Nat Holt's "Flight to Tangier," beautiful Corinne Calvet does an intriguing strip-tease for the benefit of Jack Palance and others. Trying to help her, Director Charles Marquis Warren ordered the set closed to all workers not absolutely needed. But Corinne objected. "Let the men have some relaxation," she said. "It's good clean fun!"

Jerry Lewis doesn't want his sons to become comics.

"I want them to be nice normal kids—and you can't be a comedian if you're normal," says Lewis, the crew-cut maharajah of mirth who teams with his buddy, Dean Martin, in a new humor epic for Hal Wallis Productions titled "Scared Stiff."

"I want my boys to learn a trade or profession. Doctors, lawyers, I don't care what. But not show business.

"There's such a thing as self pity, y'know. When you feel low, you want to be let alone until your mood picks up. But when a comedian's heart aches, people say he's just being funny. It's terrible. If an average person is sad, people comfort him. But a comic's always gotta put on a show."

The gist of it is simply this," analyzes Jerry:

"The public doesn't want to associate anything sad with a comedian. They look to comics as their source of relief from everyday pressures. A comedian may have lost his wife, his children, his money and even his hair—but the public doesn't want to bother about it."

And then Lewis says: "I don't want my sons to have to cry alone."

The lush rolling acres that slanted away on all sides from Alan Ladd's Beverly Glen Canyon home near Hollywood are no more. And are the Ladds going to be surprised and more than a little annoyed when they return soon from England and the Continent where they have been touring for the past eight months.

Three new homes—enormous places—have sprung up on three sides of the Ladd estate since they launched their European safari. All this after Alan bought land in the one part of Los Angeles he figured would remain unsettled.

The Ladds expect to be home soon, following several private screenings in London of "Shane," Alan's latest picture.

Sal and Rusty's AMUSEMENTS

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Favorite Recipes

of the Stars

FROM PAULINE KESSINGER

Manager, Cafe Continental

Charlton Heston, Hollywood's new leading man who recently played Buffalo Bill in "Pony Express," is a man of large dimensions, large talent and large appetite. During the shooting of "Pony Express" Chuck always managed to have a bowl of soup and some hot rolls to start off his lunch. As typical of so many males, his favorite soup was onion.

His is just a little different from the usual, however, in that it is called Viennese Onion Soup. Following is the recipe:

- 5 large onions, sliced thin
- 4 tablespoonsful butter or margarine
- 4 cups brown stock
- 1½ cups beer
- 1 teaspoon Worcestershire sauce
- Salt
- Pepper
- Grated Parmesan cheese

Saute onion slices in butter until well browned. Add stock, beer and Worcestershire sauce. Cover and simmer 45 minutes. Season. Put in bowls. Sprinkle with Parmesan cheese.

And following is the recipe for the hot rolls:

- ¼ cup sugar
- 1½ teaspoon salt
- 1 cup water
- 1 egg, beaten
- 1 tablespoon butter
- 1 cake yeast
- 3 cups flour

Place sugar, salt and butter in mixing bowl. Add ½ cup hot water. Dissolve yeast in other ½ cup water (lukewarm) and add to mixture. Then add eggs and flour. Mix it all together and allow to stand until it rises double in bulk. Shape into rolls and let rise 2 hours before baking. Bake in hot oven, 500 degrees, for 5 minutes and then cut oven down to 350 degrees. Bake about 15 minutes longer.

MAJESTIC LAKE TAHOE:

(Continued from Page 23)

cooking and service of DICK and IRMA FERNANDEZ. DICK and IRMA have many friends from Las Vegas and Palm Springs stopping in for that good cooking.

Speaking of food, it's time for chow . . . HARRIET RESNIK and I are heading for the NORTH SHORE. See you next week!

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your heart-warming reception

of our music

WALTER GROSS

"TENDERLY" YOURS

DAVE GILBERT

GUITAR

IGGY SHEVAK

BASS

AT THE SANDS

SALUTE TO ALLARD ROEN:

(Continued from Page 11)

out operation of the hotel and the golf course, Allard casts his energy in the direction of seeking ways to improve and enhance the Desert Inn. The reconstruction of the pool area is a dynamic example of an avant program to keep the hotel always in the foreground.

Allard is married to the former Evelyn Lewis, who has a show business background. They live in a small apartment adjacent to the Desert Inn overlooking the golf course and it is not beyond reason to assume that Allard spends the dawning hours scanning the area where 84 deluxe home sites have been set aside and where construction on houses is now occurring.

Because all the foregoing clearly indicates that here is a man that appears to have all kinds of leisure on his hands, let it be known that Allard Roen is an active member of Variety, Tent No. 39, and in the building of KLAS-TV, the first television station in Southern Nevada, which is being erected on the grounds of the Desert Inn.

- - - PHONE 4198-W - - -

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DESERT INN

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LENA HORNE