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FEBRUARY 27, 1954

# Fabulous

**LAS VEGAS** Magazine



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EL RANCHO VEGAS  
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by CHARLES P. "POP" SQUIRES

**LAST WEEK** I told a little about Capt. James H. Ladd, who opened his 16 by 20 tent hotel, "Ladd's," on the 13th day of February 1905 and how I came to register my name and the names of three associates in the hotel register on the day it opened. Also I spoke of the care with which Jim chose his guests. But I did not tell you much of the life of Captain Jim, as some of us called him, and his life's story, if any of us knew it all, would be full of interest.

Jim told me something of his life from time to time, but all together not enough to make the full story of his life. But, as I remember it, he was in the Army during the Indian wars with General Custer and through most of the Rocky Mountain country.

When the Alaska gold rush took place near the end of the 1800s Jim was in the rush to the Yukon. When he returned from Alaska and landed at Seattle he heard of great mining activity in Arizona. True to his nature, Jim made a bee-line across country for Arizona, down through Oregon into Northern Nevada and in as near a straight line as possible he made his way to the big bend of the Colorado and crossed the river at Bonelli's Ferry.

He prospected in various parts of Arizona until he heard that Senator William A. Clark of Montana was building a railroad from Salt Lake to Los Angeles and that it would go through a place called Las Vegas in Nevada. So back again across the Colorado came Capt. Jim Ladd and found Las Vegas just about the time Senator Clark's railroad reached the place, perhaps about October of 1904.

He found a small town of tents and shacks at what was called McWilliams-town or Ragstown, facing the railroad

at the place now called West Side. It was a rough and ready town with half a dozen saloons and gambling houses and a few tent lodging houses where, if one had the small price, anywhere from 50 cents to a dollar, he could get a bed for the night.

Jim liked the place and decided to stick around a while. He got in touch with some of the railroad officials and got permission to put a tent hotel on the railroad townsite near where the depot would some day be built.

That was the beginning of Ladd's Hotel at which I had the good fortune to register on the first day it was open for business. I say "good fortune" because I then began the friendship which lasted until Captain Jim's death.

Of course, we had a few disagreements politically, the first serious one I remember being over the election of a county treasurer when Clark County was organized out of the south half of divided Lincoln County.

Jim had had some disagreement with the First State Bank, in which Ed Clark naturally, if elected, would deposit the county money. On election day Jim stood on the corner of Fremont and First streets and warned the voters of the danger of having their money deposited in the First State Bank. After the election was over Jim and I soon became friends again.

The great feature of Jim's busy life was his ownership of a 160-acre tract of land facing for half a mile on the north side of what is now Charleston Boulevard and through which Fremont street cuts diagonally. He filed on that 160-acre tract about the first thing he did after he came to Las Vegas.

(Continued on Page 29)

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FRANK PIMENTAL

*The Adventures of Dave Barry*



**A** FRIEND of mine has just come out with a new type slot machine that is part of a small cocktail table. Now they get you standing up or sitting down. Its inventor is Mr. Albert Villaudy, owner of the famous Bar of Music in Hollywood. He is a Frenchman, but I think he likes American money. He believes people should be comfortable when they're losing money.

I'm comfortable when I win in ANY position. Imagine sipping cocktails and being able to play the slot machine at the same time! The wheels go around and so does your head. If you hit a cherry, you can put it right into your Manhattan.

The waitress comes up and asks you to pay the check, but it's too late. You just lost it. Tell her to stick around. In case of a jackpot you're buying the house a drink.

Mr. Villaudy tells me he is now working on a new type crap table that you can play LYING DOWN. Well, this is nothing new. Every time I play dice I wind up flat on my back.

I think we're on the right track. Losers should be made more comfortable. Every time a man rolls a craps, a beautiful blonde should be standing by to dry his tears and gently caress his brow. After he loses his last dollar he should be carried into a room and given a monogrammed pair of scissors all his own, and a roll of paper to cut out all the paper dolls he desires.

And how about those hard dice? They're pretty rough on the palms. How about MINK dice? With NO numbers on them. It's easier if the dealer gently whispers in your ear and breaks the sad news to you.

Another thing I'd like to see is CASHMERE CRYING TOWELS. The kind everyone has to use now is so rough one rub and you look like you're from Los Angeles. The smog in L.A. is so thick some days you can saddle it. On a nice, clear day you can see the mountains. That is, if you happen to be climbing. When people say they can't see California, that doesn't mean they don't like it. It means they live in Los Angeles.

But I think they've finally found a cure for the smog out here. They're going to empty the Pacific Ocean into

the Atlantic Ocean by means of a bucket brigade across the country. And on the way over, they're going to pour all the smog into the Grand Canyon.

I'm in favor of the move. With the Pacific out of the way, we'll have a new desert region just outside the state limits. This means that if gambling opens near here, I'll be able to lose much closer to home. You see, I don't mind losing—it's the long trip home that bothers me.

I keep all the razors and poison home and it takes so long to get to them after a visit to Nevada. I've spoken this problem over with my friends and they all feel the same. They love Nevada, the gambling sends them, right over to their bank to check the balance.

We have decided to form an organization to develop the ocean bottom into a gambling resort as soon as the Pacific Ocean is moved East.

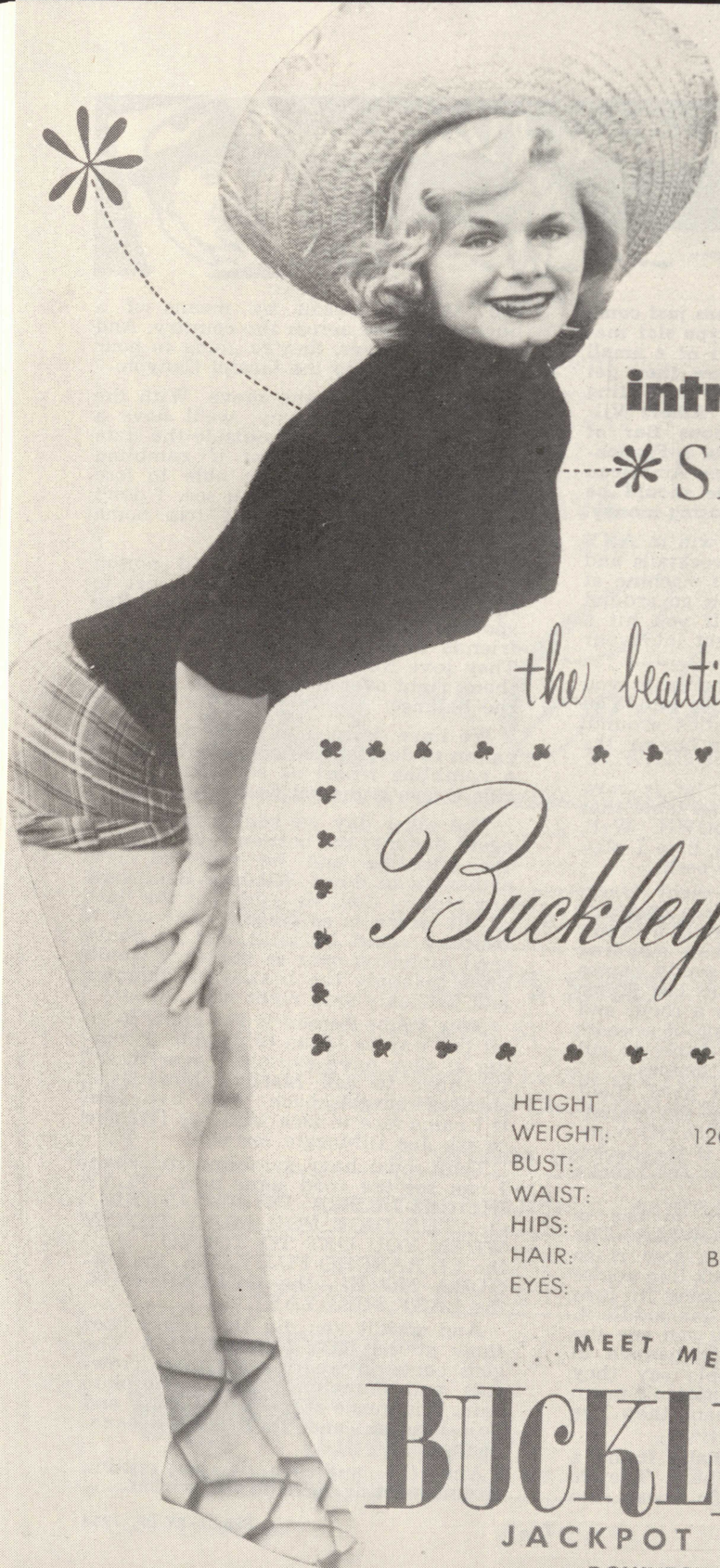
The other day we sent a real estate agent down to the bottom to investigate the situation and he reported he'd rather swim down Wilshire Boulevard any stormy day. He said that the floor of the ocean is so smooth that only a freeway could be built and it would send motorists over so fast they would have to apply the brakes in Okinawa and probably skid right into Japan.

Now I'll be darned if I'm going to go all the way to Japan to gamble. I wonder if they have gambling over there? I'll have to ask Marilyn Monroe as soon as she gets back. Well, I suppose if I came face to face with her I'd have to ask Joe DiMaggio instead.

They must have gambling in Japan. I can see the road signs now. "PLAY BLACKI-JACKIE IN NAGASAKIE." Or "THE DICE YOU MUST THROW WHEN YOU GET TO TOKYO." Visit the EL RANCHO FUJIYAMA, the PAGODA MOTEL, the GOLDEN RICE, the LAST SUKI-YAKI.

And wait'll you dig that crazy floor show at the HOT HIRO-SHIMA. The girls come on wearing Japanese crew-cuts and munching on GI chocolate bars. The music is by Kimi-Sauter and Tojo-Finegan and their slanty saxophones.

And the audience is just sitting around waiting for color television.



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DOWNTOWN



**M**ANY WARM-BLOODED AMERICAN MALES will readily admit the nucleus of their dreams is a blonde vision. This week's cover girl may appear an illusion but she is an animated, talented member of earth's populace. However, we can't blame the bachelors for spinning daydreams around her photo. She is SIGRID MACEY, a young lady who is currently devoting her artistic endeavors to Little Theatre productions. She has been chosen as "THE BUCKLEY GIRL" and will henceforth appear in many of our editions for the Buckley Enterprises. When Miss Macey completed her high school training she was offered three separate scholarships from various universities. Quite an achievement for one with such obvious attributes to be recognized for her grey matter. She decided to temporarily shelve her expansion in the journalistic field in favor of the emotional outlet the theatre offers. Sigrid can boast the publication of approximately 80 original articles by various magazines, among which is Collier's and the Saturday Evening Post. This gal has combined her striking beauty with common sense and enviable talent. If she chooses to remain in the theatrical world we predict a brilliant future for her... and that's for sure.

GINGER ROGERS and her husband JACQUES BERGERAC are returning from London where they recently completed a co-starring flicker. Perhaps this will squelch the rumors about a rift in the Bergerac household.

WALTER PARMAN'S CALIFORNIA CLUB is still riding the crest of the "jammed-packed" wave of success that greeted its opening. We were really amazed when we saw the actual figures pertaining to daily jackpot payouts. The club has averaged over 1000 jackpots each and every day. If you don't think that's fantastic, you've never seen a slot machine! One of the recent days saw 1434 jackpots fall into the lucky hands of advocates of this pastime. Man! How can you beat such an average? Combine the generosity of the slots with the wonderful atmosphere and you'll know why folks make this spot a steady place to visit for fun and enjoyment.

Before this issue hits the stands DOROTHY and JOE W. BROWN should be back on the local scene. (The owners of the HORSESHOE CLUB were due to arrive this past Thursday.) Although they love their home state of Louisiana, they seem to have completely adopted Las Vegas and can't wait for the slightest opportunity to pack their bags and buy their tickets to our fabulous town. We think they are two of the staunchest boosters our Chamber of Commerce ever had. (The Browns will be stopping at the SANDS HOTEL this trip.)

When HARRY JAMES last appeared at the HOTEL EL RANCHO VEGAS many of his fans were highly disappointed not to see the blonderful BETTY GRABLE sharing the spotlight. However, we have the maestro's definite assurance that his talented, famous frau will be the vocalist-star attraction with his orchestra upon their return in July.

The life story of MILTON STEVENS is literally a model of the Horatio Alger type. If we attempted to relay it to you it would take every bit of space between the covers of our publication and would span a period of a year, at the very best. But we do wish to state that the man deserves a great deal of credit for the achievements he himself accomplished. When a man is born into a family of meagre means and can count his many financial assets at the early age of 41, you know he's a remarkable person. Mr. Stevens is now associated with JAKE KOZLOFF at the HOTEL LAST FRONTIER and is acknowledged one of the country's leading industrialists. Believe it or not, he is proudest of his twin grand-daughters and would rather spend time with them than anyone else. Personally, we envy him the pleasure of enjoying so many family generations at his age.

It is always nice to see good friends visiting our fabulous town, especially visitors such as JACK GLEEMAN, that tremendous juke box king from Elizabeth, N. J. Mr. G. is staying at the SANDS HOTEL, visiting AARON WEISBERG (credit manager of the Sands). Incidentally, (attention Sun Worshipers) that tan Mr. Gleeman is

(Continued on Page 33)

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## CRISWELL PREDICTS



**HAT PEOPLE WILL DO:** Citizens of Las Vegas, Nevada, will be happy to know that their city will become one of the Pittsburghs of the West when the Martin Arms Company opens their new plant there October 1, 1954! . . . Mrs. Calvin Coolidge, the widow of the late President, will feature romantically in the headlines early this summer! . . . One other widow of a late President will shock the world with her secret marriage, soon to be made public! . . . Gov. Thomas Dewey of New York will demand that all school teachers in his state receive a raise in pay plus a more liberal pension!

Leon Utter, of the famous funeral family, will soon publish a handbook explaining how to plan ahead for the day that is sure to arrive in everyone's life, and this will be given free by your Better Business Bureau! . . . Gen. John Hull of the Far East will fully tell of America's role in a new series of articles soon to be released! . . . Max Miller, the noted inventor who gave us the third dimension X-ray for the medical world, will next give the entertainment world a new third dimension film which does not require glasses! . . . D. W. Lacours, the patent medicine king, will soon market a vitamin-mineral product for women, which will give stamina on those low days of the month! . . . Maxwell Bodenheimer, who many thought to be the hero of Budd Schulberg's "The Disenchanted" other than F. Scott Fitzgerald, will enjoy a new literary revival with his roaring novels of the 1920s, "Georgie Mae" and "Replenishing Jessica!" . . . The next flicker favorite will be a pert Scottie dog who will crowd our glamour boys and girls right off the silver screen!

**WHO WILL YOU TALK ABOUT AND WHY:** Molotov, the Soviet foreign minister, and his actions which can only spell one thing: chaos in Russia! . . . Our Air Force and the new record set on a round the world flight! . . . The railroads and the coming battle for the tourist dollar this summer as shown by the installation of the new dome coaches where every seat is a reserved seat! . . . Franco of Spain, and his blunt warning to France to treat her Moroccan colonists with

greater kindness to ward off another revolt, which would prove tragic at this time! . . . The well handled divorce action between John Hodiak and Ann Baxter with none of the distasteful charges being aired in the court!

The Chaplains Service Corps and their public appeal for books so that our veterans in hospitals can be cheered! . . . Arlone Twyman, the decorator's decorator, and her increasing use of foam rubber for walls, for rugs and for upholstery. A new process of tinting the rubber in any delicate shade will be a boon to the industry! . . . Jo Stafford, the singer, and her new album of sacred songs! . . . The Wall Street Journal and its coming column especially designed for women investors which will prove revolutionary in the investment world!

Midget television sets and their use by our police departments, with the smallest being the size of a postage stamp plus a clear and well defined picture! . . . June Haver and her first movie since her return from the convent! . . . Hildegard and her one-woman show, which will start a new trend in entertainment! . . . The Duke and Duchess of Windsor and their eventual headlines!

### COMING HUSH-HUSH EVENTS:

The cornerstone of the music world, the Metropolitan Opera, will soon be split into factions, which will spell the end of the organization as we know it today. The storm will center around one individual who will manage to wreck this musical monument completely! . . . The proven inexpensive construction and operation of the new German monorail for city transportation, and within the next five years many of our bus and street cars will disappear from service! . . . The sensational divorce between one of our top comics and his wife who have never spoken to each other off stage for over 20 years, but yet have remained the top comedy team of radio, television and vaudeville! . . . The death of one of our ex-diplomats in a private mental hospital!

### WATCH OUT FOR THIS FRAUD:

A man will ask permission to take your picture for "you are a most unusual type" and he wishes to enter you in a coming "photographers' contest" which will bring you a certain amount

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ADDING MORE

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TO EXCITING

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**Y**OU READ here the lines of a man who has known loneliness for many years, though many of his acquaintances might never have known it. A loneliness deemed "unjust" at times by himself, and "uncalled for" by concerned friends . . . . But now it would seem that some One might have arranged it that way. . . . That a certain "someone" might be put before him with the promise of making the remainder of his days a complete happiness that is known to few. . . . He now realizes the truth in the righteous teachings of his beloved parents that "Good things come to he who has patience, and waits." . . . Tomorrow (Sunday, February 28) Miss MARIAN LORAINNE SORENSON and this man will exchange vows making them MR. and MRS. JOHN A. UHLMAN. . . . Two people who have known many of the joys and sorrows of life, but who have found in one another the answer to their innumerable, unuttered prayers . . . . You may have known Miss Sorensen as the famous model and cover girl CHILI WILLIAMS, but from this time forward you will read of her as "Mickey" . . . a name given her by my Dad, who has his own nicknames only for those whom he loves very much. . . . At this point I think it's only fair that I confide in you that his name for me, since my childhood, has been "Skeekum."

The responsive patronage to the new CALIFORNIA CLUB has been the greatest that there has been for any new club in the downtown area for many a moon. Not only are the features of the beautiful new interior responsible in part for this reaction, but mainly due to the friendly attitude of the management and personnel on each shift. The layout of the room allows you to stand in one spot and see everything in the club (including the cute cocktail girls) and, though the appointments of the decor are smart and of good taste, there is a relaxed warmth that is felt from the moment you enter the front doors. I'd like to offer my own belated congratulations to two wonderful gentlemen and hosts, WALTER PARMAN and GEORGE ARQUILLA, new owners of the new CALIFORNIA CLUB, "on the friendliest corner in the West," First and Fremont

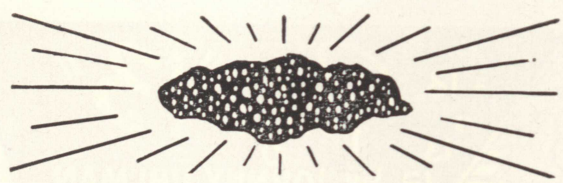
streets, downtown. May the success of your new club scale the heights of your own combined congeniality.

So great has been the reception and success of the current show at the EMBASSY CLUB in North Las Vegas that the two main attractions have been HELD OVER once again! . . . TANA, with "more than come hither" eyes, has been thrilling a throng of attendants at each and every show with her slightly suggestive anatomical gyrations. . . . While JOHNNIE TURNER with his "Two Guys and a Doll" have been making new friends, and greeting old ones. ever since he opened at this nifty nitery some few weeks ago. . . . Added to the bill of fare this week is OLGA, a little red-headed ball of fire who sings a jump song 'till it leaps. . . . Remaining as your master comic of ceremonies is personable JOHNNIE HAYDEN and, of course, the music of BOB LEE and his throbbing three-piece combo, without which there just wouldn't be any rhyme or reason to ANY show. . . . Oh, yes . . . also added last week was the music of THE EMBASSY TRIO, made up of SMOKEY, TOMMY and LYN, three versatile musicians who'll play and sing almost any tune you might find within your own repertoire to call for. . . . The tall good-looking young man, with the pre-Helldorado goatee, who meets you so congenially at the door is a likeable guy by the name of JACK SMITH.

The fourth story is completed, the new sign is up, and soon we can expect to be getting the word from BILL ELWELL that the new ELWELL HOTEL is ready for all comers. This thing has been quite an ordeal for Bill and, now that it's nearing completion, he can hardly wait for the whole shebang to be over with and done. And what a shebang it'll be, if he carries out the plans for the top of the place that he was telling me about. The Elwell Hotel now is the smartest and finest completely commercial hotel in the downtown area. Watch for Bill's big opening of his "new baby"!

Across the street from the Elwell is a parking lot that is attended by two old friends of mine, ANDY and FRANK; at least we've become friends since I've been using the place for parking while in the hardware store.

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JERRY WALLACE AND RED COFFEY

ILONA ADAMS and LARRY COLLINS

Joe Venuti & Orch  
Lisa Alonso and Her Tropicares

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# GOLDEN NUGGET

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## What's Doin' Downtown...

by  
HARRY INGRAHAM



**M**OST of you will remember the old California Club and the "Girl in the Fishbowl" ... Attention WALTER PARMAN and GEORGE ARQUILLA: I have just come across something that might set the NEW CALIFORNIA CLUB on edge ... It's "The Girl in the Crap Table," an all-new and different act starring that tantalizing, young, risqué damsel, "The Cream of the Crops" (she's English?!). . . She'll hold you spellbound when she does her hardway dance of the "flying boxcars." I'll tell you more about this snake . . . I mean snake eyes . . . when I see you in person. It's not that it's unprintable, it is just that it would never get by Jack Cortez.

My apologies to LISA ALONSO and her TROPICALES. . . Two weeks ago I asked "Le Gustan Mambos?" MANUEL of this group indignantly informed me that this means . . . Do you dig 'em? (Mambos, of course) . . . I wonder what he thought I thought it meant. . . This is that terrific Latin trio now playing intermissionwise at the GOLDEN NUGGET theatre bar . . . Drop in some night or early morning and give a listen. . . While on the subject of the GOLDEN NUGGET, I'll inject this note of high finance: This spot offers, as a boon to patrons, the Dow-Jones Business and Financial News Service. This ticker tape, a focal point to stocks and bonds enthusiasts, is the only installation of its type in town . . . excluding the one at the First California Company.

If Confederate currency is ever passed around town, it can probably be traced to the HORSESHOE CLUB. . . JOE NUNEZ and ROONEY PIZALONTO are just two of the many "Southern Gentlemen" that JOE BROWN has imported from New Orleans. . . Seriously, though, these men have been in the employ of Mr. BROWN for at least 20 or 25 years. . . Believe me, they see to it that Southern and Western hospitality reigns supreme. . . I'm on a diet (diet?) again this week so that should make some of you people very happy. . . This means that there is just that much more delicious pastry for you to enjoy down at the SWISS ARTS BAKERY. . . GEORGE KNIPP of the OUTDOORSMAN (your Nevada sporting goods headquarters) reports that fishing on Lake Mojave is good . . . sev-

eral limits of bass were taken this last week about eight miles below MURL EMORY'S. . . The upper basin on LAKE MEAD is showing a considerable pickup. . . Two ardent anglers taking advantage of nearby Lake Mead on the week-end were BYRON UNDERHILL (Coca-Cola Bottling Company) and RALPH WILSON of THE OUTDOORSMAN. . . They officially launched the SHOO-FLY (Byron's beautiful 20-foot cruiser, that he built himself) with a formal champagne christening and all, yet. . . I'm happy to see that TERRY SMITH (well-known local bartender) is now employed at the CALIFORNIA CLUB. Terry is formerly of the CHATTERBOX and the BAR-W. . . It's a well-known fact that many college grads have given up their lifetime professions to become jazz and dixieland musicians. EDDIE SKRIVANEK and his Sextette From Hunger are no exceptions. . . In this sextette are two Harvard grads and one Arizona man. The clarinet player is an ex-Olympic Games hockey star. . . Incidentally, EDDIE has been in this biz for 30 years and has been with such outstanding groups as the L.A. SYMPHONY, the ALFRED DRAKE & FORD SYMPHONY, and has directed and composed music for the shows Duel in the Sun, Showboat, and musical dedication for F. D. R.'s death. . . GORDON GREENMAN and his lovely wife BEA have taken over the COED SHOP at Fourth and Fremont. . . They are changing the name to 91-91 and will feature medium to better priced clothing—sportswear—dress and accessories. MR. GREENMAN was formerly in this business four and a half years in Santa Monica, Calif. Welcome to Las Vegas, and we wish you all of the success in the world! . . . JAY SALERNO and FRANK CABERTO (and it took both of them) served me a scrumptuous salad the other night that I would like to match against the best in all of ITALY. They have the Italian Restaurant at STAN RESLER'S DUFFY'S TAVERN. The cuisine is served from 4 p.m. til 5 a.m. and the cocktail lounge is open around the clock. . . Last week I mentioned the excellent barbecue at SNAX FIFTH AVENUE prepared by NORM and RAY and the boys. An official documentary report this week shows that happy customers

(Continued on Page 27)



# Hollywood Happenings

**G**ROSETTI and LEVITCH is the most popular and biggest money-making act in show business. It's the freshest, the merriest, and the zaniest comedy on the scene today. These boys are better known as DEAN MARTIN and JERRY LEWIS. They are the ultimate exponents of all the best elements in comedy, satirical as well as slapstick. The gags and antics expounded by Martin and Lewis are as spontaneous and exciting as champagne bubbles.

Usually they work without benefit of script—except for basic ideas. Their humor jumps from their own bright and observant minds. In short, they are "naturals." And, because of this, either one or both are usually "on"—which means in show jargon that they are usually aware of an audience whether it be one harried worker trying to get a bit of practical conversation in or the huge audiences they encounter when they play the Palace in New York.

Dean resembles CARY GRANT and sounds like another of his Paramount buddies. BING CROSBY. Jerry looks like nobody but himself. He is the undisciplined school boy who refuses to grow up. He knows that this is his stock in trade and capitalizes on it. Jerry affects only one bit of dress to carry out his characterization—his special bang-tail crew hair cut. The rest of his costume is quite normal and in the best of "Esquish" taste.

Dean was born in Steubenville, Ohio. He is one of six children. His father was a barber. Jerry is a native of Newark, N. J. The boy grew up in show business. His father was the famed comic Danny Lewis.

Young Jerry played his first date at the age of 14—a benefit for the Red Cross. He played this "single" act for five years before teaming up with Dean.

They divide their earnings on a fifty-fifty basis all the way except that each retains full income from the solo records they make. Dean records his wonderful love ballads and quite frequently is on the hit list—his latest is that hit recording of "That's Amore" from their Paramount comedy "The Caddy."

Jerry specializes in the novelty type

FABULOUS LAS VEGAS

records, and most often he clicks with records that run for about three and one half minutes throughout, in which he will take two or three breaths, and by the time the record is played the listeners and Jerry are out of breath.

When photographed, they automatically move into the Martin and Lewis left-to-right position. They do not fight about billing. Jerry explains: "That's Dean's the older, so we put his name first. Besides he's a very humble boy."

The zanies make a habit of flattering the other. They both are aware of this but they love it. They enjoy their movie making most of all over TV nightclubs, radio and theatre dates. It's also more lucrative!

"Such money," chortles Jerry, "and it's colored a most refreshing shade of green."

Incidentally, speaking of money Dean and Jerry have a new HAL WALLIS production in release now by Paramount in technicolor under the title of "Money From Home." Young PAT CROWLEY, MARJIE MILLAR and BOB STRAUSS join the boys in the merrymaking with this Damon Runyan story of the racetrack and the most wonderful Runyonesque characters who inhabit it.

GRACE KELLY and AUDREY HEPBURN are predicted to be the best bets for the biggest stars of 1954—Audrey has gained momentum by being nominated the best actress of 1953 with her "runaway princess" role in Paramount's "Roman Holiday"—she has another film, "Sabrina Fair," in the Paramount film vaults for which her producer-director, BILLY WILDER, says she will surely win world wide acclaim.

Miss KELLY has received nomination for the best supporting actress of 1953, and she will have three top films completed by Paramount, when she finishes her present assignment with BILL HOLDEN and BING CROSBY in "The Country Girl"—the other two are "The Rear Window" with JAMES STEWART and "The Bridges at Toko-Ri" with Holden and FREDERIC MARCH—it will be interesting to watch each of these fine actresses grow in popularity this year.

(Continued on Page 41)



# Reno Beat

BY ART STEAGALL



**R**ENO again this year played host to thousands of out-of-state visitors over the week-end just passed. The chief reason was the Washington's Birthday holiday on Monday. The weatherman was indeed cooperative, giving us plenty of snow for the past two weeks, and a beautiful sunny week-end over the holiday. Hotels, motels and guest ranches were all booked up far in advance. A spokesman for the Reno Chamber of Commerce said that the number of people, mostly Californians, that poured into Reno, might even surpass that same week-end period one year ago when Reno set a record for a winter week-end crowd.

Due to the previous snows, skiing conditions reached their best of the season. We took a ride up to the Slide Mountain Area on Mt. Rose earlier in the week and from the mid-week activity we could see what a heavy week-end would be like. Both the upper and lower ski tows were operating as well as the tows at Sky Tavern. Four hundred members of the Islam Temple of the Shrine in San Francisco, coming to Reno by special train, were taken on conducted tours of the Mt. Rose ski areas, and given an opportunity to ride the scenic lifts. In downtown Reno the clubs, dining rooms and casinos reported a business equal to that of a July 4th week-end.

A.G.V.A.: REX BELL, Las Vegas businessman and former western star a Reno visitor this week. . . . Title to a major portion of the old Virginia and Truckee Railroad right-of-way was taken over by the Nevada State Highway Department this past week, thus going a step forward in making a four-lane highway from Reno to Carson City. . . . STEVE MURRAY, well qualified applicant for the post of manager of the Reno Airport, keeping his fingers crossed. . . . STEVE is very well known and well liked here and, more important, he knows the problems connected with running an airport. . . . DAVE SMITH and his lovely wife, Wanda, back on the job of operating the WILLOWS. They have just returned from a holiday in the East. . . . RAY GOMAN JR., one of the stars of the Gay Nienties Revue, suffered a broken toe during his engagement here at the Mapes Skyroom. He slipped in the bathtub. . . . ALAN JONES booked for the RIVERSIDE HOTEL in the

near future. . . . Several casino operators are making plans to attend the BOBO OLSON-KID GAVILAN fight to be staged in the Chicago Stadium April 2. . . . Local radio station KOLO did a rebroadcast of last Tuesday night's ART LINKLETTER SHOW, "MILLIONAIRES ARE FUNNY." The show had as one of its guests CHARLES W. MAPES JR. . . . DAVE BARRY, brother columnist, who does a great comedy act between issues of this magazine, now at the MAPES SKY ROOM. . . . RAYMOND I. SMITH back from Florida, looking tanned and healthy. . . . Attended a lovely dinner party at the home of our neighbor VAL EISMANN. VAL is the gal who takes your order for COMMUNITY ANTENNA service, the new TV service that brings in Channels 4 and 5 from SF. . . . FRED CAVEN-DISH, a real nice guy, doing a great job at the PRIMA DONNA. . . . The MILLS BROTHERS, who just closed at the RIVERSIDE, set for the opening of CAL-VADA at Lake Tahoe in June. . . . TOMMY BELLIS of the THUNDERBIRD HOTEL in your town, up for a brief visit to old friends here. TOMMY had a great time at the PALACE CLUB here, before leaving for his return trip to Las Vegas. . . . A new hotel-motel type of building was started in downtown Reno this week. The new motor lodge will face the Truckee River just two blocks west of the Riverside Hotel, costing more than a half-million dollars. The new lodge expects to be opened by July 1.

CURRENT SHOWS: The GOLDEN HOTEL opened last Tuesday with an all-star show featuring CHARLIE CHANEY, JACQUELINE FONTAINE and the CLARK BROTHERS and STERLING YOUNG and his Orchestra.

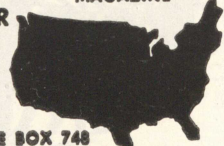
THE MAPES SKYROOM opened on  
(Continued on Page 25)

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-17-

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See You April 18



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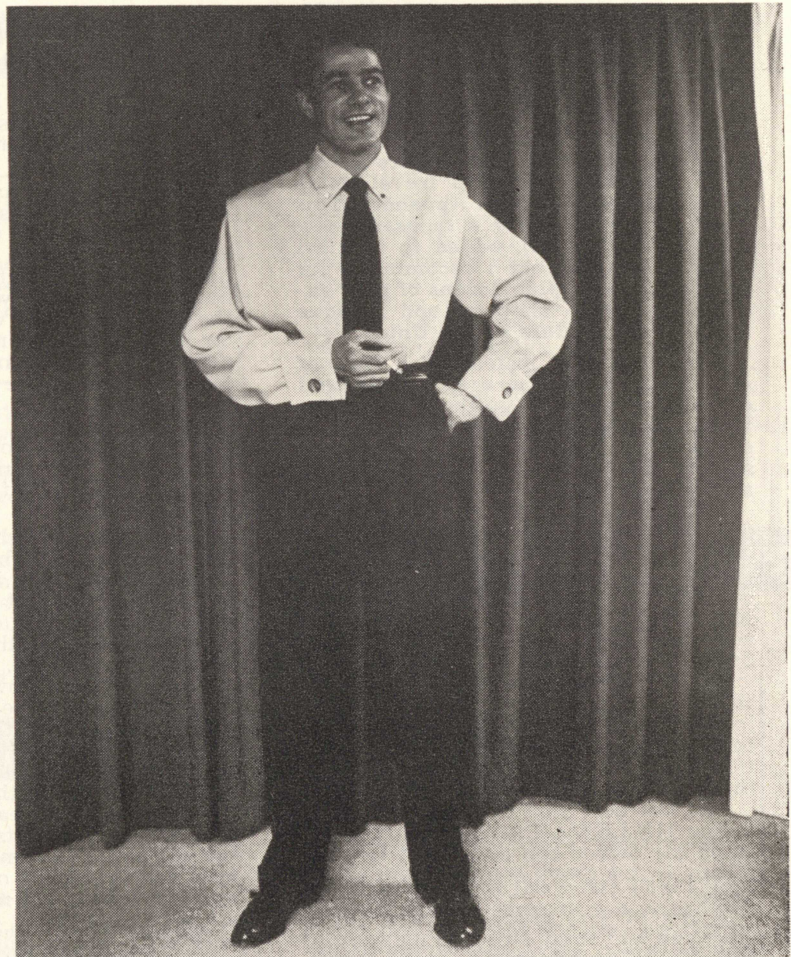
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# Hillsway

by ROLAND HILL

**W**RITING a new book is just like having a baby and is painful but in a sort of monotonous and tedious sort of a way. I know because just this week I put the finishing touches on the new 1954 (Sixth) Edition of HILLSWAY, which is America's only where to go, stop, eat, play and shop travel guide book, with an European Appendix. This new edition has over a thousand new places (9000 in all), added to the last editions—places that I recommend for your patronage, plus dozens of new exciting stores to shop in and antique shops in every state in the Union.

Also this time, instead of a map of every state, I have written to each and every governor and gotten all the material available and have done a boiled-down story about the state before I started listing the best places to eat and stay and shop.

Thus, only in HILLSWAY, can you find all this material under one cover as it is the only book of its kind in America. And nearly every town in the country is listed, with populations, at least every county, so I feel it is a complete guide, such as Duncan Hines or AAA could never do.

So if you find yourself coming into the little town of Phillip, S. D., for instance, just at lunchtime all you have to do is turn to the South Dakota section and, presto, you have the name of the best place to eat and stay.

And the best part of the whole thing is that HILLSWAY sells for only \$1.50, so no car owner can afford not to have a copy in his glove compartment at all times.

If any of you readers would like a copy you can send direct to me here at 1620 East Second Street, Long Beach, Calif., and your copy will be in the next mail. Nothing like tooting your own horn once in a while, but I feel after recommending and praising other people's wares and places so much all the time that I will be forgiven if I do it to myself just this once.

Looking over the pile of proofs on my desk I see a lot of little known facts about our country and am going to pass on to you here just to show what HILLSWAY is made of. Did you know that . . .

Rhode Island is only 48x37 miles in area, is the most industrialized area in the world, and that its state capitol has

one of the four marble domes in the entire world, the others being (whoop here we go again), Minnesota's state capitol building, St. Peter's Basilica in Rome, and the Taj Mahal in India.

That Delaware is the only state in the Union that has not got some sort of mining.

That Louisiana has had 10 different flags fly over it at some time or other.

That Annapolis, Md., is called the city of "firsts" and "onlys" because it has the oldest club in America, the South River Club, which dates back to the 17th Century; women first served on the jury here; many of its homes date back to Colonial days; the first free library in the country; the first free school, which is now the oldest college in America, St. John's, and the first state capitol cornerstone was laid here. And Maryland in general has been called many times: "America's miniature."

That Missouri, the show-me state, has been declared by all in the know to be the one state in the entire country that could best survive if a war were to be placed around it, and no communications with the outside world were to be allowed.

That Nevada—now where have you heard of that place before?—was the 36th state to enter the Union, and the mining and agriculture are its greatest businesses (what, not gambling?). . . . that the rainfall in the state is less than eight inches per year, thus giving the city of Las Vegas its slogan of "fun in the sun" . . . that more than 20 mountain ranges, some of them 150 miles long and 25 to 35 miles wide, stretch across the state . . . that Nevada is the only state in the Union that allows, yet even encourages "roughing it," to the extent that it is lawful and desirable to camp in your car alongside the highway.

And did you know that your writer and author of HILLSWAY is known as America's greatest expert on where to go, stop, eat, play and shop (at least I says so in HILLSWAY). So doesn't all this make you want to rush right down to the postoffice and get a dollar and a half money order and send to him for your copy of the latest, newest and most complete guide book on good living and fun in America?

The address again: HILLSWAY, 1620 East Second Street, Long Beach, Calif.

# "CURTAIN TIME"

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

## Flamingo

February 25 thru March 10  
(Not a Review)

SHOW: Lenny Kent and Rose Marie, Bill Kenny and the Ink Spots

LINE: Flamingo Starlets in a Ron Fletcher Production

ORCH: Torris Brand

Here is one of the greatest all-star revues to ever appear in the beautiful Flamingo Room! . . . LENNY KENT, who, on his last engagement here, became the first comedian ever to be held over at this hotel . . . and one of today's top comedienne, Rose Marie! . . . You who have seen these two perform separately can well imagine the high hilarity that is bound to take place when they are brought together on the same bill. New York's La Vie en Rose

(Continued on Page 38)

## LAST FRONTIER

February 15 thru March 1

SHOW: Ronald Reagan, The Continentals, Blackburn Twins and Evelyn Ward, Honey Brothers

LINE: Adorables, featuring Don Lurie

ORCH: Garwood Van

The very personable RONALD REAGAN stars in this Ramona Room production. He comes onstage frequently, working with the other members of this highly outstanding cast. The able actor delivers his lines in flawless diction, with staccato-like punches. His charm and friendliness create mass rapport for an hour and 20 minutes of fun-packed entertainment. The versa-

tile Reagan reflects expert comedics and it looks as though he has conquered the supper club field for sure. . . . THE HONEY BROTHERS create pandemonium with their tap dancing, acrobatics and fun-making. They throw patrons into a panic by snatching purses, plates and even shoes. PHIL is the recipient funny guy in the middle of all this mayhem, as well as being "the most" when imitating a Cadillac and an old Pontiac! . . . The BLACKBURN TWINS and EVELYN WARD, a singing-dancing trio, score in some very fancy footwork and vocals. The twins' "Reflection in a Mirror" bit is the highlight of their repertoire. The very beautiful, graceful Evelyn is a valuable addition to the act. . . . The CONTINENTALS steal the show. BOB GARDSEN is sensational, whistling the entire score of "Flight of the Bumble Bee," backed by bass baritone DAL GLEAVE.

(Continued on Page 38)

## El Rancho Vegas

February 17 thru March 9

SHOW: Billy Gray, Patti Moore, Ben Lessy

LINE: The El Rancho Girls

ORCH: Bob Ellis

The laff riot of the year! That's what they're saying about this new show in the Opera House Theater Restaurant which stars these three perpetual funsters! They've scored great successes here before, and are out to surpass even them! . . . BILLY GRAY is a comedian who can be appreciated by one and all. His are the kind of performances that you can see time and time again, and never tire of them through his flawless method of presentation and timing. In this statement you will agree if you've seen him perform as many times as we . . . and still find them hilarious! His "western" bit is a classic that will live in infamy! . . . His associates on stage for some time has been a team of two top entertainers who are fast becoming leg-



# "CURTAIN TIME"



endary figures in the nightclub realms. . . . PATTI MOORE and BEN LESSY, in a comedy class all by themselves, and possessing a "know-how" of show business that is the envy of many. PATTI is a tower of effervescence and enthusiasm seldom seen today. When

(Continued on Page 39)

*Walter Clark's*  
**DESERT INN**

February 2 thru March 1

SHOW: Jackie Miles, Betty Reilly, Charlivel Trio, Carol Lynne

LINE: Donn Arden Dancers

ORCH: Carlton Hayes

Hurry, hurry, hurry! You just have two days in which to see the leading contenders for the "King of Comedy" crown. JACKIE MILES, top headliner of radio, TV and the supper club circuit. We're just sorry we can't keep him here for months at a stretch! He never fails to stimulate packed audiences. Jackie has the wonderful faculty of commanding everyone's attention and holding it with his softly-spoken, hilarious story-telling. He is such an exceptional showman his competitors flock to his appearances for a busman's holiday. It's no wonder they pay homage to this master comedian who always manages to return with completely fresh material that tops his previous efforts. . . . Lovely BETTY REILLY is greater than ever with her Spanish and Jewish dialects. The shapely adorable has a vast repertoire of humorous and romantic songs. When she is in the spotlight her sparkling personality is dramatically highlighted with special stage lights. Sensational is the only word for her "Mr. McKatz" parody on "MacNamara's Band," complete with Jewish accent. Here is ability, good listening and sophisticated pulchritude to delight everyone. . . . The CHARLIVEL TRIO prove to be one of the

(Continued on Page 41)

**SAHARA**

Show Opening February 23

(Not a Review)

SHOW: Sonja Henie and Her Ice Revue

ORCH: Cee Davidson

For the first time in her career SONJA HENIE has brought her entire ice revue to the stage of a supper club and the Congo Room is proud to bestow this single honor. The undisputed "Queen of Ice" is such a popular figure with folks who follow the show business this looks like a sell-out three week engagement. . . . Expressly for this presentation, the management called on designer TOM DOUGLAS to redecorate the stage to conform to Miss

(Continued on Page 41)



*The Sands*

February 10 thru March 9

SHOW: Tallulah Bankhead, Byron Palmer, Page and Bray

LINE: Cope Girls, featuring Chuck Nelson

ORCH: Ray Sinatra

Yes, dahlings, TALLULAH is here and folks are flocking to see and hear this world-famous personality. MISS BANKHEAD has returned to bring more of her remarkable versatility to local supper-clubbers. She is a complete and thorough actress, as exemplified by her amazing transitions. Miss Bankhead can bring tears to your eyes and then almost imperceptibly raise you from the low mood she inspired to the crest of hilarity. Here is one of the greatest

(Continued on Page 39)

*Thunderbird*

February 18 thru March 10

SHOW: The Four Aces, Mickey Shaughnessy, Irving Fields Trio, Rafael and Parisienne Models

LINE: Kathryn Duffy Dansations

ORCH: Al Jahns

It's another conspicuous first in the Navajo Room as we see and hear THE FOUR ACES, a group of four young men whose vocal blendings have made them one of the top male quartettes of our times. In a comparatively short period of time they have managed to get a dozen or more hit tunes on record. . . . their latest two being "Stranger in Paradise" and "Heart of My Heart." In their rendition of "Heart of My Heart," on this occasion, they encourage audience participation. . . . in this their warm personalities and genuine enthusiasm spills over into the audience and wholesale participation is almost spontaneous. . . . MICKEY

(Continued on Page 39)

*El Cortez*

February 25 thru March 10

(Not a Review)

SHOW: Jay Jason, LaVerne Pearson, The Dewey Sisters, Wild Bill Davis Trio

ORCH: Eddie Skrivanek and His Sextette From Hunger

JAY JASON, a versatile young comedian who has played many of the nation's top niteries, makes a return to local show spots after all too long an absence, with "Jest at Its Best." His fast-paced routine of impressions and

(Continued on Page 41)

**SILVER SLIPPER SALOON**

SHOW: Bela Lugosi, Hank Henry, Virginia Dew, Joan White, Silver Slipper Players. Extra Added Attraction. Tere Sheehan

ORCH: George Redman

The No. 1 maniac of all horror pictures, BELA LUGOSI, is now starring at this show spot. In a "heavy" scene from DRACULA, he makes the audience shudder, but later joins the Silver Slipper Star Players in a zany, satirical bit. . . . Dragnet. This is MR. LUGOSI's first nightclub appearance and seeing him in a comedy hit is almost unbelievable. . . . As usual, HANK HENRY is on hand to lend hilarity to the show. His impersonation of TALLULAH BANKHEAD is indescribable. You can well be assured of the utmost in fun and frivolity at this SILVER

(Continued on Page 39)

**GOLDEN NUGGET**

February 17 thru March 2

SHOW: Jerry Wallace and Red Coffey, Ilona Adams, Larry Collins

ORCH: Joe Venuti, Lisa Alonso and Her Tropicaires

Starring here this week are comedians JERRY WALLACE and RED COFFEY, a zany duo who literally "break up the audience" with their impersonations of leading show personalities. . . . Booked for this week only is ILONA ADAMS, a beautiful blonde danseuse who pleases the audience with her interpretations of the dance. . . . A

(Continued on Page 39)

NOW!!  
**THE BELA LUGOSI REVUE**

STARRING  
**DRACULA (Himself)**  
**BELA LUGOSI**  
 AND  
**HANK HENRY**  
 WITH THE  
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 Las Vegas**

DOWNTOWN—1st & CARSON STS.

**PAGE 13:**

(Continued from Page 13)

Friendly, courteous and helpful makes these two a pleasure to come into contact with each day!

Ran into an old friend of yours and mine whom we don't see very often around these parts much of late . . . **ROCKY CARR** was in town for a few days for a bit of business, and beginning to look the picture of health again. Rocky you will remember as the genial little manager of **THE SKYLARKS**, who are back East at the moment.

It looks as though the **PATIO** won't be able to make their opening this week-end, BUT I'd suggest you figure on a huge traffic tie-up the following week-end. I have to repeat again that none of you will recognize the place as the ever famous Red Rooster, which underwent so many changes and alterations in its gradual program toward becoming what we've always "seen" as "belonging" on the location . . . a really smart club in one of the finest locations on The Strip. After **TOM DOUGLAS** is done with it, there will be no doubt whatsoever as to its being one of the finest clubs in Southern Nevada, or in the entire state as far as that goes! Right now I'm almost popping with the temptation to tell you all about it . . . but I'd really rather that it be a complete surprise when you walk in. A lot of your old friends are going to make up the roster of employees here, so why not keep a keen eye open for the big event . . . the unveiling of the all-new show spot . . . **THE PATIO**.

**BERT COURTNEY** is the man with the men's shop at the Colonial House on The Strip who not only has a great wealth of personality and know-how in his line, but has his place of business stocked with maybe not the latest "fads" for the fancy fellow, but smart, stylish men's furnishings made of the finest materials available. Good grade glad rags for guys who dig the gonest in garments.

And don't come to me with your troubles about no place to dance in this town! For months they've had continuous dancing at the **SHILLALAH ROOM** of the **SHAMROCK HOTEL** on North Main Street. Right away you might say that you "don't feel like driving all the way over there," which makes it sound like it might be a week-end excursion up into Utah. Actually, the Shamrock is not more than six or seven minutes from The Strip . . . and you've got your dancing. NOT dancing to ricky-tick music, either! On hand are two fine trios . . . all good musicians . . . men who have played with some of the biggest bands in the coun-

try at one time or another, and have now made this their home . . . the **CHARLIE MINSHALL TRIO** and the trio of "SOCK" **SOCKWELL**.

Did you dig the crazy "Buckley Girl"? If you haven't, you soon will, and it will be some of the most pleasant diggin's you'll ever do!

**BONNIE BEST'S** building is bulging at the beams with an abundance of bright and bouncy summer things for the little woman, and if the weather the past few days is a sample of sorts of what is to soon follow, we're in for a nice warm summer session. And the sooner it gets here, the likelier I'll quick it! But, about these new summer things at Bonnie's I started to talk about up until the elements eliminated the trend of thought . . . some of the cutest things for play, lounge, poolside, and so forth, and so forth, that you'll find anywhere. And they're open on Sundays, too, in case you may have forgotten!

Did you know that modest little **FREDDIE SCHWARTZ**, the masseur at the **FRONTIER VILLAGE HEALTH CLUB**, has been in this business most of his life, and has taken care of some of the most important people of the day? Freddie has been associated with **VICTOR** in this business, and at this location for some time now, and the greater part of his business is from repeaters. The health club is located on the grounds of the Last Frontier Village.

I suppose that'll have to do it for this week, my friend, and I mean it when I say that I'd enjoy your dropping in on these lines again next week, 'cause I still hold to the claim that I'd like to be your ever lovin' . . .

**JOHNNY.**

**RENO BEAT:**

(Continued from Page 17)

**THURSDAY** with **DAVE BARRY** heading a new show. **DAVE** needs no introduction to readers of the column; after all, his weekly writings appear here each issue. **DAVE** is a great comic, as all of you know who have seen him will recall. . . . **EDDIE FITZPATRICK** and the **MAPES SKYLETS** complete this show.

The **RIVERSIDE** is in the final week of a star-studded show headlined by **ALVINO RAY** and the **KING SISTERS**. Sharing in the spotlight is the child prodigy **BABY MISTIN**, plus **BILL CLIFFORD** and his orchestra and the **RIVERSIDE STARLETS**.

See you next week . . .  
**ART STEAGALL. RENO 2-9736.**

VISIT  
 LAS VEGAS'  
**NEWEST**  
 ADDITION TO THE  
**EXCITING**  
 AND BRILLIANT  
**DOWNTOWN**  
**AREA**

WALTER PARMAN'S

All New . . .

Very Beautiful

**CALIFORNIA**  
**CLUB**

**1st AND FREMONT STS.**

"The Friendliest Corner in the West"

**WHAT'S DOIN' . . .**

(Continued from Page 15)

have devoured well over 3000 barbecue buns per week in addition to regular ham, beef and rib orders. Night or day it's **SNAX FIFTH AVENAY**. . . **SID SARNOFF** is busy preparing a catchy little ditty for the **NEW CALIFORNIA CLUB**. **SID** is a free-lance commercial song writer. I can hear it all now: "Come to the California Club—a-rub-a-adub-dub." All joking aside, this man has a lot of talent and it wouldn't surprise me if quite a few businesses turn to singing commercials. Incidentally, **SID** is the nephew of Flamingo boxman **LENNY GORDON**. . . **HARRY "WOO WOO" STEVENS** is back in town again in the **PIRATES DEN** of **EL CORTEZ HOTEL**. Much praise should be given this "Singing Sheriff" for his wonderful work. In little more than a year **HARRY** has deputized well over 1,000,000 little children throughout the nation and is well onto the 2,000,000 mark. Last year he was presented a solid gold badge encrusted with a carat and a half diamond and made a special deputy for Clark County. This was in appreciation for raising funds for the Boysville Foundation, and now the **FOOTPRINT-**

**ERS** are starting a Boys Ranch right here in this city. The Singing Sheriff TV show will be seen here in the near future and I know **HARRY** will "go over big" with our kids in Las Vegas. His friendly personality has enabled him to push this venture nationwide and prepare these little junior sheriffs to be good citizens of tomorrow. **O'BRIEN'S LIQUOR STORE** on East Charleston is fast becoming the rendezvous for **TI-METALS** employes, dealers, bartenders, people from all walks of life. . . Why? Because friendliness and good atmosphere is what **BOB O'BRIEN** has strived for and achieved. This is one of the most modern and well stocked liquor stores in the country. . . Success at last? I've finally found a laundry and cleaners that can do my rolled collars the way I like 'em. Don't laugh! I'm dead serious. . . Tell **DAVID SOLOF** at **THE MASTER CLEANERS** how you want your shirts done and that's the way you get 'em—perfection. Each week I try to bring my column to an apropos (must be a Greek word) ending. I wouldn't be talking like this if I had anything to say, so I'm going to sign off and hurry down to **BUCKLEYS "Slot Palace"** and see if the crowds have sufficiently cleared away from that Race Track Machine.



**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**

# ORIGINALS

COTTONS

*Fabulous*  
Skirts

PEDAL PUSHERS

Blouses

SUN DRESSES

Jewelry

"IN THE SPRING A YOUNG MAN'S FANCY —"

## bonnie best

BEVERLY HILLS LAS VEGAS  
JUST SOUTH OF THE DESERT INN

SHIRTS

SHORTS

SWIM SUITS

SUN SUITS

"AFTER FIVES"

ACCESSORIES

CUSTOM  
Cashmeres

"POOLSIDERS"

PLAY SUITS



*the* **SILVER QUEEN BAR**

IN THE *Sands* HOTEL  
CONTINUOUS ENTERTAINMENT  
from 5 P. M. to 6 A. M.

**EL GRINGO & HIS ORK**  
ERNIE STEWART TRIO  
GENE ENGLUND TRIO  
BOB CRANE TRIO

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

**"The Taste of the Town"**  
YOU OWE YOURSELF THIS TREAT . . .  
**CHINESE FOOD**  
Served in the Garden Room  
from Midnite to Dawn

# POP SQUIRES:

(Continued from Page 5)

Somewhere near the center of the tract he built himself a one-room cabin out of empty beer bottles. The remains of that cabin were there a few years ago, but I am not sure the site can be identified now.

As Las Vegas grew and Fremont Street showed some signs of development east of Fifth Street, Jim kept right up with the procession. At the corner of Fremont and Eleventh he made some important improvements. He built a group of perhaps a dozen cabins for automobile tourists, which about then were beginning to make themselves felt as a factor in travel. To accommodate drivers of automobiles he built a repair shop facing Fremont Street about where Twelfth Street now is.

To cap the climax, Jim had an artesian well drilled at the top of the slope and secured a very good flow of water and piped it to all the cabins. There being more water than could ever be needed for domestic use, he thought, he conceived the idea of building a swimming pool. That pool with

perhaps 10 or 12 little bath houses on its rim was, for years, the favorite place for our picnic parties.

We would walk out Fremont Street carrying our edibles, etc. After a refreshing dip in the pool Jim would allow us to occupy the garage for our picnic party and we would spend a gay evening eating, telling stories and singing the old songs.

It was the most popular place near town. I well remember that I became so enthusiastic about it that I made a prediction at one of our Chamber of Commerce luncheons to the effect that some day Las Vegas would become an important city.

"Some day, after a dam is built on the Colorado River, you will see six-story buildings as far out as the corner of Fifth and Fremont, and an electric railway running cars out as far as Ladd's Resort." The automobile spoiled both my prophecies.

I have not noticed recently whether there are any signs remaining of the old swimming pool. But I do know that on Captain Jim's 160-acre tract there has been built an important part of this modern city of Las Vegas. I wish Jim could see what he so well began has grown into. Perhaps he can.

**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



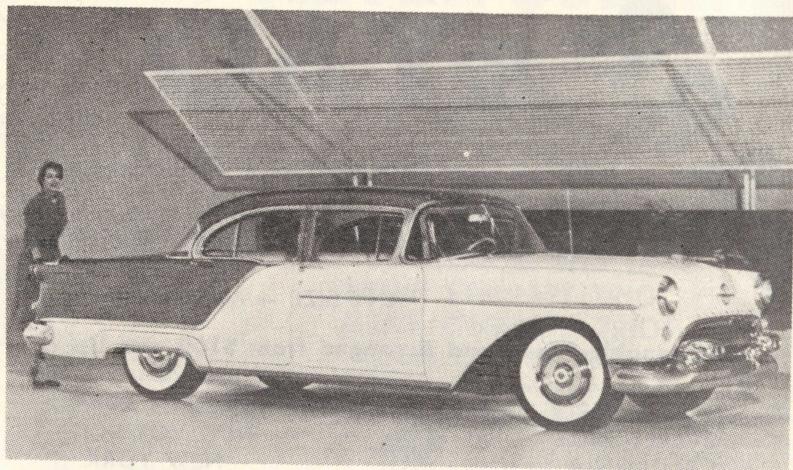
WE WOULD LIKE TO THANK HAL BRAUDIS  
FOR GIVING US THE OPPORTUNITY OF PLAYING  
THE THUNDERBIRD HOTEL - - - WE WOULD ALSO  
LIKE TO THANK EVERYONE ASSOCIATED  
WITH THE HOTEL FOR MAKING OUR STAY SO PLEASANT!!

HERB KESSLER  
Personal Manager

## THE FOUR ACES

# THE JAMES CASHMAN COMPANY

ALL NEW . . . . . ★ Presents ★ . . . . . 1954



★ OLDSMOBILE ★ "98" 4-DR. SEDAN ★  
NOW ON DISPLAY IN OUR SHOWROOM AT  
**118 NORTH MAIN STREET**

CADILLAC

PHONE 5400

BUICK

## RISWELL PREDICTS:

(Continued from Page 11)

fame IF you are the winner. The pictures are free and there is a charge for entering your picture in this contest (\$75) which you are expected to pay. A contest is held in some distant city and that is the last you ever hear of it! Beware this fraud! If the photographers' show was legitimate, no charge would be made to you as a subject, for the photographer would want professional standing, and would furnish a picture of you free! Several of our readers from the Bellevue, Ill., area have written me of a similar racket now being worked there—so please be careful!

**FOR WOMEN ONLY:** Your political party needs women candidates as never before, and if any of you girls can speak publicly and can use your executive ability they need you worse than you do them. Politics will be the No. 1 career for women by 1950! . . . You women are quite right in your practice in New Orleans, where you are definitely bringing down the price of coffee in eating places by ordering a cup of boiling water and then stirring your own powdered coffee in the cup you have brought from home. Many places immediately dropped their coffee prices from 15 cents back to 10 cents per cup. Any other area in the nation which is the victim of high priced 15 cents per cup coffee offered can be forced to reduce the price to 10 cents by the same action by you women!

A new low calorie jelly and jam will soon be on your market shelves! . . . If you will pat your face and neck with hot olive oil for three nights before retiring and leave it on all night, you will find that your skin will be refreshed and revitalized even in the most violent winter weather! . . . Chicken pies made with paper-thin crusts will be the next frozen food delight! . . . Cranberry sauce will be a year-round dietary must, for this low calorie condiment fruit will cost less and will make even the dulllest meal seem out of the ordinary!

Your discarded silk stockings can be braided into a belt to be worn with sport dresses this summer. A buckle can be fashioned from discarded costume jewelry, for this will be the top fashion to come! . . . The latest hostess fad will be the old fashioned bean supper!

**YOUR HEADLINES OF THE FUTURE:** New crisis in Indonesia brings peril to India! . . . Austria demands free elections behind Iron Curtain! . . . Super-transcontinental highway to span America voiced by Mr. Eisenhower! . . . Italy suffers new effects of nationwide

strikes! . . . Greece scene of new series of earthquakes! . . . Anti-gambling law enforced in Florida! . . . Queen Elizabeth visits America to cement relations! . . . New popularity of golf brings boom for manufacturers! . . . Thousands flee tidal waves in South America! . . . Parrot fever sweeps Mexican border areas! . . . U.S. Mails clamp down on phony lottery with seven arrests and convictions! . . . New shrine near Denver heals thousands! . . . New air college unit built in Kansas equals West Point importance!

**FOR PEOPLE AND PLACES:** Queen Victoria: A musical version of your life will be the No. 1 hit of next year's theatrical season on Broadway! . . . Detroit, Mich.: Prepare for an epidemic of measles! . . . Molotov: You can expect sporadic riots and revolts behind the Iron Curtain! . . . Douglas Fairbanks Jr.: You will return to America now that you have lost the favor of the Royal Family! . . . Boston, Mass.: A most violent storm is headed your way! . . . Charles Lindbergh: The new movie of your life will be the top grosser of 1945! . . . Wilmington, Calif.: Prepare for a boom due to new manufacturing coming in by August 1, 1954! . . . Philco television: Your crackdown on gyp television repairmen will win you a new loyalty on a nationwide scale! . . . President Warren G. Harding: Your official biography will soon be published, revealing for the first time the true story behind the Teapot Dome scandal and the foreign power which engineered the entire shameful episode! . . . Havana, Cuba: You will have a poor tourist season due to the gouging of visitors there by high-handed hotel owners. Your best tourist buy in 1954 and 1955 will be to see America first! . . . Billie Graham: Your soul saving campaign will be a great success in England! . . . Hollywood: Prepare for an enraged Parent-Teachers Association 100 per cent boycott against crime and brutality in your coming films. Twenty-seven films recently previewed were voted by the December Board "Not for Children" and this protest will grow! . . . Marvin Miller: Your new radio program will win the 20th Century Annual Award for good taste and decency over the Mutual Network!

NEED A CHANGE?

Try Phoenix!

4 Flites Daily \$17.40 Plus Tax

**BONANZA AIRLINES**

LAS VEGAS

PHONE 3100

# BUCKLEY'S



PHOTO: Lovely Change Girl Madeline Miller

## THE Futurama --- 96% Payoff

1 Cherry . . . . .	pays 6	3 Plums . . . . .	pays 40
2 Cherries . . . . .	" 12	2 Plums, 1 Bar . . . . .	" 40
3 Oranges . . . . .	" 30	3 Bells . . . . .	" 50
2 Oranges, 1 Bar . . . . .	" 30	2 Bells, 1 bar . . . . .	" 50
3 Bars (7 Bells) Jackpot . . . \$25.00			

**BUCKLEY'S**  
**JACKPOT CLUB**  
 DOWNTOWN

## WHAT'S FOR SURE:

(Continued from Page 9)

...porting was acquired right here in Las Vegas.

If you'd like to enjoy an early-day grin, take a trip out to the golf course at WILBUR CLARK'S DESERT INN and watch the "Gallagher and Shean" of the greens. Of course, we're referring to BARNEY MORRIS (of the HOTEL SAHARA) and "CARNEY" KRAUSNICK (of the D. I.). Virtually every day you can see this duo, matching wits and scores, to the amusement of any spectators who happen to be present.

It's now official. CHARLTON HESTON is definitely set for the role of MOSES in Cecil B. DeMille's "Ten Commandments."

Since last week's issue reached the stands we have been deluged with many calls about the ad we ran for BUDDY LESTER. Our astutely observant readers sounded rather indignant as they pointed out that something was wrong. In the aforementioned ad, although Buddy's name was signed to it, we ran a picture of actor RAY MILLAND. We assure you it was not a mistake. It was Mr. Lester's express desire that we run the pic of Milland because of the resemblance between them. Resemblance? Wellllllll . . . But, it did cause quite a bit of comment. (Never again . . . though!)

Pardon us if we prove repetitious BUT we just can't help our desire to rave constantly about THELMA and CLAY MILLER. We still maintain our original observation that these "creators of apparel" will make all other designers sit up, take notice, and mimic the Miller originality. In this week's edition we feature their outstanding shirt, of which we wrote last week. It can be obtained in pink or charcoal (the colors now being worn by the stronger sex) and the price is only \$75.00.

Speaking of beautiful things, have you been over at CALLERY'S GALLERY OF GIFTS lately? Both Dorothy and Ed seem to exert super-human effort to keep their shop looking exquisite and spend many extra hours changing their window and interior displays. The gals around town are raving about their exhibit of bathroom poodle accessories, centered around a "Black John." It's very artistic and performed in good taste. The damsels are also flocking there to purchase the latest basket purses to come out of the style market. We have our eyes on that gorgeous copper smoking set! The Callerys are open (many requests) from 9:30 ayem to 7:10 p.m. for the convenience of their clientele.

EDDIE CANTOR enjoyed a tremendous holiday week-end at the HOTEL SAHARA. He is such a wonderful personality he actually charmed everyone he met and provided many enjoyable moments to folks who met at the pool. We would very much like to see this outstanding showman booked into one of our local spots. That is, if he can get away from his weekly TV "Across the Board" show.

During the past week-end local keglerettes competed in the Las Vegas Women's City Bowling Tournament. Although the team we sponsored didn't manage to win a top spot, we are happy that the girls had a lot of fun in the competition. Most of the women expressed enthusiastic approval of the team that managed to win the coveted A-class title — the LAST FRONTIER VILLAGE quintette. Members of this team are GRACE DYKES, MARION WHEELER, FRAN BUTTERFIELD, PAT WILLIAMS and DOROTHY SMITH. Most excited of all was Fran, who shook in anticipation of receiving the first trophy of her bowling career. Our congratulations to all winners and also all those who didn't, but gave their full support. This week-end (February 27 and 28) will find the girls bowling for the doubles and singles crowns.

JACK ENTRATTER's secretary (at the SANDS HOTEL), ELEANOR ROTH, is one of the happiest people we've seen. She is finally set for her two-week vacation in New York. Miss Roth has missed her friends and family and we can just picture the reunion they will have.

The gorgeous curtains and drapes that enhance the sumptuous stage at the HOTEL SAHARA (SONJA HENIE REVUE) were made locally. Artistic workmanship was by Mr. Herman Adler and his staff at the STUDIO OF INTERIORS. Business operators in our town are second to none and people such as Mr. Adler have proved this on many occasions.

Still we can't get over the tremendous amount of business being enjoyed by the downtown area. The town is so crowded with visitors and tourists you can barely manage to elbow your way through the throngs. Kind of makes one stop and think this town has grown so rapidly it has lost its small-town aspects and is grown to maturity.

Well, Captain "WOODY" WOODWARD and his prized motorcycle are off to Louisiana. We're sorry we won't be able to watch Woody as he leads the famous Mardi Gras parade. However, we know his appearance alone will stimulate even greater interest for our Las Vegas.

Belated congratulations to ABE (FLAMINGO HOTEL) SCHILLER. The

(Continued on Page 35)

Continuing Our Traditional Great  
Late Hour Entertainment in the

# Gay '90 Bar

THE SENSATIONAL

## KIRBY STONE 4

And Held Over on the Midnite-to-Dawn-Beat

### BOBBY SHORT

International Favorite

★  
DAVE ROGERS  
TRIO

★  
DON BAKER  
At the Organ

— NIGHTLY EXCEPT SUNDAY —

HOTEL—

# LAST FRONTIER'S



The  
Town's  
Top  
Show  
Package

Gay '90  
Bar



### ATTENTION

Now Patented, the ROTO  
TABLE Slot Machine and  
SLOT MACHINE BAR.

EXCLUSIVELY AVAILABLE IN  
THIS AREA

CONTACT

A. VILIAUDY ENTERPRISES

630 B STREET

SPARKS, NEVADA

TEL. 52359

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

## THAT'S FOR SURE:

(Continued from Page 33)

Jovial gentleman celebrated his 39th birthday last week, and what a shindig that must have been! Wonder which "niece" sat on his right, that time?

We were very sorry to learn that Mrs. Donna Kutzen was operated on in a hospital in Los Angeles. Her many friends here in Las Vegas are hoping for a speedy recovery and to see her back in our midst again soon. (Husband Marty is a pit boss at the Desert Inn.)

Looks like BOB HOPE set a record for the publishers of the Saturday Evening Post. When the first installment of his life story appeared in that publication it sold more editions than ever before in its history. Chalk up another victory for this stellar comedian!

BILL DORSETT showed us the plans for the remodeling (soon) of the HORSESHOE CLUB and we can honestly state that this spot will become one of the most outstanding of its kind. Looks as though the downtown clubs are preparing to give The Strip some serious competition in beautiful decor and design.

Groundbreaking was scheduled for The Strip's eighth major hotel this past Wednesday. The site was announced as opposite the LAST FRONTIER VILLAGE, on the present grounds of the DESERT SPA MOTEL. The new resort hotel is to be known as PAT O'BRIEN'S DESERT SPA. It will have 200 rooms, along with a swimming pool. The bistro is named after the popular movie actor.

GENE MURPHY is expected to leave soon for New York City to complete the final plans for the DESERT INN GOLF TOURNAMENT, to be held here in April. Gene has been working very diligently to ascertain greater success for his championship competition than was enjoyed last year. For our money, Mr. Murphy is an asset to any organization. Truly a scholar and a gentleman.

Oops! Slipped up again! Belated birthday congratulations are in order also for RUTHE DESKIN, Girl Friday at the ART FORCE ASSOCIATES' office in the HOTEL EL CORTEZ. This wonderful little lady celebrated her natal day February 20. Mrs. Deskin is such a grand personality we firmly believe her address book far exceeds the thickness of our local telephone book. Many happy returns, R. D.

We were pleased to learn that REX BELL has decided to run for lieutenant governor on the Republican ticket. Rex has been actively associated with local civic affairs and has been in charge of the Boy Scout association of Nevada. Our best wishes to him for a successful and winning campaign. We would like

to see Mr. Bell elected to this high, distinguished office.

DR. MARGARET CHUNG! Bless your loving heart, "Mom." This thoughtful, dear friend of ours sent us an expectant father's apron, complete with pockets for pins, etc. Then she followed it up with a collection of cartoons by BOB DUNN, called "I'm Gonna Be a Father." As we glanced through this book we just wondered how men lived through such an exciting event. The cartoon that best suits us is the one that shows the prospective Dad inventing a diaper with a zipper. Well, what's so comical about that? At least, you wouldn't have to be afraid of jabbing your heir with a pin!

The demand for it was so great, BILL DORSETT has reinstated the faro bank at the HORSESHOE CLUB. Now, followers of this game of chance can be seen enjoying their favorite once again. Incidentally, Bill's brother HARRY is now credit manager at this popular spot.

As most of our friends and readers know, we don't often devote space to gripes—but our ulcer feels like dynamite at the end of its spluttering fuse every time we encounter a certain subject in a day's conversation. When it comes to Las Vegas, we are among the thousands who want nothing but the best for this town and are willing to go out on a limb to put an end to the parasites who settle here with the intent of stuffing their wallets while they sacrifice our town's reputation. Even though this is a gaming center, there are no gimmicks used to guarantee house winnings. We have laws that uphold the honesty of our casinos. Why then should Las Vegas have to suffer ignominy at the hands of speculating transients who wish to lap up the gold and leave the tarnish behind in their wake? We're referring to motel owners. In order to clarify that statement, may we say we do not include ALL motel owners. We are singling out the individuals who do not have anything in mind except to erect a motel, make a fast million and sell out to the highest bidder, within a short period of time (capital gain). Of course, there's no harm in building some venture with the idea of selling for a profit. But when a transient builder performs construction with the sole idea of gouging the tourists and visitors during his short stay, he should be hanged from the nearest tree. These few depraved thieves (that's exactly what they are) have a despicable, disgraceful welcome for out-of-towners. The ones to whom we make reference are those motel owners who charge a stupendous daily fee and INSIST the guests pay three days in ad-

(Continued on Page 37)

BILL BORDEN'S

# EMBASSY club

BUCKLE UP



"Miss Photogenic of 1953"

LATE SHOW  
4:15 A. M.

"The Show Place  
of  
North Las Vegas"

PHONE 1633

FOUR SHOWS NITEL

11:00 - 12:30 - 2:00 - 4:15

●  
*Olga*

The Singing  
Ball of Fire

●  
JOHNNIE

*Hayden*

Comic M.C.

●  
**HELD**

**OVER**

**TANA**

5th

FABULOUS  
WEEK

JOHNNIE  
**TURNER**

WITH HIS

"2 GUYS and a DOLL"

## THAT'S FOR SURE:

(Continued from Page 35)

vance, even though they may be staying for a shorter period. How gluttonous or rapacious can these contemptibles become? Something has to be done about this unhealthy situation. If this continues, it won't be long before Las Vegas becomes a ghost town instead of a flourishing, desirable center of attraction. We hope the powers-that-be will take drastic action and comb these undesirables out of our place. We must have some sort of legal limitation on the rents that can be charged visitors. Above all, the stupid request that guests pay for so many days in advance should be cancelled out immediately. Visitors should not be required to pay for accommodations for any longer time than they are utilized. For the sake of Las Vegas, let's correct this degradation!

While entering the SILVER SLIPPER the other evening we wondered why the place was so much more crowded than ever before. When we finally managed to get to the center of the activity, we found out that BILL KOZLOFF had installed a chuck-a-luck game. No wonder there were so many people in attendance. This game has many supporters and they're all headed for the Slipper these days.

We were very pleased to hear our very good friend PETER LIND HAYES on the radio these past mornings. Peter has taken over the ARTHUR GODFREY morning show (one and one-half hours) while the Redhead is taking a

vacation. Peter is charming everyone with his ready wit and we wouldn't be surprised if CBS came through with a big, fat, juicy contract for his own show.

When SONJA HENIE arrived to begin her engagement at the HOTEL SAHARA she brought with her a retinue of 40 people. Included in the group was Miss Henie's private cook. Seems that the skating star went through a siege of illness in the not too distant past. As a result she must regiment herself to a strict, health diet. Hence the reason for the private chef.

Everyone is eagerly anticipating the opening of the LUCKY STRIKE CLUB on Fremont Street. According to plans it will be the largest, most elaborate bingo center in the world. The place is in the throes of being constructed and rebuilt at this writing and the grand opening is being planned for early April. Operators of the spot are MILTON PRELL, AL WINTER, TUTOR SCHERER and BARNEY VAN DER STEEN, and to be managed by AL GARBAN.

If you have discovered any incoherent gaps in our column kindly forgive us. We are doing our best to get the magazine to bed as early as possible this week. You see, on February 28, Ye Editor will be best man when CHILI WILLIAMS and JOHNNY UHLMAN exchange their matrimonial vows. Such an occasion require a lot of attention and we'll be practicing constantly, never having played this role previously. It almost feels as though we were re-living our own wedding . . . and that's for sure.

### AUSTIN DRUG

COMPLETE LINE OF

MAX FACTOR COSMETICS

- - - We Deliver - - -

821 South 5th Phone 4670

### TUTOR PREDICTS!

200,000 Population  
for Clark County, Nevada  
by 1960

Soon! the newest and most modern - - -

Italian Restaurant on the Strip

★ — ★ **ROCCO'S** ★ — ★

FEATURING ONLY THE FINEST IN ITALIAN CUISINE

SOUTH OF DESERT INN BETWEEN BONNIE BEST AND HOUSE OF SPIRITS

## FLAMINGO:

(Continued from Page 21)

will never be the same after their recent engagement here. . . . You will also see and hear those world famous recording stars, one of the most imitated vocal groups in the business, **BILL KENNY** and **THE INK SPOTS**. Here is a group that attained stardom quite a few years ago and have never relinquished their claim to fame for a minute. It has been some time since these fine gentlemen have played our city and we certainly welcome them back to Las Vegas with all the enthusiasm they deserve. . . . Ron Fletcher presents the **FLAMINGO STARLETS** in new and exciting routines displaying a quality that has become identified with all his productions. . . . The man with the grand band is **TORRIS BRAND**.

## LAST FRONTIER:

(Continued from Page 21)

first tenor **BEN CRUZ** and baritone **JAY MOFFETT**. The Continentals are a refreshingly new group of singers who have been enthusiastically received all over the world and the odds are they'll be coming back here again and again. Mention must be given their pianist-director **IVAN MacINTYRE**, an outstanding showman himself. . . . **LOUIS DaPRON'S** skill as choreographer for the two productions is obvious. The metamorphosis he has created in these lovely dancers is amazing. "It's a Great Day" features **DON LURIO**, half pint of dancing dynamite. . . . **GARWOOD VAN** guides his able musicians in his usual magnificent manner, never missing a cue of this fast-paced and difficult package.

## THUNDERBIRD:

(Continued from Page 23)

**SHAUGHNESSY** claims that there's "nothing to laugh at" . . . which may well be true until this burly comedian comes on stage and proceeds to tell a few of his stories . . . and he has some fine ones this trip. No matter what new material this fellow might come up with, he will always have to do his "kids in the movie" bit. One of the greatest faces in the business . . . a fact now known to movie producers, as witness his role in "From Here to Eternity." . . . Held over are the fabulous fingers of **IRVING FIELDS** and the two excellent musicians who make up the trio . . . recording stars in their own right. . . . **RAFAEL** outfits his **PARISIENNE MODELS** with lightning speed to accomplish some most striking gowns. Truly an eyeful from the land of Eifel Tower! . . . The **KATHRYN DUFFY DANSATIONS** continue to prove their right to the line regarding them as "America's Most Versatile Dancers," executing routines which feature the dancing delights of Miss **CHRISTINA CARSON**.

## SANDS:

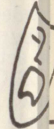
(Continued from Page 22)

drawing attractions ever staged in any spot. Tallulah never loses her audience. All eyes are turned in her direction, constantly. She is a superb showman. . . . Newly-added to this bill is **BYRON PALMER**. This lad has a baritone voice that is replete with quality and good training. He has been the singing star of various Broadway shows and appeared in the popular favorite "Where's Charlie?" Twentieth-Century Fox has his name on a contract and we're glad to see this showman enjoying great success locally. . . . Rounding out the bill are **PAGE & BRAY**. This is their first Las Vegas appearance and they are stirring up appreciation hereabouts. P. & B. indulge in some fascinating routines. They specialize in interpretative dancing that stimulates lusty applause. . . . The **COPA GIRLS** glide into the spotlight, garbed in lovely costumes that highlight the smooth execution of their clever sequences. . . . Featured is the rich voice of **CHUCK NELSON**. Watch this lad. He's great! . . . **RAY SINATRA** and his capable music makers enhance the entire production with their smooth rhythms.



# Coming Attractions

ON THE FABULOUS STRIP



*Flamingo*

MARCH 11

**BEN BLUE  
& CO.**

**DESERT INN**

MARCH 16 THRU MARCH 29

**JIMMY DURANTE**

MARCH 30  
**PATTI PAGE**



**LAST FRONTIER**

COMING

**XAVIER CUGAT  
TOMMY and JIMMY  
DORSEY  
HERB SHRINER**

**SAHARA**

MARCH 16

**JUDY CANOVA**

*Thunderbird*

MARCH 11 THROUGH  
MARCH 31

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DE LA CHANSON**

*El Rancho Vegas*

COMING

**LES PAUL  
and MARY FORD**

*The Sands*

MARCH 10

**ROBERT MERRILL**



## SILVER SLIPPER:

(Continued from Page 23)

**SLIPPER** production. . . . Pretty, blonde, **JOAN WHITE** plays "straight" in the comedy skits and sultry **VIRGINIA DEW** lends her haunting vocal qualities with a style all of her own. . . . An extra-added attraction is the tantalizing, glamorous, **TERE SHEEHAN**. Her stimulating "Champagne Fantasy" complete with effervescent bubbles is more than enough to make your blood boil. . . . Skits by the **SILVER SLIPPER Star Players** (**SPARKY KAYE**, **BILL WILLARD** AND **JIMMY CAVANAUGH**) together with the fine orchestrations of **GEORGE REDMAN**, round out this "funatic" fun fest.

## GOLDEN NUGGET:

(Continued from Page 23)

novelty act, **LARRY COLLINS**, completes the show as he plays, balances and dismantles his trombone. . . . **JOE VENUTI**, well-known fiddler, doubles as MC and orchestra leader, and Latin rhythms by **LISA ALONSO** and her **TROPICAIRES** keep you entertained during intermissions.

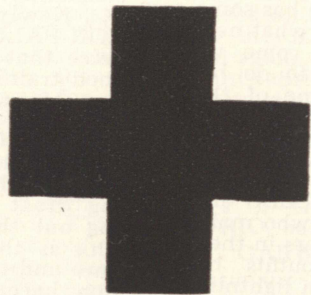
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CLARK COUNTY CHAPTER, A. R. C.

## EL CORTEZ

(Continued from Page 23)

characterizations is a crowd pleaser with each and every performance. . . . Second on the list of entertainment is LAVERNE PEARSON, blonde songstress with a bombshell personality. She was featured with the Spike Jones show and many persons who heard her singing expressed the opinion that she should be out on her own, her voice is that beautiful. . . . Rounding out the show in the PIRATES DEN are the DEWEY SISTERS, who have been seen in many movies as featured dancers. Their modern acrobatic interpretations have won them acclaim on the Ted Lewis show. Spike Jones show and on tour with Gene Autry. . . . EDDIE SKRIVANEK and his SEXTETTE FROM HUNGER are still on the podium with their very capable orchestrations. . . . Again the WILD BILL DAVIS TRIO has been held over. Their ability to "rock the house" with jazz has made them favorites of local showgoers.

## DESERT INN:

(Continued from Page 22)

most spectacular acts in creation. Here are three brothers who have dedicated their lives to the arts. Each is accomplished in playing the piano, violin, guitar, saxophone, clarinet and accordion. Each is a perfectionist in tap dancing, ballet, tumbling and acrobatics. As a combined force, the three Charlivels possess talent that is the equivalent combined by 30 other individuals. That's the truth! When you look for an act that is distinct and unparalleled, you're looking for the amazing Charlivels. . . . Held over is lovely CAROL LYNNE. The graceful young lady inspires complete silence as she executes a difficult ice ballet to the strains of "Blue Sonata." She is superb! . . . The DONN ARDEN DANCERS are utterly fascinating in their jungle drums routine. The stage effects are wondrous and exciting. Mr. Arden is a genius in stage production—for sure! . . . CARLTON HAYES and his men of music provide a faultless musical background.

## SAHARA:

(Continued from Page 22)

Henie's sparkling personality. The result is a wonderland that is breathtaking. The drapes are exquisite and offer dramatic effects. The ice covers

the entire stage which was made 35 inches longer by the addition of special footlights. . . . Miss Henie brought with her an expert crew of technicians, special lighting effects and her own personal musical director. . . . Included in the line-up are a group of showmen who are bound to insure the success of the ice revue. . . . You know comedian PAT HENNING, who lends his fun-making to make an evening at this spot a complete one. . . . The EDDIE BUSH TRIO are bound to stimulate your admiration as are the troupe of skaters who support the star in her stellar sequences. . . . We've enjoyed many of Miss Henie's performances in the East and cannot summon enough compliments to tell you this is a must on your entertainment program. Just don't miss this show. It's one extravaganza to which you can bring your youngster or grandmother and discover each of them grinning with sheer pleasure.

## HOLLYWOOD:

(Continued from Page 16)

LIZ TAYLOR, her husband MIKE WILDING and Mike Jr. are taking the treatment for homesickness—they're back in Hollywood—Liz will probably be around now when her Paramount picture "Elephant Walk" is world premiered in Hollywood. . . . Here's a theatre marquee reading that makes Paramount happy—"Cease Fire," "Here Come the Girls". . . . Lovely JOANNE GILBERT is getting nothing but enthusiastic raves for her chirping in Paramount's "Red Garters"—watch for this girl to snag other musical comedy parts and soon. . . . Silent star POLA NEGRI is writing her memoirs which will tell of the days she knew RUDOLPH VALENTINO—wonder what the walls around this typewriter would say if they could talk—the room housing your "Hollywood Headlines" was once a part of Valentino's spacious dressing rooms when he was on the Paramount lot.

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