Jack Goetz'

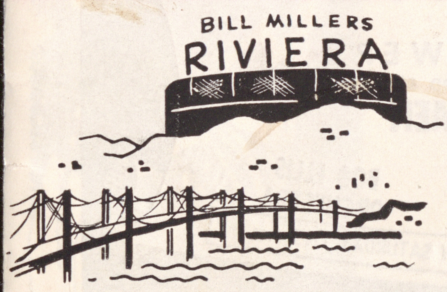
15c

JANUARY 23, 1954

Fabulous

LAS VEGAS Magazine

©





WHAT'S HAPPENING TO THE EAST?

EL RANCHO VEGAS

OPERA HOUSE

THEATRE RESTAURANT

Tom Douglas

PRESENTS A NEW REVUE!

"A GENTLEMAN FROM HOLLYWOOD"

MR. **JACK CARSON**

WITH THE GLAMOROUS

MISS **CONNIE TOWERS**

AND THOSE MAD CAPITOL RECORD STARS

THE FOUR FRESHMEN

THE **DOT DEE DANCERS**

RESERVATIONS: Phone 1300

BOB ELLIS ORCHESTRA

SHOW TIMES: 8:15 p.m. – 11:15 p.m. – LATE SHOW SATURDAY 1:15 a.m.

NEVER A COVER

NEVER A MINIMUM

NOW IN THE NEW RAMONA ROOM

WILL MASTIN TRIO

WITH

SAMMY DAVIS JR.

JANIK & ARNAUT

The Most Glorious Girls in the Golden West

GARWOOD VAN AND HIS ORK

Late Show Sat. Nite 1:30 a.m.

SHOW TIMES 8:30 & 11:30 PM

PHONE 1800 FOR RESERVATIONS

Hotel LAST FRONTIER

LAS VEGAS, NEVADA



BILL MILLER

PROUDLY PRESENTS

DONALD O'CONNOR

AND HIS COMPLETE

T. V. REVUE

— WITH —

SID MILLER

"Scat-Man" CROTHERS

GEORGE PRENTICE

SAHAREM DANCERS

A MORO-LANDIS PRODUCTION

CEE DAVIDSON ORCHESTRA

CHOREOGRAPHY: Louis DaPron • George Moro

SPECIAL MATERIAL: Sid Kuller • Sidney Miller

MUSICAL ARRANGEMENTS: Bert Pellish

ORCHESTRATIONS: Bob Warren

ORIGINAL SETS DESIGNED BY: Furth Ullman

Showtimes: 8:30 - 11:30

3 Shows Saturday Night: 8:30 - 11:30 - 1:30 A.M.

HOTEL SAHARA

HIWAY 91 · LAS VEGAS · NEVADA

NO COVER OR MINIMUM • RESERVATIONS: PHONE 6800

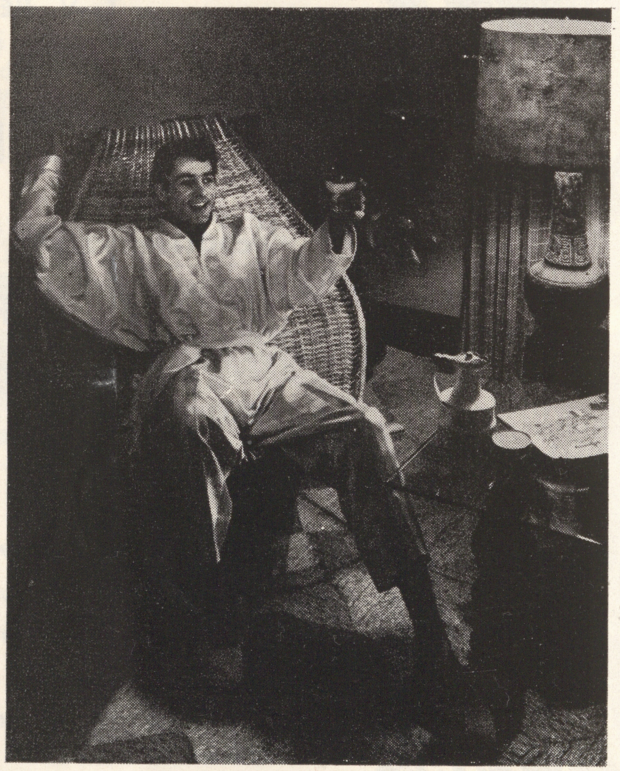


THELMA & CLAY MILLER, *Designers*

introducing . . .

THE *Lounger* ORIGINALS

smartly designed and tailored...*just for you!*



"The Televiewer's Delight"

Eggshell Raw Silk and Satin Stripe 1-Piece Lounger—Robe to Match.....$300.00

This is one of a kind — but designed in many fabrics—can be purchased separately

FOR FURTHER INFORMATION WRITE

BRASS ASS ORIGINALS

BOX 342 — LOS GATOS, CALIF.

THELMA AND CLAY MILLER

or Phone — El Gato 4-4757

BRASS ASS ORIGINALS



FROM ITS early days Las Vegas was a believer in community organizations. We were about 155 miles from the county seat, more than 30 miles of the distance over a dirt road, the railroad from Caliente to Pioche not yet having been built. Naturally we felt ourselves pretty well isolated from "the law" and naturally tried to take care of our own interests. We were favored by the county commissioners with a deputy sheriff, who considered his chief duty to be looking after the drunks.

When the sale of townsite lots by the railroad was over and we were "on our own" we felt like an orphaned child must feel. We had a justice of the peace, "Judge" Ralph, who held court every morning to mete justice to the drunk and disorderly. Judge Ralph was a blacksmith and he would stop in the middle of a horseshoeing job, take off his leathern apron and, using the forge as a desk, would call the court to order and proceed in quite a businesslike way.

The fact that a half-shod horse or mule was stomping around and liable to step on those present at the "court" session made no difference to Judge Jacob Ralph.

He was but recently from Germany and could speak very little English, but he had a supreme faith in the high authority which his appointment as Justice by the Board of County Commissioners gave him.

His ducks were paddling through the puddle of overflow from the cooling tub and kept up an incessant "quack, quack, quack" but they were his ducks and had a perfect right to be as noisy as they pleased.

Not so with the humans who leaned against the bellows or sat on the few articles which would hold them up. They had to conduct themselves with perfect decorum or be severely dealt with.

I remember one day a fellow with a rather fancy name like LaFrance failed to reply with courtesy to a question put to him by The Judge and was promptly sentenced to six months in the county jail at Pioche.

The offender was ordered into the custody of the deputy sheriff, who boarded the train and took his helpless prisoner to Caliente where a writ of habeas corpus was served on the deputy, who promptly turned him loose about 124 miles from Las Vegas.

But that is getting away from our subject, which I intended to be community service organizations of the new town. The first was the Las Vegas sanitary committee. which was quickly organized in our Hotel Las Vegas one evening and held another meeting the next night and adopted a set of regulations which a couple of us suggested.

The only objection was that we had no authority, to which we replied promptly: "Give us some regulations and we will enforce them."

We were very much in earnest in trying to do away with the stench of decaying garbage and open cesspools and had practically unanimous support of the few people still left in Las Vegas. The main objection was that enforcement would cost money. We remedied that by appointing a big, strong fellow who needed a job and giving him orders to clean up every place in Las Vegas.

It worked. The stench was much reduced and everybody living in the townsite paid cheerfully one dollar a week which our official garbage man

(Continued on Page 33)

FABULOUS LAS VEGAS — PUBLISHED WEEKLY, 721 Fremont Street and 707-11 East Ogden Avenue, Las Vegas, Nevada. Address: P. O. Box 748, Telephone 4922. Editor and publisher: Jack Cortez. Advertising: John Uhlman. Art Editor: Dennis Stephenson.

VOLUME 5, NUMBER 44 — JANUARY 23, 1954

Copyright by Jack Cortez, Fabulous Las Vegas Magazine, in the United States and Canada. All rights reserved. No part of this periodical may be reproduced without the consent of Fabulous Las Vegas Magazine. Subscription rates: One year $5, United States and possessions; $10 per year, foreign. Printed by Marc Wilkinson, 7th and Ogden. Photo-engraving by Silver State Photo-Engraving, 1221 South Main, Las Vegas, Nevada.

there's nothing like it in Las Vegas

...the famous **PIRATES DEN**!

THE WILDER BROS.

AND

ARTHUR WALSH

EDDIE SKRIVANEK'S

SEXTETTE FROM HUNGER

Showtimes: 10 p.m. - 12 - 2 a.m.

EXTRA ADDED ATTRACTION

WILD BILL DAVIS TRIO

NO COVER—NO MINIMUM





EL Cortez HOTEL

DOWNTOWN PHONE 1500

bonnie best ORIGINALS

BEVERLY HILLS LAS VEGAS

JUST SOUTH OF THE DESERT INN

Don Loper

ORIGINALS

EXCLUSIVE IN LAS VEGAS

OPEN 24 HOURS



Your Friendly LIQUOR STORE

FLOYD J. COPE

PHONE 4342 827 SO. FIFTH ST.

SNYDER'S

SLACKS SUITS SPORTSWEAR

Tailor Made to Your Measure FOR MEN AND WOMEN

421 South 5th St. Phone 6644

The Adventures of Dave Barry



I DON'T THINK I'll ever be a success. My wife gives me a black eye every time I try to kiss her, but I never get MY name in the papers. I notice there's a trend now to get publicity when you appear in Las Vegas. It was probably started when John Arcesi hypnotized that girl while he was singing in one of the hotel floor shows.

Then Marlene made the columns with her transparent gown. and now ZaZa makes headlines with a discolored orb. So I've been going nuts trying to figure out some way to make news when I appear next in Las Vegas.

In case any of you readers have an idea please let me know. If I become famous I'll split my fortune with you.

I remember once I got on a "Rags to Riches" kick. I thought of a plan to get my name in the papers. Since I couldn't do it legitimately I conceived the idea of getting arrested.

I walked over to the nearest fire alarm box and pulled the lever. Within a few minutes the place was swarming with fire engines and fire fighters. Then I saw the red car pull up and I extended my hands for the handcuffs. The fire chief leaped out and, instead of slipping the bracelets on me, he asked: "Are you the person who sent in that fire alarm?" I immediately answered in the affirmative.

"Congratulations!" he beamed, "You have just saved a factory around the corner that would have gone up in flames if you hadn't been on the spot to notify us the way you did!" I didn't get arrested, but I received an award from the insurance company. I wasn't happy about this.

Here I had anticipated a sensational trial in court with my name spread across every front page but, instead, I wind up a hero with the insurance company.

Now I was mad. I decided on robbery. I hid in an alley and waited. Just then a man walked by, I sneaked up behind him and hit him with the Christmas issue of "Fabulous Las Vegas." He fell to the ground unconscious.

Just then two cops raced around in a patrol car and. with tires screeching, skidded to a stop right in front of us. They jumped out and grabbed me by the collar and pinned a medal on it. The guy I had slugged was one of the 10 most wanted men by the F.B.I.

I hastily retrieved my copy of the magazine and left the scene. This was ridiculous! Who said this was a free country? A man can't even get himself arrested! By this time I was getting desperate. Only a short time left before the morning papers went to press. I knew I would have to resort to some spectacular measure in order to create enough excitement to get my name in the papers.

I walked out right in the center of heavy traffic and threw myself on the ground. Immediately all vehicles came to a sudden stop, the drivers got out of the cars and they all threw themselves on the ground!

It seems that a report had just been announced over their car radios that a tornado was sighted in the area and instructed every one to get out and lie down on the ground. All this at the precise moment that I had taken my drastic action!

I picked myself up, dusted off my clothes and walked away. Now I was plagued with the mad desire for publicity. Three frustrations in a row had left me with the thirst for notoriety. Should I get a job with Arthur Godfrey and let him fire me? Was that the answer? No, that would never work. I have too much humility.

Should I kidnap Marilyn Monroe? No, I couldn't do that. Joe DiMaggio would never forgive me. How about flying the first crap table to the moon? Challenge Rocky Marciano? Change my name to McCarthy? Swim the English Channel? Do an act with Harry Truman? Adopt Frank Sinatra? Wear an ermine tuxedo and entertain the Wacs in Korea?

I guess not. Press agents all over the country say that the thing that catches the public's fancy is unpredictable. The only thing a performer can do is try. This doesn't mean, kids, to run out and get yourself a black eye. Try a bloody nose and blame it on Errol Flynn. This may not even get you a band-aid but at least you'll know you tried. So I'm not taking any chances.

Wait till you see my new act in Las Vegas. My plans are to run out with two black eyes, one bloody nose, wearing a transparent suit trimmed with ermine, surrounded by Marlene Dietrich, ZaZa Gabor, Marilyn Monroe and Julius La Rosa and for 20 minutes I hypnotize the audience.

Now, if I can only get all these people to work for scale!



I go for a TALL man!

All you have to do is change your shoes and you're TALLER. Yes, change to "ELEVATORS" and be almost *2 INCHES TALLER* . . . "confidentially." "ELEVATORS" look and feel like any fine shoes. Try on a pair and see what they do for you!

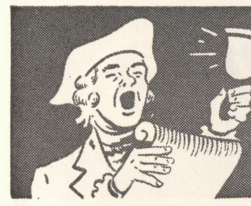
$21.95 *Choose from 12 handsome styles.*

THE ORIGINAL AND GENUINE ELEVATORS* TRADE MARK® HEIGHT-INCREASING SHOES "YOUR PERSONAL PEDESTAL" * TRADE MARK OF STONE-TARLOW CO., INC.

Arnolds ltd.

"For the man who prefers only the finest"

320 FREMONT STREET PHONE 144



THAT'S FOR SURE...

BY Jack Gortz



WE JUST couldn't resist following up last week's front cover with another personality who has deserted the "Big Town" in favor of our own fabulous Las Vegas. Show people readily recognize both the name and face of this gentleman. Folks outside of the show world are familiar with the name whenever it is mentioned. This well-known figure is BILL MILLER. Although Bill achieved his fame on our eastern coast, he is known and respected throughout the United States, as well as on the Continent. It doesn't take long for news of success to travel far and wide. Bill first entered show business as a dancer. When he learned the EMBASSY CLUB on New York's East 57th Street was on the verge of bankruptcy he played a hunch and took over the spot himself. Not too long after the club was enjoying a solid financial footing. A few years later (perhaps seven and one-half years prior to this writing), Bill was informed that BEN MARDEN was preparing to part with his RIVIERA in Fort Lee, N. J. Negotiations were handled with swift efficiency and folks driving along the New York Henry Hudson Parkway soon saw the new neon sign that read "BILL MILLER'S RIVIERA" across the Hudson River. The rest is history. Under his personal guidance, the Riviera achieved national fame and popularity. There, Mr. Miller introduced lavish productions that made everyone sit up and take notice, especially when the shows were headed by names of stars who would draw the most steadfast stayer-inner to an evening of utmost enjoyment. Last year, when MILTON PRELL (general manager of the HOTEL SAHARA) expressed a desire to obtain the services of a person with the proper capabilities to book and produce the shows at his bistro, STAN IRWIN unhesitatingly lauded the talents of Mr. Miller. On Stan's recommendation, Mr. Prell flew to Florida to confer with Bill who was then presiding over his Southern Riviera. As you know, Bill is on the executive staff of the Sahara and has drawn many written and oral plaudits for his astuteness in booking and producing the shows in the Congo Room. Bill mentally shrugs away a tear when he tells that his famous Fort Lee Riviera is now in litigation in the state of New Jersey and the grounds upon which it stands will probably become a park and highway when the courts reach a decision. We will sorely miss this resplendent nightclub which Mr. Miller carved into a thing of beauty. One of the features we always found intriguing about the Riviera was its roof which could be slid back to enable diners to look up at the stars. Then, of course, there are the picture windows that completely encase the dining room, affording everyone with a clear view of the wonderful skyline of New York and the George Washington Bridge spanning the Hudson. Ah, sweet memories! Back to Mr. Miller, with an apo'ogy for our reminiscing: Recently, the Puerto Rico government asked him to be their consultant for a proposed hotel, to follow the lines of the Sahara. We have a hunch Bill will accept and eventually book the shows there also. And so we salute Bill Miller, a man who is as beloved as he is famous. We are very happy that he chose to follow Horace Greeley's advice . . . and that's for sure.

By now, most folks know that Ye Editor and his "Princess" spent a four-day holiday in San Francisco. Our wonderful host "up North" was FRANK FUNGE, well known to San Francisco Examiner readers as the leading columnist "IVAN PAUL." It was the first time Ye Editor had been to 'Frisco in 10 years and the very first visit for his wife. Frank is a man who loves his town and he seemed completely delighted to escort us to all sections of this "Baghdad by the Bay." Those hills are—well, they are! Naturally, Mrs. Cortez and Frank enjoyed going downhill as though they were on a toboggan instead of on wheels. But we don't mind saying it was a bit startling not to be able to see the road because of steep ascents and descents. Good morning! How do motorists know what's in front of them if they can't see? (A hint: Don't ever let Mr. Funge know your stomach is a bit queazy about hills and such. He's a pretty rugged fellow and enjoys trying to relieve your uneasiness by tackling the dragon, face on. This is psychology?)

We checked into the FAIRMONT HOTEL and felt as though we had walked into a fairyland. Even New York's Waldorf-Astoria cannot claim

(Continued on Page 22)

"Carnival of Fun"

A REVUSICAL COMEDY

STARRING

"SLAPSIE" MAXIE ROSENBLOOM AND HANK HENRY

featuring

THE EUGENE JACKSON TRIO AND SILVER SLIPPER STOCK COMPANY

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

SILVER SLIPPER SALOON | No Cover or Minimum | LAST FRONTIER VILLAGE

PARKING FOR 1500 CARS PHONE 1800

HULIHANS SHANTY

A MUST VISIT - - -

For Authentic DESERT SPLENDOR

BAR - - -
COCKTAIL LOUNGE

Dancing - 4 p. m. til 4 a. m.

Directions: Take West Charleston to Arville Road — Turn left and Straight to Shanty



LIQUOR STORE

508 FREMONT STREET · LAS VEGAS, NEVADA

LAS VEGAS' LEADING LIQUOR STORE

PHONE 2244

FRANK PIMENTAL

"TUTOR'S DON'TS"

Don't Hold L. V. Short!

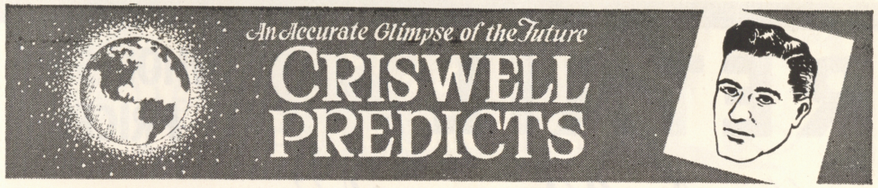
Don't Worry . . Watch Us Grow!

SHANGRI-LA CAFE
ORIENTAL DISHES

ORDERS TO TAKE OUT

SHRIMP OUR SPECIALTY

216 Stewart St., Las Vegas



WHAT PEOPLE WILL DO: Prime Minister Winston Churchill will make a scathing attack on his critics throughout the world in a broadcast from the British Isles on February 14, which will lose colonial support for the Empire. . . . Dictator Peron of Argentina will widely differ with the proposed Russian trade alliance with this bloc of South American Countries. . . . Lydia E. Pinkham, the great patent medicine queen, will have her life filmed in Hollywood with Irene Dunne in the title role. . . .

Somerset Maugham, the famous English author, should watch his health. . . . Eddie Richenbacker, the famous flying ace, will make some very startling statements verifying the existence of flying saucers. . . . One of the top television comedy shows will bow off the air due to lack of mail pull. Although the viewer's rating is high, the public mentally boycotts the stars. . . . Secretary of Commerce Weeks will soon issue a very heartwarming report to the nation on finances March 1. . . . Pope Pius XIII will demand a personal boycott of all Catholics against many films now being made in Europe for their anti-religious message and hidden propaganda. . . .

Joan Barry, the one-time protegee of Charlie Chaplin, now in a mental hospital, will soon crash the headlines with a full story of her tragic life, and it will shock you. . . . Popular song writing will become a No. 1 home hobby, but don't expect to make any money at this profession because even the top songwriters with many hits will complain of loss of income due to the disinterested public. . . .

Gov. Goodwin J. Knight of California, one of the nation's top catches, will marry by late spring and surprise everyone . . .

WHO YOU WILL TALK ABOUT AND WHY: President Eisenhower and his stirring address on the dangers of communism in our schools, colleges and universities. . . . Walter Reuther, the labor leader, will face a bitter battle inside his union, but who will emerge victorious in April. . . . Lee Shubert, the late theatrical impresario, will be placed in the Hall of Fame as the man doing the most for the American Theater. . . . Phylip Wylie, the author, and his latest book titled "Tomorrow" which will cause you a sleepless night. . . . Bruno, the Berlin stylist, and his latest "Puritan" bonnet for women, and his "homburg" hat for men, which will revolutionize the millinery and hat empires. . . .

Eddie Cantor and his published disappointment over the story treatment of his life as filmed by Warner Brothers.

Sonja Henie and her next marriage, to be performed on ice with Kjell Holm as her next husband. . . . Lady Diana Manners and her return to the stage in one of the most shocking plays of this century, based on the biblical character of Jezebel. . . . Your Church and the comfort it will give you if you permit it in 1954. . . .

Mari Sandoz and her amazing novel based on actual facts of the true West titled "Cheyenne Autumn," which should be required reading of every history student . . . Alger Hiss, the convicted traitor, and his plea for freedom, which will fall on deaf ears of our parole boards. . . . Martin Durkin, the resigned secretary of labor, and his side of the story, to be published in book form. . . . Your favorite newspaper, and its new and exciting format as to feature stories, up-to-the-minute events from a factual not fictional approach.

COMING HUSH-HUSH EVENTS: One of our largest and most heavily promoted national charities will be denied the use of the United States mails because it will be proved that only 5 cents of each dollar collected is spent for the needy. Three of the officers of the company face serious charges through the complaint of many irate donors. . . . The coming out-in-the-open battle in-and-out of Congress on the construction of the St. Lawrence Waterway. . . . The return of emperor worship in Japan with the present armament activity. . . The new method of making alcoholic beverages overnight which will even fool the well-known experts, and it is my prediction that this will change many of our present laws and the tax structure on hard liquor.

WATCH OUT FOR THIS FRAUD: One of the most detestable of all frauds is at work in your community this minute! This man will find out that you have a child slightly (even though

(Continued on Page 35)

RETAIL AT WHOLESALE PRICES

- *"A Natural"*

---for Mrs. Homemaker

---for the Partymaker



to Buy PRIME MEATS

- - - Retail at Wholesale Values

YOU $AVE AT THE

New York Meats and Provisions Co.

RETAIL

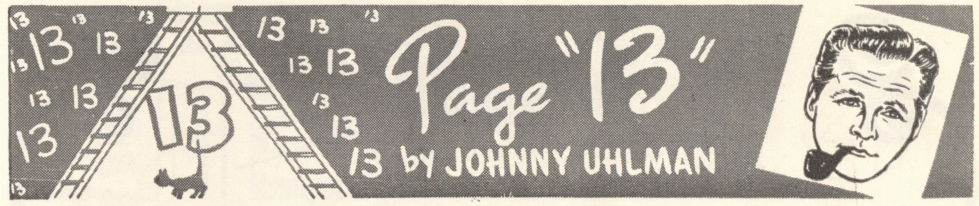
The first time in the history of Las Vegas that Prime Meats are sold to you—the public—at Wholesale Prices

RETAIL

COMPARE . . . Comparison Proves Top Quality at Lowest Prices!

NEW YORK MEATS AND PROVISIONS CO.

425 North Main Street **Phone 7145-7146**



I'M A MAN who loves to live with the wind and rain in my hair! But NOT while trying to get a new lawn started! . . . (Looks as though you're going to be stuck with my pet peeve for another week!) First it was the wind! Blew away all my little germinated gems! I paid Garwood Van a visit a few days ago (he lives down at the end of my block) and he has a beautiful lawn . . . a beautiful lawn that belongs to everyone in the block because he wound up with OUR SEEDS! I think he should invite us all down to enjoy our lawn some day. And then . . . the RAINS came! My new re-seeding is reclining in the recesses of the gutters! I can remember when all I had to worry about with my lawn was keeping all the neighbors' dogs off of it. Man, there was a pack of 'em played a game of "Run, Sheep, Run" on it one night and the surface wound up looking as though Robert O. Dixon was laying the new sewer line right down the middle of my lot . . . NOT MY dog, mind you . . . everyone else's! The KID (my Dobie) has only been loose one time since I moved into my new place and, let me tell you, in her playfulness she plowed up the whole back section of the lot before I got her in tow again. She's been tied up or in the house ever since (and she hates me!) Whatever happened to the "leash law," which the authorities pointed out to ME a few times? I was against it at first, but now I can understand their point! Maybe it only pertains to certain people, because I know of one neighborhood where there are three big boxers that make the whole neighborhood miserable with their free-lance antics, such as pulling clothes off the lines, overturning garbage cans, bursting open milk cartons left by the milkman, and a few other minor items that can make life miserable! . . . How do you handle YOUR dog?

Folks, if you want to really see the sights, drop into BONNIE BEST'S SHOP out on The Strip. Practically everything those girls have to wear in that shop is half off! You see what you can do with words some times? Yet words can't completely describe some of the smart casuals and "after the sun goes down" wear Bonnie has on sale for half off. . . .

Another all-new show at the EMBASSY CLUB in North Las Vegas, and I have to say that these two gals are good! AL BEST has been held over as the comedian and master of ceremonies, on which we might add he's doing a terrific job. Al works hard, has some good material but, most important of all, he has a personality that scores with the people! As for the female faction of the show, you'll see SIRI, "the Dutch Doll"—blonde, attractive and works real strong (in the lingo that means "n-i-i-ice"). Then there's COQUETTE, "the New Orleans Spitfire." This girl is a dancer with a tantalizing torso . . . with which she does just that. . . . I wonder how many of you know that there is a late show out there that goes on at 4:15 in the morning. No matter what you've been doing all night, it would seem that you have plenty of time to get down there for that one. A lot of other folks have been doing so. Thought maybe you hadn't realized that they had such a late show. . . . Catch it, will ya?

Remember a few weeks ago when I mentioned something about the home-made candy that KAY PARSONS would whip up occasionally for her friends at the PLAYLAND BAR? Did you think I didn't know what I was doing? I got a box of "rocky road" she'd made, and it was the ut-"most". . . ! I'd stopped in a few nights before to say "hello" and ran into GRACE HAYES (my old girl), along with owner GEORGE PARRY, EVELYN ORLANDO and a few others . . . singing their hearts out on some of the tunes of "yesteryear." Those "few others" I mentioned were men in uniform, and I'll wager that Kay has more of them on her friendship list than almost anyone else in town. They write to her from all over the world. . . .

Have you seen KENNY WALKER and DUANE COLLINS' little hide-away bar as yet? It's the one that's called the "LITTLE ROOM." They've only been open about a month and, if business picks up accordingly in the summer time as it has in this kind of weather, there'll be little room in the Little Room. The spot is located within the confines of SAL & RUSTY'S AMUSEMENT CITY, a little way east of the intersection of Fremont and Charleston Boulevard on the Boulder Hiway. This place should be a beehive of activity

(Continued on Page 16)

LA MARR & POPPY

JIMMY VEY • JOHNNIE TURNER

Joe Venuti & Orch Emil Gray Trio

SHOW TIMES: 10 P.M. - 1 A.M. - 3 A.M.

GOLDEN NUGGET

GAMBLING HALL

DOWNTOWN — LAS VEGAS

JOYCE . . . I. MILLER . . . FLORSHEIM . . . DE LISO

TED SAVAL

FRENCH SHRINER

CROSBY SQUARE

COLE HAAN

LARRY'S SHOES

511 FREMONT ST. — PHONE 5890

★ Latest Fashions in Women's Footwear

★ Men's Hi-Grade Famous Makes Shoes

AT SAVINGS UP TO 60%

TONI DRAKE . . . BRITISH WALKER . . . SANDLERS . . . PARADISE

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



I GUESS I am no different than a million other people when it comes to being shortsighted and I could kick myself from here to Eternity when I think of how I used to sit drinking coffee in the little coffee shop in the corner of the Apache Hotel (now the Horseshoe) way back in 1940 and thinking to myself how I would hate to be stuck in this little desert town.

It all came back to me this evening when reading in my home-town paper, the Long Beach Press-Telegram, that Richard Cluphf, Las Vegas' project engineer, is here studying our building department with a view to learning how to cope with growing pains such as we in Long Beach are currently experiencing.

I was almost jolted out of my easy chair when I read that Cluphf said that last year Las Vegas issued 3600 building permits with a valuation of $21,000,000, almost the same number and amount as Long Beach—Long Beach is easily 10 times larger than Las Vegas.

So pat yourself on the back, Las Vegas, and keep going without ever stopping to read the ominous news in the papers from time to time of a recession and a depression because all that is only a figment of the imagination and if the whole country would surge ahead with the same confidence as you do and without thought to worry, fretting, and fussing, there would never be such a thing as a recession.

As long as Las Vegas holds its head high and has faith it will be alright and the world will continue to beat a path to its doorstep.

Anyway, all the above should go to prove that yours truly is really a native of Las Vegas, for I am sure not many of my readers can boast that they spent much time there as far back as 1940.

Long Beach, the city I have chosen as my jumping-off place—the city where I work and slave when not on the road, is one of Las Vegas' best customers, judging from the society columns of the Press-Telegram and the Independent and, from what folks tell me. I think it right and proper that you in Las Vegas should know something of what we have to offer down here in the Beach City.

We have sunshine galore and a beach second to none in the entire universe. I laughed to myself when on the Riviera in Southern France and also the Italian Riviera to think that millions go there when all they have to offer is a rod-wide shoreline and soup-like water, albeit colored the most beautifully of any in the world, when back here in Long Beach we have miles of block-wide white sand that is soothing to the feet and bodies of sun-worshippers.

And to me, as to most travelers, restaurants are what really make life happy and comfortable and we have a goodly share of the top places in the country.

My favorite is the APPLE VALLEY Steak House, located at 733 East Broadway. When I first came to California to live after serving with Ike Eisenhower in his headquarters in Africa during the war, this place was ORMOND'S Restaurant, with Las Vegas' own Einar Peterson in command, and it was one of the few spots in the country where you really felt that you were "out" when dining here.

The APPLE VALLEY STEAK HOUSE has retained all the nice features of Einar's establishment and added even more, enlarging it and re-doing the interior until now it is really outstanding in every respect. A banquet room has been added and I note it is fast becoming the meeting spot for groups in the Beach area.

Oscar Contratto is the sole owner of this lovely place and is doing a bang-up job, and his right hand man is handsome young Everett Boyette, who is one of the most capable restaurant managers in the nation—I would say he ranks second only to my good friend Henry Schainck, manager of the SILVER SLIPPER in Las Vegas—and was I ever glad to see him back at his old stand on New Year's Day when I stopped there for dinner en route west from the East Coast.

You will thrill to the service and attention paid to you at the Apple Valley and if you are lucky enough to be there on a Saturday or Sunday the roast duckling is the best you ever tasted. Of course, steaks are always at their best here.

And what salads! Would almost swear I was eating one of Chef Jack Collins' salads that he serves at your Thunderbird Hotel—of course, to my way of thinking, none can quite come up to them, but Apple Valley runs a close

(Continued on Page 36)

PAGE 13:

(Continued from Page 13)

this summer what with the driving range, the miniature golf, the amusement rides, the barbecued food by Jim Tatum, and maybe by that time they'll have the skating rink installed, too!

Have you ever been locked out of your house? . . . In the middle of the afternoon? . . . In a thin robe and slippers? . . . With your hair in a Sunday morning up-do? . . . Maybe you didn't have to wait as long as he did, but GARWOOD VAN spent three hours in the "cool, cool, cool of the evening" waiting for the little woman to come home and let him in. It happened to me also, in almost as dire circumstances. Naturally, we two have stashed our respective keys where **anyone** could find them, and feel that the risk is worth the embarrassment. . . .

I heard the GOLDEN NUGGET SALOON AND GAMBLING HALL referred to as "CORNER, U. S. A." the other day and I couldn't think of a better way to describe that spot . . . Second and Fremont Streets! I'd imagine that most anyone could stand on that corner for a while and eventually see someone they've known in some other part of the country . . . or the world for that matter! And on the inside of the Nugget you'll see a mixture of all classes of people . . . again, from all over the world, because the fame of the Nugget is that widespread. There's a new show in the saloon section of the palace, which just opened this week. Starring is LaMARR & POPPY, a knockabout comedy combine that has run the gamut of all phases of show business. . . . Then, next on the new agenda is JIMMY VEY . . . referred to as "the daring young man on the flying xylophone." And Jimmy is just that, as well as a fine tap dancer. He does both at the same time! . . . Rounding out the bill is JOHNNIE TURNER . . . and his "Two Guys and a Doll," they of course being the necessary traps of a ventriloquist. . . . Always on hand is your favorite and mine, JOE VENUTI, his swing violin and orchestra, which accompanies the show and does a spot during the evening in which you'll hear some wonderful violin. . . .

You know, in these cold winds and drafts, a guy can get a lot of sore muscles, aches and pains, etc. . . . all of which he can lose in a jiffy by calling "Doc" PILTCH at the LAST FRONTIER HEALTH CLUB (located in the Village). Doc can steam you up and rub you down until you won't be caring if school keeps or not, you'll feel so good. . . . Dr. Piltch . . . I have to call him "Victor," though, 'cause I knew him for years before I knew he was a D.C. . . . that was over 10 years ago, when I was a "dog-face" for my "Uncle" and was having the time of my life while stationed at what is now Nellis Air Base.

We were glad to learn that MICKEY HARRIS is up and around, with the use of a cane, after this last operation on her back. Some of you might know Mickey, or remember her from her work as a cocktail waitress at the Flamingo and Duffy's Tavern. It seems the ones that have forgotten her includes the one who tripped her that night at Duffy's, about nine months ago, as she carried a tray full of drinks, leaving her with a hip injury and a slipped disc that had to be removed. A mother, with three children to support, unable to work because of some likkered lout. . . .

I told you that POLLY and JOE were back in town, didn't I? POLLY POSSUM and JOE WOLVERTON opened at the HACIENDA CLUB in North Las Vegas just a week ago and have been packing the place. Another reason they've been packing the place is the bass player they have with them on this job. BILLIE JEAN RYAN is a cute little blonde, with a personality smile that lights up the whole room when she sings. They were all in the place last Monday night (it was their night off) after a spaghetti spree at Joe Venuti's house, and the music that moved me was mountainous . . . a violin, two guitars, bass and drums! . . . Enuff rhythm??

Well, I gotta go for now, but I'll be back next week, in among these pages, with another blow by blow description of what's happening to my lawn! . . . Until then I'd like to just go on being your ever lovin' . . . JOHNNY.

TREAT YOURSELF TO HEALTH
WILBUR CLARK'S DESERT INN HEALTH CLUB
DELUXE FACILITIES FOR MEN AND WOMEN
STEAM ROOMS — EXPERT MASSAGE
Open Daily
9 a.m. to 7 p.m.
SOLARIUMS — HEAT TREATMENTS
Call 6000
For Appointments

"CURTAIN TIME"

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

Flamingo

January 21 thru February 3
(Not a Review)
SHOW: Keefe Brasselle, King Sisters with Alvino Rey, Gene Wesson, 3 D's
LINE: Flamingo Starlets, a Ron Fletcher Production
ORCH: Torris Brand

Another conspicuous first for Las Vegas is the appearance of KEEFE BRASSELLE on the nightclub stage of the Flamingo Room. This brilliant young star of "The Eddie Cantor Story" displays a wealth of talent in his singing, dancing, mugging and mimicry of the "greats" of our times. One of the outstanding routines is the "Jolson, Durante, Cantor and Me." With the able assistance of GENE WESSON, your master of ceremonies, and the musical eyes and sit back. Listen and you'll swear you're listening to the voices of many leading stars whom Sammy brings to mind via his impressions. In an iron-rhythmed exhibition of Danny Kaye's high scoring "Melody in 4 F," more than one patron from New York to Hollywood to Las Vegas admit that Sammy does the impersonation better than Kaye himself. He has the ear of a Toscanini. He can duplicate any human or animal sound once he hears it, perfectly, in the pitch, and with perfect nuance. The half pint of dynamite has learned not only the trigger-like turns of heel and toe—he has captured the liquid body movement, the lightning-like thrust of arms and legs, the amazingly rapid twist and turn of body and the thrill-packed finale that inspires the burst-of-glory ending. . . . JANIK & ARNAUT, an unusual European novelty dance team making their first Amer-

(Continued on Page 27)

El Rancho Vegas

January 20 thru February 2
(Not a Review)
SHOW: Jack Carson, Connie Towers, The Four Freshmen
LINE: Dot Dee's Dancers
ORCH: Bob Ellis

He's here again—and his easy going, slow style of comedy is raising the roof of the newly decorated Opera House Theater Restaurant. JACK CARSON is being presented in a new revue by Tom Douglas. With the "Gentleman from Hollywood" this year is the glamorous Miss CONNIE TOWERS. Between the two of them there are situations and scenes that promise to be hilarious. Jack will surprise a lot of you with his fine singing voice and, when it comes to timing a punch line, he's impeccable. This is Jack's third trip to El Rancho and each time he appears he makes more and more friends who look forward to a quick return engagement. . . . The FOUR FRESHMEN are beginning to roll on Capitol Records and, if all goes well, they should roll up a high

(Continued on Page 27)

LAST FRONTIER

January 11 thru January 31
SHOW: Will Mastin Trio, starring Sammy Davis, Jr.; Janik & Arnaut
LINE: The Adorabelles, featuring Bob Peoples
ORCH: Garwood Van

The newest skyrocket to blaze across the theatrical skies is SAMMY DAVIS JR., featured with the WILL MASTIN TRIO, all of whom are a riotous trio of song and dance men. Picture a championship runner running for his life and you've got an idea of the pace, speed and energy young Davis burns up in his non-stop 45 minute routine. Close your



score of popularity with their appearance here. After the shows in the big room they repair to the Chuck-Wagon Lounge where they are to entertain until the wee sma' hours, along with AURA SAN JUAN and her trio. . . . The DOT DEE DANCERS have come

(Continued from Page 31)

Wilbur Clark's DESERT INN

January 5 thru February 1

SHOW: Frankie Laine, Jack Durant, Rudy Cardenas, Carol Lynne

LINE: Donn Arden Dancers

ORCH: Carlton Hayes

FRANKIE LAINE, one of America's greatest and most popular song stylists, stars in this stellar production. Here is a singer who is really "Mr. Rhythm." We doubt that anyone will ever come along to seriously challenge his right to the title. Naturally, an evening with Laine wouldn't be right without an inclusion of songs he personally brought to fame. Frankie is a scintillating performer. When this lad is on stage, his infectious personality seems to spread through the audience, firing everyone with pulsating rhythm and stimulating the senses to complete enjoyment. (Frankie is accompanied by talented CARL FISCHER at the piano.) . . . JACK DURANT is an old-time favorite whose popularity will never be extinguished. One of Broadway's leading citizens of comedy fame, Durant doesn't hold back one iota when it comes to delighting your sense of humor. He even tosses in his well-known "pratfalls" to punctuate his humorous tales. There's nothing this performer won't do to bring the gleam to your eye. . . . RUDY CARDENAS is a juggler extraordinaire. There are jugglers and there are jugglers—but Rudy is in a definite class of distinction. He is one of the fastest jugglers on any nightclub

(Continued on Page 27)

SAHARA

January 5 thru February 1

SHOW: Donald O'Connor, Sid Miller, Scat Man Crothers, George Prentice

LINE: Moro-Landis Saharem Dancers

ORCH: Cee Davidson

From the moment DONALD O'CONNOR stepped onstage in his nightclub debut, he made history in show business. We doubt that any other star ever made such a successful bow into the supper club field. This youngster has the stage mien of a seasoned performer and the talents most of us dream of in our youth. His ability as a showman is absolutely amazing. Believe us when we say everyone is happy the lad appears intermittently throughout the

(Continued on Page 27)

The Sands

January 13 thru February 10

SHOW: Ezio Pinza; Dave Barry

LINE: Copa Girls

ORCH: Ray Sinatra

You've demanded a return engagement and the management proudly presents EZIO PINZA as star of this new Copa Room revue. When he last appeared here Mr. Pinza's talented vocal chords made such a lasting impression on supperclubbers that folks from near and far traveled to the Sands just to listen to him. Mr. Pinza makes any evening an enchanted one with the magnificent projection of his voice and his wisely chosen repertoire. The star

(Continued on Page 31)

Thunderbird

January 21 thru February 3
(Not a Review)

SHOW: Sauter-Finegan Orchestra, Helen Gallagher, Pepper Davis and Tony Reese

LINE: Kathryn Duffy Dansations

ORCH: Al Jahns

For the first time in Las Vegas we are privileged to hear the great Victor recording organization of the SAUTER-FINEGAN ORCHESTRA. Recently rising to great heights in their field, these young men go in for realism in their sounds. and go to great lengths to get what they want. If the sound they want happens to turn out to be a man playing a paper and a comb, then that's what they'll use to carry out the completeness of the sound they are trying for. For this reason they have a new sound in music . . . and a good one. Starring with the band is Miss SALLY SWEETLAND. . . . You'll love HELEN GALLAGHER! . . . Here is a triple threat

(Continued on Page 31)

El Cortez

January 14 thru January 27

SHOW: The Wilder Bros.; Arthur Walsh; the Jazz Trio of Wild Bill Davis

ORCH: Eddie Skrivanek and his Sextette from Hunger

The WILDER BROTHERS, the nation's newest "rave" act, bring their refreshing talent to the Pirates Den for a preview of the tops in entertainment. These three brilliant artists all sing, play saxophones, and act in interpretive

(Continued on Page 31)

SILVER SLIPPER SALOON

January 8 thru February 4

SHOW: "Carnival of Fun" with Slapsie Maxie Rosenbloom, Hank Henry, Eugene Jackson Trio.

ORCH: George Redman.

The first production of the year in this fabulous room is a gala presentation by Eddie Fox, "Carnival of Fun," a title that fits the series of situations to a tee. Show consists of a number of blackouts and scenes which feature the various members of the Silver Slipper Stock Company. . . each a specialist in their particular field and each a big contributor to the fast growing, nationwide reputation of these riotous laugh riots. . . . New to the room is SLAPSIE MAXIE ROSENBLOOM, who fractures

(Continued on Page 31)

GOLDEN NUGGET

January 21 thru February 3
(Not a Review)

SHOW: LaMarr and Poppy, Jimmy Vey, Johnnie Turner

ORCH: Joe Venuti

Entertainment fans in downtown casinoland will hit the jackpot this week, when the GOLDEN NUGGET pulls the handle on a brand new revue. Headlining are LaMARR and POPPY (she's a junior Fanny Brice) who've scored in all show biz media. If you recognize a voice in the knockabout comedy routine—it's Poppy's. She's

(Continued on Page 33)



WILL MASTIN TRIO

STARRING SAMMY DAVIS, JR.

Our *Thanks* to...

LAS VEGAS

FOR OUR

15th ENGAGEMENT

AND *Special Thanks*

TO THE

HOTEL LAST FRONTIER

THAT'S FOR SURE:

(Continued from Page 9)

such beauty and color. We couldn't possibly do justice by way of description but cannot omit mention of the exquisite maroon velvet lounge chairs in the lobby. If you want to feel like a millionaire this is the place to stay. Owner, youthful DICK SWIG, offers seven dining rooms for the convenience of his guests. One of the dining rooms consists of tables surrounding an oblong pool, in the center of which is a musicians stand. The "Cirque Bar" specializes in a section of booths, mounted on a very slowly revolving merry-go-round. It's just fabulous and you can't see everything in just a few days—for sure!

On one of the lower levels of the Fairmont, Frank introduced us to AL WILLIAMS in his famous "Papagayo Room." Al is the type of fellow who believes in a relaxed atmosphere and makes everyone feel at home. Most San Franciscans speak of Al's white Cadillac which spends a lot of time in the garage, having innovations added before the ink on their patents is dried. Handsome Al is the type of gentleman who should expand his business assets by including a spot in Las Vegas. Don't be surprised if he does.

If you ever head toward San Francisco don't miss the opportunity to savor the wonderful oriental food served by KAN'S Restaurant in Chinatown. It's enough to make a connoisseur give up all other food preferences. Don't order anything yourself, though. Leave the choice of menu to the discretion of your host, JOHNNY KAN. This dining spot is magnificently decorated in black and gold, with the high, high ceilings that Mrs. Cortez raved about constantly (the mark of a New Yorker).

Naturally, a trip to this lovely city wouldn't be complete without a visit to BIMBO'S 365 CLUB. Talk about your high ceilings and decor! The ceiling in this beautiful, beautiful club is a maze of open tiers, highlighted with indirect lighting that automatically changes colors. A gorgeous effect! The dining room is tremendous. No one should miss the exquisite paintings that are featured in the bar. Bimbo very kindly took us on a tour of his kitchen. Believe it or not, it was spotless! Have you ever seen anything that makes a kitchen more attractive than shining copper pans and pots, hanging in an immaculate setting? Oh, before we forget, we greatly admired the breathtaking production numbers put on by the DOROTHY DORBIN DANCERS.

Mrs. C. wanted to spend some time at the shops. Ye Editor tried to accompany her but gave up after one hour. From then on our lovely spouse was accompanied by her dear friend DOROTHY VAN NUYS, a beautiful blonde model who is one of the tops in her profession. We wish to thank her for the time she devoted to making this trip a highly pleasant one. Incidentally, we just couldn't believe that stunning, auburn-haired woman was actually Dorothy's mother. She looks more like a model or movie star herself.

Frank Funge proved untiring in his efforts to introduce us to all of San Francisco and drove us to Fisherman's Wharf one evening. We chose to eat at DiMAGGIO'S and were grateful that Frank had led us to this spot. Fish is not too popular a dish with us as a rule, but the way it's prepared at DiMaggio's could make us confirmed enthusiasts of this repast. We were there when JOE DiMAGGIO and his MARILYN MONROE took their marital vows. Handsome RENO (who can possibly pronounce his last name?) is manager of DiMaggio's and was also best man at this famous wedding. He told us about their attempts to keep the marriage a quiet one but the public would not allow it.

Of course, we spent an enjoyable evening dining with DR. MARGARET CHUNG, affectionately known as "Mom." "Mom" took us to a cozy spot called the CLUB SINALOA, a place that specializes in Mexican food. Dr. Chung was born and raised in Santa Barbara and intrigued us with her fluent Mexican speech. The Club Sinaloa is another spot you shouldn't miss during a tour of 'Frisco. "Mom" rounded out the evening to perfection by presenting us with a large jar of homemade sponge candy. What can't that woman do?

We caught a late show at FINNOCCHIO'S and it seemed we had been transported back to New York's Greenwich Village. There is an entrance fee of $1.50 per person here and that toll permits attendees to see all three shows. LESTRA LA MONTE puts on the shows and wears gowns made completely out of paper, gowns he makes himself. We were fascinated by them and couldn't believe they weren't cloth. All the performers displayed wonderful showmanship and the wigs they wore looked as though they were real heads of hair. GUILDA, who last appeared at the DESERT INN with the LOU WALTERS' Revue, is featured at this spot and so is another Las Vegas favorite, LUCIAN. We think the entire revue would do well if booked into a local spot here.

There is so much more we could say about this wonderful town. Oh, yes, we did get to see the view from the "Top of the Mark" and noted it was similar

(Continued on Page 23)

THAT'S FOR SURE:

(Continued from Page 22)

to the RIVIERA in Fort Lee, N. J.

Our special thanks to Frank Funge and all of the lovely people we met in San Francisco. They were really grand and made our trip happy and replete.

A letter from DENNIS DAY brings regards to his many friends in Las Vegas. Dennis is looking forward to his engagement at the HOTEL SAHARA in the near future. He will probably be accompanied by his brother, DR. JOHN McNULTY, and his lovely frau, screen star ANN BLYTHE. The McNultys are sincerely praying that their expected heir will make his appearance on St. Patrick's Day.

GOLDEN NUGGET directors JAKE KOZLOFF and W. M. (Mat) MARTIN are off on trips. Mr. Kozloff is in New York on business and Mr. Martin and his wife are taking a winter holiday fishing spell in Everglade City, Fla. Just back from journeys are BUCK BLAINE, and BILL GREENE, also Nugget directors.

Well, the Stork finally decided to keep his date at the MUSHKIN household and the new father acts as though he's sitting on a roller coaster while his wife calmly smiles from her hospital bed. LARRY and MAE are mighty proud of their son, born January 18. The little tyke weighed in at 6 pounds 9 ounces. Our sincere congratulations to the Mushkins.

Last Tuesday the management of the FLAMINGO HOTEL gave a farewell party to TONY MARTIN and ALAN KING. So many friends attended the guests of honor could barely squeeze their way into the gathering. At the close of this engagement the singing star and comedian will take a month's vacation in Puerto Rico, accompanied by their lovely wives. While on the subject, Alan King is being acclaimed as one of the country's most impressive comedians, with top stardom in the future.

The large parking lot alongside of the DESERT INN is being closed to automobiles. On this site, construction will soon begin on a 100-room motel which will be affiliated with the hotel.

NICK FRAZZINI (deputy sheriff at the HOTEL LAST FRONTIER) has become quite domesticated of late. His wife and daughter left for a Hollywood vacation three weeks ago. Since then Nick has been in complete charge of household duties. How does it feel to be a hausfrau, St. Nick?

Here is a good test for turf enthusiasts. Can you pick the Santa Anita contestants to run in the handicap February 27? Take a chance at this "future betting." Eighty horses are entered at present, with odds ranging from even to 300 to one. Actually, only 12 or 15 horses will compete. If you wager on a horse that is eventually scratched you lose your money. But if one of the horses you choose turns up at the starting gate you could make a tidy sum. Incidentally, this "future betting" pays off on first, second, third and fourth positions. Betting will be closed one week prior to the race. We saw the board at the STRIP RACE BOOK and it looks mighty tempting.

MRS. GEORGIA VAN NESS JONES, prominent society and sports woman of Las Vegas, Aspen and St. Louis, succumbed to a fatal disease January 12, in Aspen after a six-week illness. Although she and her husband, WHIPPLE, lived in Aspen since their marriage, three and one half years ago, they maintained Las Vegas as their legal residence. The family requested flowers be omitted and that, instead, contributions be made to the American Cancer Society.

Time out to bid sincere thanks to FRANK HOWARD, the lad of whom this columnist has written quite frequently. Frank has not completely recuperated from the unwarranted attack he suffered last year. His hand was temporarily paralyzed and hasn't returned to entire normalcy as yet. That's why we were humbly surprised and pleased when a package arrived at our office with his return address. Upon opening it, we discovered a painting bearing a remarkable resemblance to Ye Editor. This Howard boy is more versatile than we had known and we are very grateful that he spent so much time on our portrait, despite his ailing hand. If Frank ever decided to surrender his singing in favor of painting we do believe he would be successful in this field, also. Thank you, Frank. Your painting is now hanging in a prominent place in this office, and we're mighty proud of it.

Patrons of the Copa Room at the SANDS HOTEL are unaware of the emotion being felt by comedian DAVE BARRY as he makes them laugh with his wonderful comedy. Dave and his ever-loving mate are preparing to greet the Stork some time in June. Believing they can influence the bird, they are buying pink things. You see, the Barrys now have three sons and they desperately want a girl. While speaking with Dave at a gift shop he noticed a replica of a stork with a bundle of pink. He immediately had to purchase it and send it to his wife so she could "concentrate" on the feminine gender. To hear him say it, one would believe that Dave feels concentration can mean achievement.

(Continued on Page 29)



the SILVER QUEEN BAR

IN THE Sands HOTEL

CONTINUOUS ENTERTAINMENT
from 5 P. M. to 6 A. M.

NORO MORALES & HIS ORK
EL GRINGO & HIS ORK
ERNIE STEWART TRIO
GENE ENGLUND TRIO

HOT HORS D'OEUVRES SERVED AT 5:30 P.M.

CHINESE FOOD

"The Taste of the Town"
The Sands' Own Chinese
Chuck Plate
$1.50
. . A DELICIOUS ASSORTMENT OF CHINESE DELICACIES PREPARED BY NATIVE CHEFS

Relax, Podner



UNION PACIFIC RAILROAD

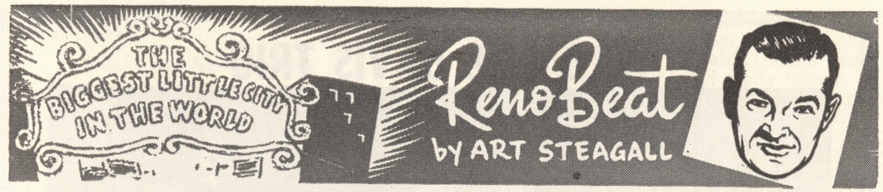
Your "Best Bet"
Is the Train

Just $12.00 plus federal tax buys a round trip ticket to Los Angeles. Next time you go to Los Angeles leave your car in the garage and climb aboard one of Union Pacific's four Streamlined trains leaving Las Vegas daily. Ease into one of those deep-cushioned seats and R-E-E-L-A-X! No traffic worries . . . no wear and tear on your car . . . rest as you ride.

LAS VEGAS to LOS ANGELES
$12.00
round trip plus fed. tax

UNION PACIFIC STATION • LAS VEGAS
Telephone: 1120

UNION PACIFIC RAILROAD



AT A LUNCHEON in his honor last Friday in the SKYROOM of the MAPES HOTEL, BASIL O'CONNOR, president of the National Foundation for Infantile Paralysis, did an outstanding job of getting the picture of his fight for the last 20 years against this dreaded disease to the vast audience that filled the room. As principal speaker, he aroused the local interest in the drive here.

Many, many events are planned for the next two weeks. The American Legion committee is planning a carnival night at the American Legion Hall tonight. There will be grand door prizes and a roast beef dinner and entertainment galore.

The "MOTHERS MARCH," an annual fund raising event, will be held on the 29th. The Military Ball will be on January 30. Each unit of the forces at Stead Air Base has named a candidate for the "Queen" of the ball, and 14 young ladies are at present getting votes at 10 cents a vote—all the money goes to the March of Dimes.

Many sporting events are being staged, with all the proceeds going to the fund. While in town, MR. O'CONNOR gave his congratulations to GOV. CHARLES RUSSELL for the great job the state did on the drive last year. . . .

AGVA: The Gay Nineties Revue, with BEA and RAY GOMAN, opens at the MAPES on February 11. This is the first road stop of the show that has been in SF for so long. . . . BILL STEAD back from the Salton Sea and Mexico—he has been trying to set a speed record with his great boat, the Hurricane IV. . . . The RIVERSIDE HOTEL has put their swimming pool in use for the balance of the month. It is being used as a wishing well—make a wish and toss in your loose change, the money going to the March of Dimes. . . . RAY JEFFERSON, convention manager for the Reno Chamber of Commerce for the past year, has joined the TOM WILSON ADVERTISING AGENCY. . . . The Horseless Carriage Revue, set for the RIVERSIDE this week. . . . BUSBY BERKELEY, one of the best known movie directors in Hollywood, in Reno for a visit. . . . A 90-mile-an-hour wind plus plenty of snow in the mountains kept out-of-town traffic down to minimum last week-end. . . . The HARLEM GLOBE-TROTTERS played(?) to a packed house at the Reno High School Gym. This attraction is always sure fire, and for a good reason—they are swell entertainment. . . . ELLA MAE MORSE back in Reno after a visit in San Diego. ELLA goes back to LA for another recording session at CAPITOL RECORDS on the first of February. . . . JERRY MURAD will miss the second b'day of his son. JERRY'S home is in Chicago, but he and the HARMONICATS go to Portland from their engagement here. The youngster will be 2 on the 20th of this month. . . . I got a great kick out of an AP story out of Chicago. The RIALTO THEATRE, Chicago's temple of burlesque presenting STRIP TEASERS for the past five years, is being torn down to make way for stores. On the marquee is the following copy: "THE RIALTO THEATRE PRESENTS SPEEDWAY WRECKING CO., GREATEST STRIPPERS OF THEM ALL.". . . BILL WEITZ, bar manager at the PALACE CLUB here, back from SF where he has arranged to have his furniture. boat and trailer moved to his new home in Reno. . . .

CURRENT SHOWS: GOLD ROOM of the HOTEL GOLDEN, into the second week of a great show, headed by the recording artists JERRY MURAD and the HARMONICATS. This act is one of the most improved groups that I have seen for a long time. Their pacing and their selection of numbers are real great. In the show is ART "COW EYES" ENGLER, doing a single. He is a great song stylist. Also beautiful OLIVETTE MILLER, harpist, plus STERLING YOUNG and his orchestra.

THE MAPES SKYROOM is in the second week of the MERV GRIFFIN show, with JOHNNY BACHEMIN. the MAPES SKYLETTES and EDDIE FITZPATRICK'S ORCH.

THE RIVERSIDE THEATRE RESTAURANT opened with JACK HALEY on this past THURSDAY, also the great novelty act of GAUTIER'S STEEPLECHASE, plus BILL CLIFFORD and orchestra and the RIVERSIDE STARLETS. . . . See you next week!

WILD BILL DAVIS TRIO



CRAZY ★ WONDERFUL ★ WILD

CHRIS COLUMBUS SMITH BILL DAVIS

OUR THANKS - - - TO
LAS VEGAS AND HOTEL EL CORTEZ
FOR A WONDERFUL BEGINNING FOR 1954

2 FAMOUS NAMES ... *when you think of fine food!*

Hotel LAST FRONTIER

CHUCK WAGON

"ALL YOU CAN EAT" $1.50
12 Mid. to 4 A.M.

Join the Crowd for
HUNT BREAKFAST — Every
Always Sunday at 11 A.M.

THE ULTIMATE IN FINE DINING

"The Village Special"

FULL COURSE TENDERLOIN STEAK DINNER
(SOUP TO NUTS)

only $2.00

FROM 5 P.M. TO 11 P.M.

Ham, Bacon or Sausage and Eggs — Any Style

Breakfast 49c From 11 P.M. Til 7 A.M.

SILVER SLIPPER RESTAURANT
LAST FRONTIER VILLAGE

SAHARA:

(Continued from Page 18)

entire revue. You just can't seem to see enough of him. He inspires a friendly warmth and completely ingratiates himself with his audience. Following his pattern of different entertainment, Donald scores the highlight of the evening with his interpretation of "Me and My Shadow." with a startling climax. We can safely say that Donald O'Connor will soon write his own ticket in the supper clubs across the country. . . . SID MILLER is another stage personality who is gifted with versatility. He works together with Donald on skits that literally "has 'em rolling in the aisles." What a terrific team they make! In his own right, Mr. Miller proves to have a wonderful sense of comedy. His impersonations are uncannily accurate. He has a marvelous sense of timing and is no slouch when it comes to drawing raves from audience and critics alike. . . . SCAT MAN CROTHERS is one of the most hep performers you can witness. He is a jive artist from the word "go" and sings it as though he had created it himself. Man! Cool is the right word for the beat that comes out of Scat Man's vocal chords. If you can sit still while this fellow is in the spotlight — that's ice water you have, brother! . . . Rounding out this elite program is GEORGE PRENTICE. Here is an act that sends the kiddies squealing with delight and tugs at the hearts of the adults. Mr. Prentice presents the "Punch and Judy" routine with lifelike animation. We guarantee you'll like him. . . . Adding colorful beauty and graceful charm to the entire presentation are the gorgeous MORO-LANDIS SAHAREM DANCERS with their spectacular sequences. . . . CEE DAVIDSON and his orchestra wrap up the perfection of the revue with a wonderful musical background.

FLAMINGO:

(Continued from Page 17)

talents of MORTY JACOBS at the piano you'll witness some wonderful entertainment. . . . Adding beauty and harmony to the revue are the KING SISTERS who appear here for the first time, backed and abetted by the fine musical combo of ALVINO REY, with whom they have been associated for quite some time. Their close harmonies and beautiful blends will be most easy on the most discriminating ear. . . . GENE FESSON acts as master of ceremonies for this show and joins Keefe in the meantime to do a series of comedy bits. . . . The THREE D'S make a triumphant return to Las Vegas after an absence of a few short months, and further prove their capabilities as good entertainers. The little lady sings a great song and the two young men are fast and fine dancers. . . . The FLAMINGO STARLETS, under the direction of RON FLETCHER, offer two completely new numbers with this show, and both are performed in costuming that is out of this world. One is "In the Still of the Night" and the second is "Havin' a Ball," both of which feature the excellent dancing of DORENE WOODBURY, MAUREEN CUNNINGHAM, JACK MILLER and FRANK SHAWL. . . . TORRIS BRAND is the man with the band, and still doing a fine job. . . .

LAST FRONTIER:

(Continued from Page 17)

ican appearance, will be the talk of this nation. Janik, the feminine member of the duo, will be the Ophidia of our generation and as famous as another reptile who conned Eve into snaring Adam. Costumed in a skin-tight, green inter-striped affair, molded to her sensuous. lithe body realistically, the beauteous French danseuse moves sinuously around, slithering within and around the entwined arms, legs and body of her partner. Arnaut, with eerie flutes whispering excerpts from Debussy's "Syrinx," hypnotizing the audience into rapt attention. . . . THE ADORABELLES add the light and gay froth to a well integrated show, featuring BOB PEOPLES, while GARWOOD VAN continues to carve a niche for himself and the band among nightclub habitues.

DESERT INN:

(Continued from Page 18)

stage. This wiry little gent accomplishes amazing feats of balance and precision manipulation. . . . Lovely CAROL LYNNE is well known to eastern audiences. Her ice sequences display an admirable versatility, embellished with charming grace. She is a real trouper. . . . The DONN ARDEN DANCERS present two more of their stupendous productions. One is a beautiful spectacle on ice, featuring Miss Lynne, Flo Walters and Jimmy Baron. The other is an African background with torrid rhythm. . . . As usual, CARLTON HAYES and his men deserve the highest commendation for their marvelous musical contribution to this four-star show.



"We're so happy - - -
to be back in Las Vegas and
to know we have so
many friends - - - thanks!"

POLLY POSSUM

JOE WOLVERTON

AND

BILLIE JEAN RYAN

WALT ABLES' NORTH LAS VEGAS

HACIENDA CLUB

Bond's Jewelers

"HOME OF QUALITY DIAMONDS"

300 FREMONT ST. LAS VEGAS, NEV.

**EASIEST
CREDIT TERMS
IN AMERICA**



THE

SHAMROCK HOTEL

OFFERS FOR THE "STAY-ER-UPPER"

DANCING 'TIL 6 A. M.

IN THE COZY, WARM AND FRIENDLY

"SHILLELAH ROOM"

600 No. Main Street Phone 2200



THAT'S FOR SURE:

(Continued from Page 23)

Hollywood is elated over the news that the JOHN BROMFIELDS have reconciled. CORINNE flew back to movietown and the couple forgot their troubles in favor of embraces and kisses. John explained that even though his wife is the famous screen star CORINNE CALVET, he much preferred her being known as Mrs. Bromfield in her non-working moments.

It was like hearing from a long lost friend to receive a phone call from THELMA and CLAY MILLER, of Los Gatos, Calif. The couple design modern lounging sets and outdoor jackets. We firmly believe their exclusive designs will revolutionize the industry. It's about time someone added appeal to the lounging outfits worn by men. (The Millers design for both the male and female.) We will run a series of pictures of their creations in our magazine. The first one is in this week's issue. Both are brilliant designers and we don't think it will be long before their names are listed at the top of their profession.

Did you say you've never met a native Nevadan? VINNY MERIALDO is a member of this rare species. In fact, he was secretary of the State Senate back in the early '30s when the gambling bill was introduced. At present his brother is state comptroller.

An unfortunate auto accident a couple of years ago injured the spine of MURIEL SPINGLE, causing her to be completely bedridden. This past Tuesday she was operated on by Doctors REUBEN LOCKITCH and ROSS SUTHERLAND. The physicians removed three chips from her hip bone and fused them to her spine. Now, Muriel will remain in the hospital for another three weeks. after which she will remain in bed (at home) for another six weeks. At the end of that period it is believed that she will once again be able to walk. Sharing her happiness is her sister and brother-in-law, LITA and BLACKIE POWELL (he is a pit boss at the HOTEL SAHARA). Surgery can certainly create miracles and we have the utmost faith in both the aforementioned doctors.

SAMMY DAVIS JR. is doing a simply terrific job at the HOTEL LAST FRONTIER (with the WILL MASTIN TRIO). We could use all the superlatives in the dictionary and they would still fall short of our intent to tell of his marvelous talents. The lad is just great!

The dance team of DARVAS & JULIA was recently chosen by the BILLBOARD Editors as among the

(Continued on Page 36)

"for the gift
that gets
around . . ."

VISIT NEVADA'S
NEWEST AND MOST
MODERN SHOPPE

**Gifts of
Distinction**

for HIM - - -
for HER - - -
for TRAVELERS - - -

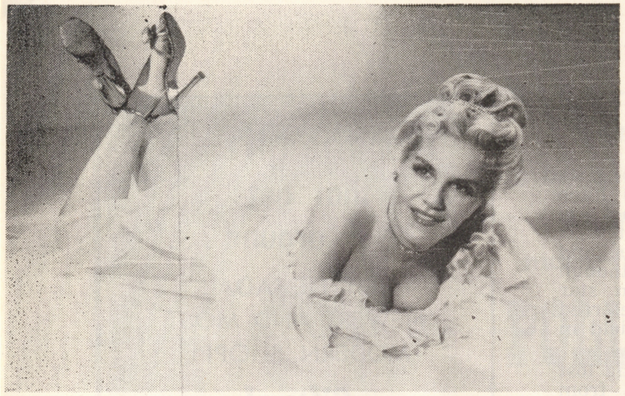
"for Remembrance"

IT'S

Callery's GALLERY of GIFTS

208 N. 3rd · LAS VEGAS · Phone 2203

EVERY DAY AN OCCASION



SIRI

"The Dutch Doll"

•

COQUETTE

"The New Orleans Spitfire"

—— AND ——

AL BEST

"Hollywood's Zaniest Comedian"

MASTER OF CEREMONIES

BOB LEE'S BAND

The **EMBASSY**

"The Show Place of North Las Vegas"

NORTH LAS VEGAS PHONE 1633

JOE BAILEY, Manager

FOUR SHOWS NITELY
11:00 — 12:30 — 2:00 — 4:15

Fred and Ethel's

VILLAGE INN

LOUNGE

AT THE SIGN OF THE CLOCK

TONOPAH HIWAY AT GOLF COURSE ROAD

PACKAGE GOODS
FANCY DRINKS

PLEASING YOU - - -
- - - PLEASES US

Fabulous LAS VEGAS MAGAZINE

POST OFFICE BOX 748

"ANYWHERE IN THE UNITED STATES"



EL CORTEZ

(Continued from Page 19)

style, providing a full production act that is wholly different from any act in Show Business. Their style is an entirely new and different approach to light comedy, straight singing and tricky routines, all of which combine for an evening of top-notch star entertainment. . . . ARTHUR WALSH, the "miracle man of comedy," combines an unlimited amount of good material with an equally abundant supply of terrific showmanship. . . . As many critics have said: "It would be an impossibility to tell you what Arthur Walsh does, for he does everything!" He dances, does impersonations. crazy comedy, sings and, in general, keeps the audience in stitches . . . A new policy has gone into effect in the Pirates Den. There will be continuous entertainment from 10 p. m. until 5 a. m. . . . Between shows the sensational jazz trio of WILD BILL DAVIS, WONDERFUL SMITH and CHRIS COLUMBUS will take over. Featured as the "nation's newest musical sound," the trio combines a Hammond organ, drums and guitar. . . . Continuing in the all-important spot of backing the show with his excellent band of musicians is EDDIE SKRIVANEK and his Sextette from Hunger.

THUNDERBIRD:

(Continued from Page 19)

performer who has the talent to go ahead in any field she might choose. She has gone from bit player to star in the short span of 10 musicals. Her latest success has been as the star of the great new Broadway musical "Hazel Flagg." . . . Reaching skyscraper heights in screw-ball comedy are PEPPER DAVIS and TONY REESE, two young men who are here to entertain you, and no holds barred. . . . As usual, the KATHRYN DUFFY DANSATIONS bring you a complete new miniature revue to display their great versatility and charm on stage. . . .

SILVER SLIPPER:

(Continued from Page 19)

every audience with his "Romeo and Juliet" scene with the beautiful VIRGINIA DEW in the role of Juliet. . . . Featured in the show is the EUGENE JACKSON TRIO with rapid-fire singing and dancing. Young Jackson first attained popularity as "Farina" in the legendary "Our Gang" comedies. . . . One of the greatest comedy men in the business is the master-mugger HANK HENRY, one of the main reasons for the continued success of the shows in this room. When he and the diminutive SPARKY KAYE come together in a scene roars of laughter are assured. . . . For feminine beauty, each scene in which they appeared is enriched by Misses VIRGINIA DEW and JOAN WHITE, both very talented and beautiful additions to any show. . . . Also bolstering the scenes with their able and needed assistance are "Smilin'" Jimmy Cavanaugh and Bill Willard. . . . Music for all these Silver Slipper revues is arranged and supplied by GEORGE REDMAN and the members of his fine group of musicians.

SANDS:

(Continued from Page 18)

chooses favorites from leading Broadway musicals and spices them with his inimitable interpretations of classics. We're happy to note that Mr. Pinza uses no artifices to capture the audience. He doesn't need any. His voice is magnetic and inspires complete attention and admiration. . . . Here is another return engagement that makes us happy, along with everyone else. Our own columnist DAVE BARRY finally returned (after a few months' absence) to bring us more of his clever comedy. Dave is truly a wonderful showman and that is EVERYBODY'S opinion. Folks seem to favor his laughable, accurate impressions of various radio personalities. He is a master in the art of storytelling and can hold his own against any purveyor of comedy. If you're looking for a lift in spirits and someone to chase Old Man Gloom away, Dave is your man. Not one face can resist his irrepressible humor. It must be a grand feeling to bring so much enjoyment to so many people. . . . THE COPA GIRLS really look smart in their beautiful costumes and their beauty and grace add greatly to the success of this show. . . . RAY SINATRA and his music makers provide the ultimate in musical backgrounding.

EL RANCHO VEGAS:

(Continued from Page 18)

up with some new routines that are better than ever, and parade in paraphernalia with high applause potential. . . . BOB ELLIS and his ORCHESTRA continue to play high style backgrounds for the shows. . . .

Take Your Place In The Sun

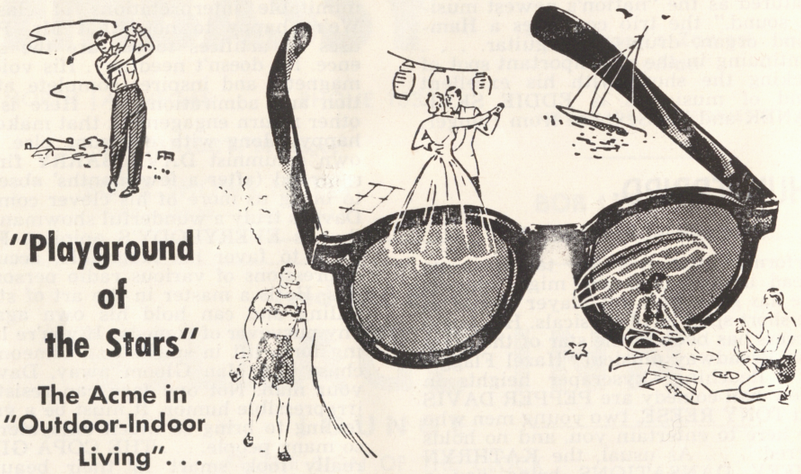
AT

PALM SPRINGS'

Finest Resort

RAY RYAN'S

EL MIRADOR HOTEL



"Playground of the Stars"

The Acme in "Outdoor-Indoor Living"...

Full Social Schedule . . . Luxurious Modern Decor . . . Plan Now for Your Pleasure Filled Vacation And Enjoy ALL Palm Springs Has to Offer at . . .

RAY RYAN'S

EL MIRADOR HOTEL

PALM SPRINGS, CALIFORNIA

★ For Rates and Reservations See Any Travel Agent or Write Direct

GOLDEN NUGGET:

(Continued from Page 19)

been dubbed as kid's voices in many Walt Disney film shorts. Next on the Nugget agenda is JIMMY VEY . . . the daring young man on the flying xylophone . . . who specializes in dances to self-styled music. Filling the bill also is JOHNNIE TURNER . . . and his "Two Guys and a Doll"—referring, of course, to the ventriloquist's inanimate but talkative friends. JOE VENUTI, his swing violin and orchestra accompany the acts and you'll thrill to Joe's solos during the intermission sessions. Fans particularly acclaim Venuti's lovely version of that poignant song with a Parisian flavor, "Autumn Leaves." Added, too, for between shows background blendings is the EMIL GRAY TRIO. Droll Emil invites everybody to get into the act, creating an intimate atmosphere that makes the Golden Nugget Saloon the downtown headquarters of Las Vegans and touristas alike.

POP SQUIRES:

(Continued from Page 5)

collected. That was our first civic organization.

A little later in the summer of 1905 our largest mercantile establishment in Las Vegas, doing business in a tent on the west side of First Street between Ogden and Stewart, had excavated a large cellar back of their store and covered it with a roof covered by about two feet of earth. They were quite proud of this stroke of enterprise and ordered, among other things, a large shipment of bacon.

This merchandise was stored safely in the cellar, but for some unexpected reason, instead of keeping the bacon cool and sweet, that earthen roof seemed to collect the heat and within a few days that large shipment of bacon was just a rancid mess which sent its odors out in such force that everybody in town knew that Crowell & Allott had sustained a large loss.

The company owed the First State Bank $2800, which was a large loan for that time and which the bank could not afford to lose.

We got together with other merchants of the town and organized a "Las Vegas Board of Trade." Under this rather unofficial authority the bank collected some bills owed to Crowell & Allott by the simple method of taking notes to the bank and applying them on the Crowell & Allott account so that their accounts were owed to the bank instead of the firm.

As expected, the Los Angeles Board of Trade promptly heard that Crowell & Allott were about to fail. They sent a couple of smart fellows up to take over. They came into the bank and very officially demanded of John S. Park, the cashier, to know how much Crowell & Allott owed the bank. Mr. Park replied: "Why, they owe the bank nothing at all."

Of course, the Los Angeles folks were furious but we were quite well satisfied to have "saved our bacon" in spite of the rancid mess that the principal grocery store of Las Vegas produced. Really our Board of Trade helped our business world quite a bit.

As a general publicity organization along in 1906 we organized the "Las Vegas Promotion Society." Its slogan was "Nothing to Sell." Our favorite attorney, Judge M. S. Beal, was its president. It put out much fine publicity and did much to restore confidence in our real estate among the few people who still remained as part of Las Vegas.

Our next public organization was organized especially to help bring about the division of Lincoln County, of which Pioche was the county seat, and establish a new county composed of the south half of Lincoln County, with Las Vegas as the county seat. We named the organization the "Lincoln County Division Club" and raised quite a sum of money.

Henry M. Lillis was head of the organization and John F. Miller and myself were among the active members. Judge W. R. Thomas toured Lincoln County promising that the new county would provide itself with a building sufficient to accommodate the business of the new county.

That did the business, and Clark County was born the first of July. The Lincoln County Division Club well served its purpose. I have its 1909 records.

Along in 1912 we abandoned the Las Vegas Improvement Society, "Nothing to Sell" and the "County Division Club" and organized ourselves as the "Las Vegas Chamber of Commerce" with James G. Givens as president.

From that time to the present, with but slight changes in organization, we have been dependent on that organization which has been doing a noble job for Las Vegas.

Its work has been outstanding and it still is providing Las Vegas with a type of publicity that has made Las Vegas the outstanding entertainment center of the country.

Coming Attractions
ON THE FABULOUS STRIP

Flamingo

FEBRUARY 4 THROUGH
FEBRUARY 24

FREDDY MARTIN

DESERT INN

FEBRUARY 2

JACKIE MILES
LES CHARLIVELS

LAST FRONTIER

FEBRUARY 1 THRU
FEBRUARY 14

MARILYN MAXWELL
KIRBY STONE QUARTETTE

SAHARA

FEBRUARY 2

KATHRYN GRAYSON

Thunderbird

FEBRUARY 4 THROUGH
FEBRUARY 17

DIOSA COSTELLO and SLATE BROS.

El Rancho Vegas

COMING

RONALD REAGAN

The Sands

FEBRUARY 10 THRU MARCH 9

TALLULAH BANKHEAD

MARCH 10

ROBERT MERRILL

BARRY & YAO COMPANY

"THE PRINCE OF PEARL"

Finest in the World

ANY SIZE — ANY MATCH

Reasonably Priced and Arranged from $100 and Up

140 SOUTH BEVERLY DR.
BEVERLY HILLS
CALIFORNIA

745 FIFTH AVENUE
NEW YORK CITY
NEW YORK

BRANCH OFFICES

PARIS - LONDON - CAIRO - TOKYO

CRISWELL PREDICTS:

(Continued from Page 11)

by a day) under the public school age limit and he will promise to secure admittance for your under-age child through his "connections" which you will pay him any sum from $10 up! You will take the paper he gives you and find it worthless at your public school and, even though you have paid good money to the fraud, your child is still not admitted because of age! If this man approaches you call your police department or the Editor of this magazine at once for you will do yourself a good turn and many other parents who will pay this fraud for something he cannot deliver! Remember: This law is a law and you cannot buy privileges for your child where the public school system is concerned!

FOR WOMEN ONLY: One of the most profitable hobbies for women will prove to be the manufacture of monograms. No one can resist buying their own monograms if artistically made. Men will buy them quicker than women for their shirts, handkerchiefs, underwear and ties. Yes, monogramming is money-making! . . . You women will start a national organization against the commercialization of Christmas and you will call it "For-an-Old-Time-Christmas.". . . You women will have a $10 pension raise in 1954. . . . Yes. 1954 will be the year of automobile travel. You will find carefully charted routes of good roads, marked off miles and time limits, designated places to stop where your dollar will achieve full value if you follow the Louis Rangno-See America First Program. Air cooled plastic driving gloves with the inner-built palm grip. Auto-capes which fit over your shoulders and cut off the danger of colds from window drafts. Plastic sheaths for the shoes to prevent scuffing when driving. Smooth-as-silk seat covers with the underneath grip to prevent sliding or wrinkling. . . . Yes, it will be an automobile year. . . . A good vocation for women this summer will be as manager of a motel . . . The next diet fad to gain popularity will be to eat six leaves of raw cabbage before each meal, which will cut down the starch content of your food intake. . . . The next hostess trick is a "Dutch-Luncheon" with cold sausage, liverwurst, ham, beef, cheese, hot rye bread, salad, water-ice and cold beer. . . . Metallic patterns will find great favor on pan velvet for fall of 1954 which can be hand shaped and hand stitched at home!

YOUR HEADLINES OF THE FUTURE: Rain and hail invade Northwest in series of heavy weather. China faces inner revolution because of Red power. . . . New plan revealed to stockpile American atom bombs all over globe as peace guarantor. . . . Defense spending booms Kansas. . . . Hawaii voted statehood . . . Wildcat strikes peril nation. . . . McCarthy in new surge of popularity with voters everywhere. . . . Inner-revolution reaches violent stage in Moscow between the Red army and the secret police. . . . Benson urges more price support laws. . . . Parents fight laws permitting any one of 18 to purchase beer, wines and hard liquors in many states . . . Eisenhower victory in coming session of Congress. . . . New battles flare in Iran over oil dispute between British and local governments. . . . Science discovers cancer control.

A VERY FAMOUS PREDICTION: "My mother was a noted medium and was quite a remarkable seer in her day," writes Mrs. R. N. B. of New Orleans, "and she would always tell us when a man in a blue uniform came to the door it would be her time to pass to the higher life. We often humored her, but one day the doorbell rang and there was a man in a blue uniform advertising some new household item. Mother looked strained and white and went upstairs. We found her on her bed a few minutes later, dead. Since then I do not recall any one in a blue uniform ever stopping by our home and ringing our bell. I do not feel this was coincidence, but my mother was actually able to predict the day of her death and how she would recognize it!" Thank you, Mrs. B. We would welcome other letters from you readers.

FOR PEOPLE AND PLACES. Gov. Gordon Persons: Many northern firms will move to Alabama to seek refuge under your new tax laws and to circumvent the increasing winters. . . . Hell Drivers: Your public wrecking of automobiles will become a huge box-office attraction in 1954. . . . San Francisco: You will be the No. 1 city in the headlines in the coming few months. . . . Henry Ford II: Your 1955 cars will be completely air conditioned. . . . Jane Russell: Your boxoffice popularity is slowly declining due to your poor taste in motion picture roles. . . . Sponge farmers: Your entire output will be purchased next year by the automobile industry who will use your sponges to pad their cars to prevent injury in accidents. . . . Cedric Adams: Your noted best seller, "Poor Cedric's Almanac," will be used as a series of movie shorts. . . . Men: You can now buy electric socks with portable batteries. . . . Women: They are trying to sell you a mild beer in gallon containers for entertaining. . . . John Harvey: "Cousin Harvey" dolls will prove an all-year-round best seller. . . . Insurance companies: You will triple your insurance rates on motorcycles due to the mounting death and accident rate. . . . Ex-

(Continued on Page 36)

THAT'S FOR SURE:

(Continued from Page 29)

most outstanding performers of 1953. "They are the only other team besides the CHAMPIONS who made a splash big enough in 1953 to put them into the top money." And that's a quote from Billboard. We're glad to see these fine youngsters gleaning such deserved plaudits.

TOM DOUGLAS, producer of the shows at the HOTEL EL RANCHO VEGAS, is planning a terrific summer season. He has contracted the WILL MASTIN TRIO (starring SAMMY DAVIS) (now at the Frontier) to appear with EARTHA KITT. On the same bill will be BUDDY HACKETT, who may remain at that spot for a few months as comedian-emcee.

A reporter's nightmare: ZSA ZSA GABOR answering questions with "no comment." Wouldn't you know this would happen? A couple of novelty stores are selling Miss Gabor's eye patches at $2.50 each.

Would you like to see one of the most beautiful windows any shop ever displayed? Take a stroll over to CALLERY'S GALLERY OF GIFTS. Smack in the window you will see a miniature "Enchanted Forest." The Callerys have a miniature aquarium, complete with constantly running water. It's just beautiful. Incidentally, they also have displayed a gorgeous oil painting by a modern artist. It is "The Blue Veil." If you're an art collector don't let this one fall into someone else's hands.

Even though they've been married just about two and one half years, one would believe that NAN GREY and her FRANKIE LAINE are just honeymooning. The couple stroll arm-in-arm, appearing oblivious to all other humans. (Frankie is currently starring at the DESERT INN.)

DEBBIE PRELL was hostess at a stork shower for MRS. TUTOR SCHERER at the HOTEL SAHARA January 19. The decorations were simply exquisite. DOT'S FLOWER AND GIFT SHOP provided the floral arrangements and the centerpiece was a tremendous ice-carving of the stork. A cute little touch was in the napkins—they were folded like diapers.

Petite JOANNE GILBERT just might be stretching her luck a bit too far. This promising Paramount starlet has dropped to only 97 pounds, after having her appendix frozen to stave off an operation.

The newest swank restaurant and nitery in Miami Beach is the PATIO, owned and operated by JERRY BROOKS. well known locally for similar operations. Now featured in the Patio are CARMEN CAVALLARO and HAROLD STERN, who alternate leading their bands for dinner and dance music. The Patio was remodeled to the tune of $125,000 — from the former MOTHER KELLY'S Club. We certainly hope Jerry enjoys success with his newest venture . . . and that's for sure.

CRISWELL PREDICTS:

(Continued from Page 35)

President Harry S. Truman: You will take offices in Washington, D. C., for the season . . . Anchorage, Alaska: Prepare for a building boom. . . . Generoso Pope Jr.: Your expose of fraudulent charities will win you a special award for public interest and service . . . Bette Davis: You will delay your return to the Hollywood screen. . . . Jack Cortez: Your shrewd publicizing of Las Vegas will make it the most talked about city in the world for 1954!

HILLSWAY:

(Continued from Page 15)

second. When you are tired and want to get away for a day or two I suggest a drive down to Long Beach and a dinner here at Apple Valley that is as romantic as its name.

Will tell you more about Long Beach and other cities of note in subsequent columns. I am coming to Las Vegas next week to put the finishing touches to my Sixth Edition (1954) of HILLSWAY, America's only where to go, stop, eat, play, and shop travel guide (with European appendix)—where else could I work easier with so much comfort, privacy and lush atmosphere at sensible prices, and as late as I choose at my typewriter, and then go out on the town at any hour of the night to relax?

I have written all of my six books in Las Vegas and shall continue to do so in the future. While there I hope to call on all my pet places, those recommended in HILLSWAY, and get acquainted with the owners and check up on the places so that I am more able to tell my listening audiences on the radio, TV and in my travel talks what they can expect when they check into any one of dozens of fabulous places in the "gem of resort cities—Las Vegas."

Take Her to
PHOENIX
4 Flites Daily — $17.40 plus tax
BONANZA AIR LINES
Las Vegas Phone 3100



Hollywood Happenings

GIRLS, BE YOURSELVES! Women shouldn't be slaves to styles! At least that's the opinion of the beautiful red haired star of "Jivaro" (HEE VAH ROW), RHONDA FLEMING. It's only natural for all women to want to be well groomed and in style but, in Rhonda's opinion, that doesn't necessarily mean they should subordinate their own personality to the whims and current demands of style makers.

"For instance," Rhonda points out, "Short hair is quite the vogue, and for most women I think it exceedingly becoming. Nonetheless, I don't think short hair is particularly becoming to me. So —even though my hair is shorter now than it has been in some years—it certainly isn't what you would call a short cut or close-to-the-head trim."

Miss Fleming, who co-stars with FERNANDO LAMAS in Paramount's technicolored "Jivaro," was recently nominated one of the screen's most fashionable actresses. However. she won this honor without subjecting herself to the demands of fashions with which she did not agree.

When the world renowned fashion designer Dior handed down the command that all hemlines must be longer to be in style this year, Rhonda simply adapted the edict to suit her own conception of the fashion. She lowered her hemline some. but refused to lengthen the skirt to the demands of the Dior style.

Women must retain their own individuality in styles, and Rhonda solves the whole question this way: "No one fashion can fit all women. The individual woman has to strike a happy medium by considering fashion trends to her individual likings. I'm sure we all agree that it wouldn't be very attractive if all women were blondes or all women were exactly 5 feet 5 inches tall. By the same token, women wouldn't be attractive if they all adhered to the same advocates of fashion."

All right. girls, go your own way — don't let those fashion designers tell you to throw out a whole closet of clothes!

Most honored citizen of Independence. Mo., is, of course, ex-President HARRY S. TRUMAN. The politically famous city also claims GINGER ROGERS among its famous citizens.

Long before the name of Mr. Truman attained the height of political importance, a growing school girl by the name of Virginia Katherine McMath walked down the street past the Truman home on her way to daily classes. No one suspected that pretty young Virginia would one day become almost as well known as they thought Mr. Truman would be.

Time and chance play such important roles in the every-day lives of each of us, and the end result sometimes skyrockets an unsuspecting individual to the shaky pinnacle of fame. They combined to lodge Miss McMath—known to us as Ginger Rogers—high on the ladder of success, where she has staved on the strength of the talent which landed her there.

The route to theatrical fame was somewhat circuitous for Ginger. It was paved with heartache, disappointment and lots of hard work. Her success is a tribute to her talent and determination.

Ginger, her mother and her foster-father were living in Fort Worth, Tex., when she first stepped off the springboard into the whirlpool of theatrical ups-and-downs. Her mother was drama editor for the Fort Worth Record, and in this job she met all the famous and not so famous touring vaudeville performers working the great Southwest.

It's history how Ginger and Astaire were top favorites year after year with their terrific "song and dance" pictures. But that wasn't the limit of Ginger's ability. Her performance as "Kitty Foyle" will never be forgotten.

Paramount again has teamed the magic of her talent with that of WILLIAM HOLDEN, PAT CROWLEY and PAUL DAUGLAS in a technicolored fast-moving comedy of back-stage intrigue and romance with a Ginger Rogers' type title, "Forever Female," which again emphasizes the wise decision of that something called "fate" to point the finger of success at Miss Rogers.

Chic Hecht
413 FREMONT STREET
• SPORTSWEAR
• COCKTAIL WEAR

...in the Fabulous COPA Room

JACK ENTRATTER
PRESENTS

MR. EZIO
Pinza
IN AN
Enchanting COPA ROOM Revue
WITH
Dave Barry



RAY SINATRA
AND HIS ORCHESTRA

The Most Beautiful Girls in The West

2 Shows Nightly—8:15 & 11:15
Late Show Saturday Nite—1:15 A.M.
FOR RESERVATIONS PHONE 7100

The Sands
LAS VEGAS, NEVADA



THE Flamingo HOTEL proudly presents

STAR OF THE EDDIE CANTOR STORY
KEEFE BRASSELLE
MORTY JACOBS AT THE PIANO
KING SISTERS
WITH
ALVINO REY
GENE WESSON
3 D's
FLAMINGO STARLETS
A RON FLETCHER PRODUCTION
TORIS BRAND & ORK
☆ IN THE STAGE BAR ☆
Continuous Entertainment
FEATURING
3 DONS & GINNY
DACITA and HER LATIN RHYTHMS
BOBBY PAGE & ORK



Phone 4000
Show Times: 8:30 - 11:30
Late Show Sat. Nite 1:30 a.m.

IF YOU HAVEN'T SEEN THE FABULOUS FLAMINGO, YOU HAVEN'T SEEN LAS VEGAS!

ANOTHER SMASHING ENTERTAINMENT TREAT
"MR. RHYTHM"
FRANKIE LAINE
With Carl Fischer at the Piano
JACK DURANT
RUDY CARDENAS • CAROL LYNNE
DONN ARDEN DANCERS
CARLTON HAYES and his ORK
Show Times 8:30 and 11:30 — Saturday only 1:30 a.m.
NO COVER — NO MINIMUM
Wilbur Clark's
DESERT INN



I've never been so happy in my life!

"Thanks"------

HOTEL SAHARA

HIWAY 91 • LAS VEGAS • NEVADA

Donald