

Jack Bortez

September 5, 1953

Fabulous

LAS VEGAS

Magazine

LAS VEGAS RACE TRACK

THEY'RE OFF!



GREETINGS AND
BEST WISHES TO
LAS VEGAS
RACE TRACK

15¢

IN THE OPERA HOUSE - THEATRE RESTAURANT . . .



TOM DOUGLAS PRESENTS
THE TRIUMPHANT RETURN OF
"America's Most Beloved Comedian"

JOE E. LEWIS

(Austin Mack at the Piano)

THE FABULOUS

LILI ST. CYR

Sparkling Singing Star of Stage and Screen

MARTHA STEWART

Dottie Dee's El Rancho Vegas Dancers

Bob Ellis and His Orchestra

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

NOW IN THE RAMONA ROOM

"THE UNMATCHABLE"

CONNIE BOSWELL

"THE UNPREDICTABLE"

WIERS BROTHERS

ASSISTED BY

MILDRED SEYMOUR

LOTTIE BRUNN

"World's Best Female
Juggler"

SKINNAY ENNIS & HIS ORK

Late Show Saturday Night
1:30 A.M.

THE
DEVLYN DANCERS
Featuring Dickie Lerner

SHOW TIMES
8:30 & 11:30 PM

PHONE 1800
FOR RESERVATIONS

Hotel LAST FRONTIER
LAS VEGAS, NEVADA

FABULOUS LAS VEGAS

- 2 -

SEPTEMBER 5

OPENING TUESDAY, SEPTEMBER 8



**Martha
Raye**



**WILLS QUARTETTE
THE ROMANO BROS.**

SA-HAREM DANCERS

(Moro-Landis Production)

CEE DAVIDSON AND HIS ORCH.

Produced and Staged by
George Moro

★ — NOW — ★

The Vagabonds

CONDOS & BRANDOW

MARIA NEGLIA Nanci CROMPTON

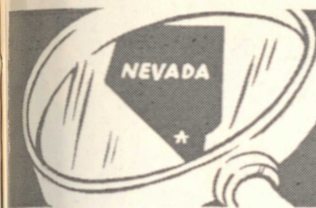
Showtimes: 8:30 — 11:30

3 Shows Saturday Nite: 8:30 — 11:30 — 1:15 a.m.



HOTEL SAHARA
HIWAY 91 • LAS VEGAS • NEVADA

NO COVER OR MINIMUM • RESERVATIONS: PHONE 6800



Observations

by CHARLES P. "POP" SQUIRES



AT LAST the greatest dream of Las Vegas down through the almost 50 years of its existence as a town comes true. We have had other bright dreams, the fulfillment of which has brought us more or less success, but nothing during all the long years the fulfillment of which has given us such a thrill of satisfaction as the completion of Las Vegas Jockey Club's splendid racing plant.

Notwithstanding plaguing labor troubles and the meddlesome jealousies of other race track competitors, the completion of the track is assured by the group of the most important horse racing group in America. Petty annoyances are powerless to stem the great tide of success which public sentiment assures.

The opening was an outstanding success achieved through the energy and experience of those at the head of the enterprise. What has been accomplished during the past three months—the past month—the past week is amazing.

Three months ago the gaunt framework of the grandstand and clubhouse, the vast quantity of building materials of all kinds partially buried in the drift sand, the track itself only partially prepared for the gashing roofs of racing horses, the grounds in the sand-drifted condition of the original desert—it just can't be done, many of us feared.

This is a full-rate Telegram or Cable message. It is indicated by a suitable symbol above or preceding the address.

WESLEYAN UNION

W. P. MARSHALL, PRESIDENT

TO MR. MRS. LAS VEGAS---TOURISTS AND VISITORS TO

"FABULOUS" LAS VEGAS - THE SPORTSMAN'S MECCA OF U. S.

OUR SINCERE THANKS TO THE WONDERFUL PEOPLE IN "FABULOUS" LAS VEGAS AND THE MANY THOUSANDS OF TOURISTS FROM EVERY STATE IN THE "48". (STOP)....YOUR TRIBUTES AND PRAISE CONCERNING THE LAS VEGAS RACE TRACK ARE HEARTFELT AND APPRECIATED BY ALL OF US. (STOP)....WE SHALL ALWAYS TRY OUR UTMOST TO BRING THE FINEST THOROUGHBREDS TO PERFORM FOR YOU. (STOP)...."THE SPORT OF KINGS" HAS FINALLY ARRIVED IN LAS VEGAS. (STOP)....THANKS AGAIN FOLKS AND REMEMBER: "THEY'RE OFF AND RUNNING AT LAS VEGAS RACE TRACK." (STOP)

LOU SMITH, PRES.
AND ASSOCIATES
LAS VEGAS JOCKEY CLUB

MY BEST WISHES TO
LOU SMITH AND HIS ASSOCIATES
AND EVERY SUCCESS ON THE OPENING OF
LAS VEGAS PARK RACE TRACK
"ERNIE" CRAGIN

CRAGIN & PIKE INSURANCE
308 FREMONT STREET

DL—Day Letter
NL—Night Letter
LT—Letter Tele.
VLT—In. Vict. Letr.

★
THE
**MARY
KAYE
TRIO**
★



NIGHTLY IN THE
GAY '90 BAR HOTEL
LAST FRONTIER
TURN NIGHT INTO PLAY — MIDNIGHT 'TIL DAWN
VISIT THE BRIGHT AND GAY SHOW SPOT ON THE FABULOUS STRIP
Relax ★ Have Fun — "After the Show" — Be Entertained!!

Nevada's Most Beautiful
Ladies' Shoe Salon

I.M. Miller
DAVID
Evans
mademoiselle
PALIZZIO
also
Matching Accessories



711 FREMONT STREET PHONE 1498

OPEN 24 HOURS

**Your Friendly
LIQUOR STORE**

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

Fabulous LAS VEGAS
MAGAZINE
\$5.00 PER YEAR
"ANYWHERE IN THE
UNITED STATES"
POST OFFICE BOX 748

The Adventures of Dave Barry



THE NEWS about horse racing in Las Vegas has spread around the country like a Warner Brothers fire. I can see it now. Instead of the customary announcement of "THEY'RE OFF!" in Las Vegas you will hear "THEY'RE COMING OUT!" I predict there will never be a shortage of jockeys because, in Las Vegas . . . everybody's short.

Incidentally, all the jockeys will be dressed only in riding pants. They'll probably lose their shirts before the race. The lucky jockeys are expected to spend their winnings in the gambling casinos. Can't you picture them gathered around the crap tables? From the winner's circle to the loser's circle.

I have a hunch that some of the jockeys will be in such a hurry to gamble they'll ride their horses right into the gambling rooms. Of course, that means the judges will have to change the finish line. It has been discovered that the crap tables are too high for the jockeys to look over, so the house is ordering a supply of elevated boots and periscopes.

In the event the jockeys refuse to use these helpful accessories, their horses will be permitted to advise them. In case the jockeys are reluctant to leave the table for the next race, the dealers will be allowed to ride in their place. After each race there will be a sale on swaybacked horses.

Beside each betting booth there will be slot machines. This means that while you're waiting in line you can play the machines. If you're standing in the \$2 line and you hit a jackpot you simply move over to the \$5 line. While you're waiting for your turn to bet, you play the machine again and if you hit another jackpot, you move over to the next higher window, and so on and so forth. By the time you get to the window, you're just in time to lose it all back in the next race.

I have learned from my fabulous contacts that the new club will have a lovely restaurant and feature meals for all players. For the winners there will be such tasty dishes as oyster soup, including real pearls . . . mixed green salad, fives and tens . . . filly mignon steak smothered in horse radish (the daily double) and, for desert . . . creme U. S. mint.

For the losers, a damp plate (soup),

fried aspirin smothered in losing tickets and, for dessert, blackjack pudding, which you can either eat or hit yourself over the head with.

Now let us look over the entries in a typical Las Vegas race. "MOTEL" is the favorite. "DIVORCEE" did pretty bad the last three times out, "CHUCKWAGON" is a late starter, "CHORUS GIRL" looks good in any lineup, "FRONT LINE" looks O. K. for a one dollar bet, "SUNBURN" was scratched.

Place your bets, folks, you can't win if you don't bet. The horses are parading up to the post. "CHORUS GIRL" is kicking, "HITCHIKER" is patiently waiting. "MOTEL" fills in the vacancy at the post. The others are ready . . . now we're waiting for the jockeys.

Here they come! No shirts. Just as we predicted. The jockeys are mounting their horses . . . the crowd is waiting . . . the horses are waiting . . . I'm waiting . . . you're waiting . . . ah! here come the judges. They left the gambling rooms just in time.

What happened to the bell? What? The starter hocked it? A dealer rushes up to the microphone and yells: "THEY'RE COMIN' OUT!" and there they go! At the quarter it's "FRONT LINE" by a dollar . . . I mean by a half. "DIVORCEE" and "CHORUS GIRL" are making a big play with "HITCHIKER" in the middle. "ROXIE" is waiting. Now it's "CHUCKWAGON" on the inside. At the half it's "HITCHIKER" getting a good ride, "DIVORCEE" in the best form we've seen her yet . . . the winner by six weeks . . . er . . . I mean six lengths!

Marc Wilkinson
PRINTER
PHONES 4330, 3686
7th & OGDEN

MUSIC SONGS GIRLS!
NO COVER — FRENCH REVUE — NO MINIMUM

Folies de Paris

STARRING
KALANTAN
Dancing Star of R.K.O.s "Son of Sinbad"
HANK HENRY No. 1 Comedian of Las Vegas
SHOW TIMES: 9 P. M. — 11 P. M. — 1 A. M. — 2:30 A. M.

SILVER SLIPPER SALOON
LAST FRONTIER VILLAGE

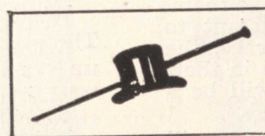
PARKING FOR 1500 CARS

PHONE 1800

Courtney Men's Shop

COLONIAL HOUSE

IMPORTER



HABERDASHER

CLOTHIER

PHONE 7200

ON THE STRIP

For the Unusual

CASUALS
AFTER FIVE WEAR
AND ACCESSORIES

bonnie best

BEVERLY HILLS

LAS VEGAS

Just South of Desert Inn

3101 South 5th Street Phone 414

OPEN EVERY DAY
INCLUDING SUNDAYS



THIS WEEK we are dedicating our front cover to a gigantic dual celebration taking place in our fabulous town. In the foreground of the photo is LOU SMITH, president of the Las Vegas Jockey Club. The other three gentlemen are the world-famous RITZ BROTHERS . . . For more years than they care to remember, pioneer Las Vegas have visualized what they termed a desert mirage. This dream was of a local race track, with all the excitement of those already established throughout our United States. Whenever anyone voiced the possibility, there were too many scoffers, ready to deride the "pipe dream." Well, we're happy to announce to the world that our Las Vegas Race Track opened to the public on September 4, with many well-known horses at the starting gate, being ridden by popular jockeys. Yesterday's dream is today's reality and promised patronage for this Labor Day week-end is so staggering we can only hope there won't be any casualties among the throngs. Our hotels, motels and all other sleeping accommodations have been sold out for this specific holiday, at least four months in advance. Proprietors can only shrug their shoulders as they witness the hundreds of written requests that had to be denied, due to lack of space. By next year we should be able to boast at least 1000 more accepted reservations. The race track will certainly receive a royal send-off . . . The other equally important event in Las Vegas embraces the any, lovable RITZ BROTHERS. We personally saw the trio get their first start (in Brooklyn, N. Y.), and it didn't take them long to soar to the heights of accomplishment. The three brothers are celebrating their 26th year in show business September 5. Las Vegas is thrilled with the knowledge that ours is the site to usher in this spectacular episode. AL, HARRY and JIMMY are strangers to no one of any age. Even a person who doesn't follow show folks closely in print has no trouble identifying the trio whenever they are seen, whether strolling casually along the street or joshing some of their countless friends. The boys are as much a part of the American scene as apple pie and coffee or hot dogs, with mustard and sauerkraut. They symbolize the

best in comedy entertainment and that top rung of the ladder will always bear their footprints for as long as the Ritz Brothers care to remain in Show Business. All of us hope that will be as long as forever . . . And so—to the LAS VEGAS JOCKEY CLUB and the terrific RITZ BROTHERS we extend our handclasp of appreciation and admiration. To the boys we wish continued success and ten million more fans; to the racing association, daily patronage to make every day look like a grand opening . . . and that's for sure!

Time out to extend apologies. In last week's column we ran an item including the name of LOU WEISS. Sorry! That particular item was meant for MR. and MRS. FRANK WEISS (of the STRIP RACE BOOK). A man's first name certainly makes a great amount of difference! While on the subject of the Strip Race Book—welcome home, MARGIE and JIMMY BLAKE. The Blakes recently returned from a month's vacation in New York. The highlight of their trip was their visit with MILTON BERLE and the manner in which Uncle Miltie squired the couple around Gotham. Incidentally, Milton admired Jimmy's son NORMAN so greatly he will introduce the lad's singing ability on one of his future TV shows.

HARRY LEEDY is just like most husbands. He enjoys seeing his wife well-dressed and is happy to be able to provide her with a wardrobe to her liking. However, Mrs. Leedy's taste in clothes runs a bit more expensive than most gals. She has a good reason—Show Business. Her name is CONNEE BOSWELL. Well, Harry signed a check for \$1800, covering the cost of a specially-designed gown for Connee's opening at the HOTEL LAST FRONTIER. Being a woman, Miss Boswell insisted no one even peek at the expensive garment prior to her curtain call last week. So Mr. Leedy nervously sat in the audience and awaited the debut of his gift. When the songstress came into the spotlight, Harry added his delightful exclamations to those contributed by the balance of the supper-clubbers. Later, he admitted: "It was worth every last penny." (P. S. we agree!)

(Continued on Page 19)

Every Success to Lou Smith,
President of the New and Unrivaled

LAS VEGAS RACE TRACK

It's a Pleasure, Indeed, to Welcome to
Southern Nevada "The Sport of Kings"

Arnolds
ltd.

"For the man who prefers only the finest"

320 FREMONT STREET

PHONE 144



Whats HE really
like? —
by VI
TAYLOR



HAVE YOU EVER STOOD at the crap tables and wondered about the dealers? If you're a certain type of tourist, you probably think you're being slightly wicked and rubbing shoulders with gangsters and that this "ball" you're having in Las Vegas is really one for the books. You've heard some pretty wild stories and you think the town is probably an insidious place—nevertheless you're getting a vicarious thrill by being a part of it momentarily.

Let us choose at random one of these crap dealers and remove his mask. You see him standing there, tall and handsome, chiseled features worthy of a movie star, a full sensitive mouth, deep brown luminous eyes, and deft hands that handle chips and silver dollars back and forth with great dexterity.

Yet, you really don't see him. He is just a pair of hands. He's a fixture at the table as your dilated eyes concentrate on the green felt and you repeat over and over to yourself: "Come on, you cottonpickin' dice! Hit it! The hard way, please, baby! The hard way!"

But he sees you. He looks at you and studies you as closely as an M. D. specializing in the diagnostic field could study your symptoms of illness—not critically, not in judgment, but for future reference. He's a different kind of diagnostician—because, you see, he's studying to be a minister! Yes, doctor of Divinity is the degree this crap dealer is pursuing—and it has been a long, long trail . . .

The trail began in Santa Ana, Calif., September 13, 1915 where he was born, the fourth and one of 10 children of a Protestant minister. His father sold their ranch at Lancaster, attended the University of Redlands to acquire his doctorate, then moved to that land of milk and honey, the San Joaquin Valley.

The dealer's childhood was one of hard work and denial. A minister's income is meagre at best and, with 10 children to feed, the dealer had to help earn their living. He learned to prune fruit trees and grape vines expertly; milk a string of cows by hand in record time; to handle a team of horses, a Jackson fork and a tractor.

He learned something else. He learned to think, to observe, and even more important, he developed a keen

perception . . . Ministers' children are objects of criticism. Let one of them step out of line the slightest and parishioners will say: "And just think, he's a minister's son!" Lips droop, a funereal expression spreads over faces, doubts creep in, and then they wonder if they have chosen the proper man of the cloth for their church. So, ministers' children must be ever conscious of their behavior—if Dad wants to keep his job.

There were other compensations, however. After chores were done both at home and at his "paying job," he would steal off to his "Garden of Eden" amongst the beautiful farms and vineyards, through which meandered the river. After a good swim, there was the neighbor's melon patches to raid, not to mention heisting their catch of bootleg beer!

But the best place of all was the big oak tree by the river, his "thinking spot," where he went to ponder over many things . . . Why was it that the people who came to church on Sundays shucked off their clothes of piety the other six days of the week? (That catch of bootleg beer belonged to a leading church member).

Then there was the puzzling question of some people being better than others, supposedly. All his life he had heard his minister-father preaching "Love thy neighbor as thy self." Yet, neighbors were unkind to each other—the supposedly-better-than-others-kind specifically, while the "not so goods" seemed to be pretty fine folks.

It was very confusing. He figured people just didn't love themselves very much, so they weren't able to love their neighbors.

Then there was that little matter of "It is done unto you as you believe." Everybody said it was true, but nobody ever tried it. There were prayer meetings constantly, followed by statements of "I hope it comes true" and it seemed to him if they really believed there would be no question about it.

As little boys will do, he dismissed the serious things and focused his attention on a hummingbird flying backwards and forwards. He wondered then why it was that this tiniest of all birds

(Continued on Page 17)

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

LAS VEGAS' OWN
FRANKIE RAPP

"Real Crazy Like"

THE SMITH TWINS DAVID POWELL

"Harmony by 2" "Dancing Capers"

EDDIE SKRIVANEK'S

SEXTETTE FROM HUNGER

Show Times: 10 p.m. - 1 a.m. - 3 a.m. — Dancing from 9 p.m. 'til 4 a.m.

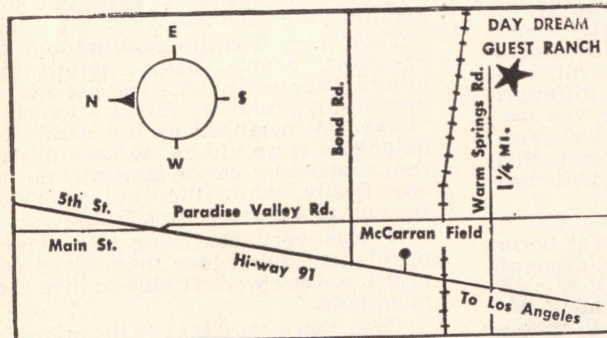
NO COVER — NO MINIMUM



EL Cortez HOTEL
DOWNTOWN PHONE 15 00



DIRECTIONS TO A "DAY OF DREAMS"



**DAY DREAM
GUEST RANCH**

Open 12 Noon
'til 4 a. m.

PARADISE VALLEY

- COCKTAIL LOUNGE
- SWIMMING POOL
- GUEST COTTAGES

— YOUR HOSTS —

Kenneth & Ruth Day
Paul Ladd

ROUTE 1, BOX 158

**LARGEST AMUSEMENT CENTER
IN NEVADA**

Last Frontier Village

OPEN ALL YEAR

Merry-Go-Round—Miniature Train

Bumper Cars—Arcade

Soft Drinks—Hot Dogs

Amusement Games for All Ages

Museum of Mechanical Pianos

Souvenir Photos and Records



AFTER almost FOUR YEARS of struggle we have a race track! And still there is struggle. And I have to admire the fortitude of the present operators for the way they've gone ahead, doggedly, against no matter the odds they have encountered. Nor the resistance! Now that their dream is an actual existence, there will be plenty of wagers changing hands that have been made regarding . . . "if" . . . "if so, WHEN" . . . "if so, for HOW LONG" . . . etc.! . . . Personally, I'm all for it and would like to see it go. The big problem of making it go rests in the very capable hands of those men who have made this work their life's interest. Good luck, JOCKEY CLUB!

I admire a man like PAT BUCKLEY! Here is a man who has come up with more gimmicks to increase his business than almost any other like business in the downtown area, and yet almost every one of them has met with such opposition from the competition that he has given them up to "keep peace in the family" . . . even though his ideas are fully legal, and are, in every respect, comparable to the gimmicks already in use in like establishments. How much cooperation can a man give? One thing he has done, however, is to let his machines at the lowest, and with more jackpot combinations than the rest. And EVERY machine in the place is SET the SAME! Not only do they pay more jackpots, but they have more regular payoff combinations . . .

Enjoyed a long chat with a couple of good friends of yours and mine at a local nite spot a few night ago . . . PAT and BOB WESLEY. Pat (Gallagher) is the pretty-eyed redhead who was the Pirates Den of El Cortez running so smoothly, and BOB has recently become a captain in the Congo boom of the Sahara Hotel with Maitre RALPH GRECO.

Congratulations to HENRY LEWY on his new air show from DUFFINO'S on The Strip. He got it under way last Tuesday night after the midnight hour. This is the spot where you will find MARTY ALBINO as your attentive maitre d'. Marty was formerly at the Copacabana and Patsie's Italian Restaurant in New York. The gal who

sings the greatest blues at the piano bar is a very good friend of EVERYONE . . . SALLY DAVIS.

Belated birthday greetings to ARVELLA BOOKOUT, who celebrated hers last Monday (31st) with our mutual friend, BESS (Heller) ROSENBERG. Arvella used to be a cocktail gal at the Desert Inn. Many, many more of the same . . .

JOAN WALLECK and RALPH RUST were wed last Wednesday evening at The Little Church of the West, and plan a week's honeymoon on Catalina Island. Joan is a cocktail girl at the ever popular Silver Slipper Saloon and "Rusty" is a partner to Joan's brother, SAL, in the venture of "Sal & Rusty's Amusement Center" on Boulder Highway. Best of luck to you two young people, and may God be with you the rest of your days . . .

EUGENE and RICHARD NIVA have been spending part of their summer vacation working for the LAST FRONTIER STABLES in the Village; and, to them, this job isn't work at ALL! These two young fellows really love horses. Their dad is in the employ of the United States Secret Service and at present is somewhere in the South Pacific . . . according to their mother.

You've undoubtedly seen the show at the SAHARA by now! Here's an interesting bit concerning the very talented MARIA NEGLIA, now appearing there. It seems she was in the United States from Italy on a temporary visa . . . when it was coming time for her to return to Italy some very good friends went to bat for her and spoke to President "Ike" in her behalf. "Ike" signed a bill allowing her to stay and to become a citizen, which she is now in the process of doing . . .

It looks as though CONNIE'S finally got her ZARAPE CAFE up in shipshape and ready to take on all the business she can handle. She got rid of practically all the old equipment in the place and replaced it with brand new. If you haven't been in to try out her delicious Mexican food you've been denying yourself a real treat. Here is the greatest in town . . . tacos, tortilla,

(Continued on Page 45)

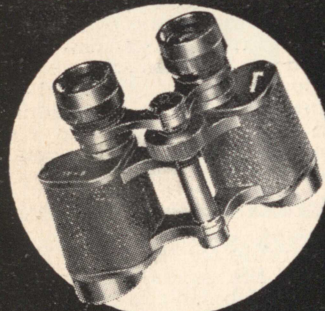


Off to the Races.

WITH NATIONALLY FAMOUS

SUNSCOPE BINOCULARS

Now you can save ONE-HALF on fine, carefully balanced, lightweight binoculars. Fully guaranteed precision-made optical instruments. All are high-power, long range binoculars with achromatic lenses.

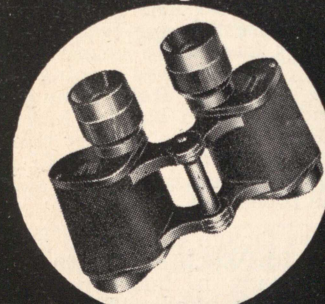


8 x 25 Binoculars

Simple finger-tip adjustment. Center focusing. Achromatic ocular objective lens.

Reg. \$59.50

29⁷⁵



6 x 30 Binoculars

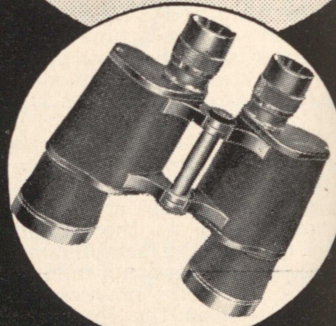
All-around prismatic sports binocular. Individual focusing, lightweight.

Reg. \$69.50

34⁷⁵

COMPLETE
WITH
GENUINE
LEATHER
CARRYING
CASE AND
STRAP....

NOW
1/2 OFF!



7 x 50 Binoculars

Giant size: 7" tall, 8" wide. Individual eyepiece focusing. Coated lenses.

Reg. \$99.50

49⁷⁵

open a
charge account



300 FREMONT ST. LAS VEGAS, NEV.



RenoBeat
by ART STEAGALL



ROY POWERS, public relations director of the RIVERSIDE HOTEL, has come up with another winner in his long list of promotions. This one he calls TELERAMA. All the television dealers and distributors in this area rolled up their sleeves and pitched in to help ROY and HARRY HUEY, manager of Reno's new TV station KZTV (it will be on the air in September) to present a great show to and for the people of Reno.

TV in action, live and filmed programs, were presented on many, many receivers placed around the REDWOOD ROOM, a live camera picking up the Renoites themselves and giving them a chance to see how they looked on TV. It was a great show, indeed, and I'm sure that it made all who saw it more interested in this new (new to Reno) form of entertainment.

AGVA: J. RAY SETRIGHT, an executive of the famed BLACKSTONE HOTEL in Chicago, in Reno for a brief vacation. Dropped out to the B-K Ranch. RAY has been a reader of this magazine for a long, long time now—he shares a copy weekly with NATE GROSS, a very dear buddy of his. NATE is the top Chicago columnist, and a resident at the BLACKSTONE—columnists make that kind of money? Come now, CORTEZ, let's be fair about this... Sure nice to see FERN MILLER, wife of MAPES SKYROOM CASINO'S AL MILLER, up and around again after a real tough siege in St. Mary's Hospital... FRANK FUNGE, San Francisco columnist, in town on his way to Las Vegas and points south... MR. and MRS. JACK MONROE of NY, in town and completely amazed at the change since their last visit. JACK runs the CARIVAL BAR in the CAPITOL HOTEL in NY... Lady wrestling, set for Moana Ball Park for Sunday night, called because of wet grounds... BEATRICE KAY having trouble getting space to sleep at her own GUEST LUNCH here, while resting before going to Denver for an engagement... BEATRICE just closed at the lake... Looking over my typewriter at the fresh snow on Mt. Rose and Mt. Peavine, I glance at the paper. What's this headline: "HEAT WAVE SCORCHES EAST AND MID-WEST"... DOLORES ROSE, one of the RIVERSIDE STAR-

LETS, left in favor of CAL-NEVA... A welcome addition to the Nevada State Journal, Reno's a. m. paper, is BILLY ROSE'S famous column "Pitching Horseshoes," starting September 14... Note from JIMMY HOLLYWOOD and HERB SELLS, known to millions as the RADIO ROGUES, just closed at the Athletic Round Table in Coeur d'Alene, Idaho, now at the COMMERCIAL HOTEL in ELKO... PINKY LEE, comic now at the MAPES, in the RIVERSIDE CHUCKWAGON with his son, fully six inches taller than PINKY... MRS. MUNLEY and children back from their summer home at Lake Tahoe in time for the youngsters to start school. RED MUNLEY, the MR., is pit-boss at the MAPES SKYROOM CASINO... Lovely DIANN DAVID, who makes her home in San Francisco, in Reno for a preschool vacation and having a great time... South Reno Lions Club very active in a campaign to aid the blind, a real worthwhile project... WOLFGANG LERT, associate publisher of SKI MAGAZINE, in Reno to get firsthand information on Slide Mountain, the new ski mecca, is very impressed. He believes that with the proper publicity the Reno-Lake Tahoe project will become the ski capital of the West... For one of Reno's most brilliant architects, and one who has designed and built a beautiful home, JOHN CRIDER has certainly found the BEATRICE KAY GUEST RANCH very attractive... Our congratulations to all the committee members who served under General Chairman E. F. CALLAGHAN. They did a great job on the KIDS DAY celebration... MRS. CHARLES MAPES and daughter GLORIA, back in Reno after a visit to the Bay Area...

CURRENT SHOWS: GOLD ROOM OF HOTEL GOLDEN, final week of AL MARTINO and JOHNNY MORGAN with GOLDEN GIRLS and GARWOOD VAN and his Orchestra...

MAPES SKYROOM: EVELYN KNIGHT and PINKY LEE, with MAPES SKYLETES and EDDIE FITZPATRICK and his Orchestra...

THEATRE-RESTAURANT of RIVERSIDE HOTEL: The TED LEWIS SHOW, with the RIVERSIDE STARETS and BILL CLIFFORD and Orchestra...

See you next week! — ART STEAGALL... RENO 2-2658.



HELLO! LOU SMITH

Just Called to Wish You and Your Associates Great
Success on the Opening of Your

Very Beautiful
LAS VEGAS RACE TRACK

Hope the "Handle" is Bigger Than
You Expected! Will See You at the Track Tomorrow

JAKIE FREEDMAN

The SANDS HOTEL

WHAT'S HE LIKE?:

(Continued from page 11)

could whip a big chicken hawk. Guess the good Lord made him fly backwards and forwards to get the edge on the old hawk . . . Must be reasons for everything, but how could one explain about his seashell? You hold it up to your ear and hear the roar of the sea, yet the sea was so very far away. Well, someday he'd find out.

He rolled over on his back and stared up at the azure sky, wondered what was beyond, like all kids do. Then he made a strange discovery. The sky was blue. Undoubtedly it had always been blue. Yet, not in one verse of the entire Bible did the word "blue" appear! Now why didn't they know all the colors in those days? Why there must be many things not even a minister could explain!

He sat very still beneath the old oak tree and a great sense of awareness

(scientists call this "cosmic" consciousness) stole over him as he pondered the contradictions of life. He had the strong realization that someday he would discover the Truth about many things and that eventually he would teach the people.

He would never preach to or at them. Somewhere behind their lack of belief was lack of understanding. He knew it would be a long, difficult job for a poor boy to acquire the education he would need to heed his call, but he knew in that flash of knowingness that day that he would attain it.

The years skidded along, and at 14 years of age, he obeyed his adolescent longing for adventure and "struck out on his own."

Large and well developed for his age, he got a job with a construction gang. Sick of poverty and the never-ending hard work, he believed he would be better off "living on his own."

(To Be Continued)

Coming Attractions ON THE FABULOUS STRIP

Flamingo

SEPTEMBER 10
ANDREWS SISTERS
IN A
SEYMOUR FELIX
PRODUCTION

DESERT INN

SEPTEMBER 15
BILLY GRAY
PATTI MOORE
BEN LESSEY

LAST FRONTIER

SEPTEMBER 14
XAVIER CUGAT
HIS ORK. & REVUE
FEATURING
ABBE LANE

SAHARA

SEPT. 22 THRU OCT. 19
LAURITZ MELCHIOR
AND CO.
OCT. 20 THRU NOV. 2
HORACE HEIDT
HIS ORK & REVUE

Thunderbird

SEPTEMBER 13
MILLS BROS.

El Rancho Vegas

COMING!
BORAH MINEVITCH'S
HARMONICA RASCALS

The Sands

SEPTEMBER 16 THRU
SEPTEMBER 29
BETTY & JANE
KEAN



HALF-WAY
STOP

Between Las Vegas and L. A.

NEW!

THE DUNES

NEW!

on Route 66 — (8 Miles West of Barstow, California)

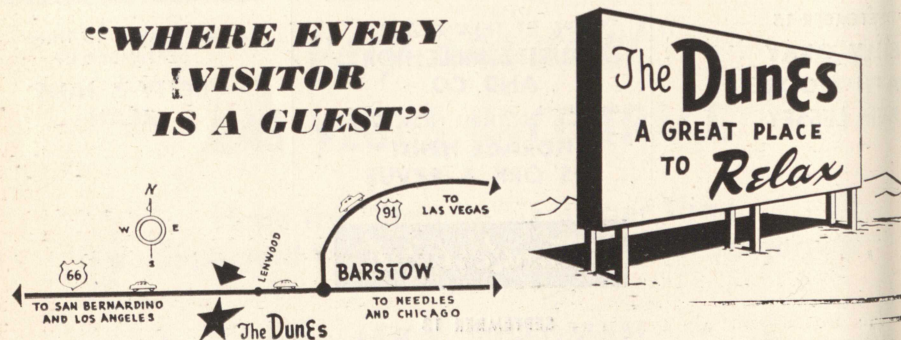
Arrive Fully Rested and Enjoy Your Stay in
Las Vegas or Los Angeles

- ★ ALL NEW AND MODERN FURNITURE . . .
- ★ SPACIOUS AIR CONDITIONED ROOMS . . .
- ★ QUIET — AND SO-O-O RELAXING . . .
- ★ SET BACK OFF ROAD — ALL BY ITSELF!

ARISTOCRATIC ACCOMMODATIONS

The Best Rest in the West

"WHERE EVERY
VISITOR
IS A GUEST"



THAT'S FOR SURE:

(Continued from Page 9)

JACK BENNY is putting a lot of effort into the preparations for his nightclub debut here, probably at the HOTEL FLAMINGO. The event should materialize in the very near future. Mr. Benny claims the show will be greater and bigger than anything he has ever done, including radio, TV and motion pictures.

If you notice LILI ST. CYR eating a bit more than her usual diet of late, it's because the gal needs some extra energy to tote the striking gift she received from TOM DOUGLAS (world famous designer, interior decorator and show producer at the HOTEL EL RANCHO VEGAS). Mr. D. gave the lovely Lili a 28-carat diamond ring, the reputed value of which is approximately \$20,000. Delicate Lili seems to be having difficulty adjusting to the added weight.

Our most sincere condolences to ARNOLD CHRISTENSEN (of CHRISTENSEN'S MEN'S WEAR and ARNOLD'S LTD.) Chris received word that his illing father had passed on, September . . . At times like this, we feel speechless and so inadequate. So we can merely extend our heartfelt sympathies.

A couple of months ago we ran an item stating that JIMMY RITZ (of the zany brother trio) planned to marry here, the day the lads opened at the SANDS HOTEL. Well, Jimmy turned the item into a prevarication and the ceremony was performed five weeks earlier, on the West Coast. Seems the bride preferred Los Angeles for the scene of the wedding, in order to be able to invite her many friends and family to the ceremony and reception. We forgive you, J. R.—just as long as you newlyweds are so happy!

CHOP CHOP (actually an Irishman by name of AL WHEATLEY) and his lovely wife CHARLENE brought a lot of off-stage entertainment to the SARARA graveyard shift. The night they closed at the DESERT INN the couple performed some card tricks for the forementioned bunch (during a lull hour). They must have been pretty terrific because the dealers were stounded.

ART ROZEN is perplexed. He just can't understand why his friends fail to remember he is still in the auto business. Despite his successful operation of the SILVER SLIPPER BINGO and is being a licensed bondsman, Art still sells autos and always finds time to locate the proper vehicle for his friends, at a decided saving.

Belated birthday greetings to VI TAYLOR JR. who celebrated her natal

day September 4. Unfortunately, the younger Miss Taylor spent most of that day attempting to console her mother. (VI TAYLOR SR. is our "What's She Like" columnist). Vi Sr. left her office at the HOTEL LAST FRONTIER, leaving her purse behind. In that handbag was a tidy little sum she had saved to buy her daughter a beautiful birthday gift. Some miserable culprit stole into the office and (within a few seconds' time) took the cash, along with some valuable papers of identification. There's one character we would have loved to catch in the act. He's never repeat a theft again! Because of him, two wonderful ladies had their festive spirits dampened.

MACK GORDON (lyricist of many hit tunes) is one of the most popular men about town and displays a heart that is greater than his physique (which won't see a trim 40 again). Mack has an enviable standing with ASCAP. That organization used to classify its members alphabetically, at one time. Now the members are in numerical groups. Mr. Gordon is in the 1050 group, the same one that boasts greats such as Cole Porter, Gershwin, Berlin, Rodgers & Hammerstein, et al.

When we say "Fabulous" Las Vegas we mean just that! Here's one that Ripley could use. The VILLA VENICE (popular Italian eatery on The Strip) employs a shill who arrives for work dressed in mink or sables, covering gowns by Christian Dior. Top that, if you can!

ERNEST ADLER, sensational Hollywood dress designer who has supplied many stars with individual wardrobes, will be located locally for the next few weeks. BILL BURTON contracted the designer to remodel all of MARY KAYE'S (of the Mary Kaye Trio at the HOTEL LAST FRONTIER) gowns and to design \$15,000 worth of new gowns also. Mr. Adler will employ three local dressmakers. He also styled a new coiffure for Miss Kaye.

Enjoying the local spots is MANNY PINE, the gentleman whose lovely frau is a member of the BARRY SISTERS, currently at the FLAMINGO HOTEL. Mr. Pine is a popular clothing manufacturer of New York City. When he was in the retail business one of his shops was JOE & PAUL CLOTHIERS. Now that Mr. Pine has become a manufacturer, he boasts many celebrities on his list of satisfied customers, including TONY MARTIN, BING CROSBY and BOB HOPE.

Another title-holder will join the ranks of the COPA GIRLS at the SANDS HOTEL come September 15. She is LOUISE MARIE SIMONE, chosen "The Pride of San Francisco." The

(Continued on Page 27)

... we thought we'd feel like
strangers in this fabulous city
but you've all made us feel
very much at home!



Claire

Merna

THE BARRY SISTERS

OUR
SINCERE

"THANKS"

to everyone at



for a very, very

happy

TWO WEEKS

engagement

"CURTAIN TIME"

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



Flamingo

August 27 thru September 9

Show: Marge & Gower Champion, Lenny
Kent, the Barry Sisters
Line: Flamingo Starlets
Orch.: Torris Brand
Mural Room: Bobby Page and Orchestra

They're here again! "M.G.M.'s Delightful Dancing Stars" ... those champions of champions ... THE CHAMPIONS ... MARGE AND GOWER! ... Here are two perfectionists of the dance who love what they are doing, and love doing it together. This abundance of mutual admiration shows in everything they do while performing their immaculate interpretive routines. Two of their popular dances which will always be favorites locally are "The Clock" and "County Fair" ... and, of course, all hearts seem to beat a little faster

(Continued on Page 33)

wide tones, one understands why she's able to remain one step ahead of the opposition year after year, pacing her repertoire with a wide variety of songs from the latest Decca album entitled "Singin' the Blues," which embraces "I'm Gonna Write Myself a Letter," a swing version of "Begin the Beguine," the romantic ballad "Tenderly," the ingenious southern songstress pleases the most discriminating of audiences. Always the folksy, friendly, regional little gal from the South, Connee quickly grasps her audience into the aura of her down-to-earth personality. It is this quality of "a big heart" that projects in all her numbers, whether they be the blues, spirituals, ballads rhythm numbers, novelties or western tunes. Making a quick change of costume right on stage from a "southern belle" bit of fluff to a svelte red and white squin gown designed by Florence Lustig, the little modern St. Cecelia scoots off her stool onto the piano bench to give an excellent accounting on the old 88, with "Piano Roll Blues" topping the list, followed by an encore

(Continued on Page 33)



LAST FRONTIER



El Rancho Vegas

August 12 thru August 25

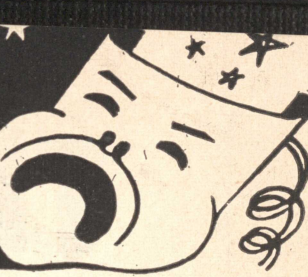
Show: Joe E. Lewis, Lili St. Cyr, Martha Stewart
Line: Dottie Dee's El Rancho Dancers
Orch.: Bob Ellis and Orchestra
Steak House Lounge: Steve Gibson and His Red Caps, Matt Dennis Quartet, featuring Virginia Maxey, Landis and DeStefano, Gardos and Miranda

He's called the "King of Clubs" and there's no denying that this man is the top card in any man's hand when it comes to picking comedians. JOE E. LEWIS has been a perennial favorite throughout the country for a good many years and will continue to be so for many, many more to come. No one seems to ever tire of hearing his ever present "post time" and his variety of "voo - voo - voo - voo" arrangements! Ever at his side is the one and only AUSTIN MACK, Joe's accompanist ...

Rare canary CONNEE BOSWELL, the gal who really knows the musical score, and the howlacious Wiere Brothers, "the comedy team of the year," bowed in at the Ramona room Monday night to a packed house. The unmatched Boswell never has been in better form. Two seconds after she opens up those inimitable pipes and turns on the



"CURTAIN TIME"



LILI ST. CYR is still one of the greatest performers for her type of entertainment that we have ever seen. She's in a class by herself as she proceeds to relate her pantomimic tale of a young lady in love. Her exotic beauty and undisputed ability holds each

(Continued on Page 33)

DESERT INN

September 1 thru September 14
Show: Johnnie Ray, Gary Morton, June and John Belmont
Line: Donn Arden, featuring the singing of Art Johnson and the dancing of Evie Lynn, Joy Skylar, Fluff Gould and Flo Waters
Orch: Carlton Hayes
Lady Luck Bar: The Trios

Before his opening in the Painted Desert Room, many were the varied speculations about the type of performance JOHNNIE RAY would present. But the moment the lad stepped into the spotlight the reaction that ran through the audience was unanimous. Everyone agrees that this Ray boy is not a fad by any means. He is built from the type of emotion that will exist eternally. When Johnnie sings you can trace the source to his sensitive heart. He summons forth every ounce of feeling within him and leaves the spotlight completely drained of energy. This lad literally gives his all to bring you a quality of entertainment that is extremely rare . . . GARY MORTON is a young comedian whose future is well within the grasp of success. He is an eastern favorite and is fast becoming tops in local lists of preference. Gary has a wonderful way of telling a gag or a story. His showmanship is excellent and comedy is his slave. Gary is a versatile performer and we predict the top of the ladder for this lad—pretty soon! . . . JUNE and JOHN BELMONT provide the ballroom dance sequences . . . Although the DONN ARDEN DANCERS turn in a slightly sensational performance with each of their

(Continued on Page 35)



SAHARA

August 25 thru September 7
Show: The Vagabonds, Maria Neglia, Condos and Brandow, Nann Crompton
Line: Moro - Landis Sa - Harem Dancers featuring the singing Skylarks
Orch: Cee Davidson
Casbar: Al Day Trio, Joe Loco and the Mombo Group, Sando Deems, Three Majors, Cy Coleman Trio

There are just three more evenings before the VAGABONDS pack up the gear and leave the Congo Room. The riotous combination of four funsters give out with a terrific amount of musical instrumentation. They really are the daffiest bunch of comedians we ever laughed at. The current Vagabonds engagement surpasses all previous

(Continued on Page 35)



The Sands

August 28 thru September 15
Show: Ritz Bros., Connie Russell, Eileen O'Dare
Line: Copa Beauties, featuring dancer Roy Palmer and singer Charles Nelson
Orch: Ray Sinatra
Silver Queen Bar: Geri Galian and the three trios of Johnny White, Ernie Stewart, Luck Henry

The RITZ BROTHERS are showing no mercy in the second week of their appearance in the Copa Room. They are pelting the patrons with the most humorous skits and comedy situations ever created. And the supper-clubbers just love this type of "punishment." Whenever Al, Harry and Jimmy are performing you can just bet that every one will turn out to welcome the boys

with hearty laughter and blatant applause. Favorite routines are performed on request and those new sequences the boys have introduced are fast falling into the favorite category also. How can one family have so much talent? Itz Brothers! We love ya! . . . The sweetly sophisticated CONNIE RUSSELL never fails to win plaudits with her local engagement. Miss R. arrived completely prepared to present more of the elite entertainment that is definitely becoming her trademark. Her special songs are so good you don't turn away for fear of missing a word. Besides, when such a lovely young lady is singing, who wants to look elsewhere? . . . EILEEN O'DARE, a young lassie specializing in acrobatics. Her spotlight feats are so breathtaking the audience finds it virtually

(Continued on Page 35)

Thunderbird

August 27 thru September 12
Show: Tennessee Ernie, Irene Ryan, Kathryn Lee and Marc Platt, Peiro Brothers
Line: Kathryn Duffy Dansations
M. C.: Barney Rawlings
Orch.: Al Jahns
Navajo Lounge: Jack Martin Five, Normandie Boys

Once again you'll enjoy that great entertainment team of TENNESSEE ERNIE and MISS IRENE RYAN. These two have been sure-fire hits on all previous engagements at this hotel. Ernie is a popular Capitol Recording star as well as being an artist who has his own radio and teevee shows . . . If you haven't seen this man in person, and heard him perform, you are in for a surprise. This fella SINGS! Miss IRENE RYAN is one of America's foremost comedienne and has starred on and in almost every medium of entertainment. Hers is a delivery of material different than most comedians

(Continued on Page 33)



El Cortez

August 27 thru September 9
Show: Frankie Rapp, Lou and Sue Smith, David Powell
Orch.: Eddie Skrivane's Sextette from Hunger
Buccaneer Bar: The Instrumentalists, The Star-Kings

Las Vegas' own FRANKIE RAPP is on stage again and this time in the very attractive new PIRATES DEN of El Cortez. Frankie has appeared before locally, but this engagement tops them all. He is at his best in this room! Easterners may remember him for his record

(Continued on page 35)



SILVER SLIPPER SALOON

August 20 thru September 10
Show: Kalantan, Hank Henry, Sparky Kaye, Fred Ketch and Jerry
Line: Marah Gates' Palominos
M. C.: Jimmy Cavanaugh
Orch.: George Redman

The whole audience sits in silence as KALANTAN performs her intricate dance routine during these Slipper Shows. She seems to weave a spell with her beautiful body, fantastic musical backgrounds and a style of dancing that is hers and hers alone. She is currently doing a new number which she calls the "New Orleans Bourbon Street Blues." This number is a little different than the usual exotic things she has done but still carries the usual punch. . . . You will see FRED KETCH and his pal JERRY . . . a ventriloquist. The face on this dummy is so great that their biggest laughs came when nothing was said at all . . . just the dummy

(Continued on page 35)

The VAGBONDS

A MILTON PRELL ENTRY

BILL MILLER, Trainer

WIN: EVERY AUDIENCE

PLACE: CONGO ROOM

SHOW: TWICE A NIGHT



THE VAGS MOUNT UP TO MEET ALL COMERS
AND WELCOME THEM TO THE NEW **LAS VEGAS TRACK**



DOM - - PETE - - AL - - TILLIO



DICK SHERIDAN'S STRIP RACE BOOK

HI-WAY 91 (The Strip)

• Results From All Major Tracks

WELCOME
LAS VEGAS
JOCKEY CLUB

SHIKEY TOUSHIN
OWNER OF THE
JEWEL BOX,
SANDS HOTEL
WISHES
BEST OF LUCK
TO
LOU SMITH and the Boys
OF THE
LAS VEGAS RACE TRACK

GOOD LUCK,
LAS VEGAS
RACE TRACK

Home Lumber Co.
OF NEVADA
"We Cover the State"
430 North Main Phone 348

SAVE \$ SAVE \$ SAVE \$ SAVE \$

Larry's
WOMEN'S SHOES
Direct Manufacturer's Outlet
SAVINGS UP TO
60%

Choose From These
Nationally Advertised Names

- Evins
- Palizzo
- Bally
- British Walkers
- English Brevitts
- I. Miller
- Herbert Levine
- Ted Saval
- Pandora's
- Seymour Troy
- Originals

Hosiery and Handbags
110 NORTH FOURTH STREET
"Just Off Fremont Street"
PHONE 5890

SAVE \$ SAVE \$ SAVE \$ SAVE \$

THAT'S FOR SURE:

(Continued from Page 19)

...fascination of our town drew the lovely Mary and she is planning for a long stay. The ROCKING HORSE RANCH is now owned and operated by HENRIETTA MURPHY (food waitress at the HOTEL SAHARA chuck wagon) and AL BRAMLET. They are hoping for their official opening on September 15. Everything on the premises is being remodeled, with a new filter system for swimming pool and air conditioning unit being added. When Miss Murphy completes her shift (about 10 p.m.), she immediately rushes out to the ranch, dons a pair of jeans and tackles endless chores. With ambition such as this, Lady Luck just has to smile upon this pair. What say! Let's get out there on the 15th and make it a big event . . .

KAY PARSONS, "The Girl of Yesterday," is smiling more broadly than ever as she entertains at the PLAY-AND on First Street. Visiting the angstress is her sister DOROTHY WYTH, vocal teacher of Manhattan. Miss Wyth has her studios directly across from New York's Carnegie Hall. The sisters are taking in all of the strip shows together. Although this is Dorothy's first visit here she appears to be contemplating a studio in Las Vegas, forsaking her spot on 57th street.

That man LEO MANTIN is in town again. He is trying to sell certain shows at the local hotels. It's beyond us but we just can't understand why his business card read: "U. S. Copyright Author 'Moulin Rouge.'" That outfit of his is startling, to say the least. L. M. wears khaki trousers, khaki jacket, exaggerated by a tight belt and a sports hat!

Town is really talking about FRANKIE RAPP and the magnificent spotlight job he is performing at the HOTEL EL CORTEZ. Even though we had an item about this comedian in last week's issue, we can't resist another plug. The lad is really a dynamic worker and aims to satisfy. Don't miss him.

It was our distinct pleasure to meet Mr. and MRS. JAMES F. CONWAY. The Conways are steady visitors to our town, making approximately 15 trips yearly. They own the fashionable JONES MOTEL, located halfway between Los Angeles and Las Vegas. It is just off the highway and is one of the best spots for any traveler to stop. James also owns one mile of land on both sides of Highway 66, just outside of Barstow. DR. MAYERS of APACHE VALLEY expressed a desire to lease one-half mile of this land. He

has the largest collection of antique autos and would like to build a museum in that location. The Conways told us of an incident that occurred at the Dunes not too long ago. MARY & JOHN MULCAY (harmonica artists who appeared at the DESERT INN not long ago) stayed at that motel on their way here. About 200 miles after they left the spot Mary discovered she had left her diamond wrist watch behind. The Mulcays retraced their tracks with furious speed and arrived to discover the manager of the Dunes had the watch in the safe and was sitting on the miniature vault, to ensure complete safety.

HERMAN HOVER, owner of Hollywood's famous CIRO'S, has added another task to his busy schedule. Mr. Hover has been appointed executive entertainment director of the HOTEL LAST FRONTIER. That means H. H. will relieve JAKE KOZLOFF of his duties as booker of shows. This move will in no way affect EDDIE FOX' status at the hotel. Incidentally, when you see Mr. Hover with a few spare moments, ask him about the 25-question memory test. It's a whiz!

SEYMOUR FELIX is now in Hollywood preparing production shows for the FLAMINGO HOTEL. We understand he has chosen 12 new starlets and four male dancers. According to the scuttlebutt, the productions will prove outstanding in all competition and the dancers will be directly employed by the Flamingo Hotel.

TULLIO, the "Mumbles" of the VAGABONDS (currently at the HOTEL SAHARA), had a telephone installed in his Cadillac. While driving here he called a friend in Miami Beach, just to tell him he was in the Arizona desert. The second call he made en route was to the AAA, just to ask them where he was at the moment. Installation charges, plus the two phone calls, totaled to an alarming sum of \$1168.85. From now on, Tullio insists he is keeping his mouth shut every time he gets into his car.

According to a reliable source, the SANDS HOTEL will have to pay \$3500 weekly for use of the title "Ziegfeld Follies" when that revue opens for a 10-week run. Seems like a lot of moola to pay for that name when the hotel could draw the crowds just as easily with the names of the top-notch performers who will appear during that run. The show will be changed every two weeks.

Congratulations to JOAN WALLEK (former cocktail waitress at the HOTEL EL CORTEZ) and RALPH RUST (co-owner of SAL & RUSTY'S AMUSE-

(Continued on Page 31)

BONANZA BUILDERS, LTD.

98 CUSTOM BUILT HOMES
NOW UNDER CONSTRUCTION

Featuring

WESTINGHOUSE ELECTRIC KITCHENS

ALL WITH

- ★ Deluxe Frost Free Refrigerator
- ★ Deluxe Speed Electric Range
- ★ Laundromat and Drier
- ★ Automatic Electric Dishwasher
- ★ Waste Away Electric Food Waste Disposer
- ★ Automatic Electric Water Heater

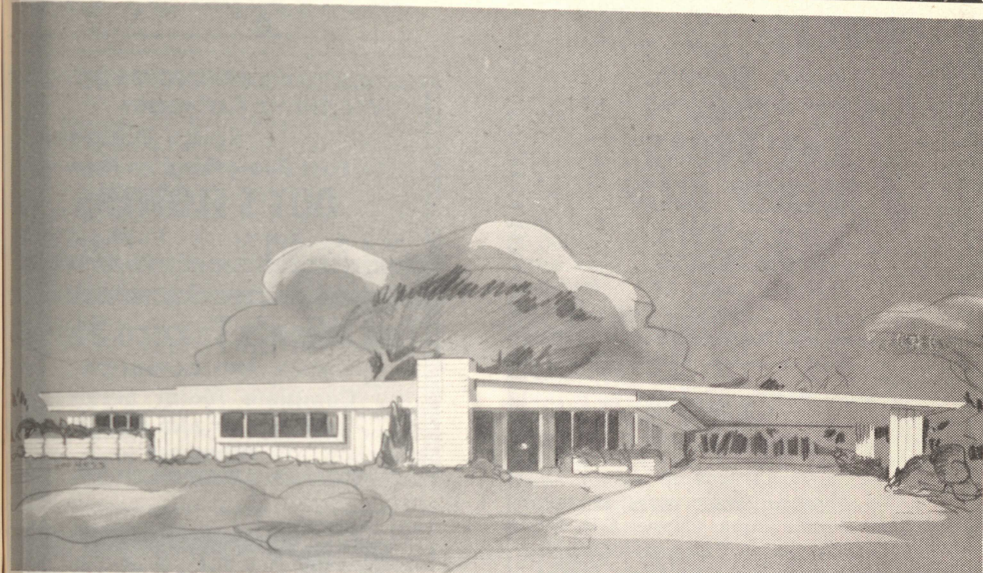
YOU CAN BE SURE..IF IT'S Westinghouse

Youngstown Steel Kitchen Cabinets

HOMES TO BE

DISTINCTIVE AND INDIVIDUALLY

CREATED FOR YOUR PERSONAL DESIRES



RESIDENT ARCHITECT
RICHARD G. BLEDSOE

BUILDER
JOHN W. WEISS

On Above Home, You May Select Your Exterior and Interior Colors. Also Tile, Linoleum, and Make Any Changes to Suit Your Fancy

★ ★ MODEL HOME ★ ★

Just Completed—on $\frac{3}{4}$ Acres—Ready for Immediate Occupancy—
Three Bedrooms—Two Baths and Many More
Outstanding Features . . .

Good
Deep
Soil

SENSATIONAL
VALUE AT

\$24,000

$\frac{1}{3}$ CASH

Comparable
with Any Home
Now Selling at
\$30,000 and Up

★ WE INVITE YOUR INSPECTION ★

BONANZA BUILDERS LTD.

1233 Comstock Drive (Bonanza Village) Las Vegas, Nevada
Phone 1698-M . . . or Ben B. Tankle, at Hotel Sahara (Phone 6800)

HORSES AND STABLES PERMITTED
ON EACH LOCATION

FORCED TO SELL

2000 SHARES
CLASS "B" COMMON STOCK
**LAS VEGAS
JOCKEY CLUB**

CALL or WRITE
JOHN PIERCE
1104 CLARK ST.

Las Vegas - - - Phone 4504-W



SAINT'S

HOUSE OF
PERSONALIZED INTERIORS

Wallpaper - Carpets - Drapes
Picture Frames

2206 East Charleston, Phone 502

FASHION CLEANERS

Free Pick-Up & Delivery
24 Hour Service

MARGIE FORBUSS, Owner

2234 E. Charleston - Phone 7112

TASTY PASTRY

WEDDING and BIRTHDAY CAKES
... decorated especially for you!

- CALL -

ONE DAY SERVICE

Open 7 A. M. 'til 11 P. M. - Phone 2050

2226 E. Charleston Blvd.

"Join Us for Coffee - Breakfast and Lunch"

- - - PHONE 4198-W - - -



COMPOSER - ARRANGER - COPYIST

Shop-Wise THAT'S FOR SURE:

(Continued from Page 27)

Wedding Corsages
Room Bouquets
"In Fact Everything in Flowers"
DOT'S FLOWERS

808 So. 5th St. Phone 811

Ted Wien's Texaco Station

MAIN AND CHARLESTON
Complete Motor Service
WE PICK UP AND DELIVER
PHONE 665

SNYDER'S
SLACKS SUITS
SPORTSWEAR

Tailor Made to Your Measure
FOR MEN AND WOMEN

421 South 5th St. Phone 6644

LOOK YOUR BEST - VISIT THE
BARBER SHOP

IN THE
HOTEL EL RANCHO VEGAS

PHONE 1300
PERRY DIRIENZO PROP. PATTI PHILLIPS MANICURES

Lillian's

SMART WEAR

Exclusive But Not Expensive
Hendan Mannish Shirts

116 No. 4th St.—Just Off Fremont

HECHT'S

410 FREMONT ST.
MISSES' AND
WOMEN'S APPAREL

MENT CENTER). The couple exchanged vows on September 2 at the Little Chapel of the West. They will return to town after a two-week honeymoon in romantic Honolulu.

JEAN DEVLIN and her dancers have received their two-week notice and will leave the HOTEL LAST FRONTIER at the completion of the current show. They will be replaced by the MERRIEL ABBOT productions of Chicago.

STANLEY STALFORD (of Phoenix, Ariz.) plays just as hard as he works. He is considered one of the wealthiest men in his home town. Mr. Stalford has been here for six weeks and bought a lot of local property. We hear that his investments run into round-seven figures.

Special birthday greetings to a dear friend: MILTON PRELL, executive manager of the HOTEL SAHARA, celebrates his big day September 6. We can only wish that the future will reap bouquets of greater achievements and furnish them with continued happiness for this man, one of the nicest to walk his earth.

Oh, oh, another error in last week's magazine! We erroneously stated that FRANK SCHAINCK had been reinstated as manager of the GOLDEN NUGGET RESTAURANT. Our apologies! Mr. Schainck holds that post at the SILVER SLIPPER and NICK DODAR is still the genial maitre d' at the GOLDEN NUGGET. We're sorry if we caused any consternation for either of these fine gentlemen and hope they will forgive our misinformation.

FRANK FUNGE, entertainment editor of the San Francisco Examiner, is vacationing here for a few days (writer of Ivan Paul column). Since he was here last, Frank has become the Godfather of Frisco. He has a weekly hour-long radio show, sponsored by Shasta. We're happy to see this deserving gentleman doing so well. He is also celebrating his 30th year with that periodical.

When we drove along the highway the other day we believed we were seeing things that just weren't there. In front of us were three MGs, abreast with one another. On getting closer, we noticed the drivers were the three WERE BROTHERS (currently at the HOTEL LAST FRONTIER). Driving the red car was SYLVESTER. HERB piloted the white car while HARRY proudly steered his blue MG. The automobiles still bear English plates. If you buy an MG here you have to pay

more than \$2000 for it. The boys paid \$1800 for their respective cars and that price included shipping charges.

The HOTEL SAHARA is accepting bids and will begin construction this week, adding 200 more rooms to its south side. When they are completed the hotel will have a total of 448 rooms. The additions will run about one and one-half million dollars. The SANDS HOTEL will also start work about the same time, adding 143 rooms on the 70,000 square feet alongside that bistro. Architects approximate this cost at \$750,000.

CHARLIE TURNER (associate of the SANDS HOTEL) very happy now that his very lovely wife, Peggy, and Gil, 5-year-old daughter, are vacationing here. The women of the family have been looking for a local residence. When they discover one to their liking they will return to sell their home in New Jersey before settling here. Mr. Turner smiles easily now that he realizes the family separations will soon be at an end.

ANDY ANDERLINI, manager of the famous BIMBO'S 365 CLUB in San Francisco, is among the long list of holiday visitors in our town. He plans to vacation here for a couple of weeks. However, Andy has been Bimbo's right hand man for 20 years and feels rather strange, being away from his business activities. Relax, Mr. A., you're entitled to a short reprieve!

LIBBY STEPHENSON is planning to go into business soon. She is seeking a shop at present and just might have a location by the time this comes off the press. Mrs. S. will feature an exclusive line of costume jewelry and also original paintings by her husband DENNIS, who is also our artist. Good luck, Libby!

MR. and MRS. JIM CREEKMORE of Tulsa, Okla., are wondering if they'll ever summon enough energy to leave our town. Seems the Creekmores are falling in love with our scenery. They are in the oil drilling business and Mr. C. is considered at the top of his field.

Look for a merger between CINDY LOU BAYES and FRANKIE ROSS of the MARY KAYE TRIO (at the HOTEL LAST FRONTIER). Cindy Lou is waiting for her final divorce papers. If the suit is uncontested she should receive them on September 5 (today). Then it won't be too many hours before she and Biagio Salvatore Rosario Blogna pledge their troth. On the level, folks, those four monickers are enough to make any gal change her mind...

Everyone is always pleased to meet BETTY and BEN TANKLE. Mr. T. has quite a history. He first arrived here in 1929 and made up a brochure that is

(Continued on Page 45)

WE WISH
EVERY
SUCCESS
TO
LOU SMITH
HIS ASSOCIATES
AND THE
**LAS VEGAS
RACE TRACK**
FROM

Wilbur Clark's
DESERT INN

FLAMINGO:

(Continued from Page 21)

when they do their very beautiful "Marge" . . . And here also we have America's Most Laughed-At Comedian . . . **LENNY KENT**. No one in show biz has a "Texas" bit to touch Lenny's . . . he's in a class by himself! He is also a great ad lib man, which means that almost anything can happen while he is on the stage . . . and it usually does! Another favorite bit of his is the incomparable rundown of the show for the ever present late-comer . . . The very attractive **BARRY EUSTERS** bring you beautiful arrangements on popular ballads of the day done in perfect two-part harmony, with each doing her share in the solo department. This is the first local appearance for this well-known New York sister team and they have stopped the show several times! The **FLAMINGO STARLETS** are back on stage again with this new show and bring with all new routines and wardrobe. Featured vocally in these production numbers is the very fine baritone voice of **FRANK HOWARD** . . . As usual, the music is very capably handled by the talented **TORRIS BRAND** and his **ORCHESTRA**.

EL RANCHO VEGAS:

(Continued from page 22)

audience during her entire performance . . . Held over for another two weeks is one of our favorite little red-heads, **MARTHA STEWART**. This fine, little musical comedy singer has enjoyed great successes on stage, screen and, more recently, on television, but you can really feel the warmth of her personality when you see and hear her in a nightclub stage . . . Dottie Dee's pigeon gals, the **EL RANCHO DANCERS**, present a couple of colorful routines with one featuring the tapistry of Dottie herself . . . Furnishing the musical background for this show and also for your own pleasure-dancing is **BOB ELLIS** and his **ORCHESTRA** . . .

PAST FRONTIER:

(Continued from page 21)

wrap-up of the ever popular "Martha." . . . **THE WIERE BROTHERS** had the audience rolling up in their seats

from the moment their comical faces peeped through the side curtains. They're a hysterical cross between master musicians, specialists, jugglers, ballet dancers and schizophrenics. Their instrumental nonsense on violins (which they balance on their sc'nozzolas) is played intermittently with great skill—when they're not worrying the sox off Mildred Seymour, a pianist of rare dexterity. Just about the time you settle down to enjoy their master musicianship—bang! Off they go into mugging, cavorting and dancing some wonderful stuff that has to be seen to be believed. No sense in trying to describe the antics of this comedy team. Their calculated craziness is so unpredictable that as sure as a reviewer makes an effort to analyze what they do, they'll reverse the whole procedure and make you out a prevaricator. So, just go and see for yourself, but take along a rib support . . . **LOTTIE BRUNN**, "the world's best female juggler," is a show-stopper as usual. She can juggle most anything, winding up juggling with her mouth, head, one foot and both hands . . . **THE DEVLIN GIRLS** honor the lovely Miss Boswell with a southern show boat production number and their jockey finale in honor of the Las Vegas Race Track's opening this week is clever and most timely. **SKINNAY ENNIS** and his celebrated orchestra draw plenty of applause after a two-week vacation and their danceable music continues to attract couples to the stage during intermissions.

THUNDERBIRD:

(Continued from page 23)

diennes whom you might have seen . . . **KATHRYN LEE** and **MARC PLATT** are newcomers to Las Vegas niteries but certainly aren't newcomers to the field of their endeavors in other areas. They were the dance team of that very successful musical play "Maggie" and have been the stars of Arthur Murray's TV show "This Is Show Business" . . . **THE PEIRO BROTHERS** are a team of jugglers performing feats that almost defy description. The things they can do with a few sticks, some wooden blocks, with felt hats, etc., have required hours and hours of intense training to perfect. They do them so well that the trick seems easy . . . **THE KATHRYN DUFFY DANCATIONS** once again prove themselves worthy of the title of being "America's Most Versatile Dancers" . . . Your singing master of ceremonies is **BARNEY RAWLINGS**.



to Beldon Katleman,
and everyone else at
Hotel EL RANCHO VEGAS:

"Thank You"

for making this extended
engagement a most
happy and pleasant one.

Sincerely,

**MARTHA
STEWART**

PHONE 5278

FOOD TO TAKE OUT



AMPLE PARKING IN REAR

Zarape Cafe

MEXICAN FOOD

1735 South Fifth
Las Vegas, Nevada

OPEN 11 A. M. TO 4 A. M.

Sal and Rusty's AMUSEMENTS

WE NEVER CLOSE

MINIATURE GOLF — ARCHERY — PING PONG — MACHINE ARCADE
Boulder Hiway East of Charleston Blvd.

THE SAHARA

(Continued from page 22)

ous ones. With each appearance the boys cultivate greater showmanship and excellent comedy that bores right down to your funny bone . . . MARIA NEGLIA can make her violin sing at her slightest command. The young lady is superb in her accomplishments and offers an unbelievable repertoire of melodies that wrap your heart in complete appreciation . . . CONDOS & BRANDOW are a couple of favorites who bring adept dancing your way. They specialize in the challenge form of dancing. Outstanding in their performance is Jerry Brandow's interpretation of Louis Armstrong. Their spotlight minutes are sparked with good-natured ribbing of each other . . . ANCI CROMPTON brings utter amazement to the spectators when she proceeds to spin and twirl rapidly. The ultimate result has the lovely ballerina appearing to be six persons wrapped up in one gigantic top. Miss Crompton moves with rapier-like precision and displays superior timing . . . THE TORO-LANDIS DANCERS are magnificent in their dance artistry. Featured with the group is the singing of the SKYLARKS. These young guys and gals color the entire production with their harmonious medleys . . . CEE DAVIDSON and his music makers are as excellent as ever as they provide a precise musical background . . . Don't forget that MARTHA RAYE and her show open in the Congo Room September 8.

SANDS HOTEL:

(Continued from page 23)

zealous to breathe too sharply, lest they upset her balance. Miss O'Dare is certainly a daring performer who deserves all praise aimed in her direction . . . The COPA BEAUTIES continue to bring fine productions your way, featuring the excellent dancing of RAY PALMER and the exceptional singing of CHARLES NELSON . . . RAY SINATRA and his men of music sound out the entire production with music that is nonpareil . . .

DESERT INN:

(Continued from page 22)

The routines, the entire town is drooling over their fantastic number set to the tune of "Slaughter on Tenth Avenue." Featured in this illusory produc-

tion is dancing FLUFF GOULD whose twinkling toes hypnotized the audience to standing bravos. Production singer ART JOHNSON also turns in an excellent performance . . . CARLTON HAYES and his orchestra look very much "at home" back on the podium and their music holds great authority in the success of this extravaganza.

EL CORTEZ:

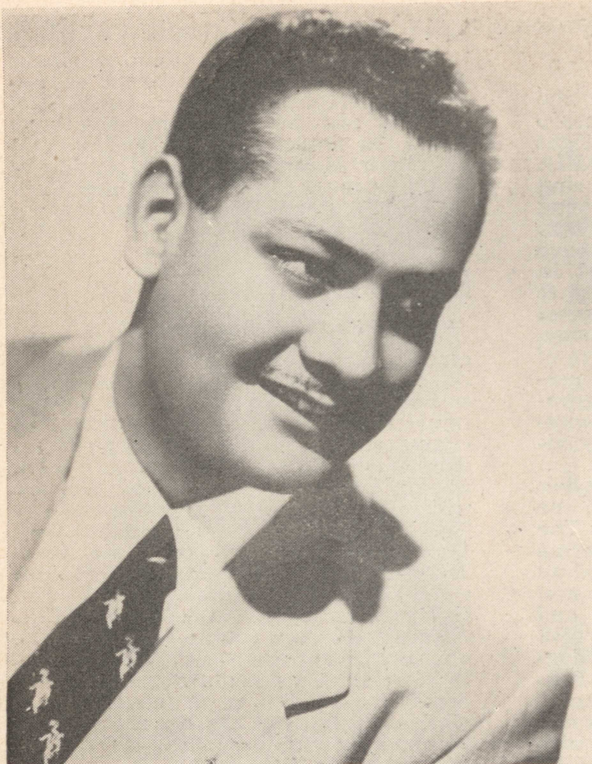
(Continued from Page 23)

ord breaking engagements in that area . . . especially the five years run in Detroit's Bowery. You'll enjoy Frankie's impressions and impersonations of characters he has met, cleverly versatile and quick with the wit . . . THE SMITH TWINS . . . Lou and Sue are well known in the West on radio and Television, having been connected with Red Skelton shows for some time. They sing special material and popular tunes of the day with great zest and in two-part harmony . . . DAVID POWELL does novelty tap routines in which he employs such props as two pairs of large scissors, for instance, and is at his best with a pair of drumsticks with which he beats out rhythm on anything he can find within striking distance . . . Musically you will hear EDDIE SKRIVANEK and his SEXTETTE FROM HUNGER as they provide some of the finest Dixie music you ever heard.

SILVER SLIPPER:

(Continued from page 23)

mugging the audience . . . which brings us once again to the group of people who have made the Silver Slipper a "must" on the list of visiting personalities from all over the country: THE SILVER SLIPPER STOCK COMPANY PLAYERS . . . HANK HENRY evokes roars of laughter by merely walking on stage, a master in every phase of comedy . . . SPARKY KAYE runs a close second and is a perfect partner for Hank; being a distinct opposite . . . JIMMY CAVANAUGH and BILL WILKARD take supporting roles in all the scenes and act alternately as masters of ceremonies . . . Marah Gates' PALOMINOS have danced their way right into an almost permanent thing here at the Slipper and do a wonderful job in their roles in the scenes . . . GEORGE REDMAN and his fine little group of musicians continue to do a BIG job with the music for each of the FOUR nightly shows.



JOE LOCO

AND HIS

NEW YORK
MAMBO
GROUP

EXTEND THEIR

"THANKS"

to the entire staff of Hotel Sahara

for making these past

10 WEEKS

our extreme pleasure

SPECIAL THANKS TO THE DISC JOCKEYS

OF RADIO STATIONS

KENO

KLAS

KRAM

KORK



Hillsway
by ROLAND HILL



(Editor's Note: In this, his 20th article on Europe, Mr. Hill brings us highlights of London and Ireland. This is also his final writing of his continental holiday . . . Next week: Seeing America First).

IT WAS COLD in London, of course, but the maid lit the fireplace in my room and I was soon comfortable. Saturday morning I dined in the hotel and went to the American Express office. I had a lot of mail and—best of all—\$140 in currency was in a letter from home. I sorely needed it after losing all that money to the Reds in Berlin.

Mr. George M. Shirey, the general manager of the Express Company, introduced me to J. H. Ryan, the assistant manager. They arranged my trips around London and the countryside. Had a good lunch at the STRAND PALACE HOTEL and took a bus ride around the west end of London. Returned from this tour at 5:15 in time to clean up and go to GOW'S RESTAURANT for dinner, next door to the Coliseum where I had a ticket to see "Call Me Madam." The cast was all English and it was fun to see how the Britishers howled at this satire on Americans. Billie Worth, as the leading lady, was far better than Ethel Merman. Donald Burr, the male lead, was terrific.

Sunday morning I went to early Mass at the Westminster Cathedral, had breakfast at the Strand Palace again and took Frames Bus (American Express) to Oxford and Stratford-on-Avon and Warwick. Had lunch at YE OLD BULL'S HEAD HOTEL in Aylesbury that was founded in the 15th Century. We enjoyed tea at Oxford and I felt right at home after sitting through several English classes at Long Beach State College and listening to Dr. Elizabeth Nielson tell of her days at Oxford where she did her doctorate work.

There is much to see and do in London but your Express tours take care of all that for you. Changing of the guards at Buckingham Palace, of course, heads the list—feeding the pigeons in Trafalgar Square—a ride on the Thames—up in the towers of London—a visit to St. Paul's and Westminster—and I would have given anything to have had time to see loads and loads of stage plays here. Don't miss a

tea at the Regent Palace Hotel—or the Picadilly Hotel.

I kept my room at the WALDORF and the next morning I took the B.E.A. plane to Edinburgh—first going to Kensington Air Station. The plane left at 5:55 p. m. and we had a good supper on board. Arriving at Edinburgh at 10:15 p. m. in the rain and cold, I found my hotel just across the street from the bus terminal of the airlines—it was the ROXBURGHE HOTEL. You have no idea how delightful it was to be served tea in the lobby at that late hour, in front of the blazing log fireplace. I wish we did things like that for tourists in our country.

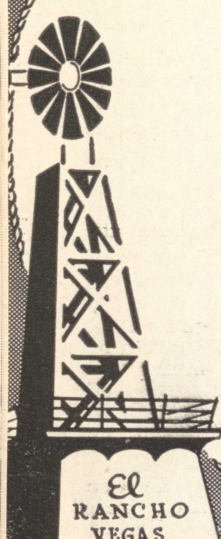
The next day I shopped. Took the Scottish Omnibus afternoon tour around Edinburgh. Bought some things at BINN'S DEPARTMENT STORE on Princess Street and had lunch at MacVITTIE'S TEA ROOM. BINN'S also have a fine tea room. I believe the CALEDONIAN HOTEL rates best here.

I took the 5:50 p. m. train from Waverly Station—had dinner on the train—then it took about an hour to get to Glasgow. There I took a taxi to Bromilaw Quay and boarded Burns and Laird Steamship Line. After supper at 10, I watched all the hundreds of Nato boats converging in the full moon for "Operation Mainbrace," to be held in Norwegian waters.

That was a sight to behold! Hundreds upon hundreds of vessels of all kinds, belonging to all of the North Atlantic treaty countries. I slept well in my cabin and we arrived at Belfast at 6:30 in the morning. I disliked Belfast so heartily, I checked out of the GRAND CENTRAL HOTEL on Royal Street almost immediately and made arrangements to catch the first train south to the real Ireland.

The ENTERPRISE is a mighty fine train. Had breakfast on it and arrived in Dublin in the early afternoon. I stayed at the SHELBURNE HOTEL. I hurried around and took the COROS IOMPAIR ERREANN (they own the railroads too; i.e., CIE) tour to Glendalough, leaving at 3 and returning to the hotel at 10. Saw St. Kevin's old 7th Century cathedral and the ruins of its cemetery. Forgot the name of the quaint little inn where we had supper.

(Continued on Page 43)



For Ladies of Distinction . . .

WE OFFER A COMPLETE NEW FALL LINE
OF EXQUISITE LUCITE PURSES . . . DIRECT FROM NEW
YORK'S TOP DESIGNERS.

HIGH STYLE . . . IN FALL SHADES . . .
TO SUIT MI-LADY FOR 'ROUND THE CLOCK WEAR.

REASONABLY PRICED FROM . . . \$13.50 TO \$65.00

OPEN FROM
10 A. M. TO
MIDNIGHT

EL RANCHO VEGAS

LOBBY-HOTEL *El Rancho Vegas*

Good Racing to the
Las Vegas Jockey Club

THE GARDEN CENTER

BOB SCHMUTZER

1800 SOUTH FIFTH STREET

PHONE 3333

BEST WISHES,
LAS VEGAS RACE TRACK

HAMMOND SHEET METAL CO.

• AIR CONDITIONING • REFRIGERATION •
• VENTILATING • HEATING •

MERRILL W. HAMMOND
PRESIDENT

GLEN M. HAMMOND
SECRETARY, TREASURER

1060 SOUTH MAIN STREET

PHONE 6364



Hollywood Happenings

LET'S SUPPOSE that you happen to have the unlisted telephone number of **TONY CURTIS** and that you had placed a call to him—and when the answer on the Hollywood end would begin with "This is Mrs. Bernard Schwartz speaking," you might then be inclined to murmur: "Sorry, I've got the wrong number" and hang up.

But you shouldn't have. Because you would have been talking with Mrs. Tony Curtis—or you might know her better as **JANET LEIGH**. She just answers the phone that way for kicks."

That's pretty much the way the kids live, though—getting a kick out of almost everything that happens to them. And well they should, too. Life is pretty good to them now. Tony and Janet—two very handsome young people—both important motion picture stars—and decidedly, extremely fond of one another. And their start in pictures follows a parallel "Cinderella" course—it just sort of happened to both of them.

However, my story is not about the two of them. Let's concentrate on Janet today. To take up her side of the Cinderella introduction and rise to quick success in pictures.

It started a few years ago when **FORMA SHEARER** was spending a vacation at the Ski Lodge in Soda Springs, Calif. Miss Shearer was whiling away the hours one evening leafing through a photographic album she had found in the lobby of the lodge. The beauty of one young girl pictured in one of the snapshots in the album fascinated her, and she began to ask questions. It turned out the pretty young lady was the daughter of the receptionist at the lodge.

Miss Shearer took the photo with her back to her home studio, and casting officials there shared her fascinated impression with the beautiful girl in the picture. Well—to make this brief—the "glass" slipper of moviedom fit, and young Jeanette Helen Morrison of Torrance, Calif., was put under contract.

As it was bound to happen — her

name simply must be changed; it didn't capture the ear nor fit the theatre marquee. **VAN JOHNSON**, with whom she was starred in her first picture, gave her the easy to remember name of Janet Leigh, and under that name she has made 21 motion pictures in Hollywood. Her coming of age picture, that is, her 21st one, is Paramount's "Houdini," in which she is co-starred with Bernard Schwartz—I mean, Tony Curtis.

Janet and Tony have made nine other movies together, but "Houdini" will be the only one the public will see—the nine were directed, produced and written by **JERRY LEWIS** as satirical takeoffs on well-known movies.

Janet is 5 feet 5½ inches tall and weighs 118 pounds—has brown hair and brown eyes—and possesses "Venus-like" physical measurements. Her energy seemingly knows no bounds while working. One middle-aged character actor was overheard to remark one day, after working on the set with her for several scenes: "They're cute at that age, aren't they?"

Tony admits she is an excellent manager, and that her system of four bank accounts is a wise maneuver on her part. By the way, those four bank accounts are arranged this way—one for her, one for him, one for the home they intend to build, and one for the Internal Revenue Department. Guess we'll have to admit that's a good arrangement, too.

Some personal traits of this young lady—she hates untidiness, is most meticulous around their king-sized apartment, likes Chinese foods and many other things as well—such as kippered herring, shellfish, cream cheese, bagels, scrambled eggs and tomatoes, and almost anything else the delicatessen has to offer, and she is very fond of "bop" music—has quite a collection of "bop" records.

That's just a little of the way life looks to Janet Leigh and Tony Curtis but, the way they live life, much more will happen to them; and we'll have more to talk about regarding the two for years to come.

CONGRATULATIONS
TO THE
**LAS VEGAS
JOCKEY CLUB**

HOPE THE BUSIEST TICKET SELLER
WILL BE THE GUY AT THE \$500 WINDOW!

SID WYMAN
The SANDS

To **LOU SMITH**
AND HIS
ASSOCIATES



Welcome and Good Luck
To Your "Big Handle Every Day"

**LAS VEGAS
RACE TRACK**
CHARLIE TURNER
The SANDS

Best Wishes to
Mr. Lou Smith,
President of the
**LAS VEGAS
RACE TRACK**
AND ASSOCIATES

We're Hoping for 3500 or 4000 Attendance Every
Day During the First Meet.

from

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

PHONE 1001 - - - - OPEN SATURDAY NIGHTS UNTIL 8:30

Stephenson

advertising
design

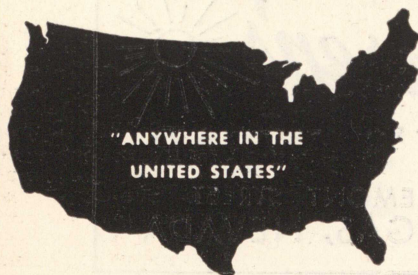
LAYOUT
LETTERING
MURALS
ILLUSTRATION

phone 6670

721 FREMONT • SUITE 5

Fabulous LAS VEGAS magazine

\$5.00
per year



P. O. BOX 748

ONLY AT
Buckley's

20 FREMONT ST.

Any 3 of a Kind
Pays
JACKPOT

3 Oranges pays 10 + Jackpot

3 Plums " 14 + "

3 Bells " 18 + "

3 Bars " 20 + "

3 Clovers " Jackpot

3 — 1's " "

3 — 2's " "

3 — 3's " "

3 — 4's " "

3 — 5's " "

3 — 6's " "

3 — 7's " "

3 — 9's " "

JACKPOT PAYOFFS

5c machines —	\$8	and	\$10
10c " —	\$12	"	\$20
25c " —	\$35	"	\$50
50c " —	\$75	"	\$100
\$1 " —	\$150	"	\$200

HILLSWAY:

(Continued from page 37)

was very cold, hiking up to the cave here St. Kevin lived during his days becoming a Saint.

I especially enjoyed breakfast in the Melburne. Food is plentiful here in Ireland. They have never gone without and never have been rationed. I kept my room but took the 10:30 a. m. Enterprise to Cork and went directly to the IMPERIAL HOTEL. Mr. Coulter who owns CROSS' GARAGE gave me a car and fine driver (name of Charley Errigan) and old Charley really loved me Cork.

Went to Killarney after having visited the Blarney Castle and standing my head to kiss the Blarney Stone. The ride through Killarney country was just like you saw in the recent movie, "The Quiet Man." The Killarney country is charming and you will be riding in the little side cars, pulled by horses.

We dined at the ARBUTUS HOTEL and drove back to Cork in the moonlight. How I wish we could have stopped in at some of the thatched roof farm cottages where we could hear and see the neighbors gathered together in the kitchen, dancing and singing.

The Irish are a fine lot of folks. The countryside was so green—beautiful religious statues and monuments at every gatepost and in the fields—the peasantry so friendly. I can now see why so many songs have been written about Old Ireland. I'll never speak harshly about the Irish again. Back at the hotel, one of the many Rugby clubs was holding its weekly dance and I just intended looking in. But, before I knew it, the chairman was introducing me around and I stayed and danced until midnight.

Hated to leave County Cork but the following morning found me on the Enterprise—back to Dublin. At 10:30 I was back in my room at the Melburne. After dinner I went to the world-famous ABBEY THEATRE to see the play "Home Is the Hero." I couldn't begin to tell you how good it was. The next morning was Saturday and I went over to TRINITY COLLEGE to see the world-famous Book of Kells, reputed to be the most beautiful book in the world.

Under lock and key, the guard showed it to me. It is hand-done by the monks back in the early years after Christ. People come from all over the world to see and study it.

After checking out of my hotel I went over to the GRESHAM HOTEL

for lunch. I understand this is the very best place to dine in Ireland. Did some shopping on famous O'Connell Street before taking Air Lingus back to London. Had lunch on board the plane and arrived back at London around 3:30 p. m.

My friend Ken Heflin (with whom I was in Oslo—again in Paris) was at the hotel, waiting for me with a weird tale. I had seen him off on the train in Paris. While on board, he had been stricken with acute appendicitis. He awoke in a small town in France, after a hurried operation, performed by a Parisian specialist who happened to be on the train.

He left the train at Ken's side and stayed with him three days until Ken was out of danger. For all this care, he charged not one penny. He had the best of care, private nurses for two weeks—day and night. His bill at the small town hospital was way less than \$200.

He couldn't speak French and no one there could speak English. However, all went well. I tell you this just to show how fine foreigners are to American tourists. It was good to see a friend again and we really enjoyed tea at the PICADILLY HOTEL and dinner at the REGENT PALACE. It all came to only \$1.26 apiece—music and all.

The next day was Sunday again and I thoroughly enjoyed High Mass—the best music I had heard in Europe—at Westminster Cathedral—not to be confused with the Church of England's Westminster Abbey. A quaint little restaurant named BON GOURMET at 17 Charing Cross Road had a very fine Sunday dinner and then I went to see Bing Crosby in a new movie.

The changing of the guards is only every other day. Be sure to inquire when you get to London—and don't miss it! Forgot to tell you one pound is worth \$2.80 here and a shilling is 14 cents.

My stay is drawing to a close. Went to St. Paul's Cathedral—had lunch at THE OLDE CHESHIRE CHEESE COFFEE HOUSE on Fleet Street and sat where Dickens always sat while lunching there daily. In the evening Ken and I threw discretion to the winds and dined and wined ourselves in regal style at world-famed SAVOY. Nine waiters hovered over us with everything aflame and I had the best meal of my life right here, barring none. The next day I took the train to Southampton and boarded the Cunard Lines' "Mauretania." Thus ended my wonderful, wonderful summer abroad.

Funny but I just happened to think of the prophetic World War I song: "How Ya Gonna Keep 'em Down on the Farm—After They've Seen Poree?"—Me and Long Beach!

Congratulations

AND
BEST OF LUCK
TO THE
VERY BEAUTIFUL

LAS VEGAS JOCKEY CLUB

•
•
RAY RYAN
EL MIRADOR HOTEL
PALM SPRINGS, CALIFORNIA

PAGE "13":

(Continued from Page 13)

enchilada, etc., and you can get a big meal for around \$2.00 . . .

SUSAN ZANUCK was in town last week-end to celebrate her 20th birthday at EL RANCHO VEGAS. All the show celebrities were there, including the race track officials. That was the night that TOM DOUGLAS gifted LILI ST. CYR with the 28-carat diamond ring. You wouldn't dare look at it in broad daylight . . .

Last week-end was a double celebration for ESTELLE and MORRY KING. Last Friday, August 28, they celebrated her birthday and their wedding anniversary. TWO congratulations to Estelle and ONE to Morry! NO . . . two to Morry, also, for marrying a sweet gal like Estelle! The STAR-KINGS are back in full swing at the Buccaneer Bar of the EL CORTEZ these early mornings. (Morry and Bill Starkel).

There was another big wedding last Saturday at the Sahara. A very sweet friend of mine by the name of SHARON DEXTER is now known as MRS. GEORGE MEYER. She and George tied the knot in the beautiful Morocco Room, to music supplied by the Sky-larks. She and George are spending a good portion of their honeymoon right here in Las Vegas . . .

IRMA and FRANK DIOGARDI are here from Chicago visiting his brother, PHIL, and lovely LUCY . . . and, if I know anything about the salesmanship of Phil, Lucy and the very attractive LITA POWELL, you can expect to see Frank and Irma as local residents in the not too distant future . . .

I suppose that's gonna do it for this week, folks, and I'll most likely see you at one time or another out at the track over the week-end . . . if not, you'll find me strolling The Strip! Come to think of it . . . WHEN did you ever see me "strolling"? Covering the town these days calls for my giving out with a pretty good imitation of a guy with a perpetual "hot foot" . . .

Anyway . . . I like my work, which is more than I can say for most of the people I talk with . . .

So 'til the next time . . . your ever lovin' . . . JOHNNY.

THAT'S FOR SURE:

(Continued from page 31)

Indescribable at this time. Looking at it and comparing those prices to the ones of today just doesn't seem possible. That sand and sage brush of Highway 91 are now gold dust. Ben was the first person to start a Las

Vegas subdivision—in 1930. He owns a great deal of property and is also in the oil business (Texas). He recently purchased BONANZA VILLAGE with 98 lots in it. Each home is individually-styled ranch type and the neighborhood is one of the most beautiful in our town. It's a worthwhile trip for anyone to make—especially to see these exquisite homes. Builder is JOHN WEISS, of Minden, Nev. Mr. Weiss enjoys a wonderful reputation as a builder. The homes that Mr. Tankle is selling for \$24,000 are equivalent to those being sold for \$30,000 or more elsewhere. Here is a terrific buy for anyone looking for a home in a good locale . . . and that's for sure.

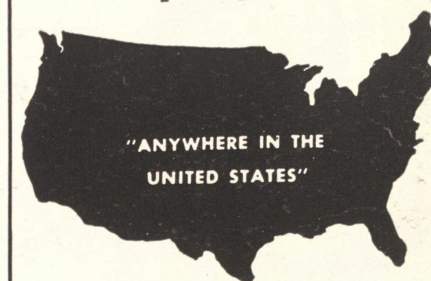
JOHNNY'S SUPER MARKET

OPEN FROM 8 A. M.
'TIL MIDNIGHT

LAS VEGAS' NEWEST AND MODERN MARKET
2200 E. CHARLESTON

Fabulous LAS VEGAS magazine

\$5.00
per year



P. O. BOX 748

...in the Fabulous **COPA Room**

**BE HAPPY
GO CRAZY**

AS
**JACK ENTRATTER
PRESENTS**

The **RITZ BROS.**

in a zany, zestful Copa Room
revue with

**CONNIE RUSSELL
EILEEN O'DARE
RAY SINATRA**

AND HIS ORCHESTRA

The Most Beautiful Girls in the West

TWO SHOWS NIGHTLY AT 8:15 AND 11:15

LATE SHOW SATURDAY NIGHT AT 1:15

FOR RESERVATIONS PHONE 7100

Entertainment to 6 A. M.

CHINESE FOOD

Served in the Garden
Room From Midnite
'til 6 a. m.

The **Sands**

LAS VEGAS, NEVADA



FABULOUS LAS VEGAS

AMERICA'S GREAT SINGING STAR

JOHNNIE RAY

GARY MORTON

"Laugh Specialist"

JOHN & JUNE

BELMONT

Young Dance Team

DONN ARDEN DANCERS

In Spectacular and Original Presentations

CARLTON HAYES & ORK

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

Wilbur Clark's

DESERT INN



THE **Flamingo** HOTEL

PROUDLY PRESENTS

M.G.M.'s Delightful Dancing Stars

MARGE & GOWER

CHAMPION

Richard Pribor, Musical Director

LENNY KENT

"America's Most Laughed At Comedian"

THE BARRY SISTERS

Flamingo Starlets with Frank Howard
Torris Brand & Ork

BOBBY PAGE & Ork.
IN THE MURAL
ROOM

Show Times:
8:30 - 11:30
Late Show Sat. Nite
1:15 a. m.

NO COVER
NO MINIMUM

For Reservations
Phone 4000

WELCOME HORSEMEN!



JUST AN OLD MUDDER!

GREAT IN THE SLOP!

JOE E. LEWIS

AUSTIN MACK — HANDICAPPER

HOTEL EL RANCHO VEGAS