Jack Goetz'

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JUNE 12, 1954

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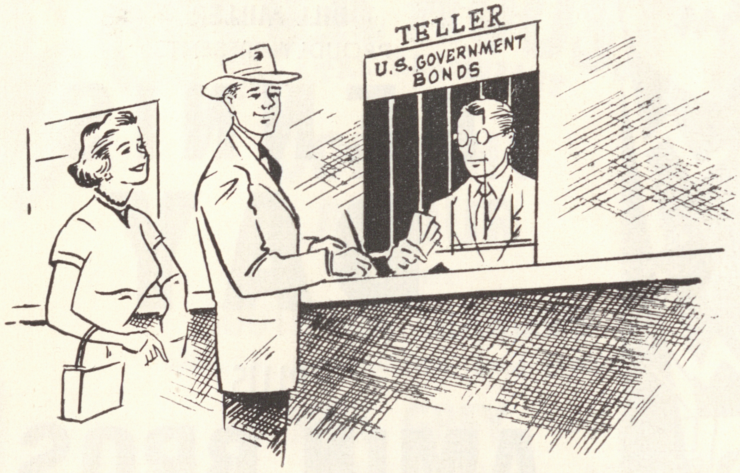
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LIKE other places, Las Vegas has "weather." When I came to Las Vegas from Los Angeles almost 50 years ago I thought it was about the coldest place in the world. The absence of shelter on February 13, 1905, when I dropped off a caboose being used down the "shoo fly" track from Erie station by a construction train gave the chill air of the desert plenty of opportunity to chill one.

Among the first persons I met after registering at Ladd's Hotel were two brothers, Frank and Peter Buol. Frank is still living in the Pahrump Valley but Peter, with a flair for politics and public life, became the first mayor of Las Vegas when the City of Las Vegas was incorporated in the year 1912.

I am mentioning the Buols in connection with the weather because of a little incident which occurred. Peter and Frank had a cabin about a mile and one-half south of the old passenger coach which was "Las Vegas." Near the cabin which was their home they had a brick kiln which they were anxious to show, so they invited our little group to Sunday dinner.

Pete came for his guests with a team and buckboard, which gave the maximum possible exposure to the elements. Driving south along the railroad, shielding our faces from the high wind and drifting sand, I caught a glimpse of an animal crouched like a bundle of hair under a bush.

Peter stopped the team for me and I got off the buckboard and cautiously approached the fluffy bundle, which I saw to be a big jack-rabbit which was too much chilled to try to escape.

I picked him up by the ears and he made only a feeble kick. I got into my place in the buckboard and put the jack-rabbit under my overcoat, where he snuggled down, quite comforted by the heat and shelter.

When we reached the Buol mansion I carried Mr. Rabbit into the cabin and, when the door was closed, put Mr. Rabbit down by the hot kitchen stove and he seemed grateful for the warmth.

Frank Buol was a famous cook from New Orleans and prepared a most toothsome dinner for us, quite in contrast with the rancid bacon and frowsy eggs we were generally served in the old Las Vegas eateries.

We were shown the brick kiln and found the bricks a pale pink and rather soft. I was doubtful of their value but Frank and Pete were sure they would be good.

"Why, those bricks will harden in the wall and be good for half a century in a building," they said. When W. R. Thomas arrived a little later he agreed with the Buols. He bought those bricks and built the building at First and Fremont in which Bill Ferron's Las Vegas Pharmacy now is. Just look at those bricks and judge how good they really were, and still are!

The Buols invited me to dinner next Sunday. I was especially glad to go, both for the dinner and for the chance to meet again my pleasant friend Mr. J. Rabbit. When we entered the cabin I looked about eagerly for my friend but could not see him. "Where's Jack?" I inquired anxiously. Peter assumed an air of mystery and led me to the kitchen stove. Lifting the cover of the steaming pot, he pointed in. "There's Jack," Pete said. He made us surely a noble dinner, thanks to the cold blasts and drifting sands.

I fear I have gotten away from my subject of weather. It remained chilly until about May 5 when we had bedding and furniture and big rolls of can-

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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. Photos by Billie Geller.

VOLUME 6, NUMBER 12 — JUNE 12, 1954

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RITA REHM
THE GOLDEN NUGGETTES
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GEE CEE TRIO
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WAL, HEAH ah be, deep down in the heart of the biggest, most hospitable, most wonderful state in these United States. In case you haven't guessed it yet, pardner, ah'm talkin' 'bout TEXAS! Mah agent, the WILLIAM MAWRISS AWFISS, booked me for an engagement at the fabulous SHAMROCK HOTEL for a couple of weeks. It's the biggest place I ever saw since I got lost in the Pentagon in Washington, D. C.

Come to think of it, I believe they could just about fit the Pentagon into the lobby of the Shamrock. I think the reason they made the lobby so big was just in case they decide to drill for oil there some day. You see, you take a cab to the hotel and another cab to take you across the lobby. I thought my room was the biggest I'd ever seen until the bellhop told me I was in the elevator. When I finally got into the room it was a three-mile hike to the bed.

Yessir, they do things in a big way down here! I remarked to the bellhop that I noticed the swimming pool as I came in and he told me that was my bathtub. Actually, when I did see the swimming pool I couldn't believe any pool could be that big. They have a tour down here that takes you all day just pointing out the points of interest around the pool.

They have a high diving board that when you stand on top, all you can see for miles and miles around are more diving boards. They tell me that after Florence Chadwick swims all the treacherous channels and long distance swimming contests in the world, she may gather up enough courage to swim across the SHAMROCK POOL! She'll have to be careful of some of the currents in the middle of the pool. Especially the ones around the oil derricks. Man, they're drillin' everywhere!

There's always a nice cool, breeze in Houston. Everybody's wavin' money all the time. It's a great town and I love it. Never saw so much hospitality in my life. They go all-out 'til you're all in! Never attended so many parties before. There's a great guy down here who is currently sponsoring the PIN OAKS HORSE SHOW for charity. Proceeds going to a hospital here in Houston. His name is Mr. R. H. Abercrombie. He's been throwing a party every night after each performance of the horse show and it's been open house almost 24 hours a day.

I never drank so much for charity in my life. I may be the first patient when the hospital opens up. Actually, it will be the TEXAS CHILDREN'S HOSPITAL and a tribute to the great heart of the folks in this state. A tip of the Barry Brim to the ten-gallon generosity of Houston!

We do one show a night in the beautiful SHAMROCK ROOM. Texans are so relaxed, it's a treat to perform for them. You can take a joke that normally runs two minutes and stretch it into a ten-minute act. When you're through they stomp and holler and cheer and you keep lookin' over your shoulder to find what the commotion is all about and then you make the happy discovery that it's only LIL OL' YOU!

After the show, you shake more hands than a cow at a milking contest. Yet with all the enthusiasm, they are the kindest, most charmin' audience you ever met. GENE WHALEN, the public relations man here, sees to it that you're on a constant merry-go-round. Never a dull moment. He's arranged a trip to Galveston so the show could appear at a telethon.

Soon as I finish this column I'm dashing off for the Cadillac Limousine (natch) which will take us down there. A lot of performers are coming down just to appear on this show. Chill Wills, Jack Pepper, Mel Torme, Cathy Carr (she's the pert singer on the bill here with me) and many others. There must be something sentimental about all these performers flying in from Chicago and Hollywood just to do Texas a good turn.

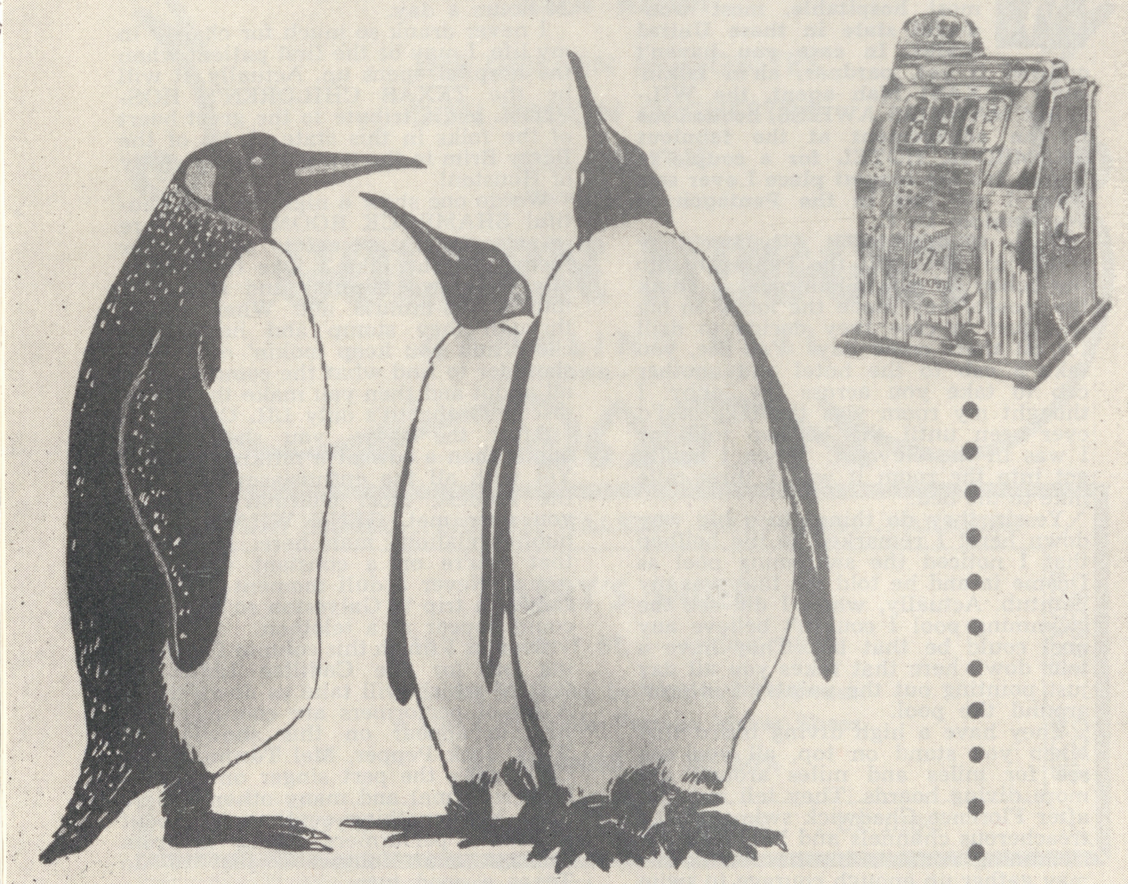
I tell you, this state really gets under your skin. Seems like you'd do anything to reciprocate for the hospitality they show you. Bob Crosby is in town with the Bob-Cats and a wonderful revue featuring the Modernaires with Paula Kelly. They're in for the Horse Show and doing a tremendous job. I caught their performance the other night and it was a knockout.

Cass Daley and hubby Frank flew in from the Coast for a stint with Bob and broke it up. Ask her about Texas audiences. They wouldn't let her off the floor after several encores. I was

(Continued on Page 33)

Come as you are...

ANY 3 OF A KIND WINS !



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DOWNTOWN



HOLD onto your hats! We're winding up our cyclone-maker and won't be responsible for any sudden blasts. It is really amazing to note the atrocious compilation of words that can emanate from the typewriters of some so-called "fourth estaters." Upon opening the recent edition (June 15) of "Look" Magazine we were utterly dumbfounded to have our eyes greeted by a highly illiterate article written about our proud state by that publication's staff writer. We use the word illiterate with the approval of our dictionary which defines it as "lack of education." That must have been the condition from which this Fowler must have been suffering when he tossed together a lengthy discourse of verbiage, bearing no veracity. If he had known anything at all about Nevada, he never would have subjected himself to the ridicule that is now his. He is fortunate in being able to take advantage of "freedom of the press" without having to furnish proof of his malicious, unsubstantiated report. It is such a simple matter to tear down the very existence of a person or place by dropping pernicious statements into print. However, we have no fear that "Fowler's Folly" will damage the future of Nevada. The state will survive any and all attempts from disgruntled individuals, long after they have submitted to their R.I.P. plots. We're merely regretful to see what was once one of of our favorite publications lower itself to printing such outrageous lies. The top magazines of the country have covered our town and have dealt fairly in their views. Among these were Esquire, Holiday, Life and Collier's. Does "Look" feel it can undermine all of the equitable coverage given Nevada with one story by a disgruntled typewriter-pusher? This man brings to mind one other reporter who attempted to defame Las Vegas in the not too distant past. This person savagely attempted to tell the world at large that we were harboring naught but dens of iniquity and the like. In this case, as in every other, there was a reason. This disappointed individual penned his destructive essay because a local bistro owner had refused to grant him FREE GAMING PRIVILEGES. In other words, he wanted the hotel to give him complimentary quarters, complimentary feed and free cash to use in the casinos. Whenever a derogatory article appears you can usually safely wager the writer has based his words on unrequited greed and pompous self-importance.

The human race will never change for there will always be those climbers who seek notoriety by hiding behind the curtain of "crusade," regardless of how much damage results. We suggest that this Fowler look about him in his own town. He will then find enough dirt to shovel in his own back yard. We have the lowest rate of crime and juvenile delinquency recorded in the nation. Why not get the facts before you bury yourself deep, Fowler?

The cause of our astonishment is based on a personal conversation we had with GARDNER COWLES, editor of "Look" magazine, during a visit he made to our fabulous town. Mr. Cowles actually raved about Nevada and expressed personal approbation for the legitimate methods utilized by gaming casinos here. After making such statements, how then could this editor permit the printing of such literary infamy? We ordinarily trust and believe what folks say. Scoff if you will but we find the code a good one normally. If you can't trust a man's spoken convictions you might as well close the door to the world and hibernate in solitude.

No one in Nevada resorts to arm-twisting as a method to have folks indulge in gaming. Where else could you find money so prominently displayed on the tables without constant attempt at robbery? Check your banks in cities and states where gaming is not legal and you'll discover they have been broken into a greater number of times in one year than there will ever be recorded in our town in a 30-year period.

In our eight years of residing in Las Vegas we've covered every corner of this town and haven't found any of the conditions set in print by Fowler. Our constant vigilance is well known in Nevada and we talk ONLY when we have the facts at hand.

Visitors and localities are sneering at this "Look" article. Our tourists (approximately ten million per year) have shown resentment for "Fowler's Folly." Ten million people can't be wrong. How

(Continued on Page 23)

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An Accurate Glimpse of the Future

CRISWELL PREDICTS



GO TO YOUR calendar this very minute and ring the date of October 12, 1954, for that will be one of the most important dates in the history of America, and at that time I predict one of the riddles of the Universe will be solved by our scientists. Tell three friends and have them check up on the accuracy of this prediction! . . . KING FAROUK, the deposed Egyptian monarch, will quietly plot a subtle political campaign for his return to the throne by aligning himself with powerful political forces at the right time and the tides of fortune will run in his favor! . . .

JOHN STEINBECK, the famous author, will receive the annual California Literary Award for his new novel to be based on the Days of the Verdugos and the authentic record of our early struggle to make California part of America! . . . FLOATING FACTORIES will be the next innovation of Business. A completely furnished and equipped plant mounted on a huge flatboat will be taken into the swamps for the manufacture of furniture, by-products, fishing industries and other seasonable items. The employes will be able to live on the boat, and this will mark a new era! Vice President NIXON and his family will soon make a round-the-world trip on a goodwill mission! . . . WALLY SIMPSON, the Duchess of Windsor, will be named the most publicized woman in all the world by the Woman's Press Club! . . . JOHN L. LEWIS, the No. 1 man of Labor, will soon have his once-a-week TV-radio show, which will keep us up to the minute in existing conditions!

JUST FOR YOU GIRLS: The most exciting discovery in face powder will soon be on the market — which will give your skin a youthful glow and will glow in the dark! . . . You just won't be in style unless you have a dog to walk with you in 1955, for the latest fashion will be to have your dog's harness match your own outfit. You girls who have dogs find that you walk them and this gives you a respite from your worries and also tends to keep your figure more to your own liking! . . . A new television viewing chair with folding food tray will be the next innovation in the Arlone Twyman furniture pre-showing for 1955! . . . Spun glass carpeting which can be lighted from underneath and hold the light will be the next importation from Germany! . . .

A sporty convertible at a lower cost will soon be on the market and it will be called the Fem-car, as it will be used exclusively by you women! . . . You girls will go barelegged more this summer than ever before! . . . A new cream rouge for the lips which will give you a firmer more youthful line and a softer texture, plus a new fragrance which will help to keep your breath sweet! . . . A new girdle which zips up both sides and is adjustable to any dress you may wish to wear!

FOR PEOPLE AND PLACES: Ava Gardner: Your divorce from Frank Sinatra is ill advised at this time! . . . Salt Lake City: Prepare for a real estate boom! . . . Herb Shriner: You will be honored by an Indiana Day in September for your true loyalty as a Hoosier! . . . Jacksonville, Fla.: Your new Memorial Park in honor of the Confederate soldiers will be the most talked-about in the nation! . . . Joseph Stalin: Many of your inner circle will meet death at the hands of a firing squad by late September! . . . Phoenix, Ariz.: Expect the long brewing political scandal to break into the open within the next 90 days! . . .

Jerry Wald: Your movie "Joseph and His Brethren" will win many prizes and will cause religious societies to look on Hollywood with favor again! . . . Los Angeles: The new memorial will be in operation within three years due to the untiring efforts of Rep. Craig Hosmer! . . . James Warner Bellah: Your collection of firearms will be shown for the 150th anniversary of West Point! . . . Wichita, Kan.: You will be chosen as the alternate capital of the United States in case of an emergency! Your central location and terrain for airports will make this most feasible! . . .

Mae West: You will prove to be the No. 1 boxoffice attraction in Las Vegas when you appear there at the Sands! . . . Woodrow Wilson: An opera based on your White House years during World War I will be a hit in Paris! . . . Niagara Falls: Your popularity as a honeymoon spot will decline and will cause great worry to your city fathers!

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AMUSEMENT·PARK



SAY, in case you might be interested, I've got a load of blow sand for sale! I can have it ready for delivery about Monday afternoon of next week. That's the day that Chili and I plan to clean house! There's about a haffa load just inside the kitchen door that I could deliver almost immediately if so desired. I'd be glad to get rid of it! I can't keep it in my yard, so someone else might as well have it. Because of the high winds we've been having, I have an added convenience at my place . . . whenever I want to go to my back yard I don't even have to go outside . . . merely go into the kitchen or (excuse the expression!) the No. 2 bedroom! But then, on the other hand, these winds are a bit "unusual," aren't they?

According to the latest dispitches from one SAM PERLSTEIN, we'll all be afforded the diversified pleasures offered by the new FUNLAND AMUSEMENT PARK along about the first of July. And I DO mean "diversified"! Man, that park is going to have a little of everything out there. One of the latest attractions he has been telling me about in the new "BAT 'EM" game. In this you take your stance at "the plate," tap the plate with your baseball bat, and a mechanical device pitches a regulation hard-ball to the plate for you to hit out into the outfield as far as you can. This batting practice devise sounds like one that's in for a lot of action when they get the park into full swing. Of course, there's the roller rink, the roller coaster, dance hall and myriads of other things that you'd never in your life expect to find set up in the middle of the desert. Keep a good eye peeled for the actual opening date!

We've got another new business coming to town! This one is SYDNEY'S of Beverly Hills. Sydney's is recognized as one of the foremost houses dealing in ladies' knit-wear . . . sweaters, dresses, blouses, coats, jackets . . . they have them all! They'll open for business next Tuesday, the 15th, at 2403 South Fifth Street in the MacPeck Shopping Center. Manager of the store is AL FULD, whom many of you will remember as the manager of the dress shop at the Sands Hotel for quite some time. Sydney's will handle both hand knit and hand loomed wearing apparel. This is the same Sydney's that has been located on La Cienega Boulevard in Beverly Hills for so many years. Al tells me that they will also offer cleaning and blocking services through this store . . .

The grapevine gives us the info that opening opposite the MARY KAYE TRIO in the very near future will be musical virtuoso MICKEY KATZ, who completes a long engagement at the Band Box at that time. Featured with the Katz cats will be the one and only ZIGGY ELMAN on trumpet and SAMMY WEISS on drums. Between the KAYES and the KATZ the Gay '90s Bar should LEAP! . . .

The classiest chorus line in captivity goes, without a doubt, to the FLAMINGO STARLETS as of last Saturday, June 5. On that day all members of the line made for themselves the purchase of one each mink stole. Because of their buying them so, "en masse," they're all able to go "first class." They all got a good deal, and so did the dude who did the delivering. "Now," says the captain, MAUREEN CUNNINGHAM, "those applying for a place or position must first produce a mink to make it!" . . .

The "big blow" without didn't bother the "big blow" within as the regular Tuesday night session a la jam got under way at the SHAMROCK HOTEL that night. A goodly number of the men of musical meanderings got together in the Shillalah Room that night, and the multitudes milled to some mighty movin' music! Manager BOB HARTWELL was away to the Coast for a huddle with Mr. HEIDT regarding some "ways and means," I allow. BOB has a lot of "ways" in mind for the Shamrock. The "means" makes the difference, as usual . . .

SY LEIN is finally taking that long looked-for vacation to his homeland, NOO YAWK! He left last Tuesday night after the opening of the DENNIS DAY show got off to its proper start . . . he will be away for approximately three weeks. He left "Ballerina," the four-months-old pugilist pup, in good hands until his return . . .

One of the biggest social affairs of the year for Portland, Ore., took place last month with the wedding of Miss FRANCIS MARY LOVIN and Mr. MILTON HYATT (one of the Sahara owners.) They were wed in the home of

(Continued on Page 37)

"AMERICA'S SMARTEST DINNER 'TIL DAWN CLUB"
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this week's cover...

Daughter of an original Ziegfeld beauty is charming VALERIE ALLEN, currently appearing in the SANDS HOTEL production version of "ZIEGFELD FOLLIES." She was snapped by the lens, while tending her flower watering chores by Dorothy Gunn.



THIS BREEZY weather we're having must be what J. Criswell meant last month when he predicted strange climatic conditions for Las Vegas in June. Just in case you didn't know, his predictions are proven 85 percent accurate . . .

The name FREMONT STREET should certainly be changed to "Rumor Boulevard." An incident which occurred yesterday brings about this suggestion. One of the new owners of the Westerner was fortunate enough to walk into the Horseshoe just about the time the dice got hot. They were hot enough to boost his winnings to the five figure mark. It so happened that I was talking to Pit Boss Mel Golden when a friend of mine who had just won approximately $1100 cashed in his chips. A few hours later I stopped in the CALIFORNIA CLUB to see WALTER PARMAN and PETIE MEYERS. (Petie is the publicity and advertising director of that club and is doing a very commendable job.) On the way to the cashier's cage I was stopped by three different Fremont "Romeos," each of whom told me a fabulous story about the winnings of my friend. One said $36,000, one $34,000 and one managed to make it $38,000. Attention Department of Internal Revenue: Just tain't so . . . New orchestra at EL CORTEZ is the SHERMAN HAYES GROUP. Sherman has played many of the top hotels and nightclubs around the country . . . Taking KELLY HAMILTON'S place as stage electrician and light man at EL CORTEZ is ELDON LEWIS. Kelly has moved to EL PORTAL THEATRE as projectionist . . . Sale of the NEVADA CLUB to TUTOR SCHERER, A. E. SCHELLANGE, BARNEY van der STEEN, VIC HALL, JOE HALL and FRANK EDDS has at last been officially confirmed and we are more than happy that these enterprising gentlemen, some of whom are also associated with the PIONEER CLUB, the LAS VEGAS CLUB and the soon to open LUCKY STRIKE, have made this transaction. The ADAMS BROTHERS, former Nevada Club owners, wealthy Idaho ranchers, seem to prefer the wide open spaces and travel in their newly purchased plane . . . DON RAGON (G.N. orch leader) started in show biz in Chicago in 1938 as an arranger. He has arranged music for many "greats"—he has written a couple of hit songs also and since then has been traveling with his own bands. . . . On my way over to see GEORGE von TOBEL, I was attracted by the large assortment of stones and jewelry in the window of the HARRIS LOAN COMPANY (hock shop) on North First. I almost hocked my watch to buy one of his rings . . . Bossman J. C. has done it again. He is off on another screwy tangent but this time it's coin collecting. I didn't realize there were so many books and albums involved in a collection of this type. One of his biggest helpers and boosters in this new venture is LES STIVERS, manager of BUCKLEY'S. Les is in a very advantageous spot for spotting these coins and has really helped the boss get a good start. Man! Is my summer work all cut out for me — not only do I have to write a column and show reviews, and sell advertising, but pick fruit, baby sit, take the dogs to the vet and look for 1876 silver dollars—and you think your job is tough! . . . One of the busiest and most talented business men in Las Vegas is HERMAN ADLER, owner of ADLER'S STUDIO OF INTERIORS. His ability to design and outfit the interior of your home or business is sensational. His workmen are graduates of the Parsons School of Design in New York. Adler's specialty is drapery and upholstering—the studio is located on North Main . . . WILLIAM "Bill" HARRISON, longtime, well known Las Vegas resident, has opened his new and beautiful sporting goods shop on South Fifth. Harrison's Sporting Goods Shop will cover every phase of sports, including fishing, boating, motors, hunting — you name it and he's got it, including live bait for you fishermen. Congratulations, Bill, and we wish you all the luck in the world in your new venture . . . LENNY CHAPMAN celebrating the fact that Saturday night is set for the knot-tying of "HAP" GASTON and girl friend ELSIE. The reception will be held at the Chatterbox, where Lenny is bartender. "Hap" and Elsie are employed at the Blue Diamond Mine . . . SHAMROCK HOTEL bartenders RONNIE QUINN, GEORGE KAVANAUGH and SAM IMARELLI are seriously contemplating a change. They are going

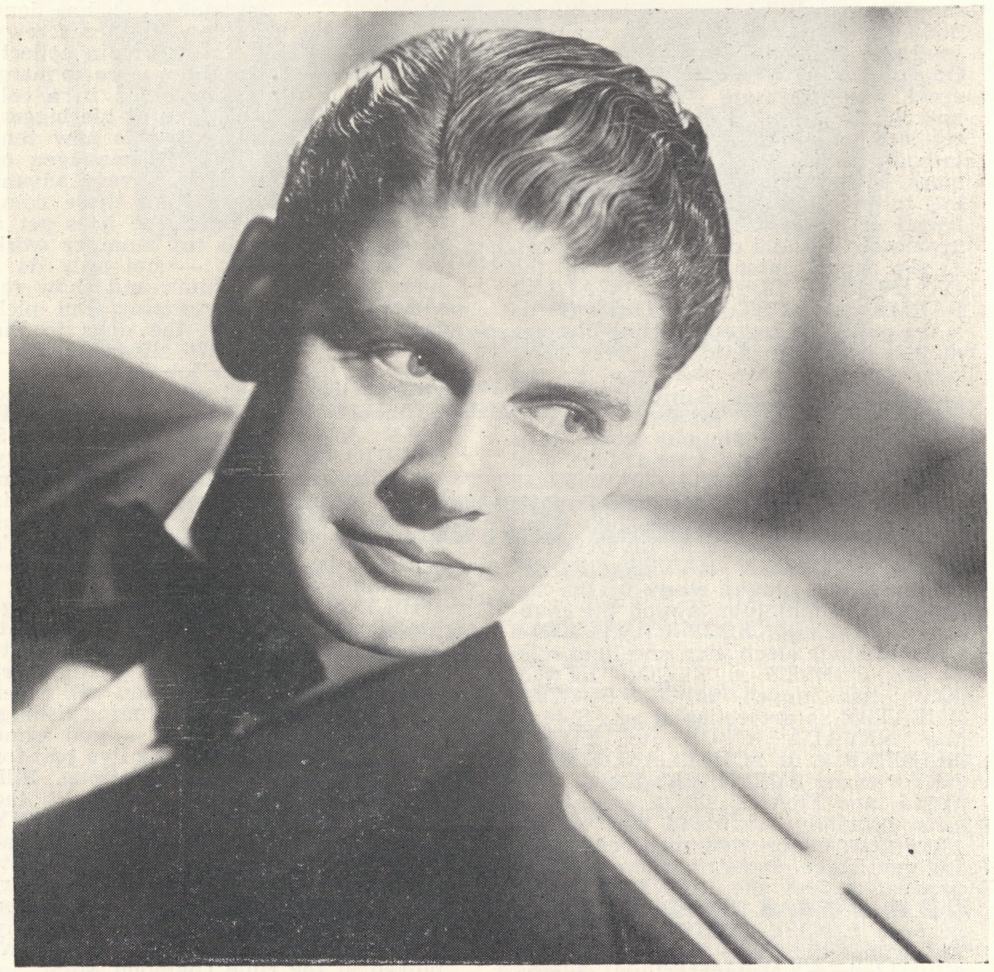
(Continued on Page 37)

"RRRRoamin

IN LAS VEGAS"

Was a great thrill . . . but heading the show at the Hotel El Cortez and working with such wonderful people is —

THE GRREATEST!

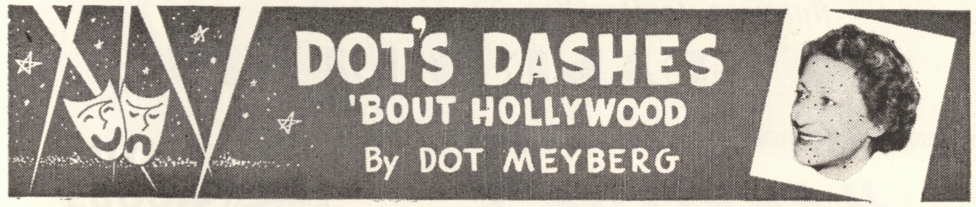


HAMISH MENZIES

Listen for

"OUR ANNIVERSARY"

My Latest Release on DECCA



HOWDY, FOLKS! Efficiency as shown by all the studios this year brought big dividends that spell profit . . . End of the month marks 25 years since color television was given its first public demonstration, believe it or not! . . . Glad to hear CAREY WILSON heads Screen Producers Guild publicity committee . . . General assumption is that 3D necessitating glasses has "gone out like a light" . . . Rheingold sets a Heidelberg party at MGM on "Student Prince" set . . . JANE FROMAN heads here for a "look-see" before debuting up there at the Desert Inn on the 22nd.

MARIE MacDONALD made more news than the RAY GILLIANDS, who threw that $30,000 party honoring their own wedding anniversary of one month. Marie did a burn when a cigaret ignited her dress and HENRY KARL put it out. Evidently not fast enough, for within 24 hours they announced a separation. But after seeing the iced champagne, fountain, and pounds of caviar, ELSINORE MACHRIS GILLIAND and the party all had the same comment: "Unbelievable!" . . . Composer Night once a week is drawing at the Glen Air Country Club, where BERNIE and AL GORDON back up the famous DUNCAN SISTERS, who also introduce new talent every week. HARRY TOBIAS, who authored "Sweet and Lovely" among many famous tunes, goes back in show business to give advice to SHELLEY VIER, who publishes many beer numbers and heads up yonder . . . Singer JON TOVAL formerly was billed as IGOR ROBIN at the piano.

MARILYN MONROE is sick with virus. Understand she told BEN HECHT her life story, which he will write. Will he mention she was NORMA JEAN BAKER DAUGHERTY? . . . JUDY HOLLIDAY suffering from a foot infection. . . . Former Mayor FLETCHER BOWRON and JOSEPH M. QUINN new owners of City News Service . . . Under submission in court is a demand FRANK SENNES change his nightclub MOULON ROUGE name because MEYER SCHWARTZ operates a place here under the same name with eight months priority . . . EARTHA KITT will announce wedding plans to SAMMY DAVIS, I hear . . . Wish GENE TIERNEY would explain her plans. Her arrival here with ALY KHAN in Paris with "Miss France" is bewildering . . . MARSHA HUNT en route to England for one TV show. Her dad retires from the Hollywood social security office . . . BILL MILLER closes his Riviera Club to open in Las Vegas.

GEORGE JESSEL handled the m.c. job at the TONY MARTIN testimonial given by the Friars, and was heard talking about producing a BETTY HUTTON picture . . . SHELLEY WINTERS, now divorced, wants to return to Italy to organize all Italian women to have equal rights to go out nights when their husbands go elsewhere! . . . WILLIAM HOLDEN is off to Tokyo to play "Barker" for Vista-Vision . . . FRED ALLEN'S birthday Monday . . . AVA GARDNER off to RENO . . . ELLA LOGAN admits former Mayor O'Dwyer of N.Y. is her "great" friend . . . DEBBIE REYNOLDS dates RICHARD DIX, who now has an MGM contract to follow in his famous father's footsteps in drama . . . MARY MARTIN arrives shortly. Her film contract at Paramount expired, but there are four other offers.

JAY ROBINSON, who played the hated King in "The Robe," is No. 2 on the 20th Century-Fox fan mail list. Yes, MONROE has the top spot . . . Rumor that SAM GOLDWYN will soon become sole owner of United Artists Studio . . . Passing of MILTON BERLE's mother SANDRA shocks friends here, who expected her in town the very day she died . . . Allied Artists, since acquiring deals with top writers, directors and promoters, have intentions to drop all "B" product excepting the "Bowery Boys" series started years ago by JAN GRIPPO . . . There's a lad named JONATHAN BRINK playing in "There's No Business Like Show Business" and he **is** the son of the Boston Brinks . . . Someone's trying to set a TV show here, to emanate from Las Vegas . . . TV poll reveals that TV holds top spot with the kids throughout the country. Comic strips hold fourth place, and TV has had no effect on theater attendance with the majority of the kids!

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"CURTAIN TIME"

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

Flamingo

June 10
(Not a Review)

SHOW: Rose Marie and Lenny Kent, The Ink Spots
LINE: Flamingo Starlets
ORCH: Torris Brand

They're back again! That grand new team of comedy supreme, ROSE MARIE and LENNY KENT, two of a kind who know practically all the answers in the book for whatever straight line may have been given them. They scored an immediate success on their last engagement here and have been doing the same, repeatedly, on all succeeding engagements elsewhere. The unpredictability of ROSE during what would ordinarily be a

(Continued on Page 37)

LAST FRONTIER

May 31 thru June 20
SHOW: Eddie Albert and Margo, accompanied by Jack Eastern, Pepito Arvello and Mirko Markoe; the Marquis Family, the Lane Brothers
LINE: Frontier Girls
ORCH: Garwood Van

EDDIE ALBERT and his lovely wife MARGO, accompanied by JACK EASTERN at the piano and PEPITO ARVELLO and MIRKO MARKOE, guitarists, are on stage 45 minutes, with every second utilized in magnificent versatility in a format of integrated singing, dancing, monologues and instrumentals. Fast-paced, with never a lag, each bit blends into the other with fine contrast and sustained continuity. ALBERT scores mightily with his vocalizing, comedics, guitar playing, dancing and acting. MARGO'S tempestuous "Flamingo" dance number, her dramatic monologue, "Sons and Soldiers" (Irwin Shaw), her guitar strumming and singing, excellent comedics, all project her magnificent versatility. Their first appearance in Las Vegas, Margo and Eddie will, no doubt, be a "Strip standard" booking henceforth . . . THE MARQUIS FAMILY (chimpanzees) smoke cigarettes, kibitz, ride assorted vehicles, and cue the audience for applause. This lovable and funny group jump rope, play leap-frog, turn tricks on each other like any human family would do, and chatter among themselves in what seems to be genuine conversation. They stop the show! The LANE BROTHERS, a duo of comedians and acrobats, present an

(Continued on Page 37)

El Rancho Vegas

June 2 thru June 15
SHOW: Dorothy Lamour, Joel Grey
LINE: El Rancho Girls
ORCH: Bob Ellis

That perennial favorite among sarong stylists, the ever beautiful DOROTHY LAMOUR, has come to the Opera House Theater Restaurant with her South Sea Islanders in tow. After an opening medley of her popular show tunes, and a couple of toe tapping rhythm tunes, she brings out her Islanders to render the beautiful "Moon of Manakura" and a few other Hawaiian favorites. For a closing situation, adorable Dottie goes through the audience with fresh floral leis and kisses for eager male recipients, while the Islanders sing the ever lovely "For You a Lei" . . . You'll love Lamour . . . It's another return engagement for that mitey young man of energy unlimited, JOEL GREY. Here is a young man who in a very short time has become

"CURTAIN TIME"

one of the most promising entertainers of the era. His vibrant style of presentation is not unlike that of the ageless Cantor, and . . . he has acquired humbleness! . . . The famous EL RANCHO GIRLS have gone into production under the guidance of Miss

(Continued on Page 31)

Wilbur Clark's DESERT INN

May 25 thru June 21

SHOW: Chico and Harpo Marx; Los Chavales de Espana with Trini Reyes; Bobby Sargent

LINE. Don Arden Dancers

ORCH: Carlton Hayes

The ringing peals of laughter you hear emanating from the Painted Desert Room signify the standard reaction to the fun-making of CHICO and HARPO MARX. The brothers provide some of the most hilarious moments ever highlighted by a supper-club spotlight. Aside from their comedy, the Marx team introduces some mighty fine music. Harpo at his harp and Chico, with his battered hat, perches on a piano stool and grins as his fingers flit over the 88. The Marx Brothers are masters of high entertainment and elite showmen . . . Co-starring are the LOS CHAVALES de ESPANA group, one of the most talked-about and colorful aggregations to make the headlines in the past decade. Individually and collectively, the 11 young men are great musicians, choral artists and gifted vocalists. In addition to their accomplishments as a group, the "Kids from Spain" throw the spotlight on TRINI REYES. This young lady is one of the foremost exponents of flamenco dancing and her vibrant personality penetrates vividly during her artistic presentation . . . BOBBY SARGENT is the clever young comedy star who scores a great success with his every

(Continued on Page 31)

SAHARA

June 8 thru June 21

SHOW: Dennis Day, Amin Brothers, Bud and Cece Robinson

LINE: Moro-Landis Saharem Dancers

ORCH: Cee Davidson

It took three and one-half years but the Congo Room finally managed to get DENNIS DAY back into the local spotlight. The versatile star has returned with dynamic impact, displaying greater talents than ever before. Dennis very cleverly makes a presentation similar to a TV format, enabling him to display his many abilities. Weave a great big portion of top singing with excellent comedy and you'll have a faint idea of what's in store for patrons

(Continued on Page 31)

The Sands

June 9 thru June 29

SHOW: Frank Sinatra, George Tapps' Dancers, Martin Brothers

LINE: Sands Ziegfeld Girls

ORCH: Ray Sinatra

With all the advance work that has gone into the ZIEGFELD FOLLIES production, this should be a top Strip feature. Starring in the lavish revue is FRANK SINATRA, the singer who needs no introduction to national audiences. He will present a repertoire of the type of song presentation that sent him zooming to stardom. "The Voice" is here and his fans are mobbing the reservation desk . . . GEORGE TAPPS and his accomplished DANCERS will

(Continued on Page 31)

Thunderbird

May 27 thru June 16

SHOW: Norman Brooks, Sue Carson, Landre' and Verna

LINE: Buddy King and His Ladies

ORCH: Al Jahns

You'll have to admit when you hear the voice of NORMAN BROOKS that here truly is the reborn voice of that master of all showmen, Al Jolson. Norman offers renditions of some of his latest Zodiac recordings; a few ballads; and, in answer to innumerable requests with every performance, gives his interpretation of some of the melodies made famous by Jolson. Following these he has to beg off to ceaseless applause. . . Again we say, SUE CARSON is GREAT! This young lady knows no limitations when she goes into her wide repertoire of impressions and impersonations of popular vocalists and personalities (her Jo Stafford and Lena

(Continued on Page 31)

El Cortez

June 3 thru June 16

SHOW: Hamish Menzies, Tommy Gumina, Paul King

ORCH: Sherman Hayes

Scotland's handsome ambassador of music, HAMISH MENZIES, headlines the show in the PIRATES DEN. Many local showgoers will remember this colorful singer-pianist from his recent engagement in the Sky Room of the

(Continued on Page 31)

GOLDEN NUGGET

(Not a Review)

June 9 thru June 22

SHOW: Benito "Pat" Moreno, Rita Rehm

LINE: Golden Nuggettes

ORCH: Don Ragon

America's most versatile tenor, BENITO "PAT" MORENO, is the star of the new show in the GOLDEN NUGGET THEATRE BAR. He is an unusual singer with a comedy flare. Many Las Vegans will remember Benito's stellar engagement here last fall . . . Next on the bill is "the tops in taps" RITA REHM. She is a refreshingly different interpretive tap stylist who has become a solid favorite in many of the top niteries around the country . . . The gorgeous, ever popular GOLDEN NUGGETTES add spice to the show with their new and varied dance routines . . . Orchestration for the show is capably provided by the DON RAGON ORCHESTRA. During intermissions the Ragon aggregation shows its excep-

(Continued on Page 31)

The Patio

June 8 thru June 21

SHOW: Diahann Carroll, Gil, Bert and Sally

ORCH: Horace Diaz, Johnny White

The new show stars another new star with the presentation of petite DIAHANN CARROLL. Here is a cute little lady who sings with all her heart and soul, and with her own individual style, puts the "accent" in the "right places" when she sings "Makin' Whoopee," and sincere emotion into a

(Continued on Page 31)

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THAT'S FOR SURE:

(Continued from Page 9)

can Fowler hope to stand straight in the face of a debate that is so ludicrous? People who have not visited our town as yet will discover through friends who have that Las Vegas (and Nevada) is definitely the leading playground of the United States, with many attributes other than gaming. Gaming is for those who wish and enjoy it. Many are the tourists who abstain from it and still manage to enjoy themselves tremendously with the beauty and desirability of Nevada.

Again we say we're sorry that "Look" saw fit to print the results of Fowler's imagination. It's always a sad reaction that sets in when you find proof that a one-time favorite has lost its authenticity or charm. This is our farewell to "Look." We'd like to send them the "Bifocals of Truth" but we're a bit weary at the moment. Self-education is the best course and we trust that publication will correct its own misconception. Imagination with control is good. However, unrestrained roving of the mind is bound to harm no one but the individual himself . . . and that's for sure.

Now, on to pleasanter chit-chat. Our wonderful SOPHIE TUCKER arrived in town a week prior to her June 16 opening at the HOTEL EL RANCHO VEGAS. Miss Tucker is devoting her spare time to her many local friends and taking a much-needed rest.

We visited BILL DORSETT at the HORSESHOE CLUB and were treated to a tour of the "Nevada Room," housing the new restaurant and card room addition. The extension should be ready by July 1. The shining kitchen is second to none in the country. It boasts a wealth of stainless steel and immaculate organization. Mr. Dorsett has been putting in so many hours on this project he was forced to take a reprieve last week. Mr. D. introduced us to FORREST R. SMITH, manager of P. O. SILVAGNI'S APACHE HOTEL. Mr. Smith escorted us through the new rooms of the hotel and we discovered them to be among the finest our town has to offer. They are a wonderful complement to our downtown area.

FRANK FUNGE, Night Life editor of the San Francisco Examiner, is in town for a few days. (He also writes a column for that periodical under the nom de plume of IVAN PAUL.) Frank arrived to see our heir but his timing was bad. He just made too early a trip. We told him the offspring wasn't due until sometimes around the 17th of this month but Mr. Funge thought he could hurry the long-legged bird. Well—next time for sure, Frank!

Repetition may irritate some people but we can't resist it in the case of MILTON PRELL, general manager of the HOTEL SAHARA. Here is a man who is well-schooled in heading such a tremendous organization successfully and still retaining the respect and admiration of his employes. On June 6 Mr. Prell held his annual dinner for the local cab-drivers. Once a year he turns over the dining room to the cabbies and their wives, picking up the "tab" himself. He began this practice seven years ago and hasn't missed one year since. This is just a minor example of his generosity.

SID KULLER and Ye Editor have been sharing mutual nail-biting sessions as expectant fathers. (He wrote and staged the "Ziegfeld Follies," currently at the SANDS HOTEL.) Although Sid's lovely frau expected the stork before we did, duty called and Sid had to leave California to fulfill his local obligation. It was a move that was difficult for him to make but his wife refused to allow him to break a commitment for any reason. Consequently, the Kullers' third son was born this past week and Sid was frantic because he wasn't present. His understanding wife called to inform him he was a daddy again and spent many moments allaying his remorse over the untimely separation. (Incidentally, Sid is also one of the country's top writers and works for many stellar performers, such as DONALD O'CONNOR and BOB HOPE.) Congratulations, Mr. and Mrs. Kuller. We envy you your little family and wish you greater happiness than ever with your new incumbent.

HERB McDONALD, managing director of the Chamber of Commerce, is the talk of Las Vegas. While entered in the National Golf Tournament competition at the DESERT INN GOLF COURSE, Herb shot a low 70. He has a handicap of 8, making for a terrific 62, against which BEN HOGAN will shoot today, June 12. There are about 100,000 competitors in this tournament and Herb is bound to be one of the top five. We're practically sitting on a porcupine, waiting for the results.

Time out to say a hearty "welcome back" to LENNY KENT and ROSE MARIE, currently at the FLAMINGO HOTEL. This is the comedy duo who took the nation by storm, from the moment they decided to blend their talents into one act. Man! They're great!

The new PATIO on the "Strip" is really buzzing with constant activity. The gentlemen directly responsible for the ever-growing patronage are owners MAX STETTNER and JOE COHEN. A combination such as this can't help but reach the pinnacle of success.

(Continued on Page 29)

Something New! . . . . .

. . . . IN LAS VEGAS

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FUDGIN' AROUN'

WITH

J. FOSTER FUDGE

I TRIED my best to explain to Dennis Stephenson, our highly talented and very conservative art director, that my column would concern itself with the progress of the business side of Las Vegas. Somehow he must have gotten it confused with somebody getting the business, or sumpthn', so I get depicted as a character at a keyhole. It still attracts attention to the column, though, Denny old boy, so we're just as happy as if we had good sense. But tell me, old fellow, how come the keyhole? Oh well! - - -

That Fabulous Pfaff Man has the cleverest TV commercial we've seen in many a moon. Mr. Wallis is a top-flight merchandiser, and we can be proud of his outstanding success in our city—he is actually attracting nationwide attention with his antics. Plus the fact that he backs them up with a 100 percent square deal . . . He is redecorating and expanding his showroom and has promised that for those who didn't see him on TV he will give them a free dancing, sewing machine demonstration in person. It's really worth the trip. Selling and demonstrations can really become quite a bore without people like the Pfaff Man to spark it up with a little good old-fashioned humor.

We congratulate Ted Wiens on the opening of his new gas station at Fifth and Carson, where he will feature COMPLETE auto service. Ted would like to see everyone attend his GRAND OPENING on June 19. There will be prizes, free drawings and gifts for all members of the family. DON'T MISS IT!

Mr. and Mrs. Bert Walsh of the Double Circle Guest Ranch in Paradise Valley have just returned from a trip to Chicago, New York, Miami, Cuba and Los Angeles. Mr. Walsh, a hydraulic engineer with Bonanza Air Lines, reports that he and his lovely wife Gwendolyn are most happy to be back home. Mrs. Gwendolyn Walsh is now the full owner of the State Realty Company, having recently dissolved her former partnership.

Mr. and Mrs. Gene Forsythe recently returned home from a trip East—Boston, New England, Midwest, et al. Gene is a maintenance engineer at Nellis Air Force Base, and his charming wife Ruth is employed at Ronzone's Department Store. We relate this to show how our town is becoming the Glamor Capital of the nation. Mr. and Mrs. Forsythe report they were stopped continually on the road when people noticed the Las Vegas window sticker, and were hailed like long lost relatives by perfect strangers. Gene wore his big western hat, natch, and has taken about 10 orders for them while there. This country is really getting "L.V." conscious.

Question arises: Are we ready for the terrific growth that our city's future indicates? Well, let's go on record as saying WE THINK SO. Best indication of them all is the terrific energy of the business citizenry of our town. Not just the show places, either. While we all gladly admit that it's that grand Strip, the wonderful places and the new things happening on Boulder Highway, all this making more and more beautiful places for play and business, let's take stock of the myriad businesses and services that are required to keep pace with this tremendous growth. It is our humble opinion that there's plenty of evidence to support the claim that our shops and our service institutions are doing a great job.

OPPORTUNITY is the only thing we claim has a right to knock. One of the most significant facets of our publication is the basic editorial policy to ACCENTUATE the POSITIVE. Anyhow, somebody told somebody in the real estate business that we had a temporary lull. I've been beating my brains out all week trying to convince various and sundry that a depression is a state of mind. It can only be cured by a psychiatrist. There's one other possibility — get into a car and drive around this city and look at the building going on. Stop in and talk to a few of the many fine people who are doing business in every block. Doing business so fast and planning expansion so quickly that they can't understand anyone with time on their hands. The pessimist looks the ground over and sees a burial place: he looks at the sky and sees a lot of nothing. The optimist looks at the same two things and sees a skyscraper, an airport, a luxury hotel or

(Continued on Page 35)

Eddie Albert and Margo

★ "THERE'S NO BUSINESS LIKE SHOW BUSINESS"

. . . and for this we get paid!

★ THE BEAUTIFUL LAST FRONTIER HOTEL . . .

★ A WONDERFUL BOSS LIKE JAKE KOZLOFF . . .

★ GREAT AUDIENCES . . .

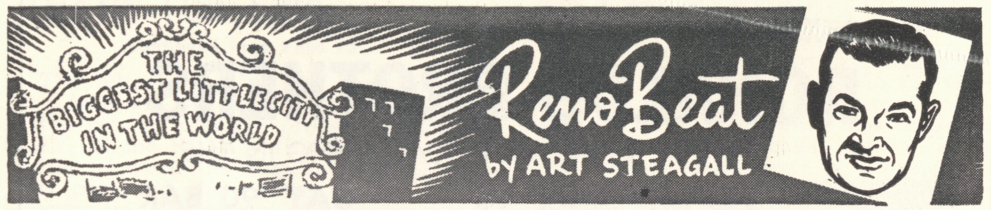
★ DESERT AIR . . .

★ BLUE SKIES . . .

Our First Time in Las Vegas . . .

We're On A Whirl!





IT HAPPENED IN RENO: Mr. CHARLES B. MITCHELL, general manager of GOLDEN HOTEL for the past ten years, has resigned to donate all of time to his ranching interests in Texas . . . A. L. COLEMAN moves up from Long Beach to take over the managership here . . . A change in the Reno All-Year Committee, a special group set up to handle publicity for the city of Reno, is in the making . . . Quoting a column in the S.F. Examiner: "George Wingfield Jr., owner of the Mapes Hotel, etc., etc." Come now, isn't there some mistake? . . .

Mrs. JAN GARBER, in and out of the hospital for repairs to a broken toe . . . JAN'S daughter JANIS is doing the vocals with the band currently at the GOLDEN . . . Happy b'day to JIMMY THE RED, Reno's greatest fisherman, which even he admits . . . ABE ROSENBERG, known to his many friends as ABIE, THE AGENT, was found dead in his local hotel room . . .

The Hotel Mapes Partnership Best Ball Golf Tournament set for June 25-26-27 at Washoe Golf Course . . . LT. DWAYNE MORRISON, former All-American basketballer from South Carolina, is now athletic director at Stead Air Base . . . The muchly-bid-for property, the University of Nevada farm, has been sold by the board of regents to CHICK BENNETT and CHUCK MOORE. The sale is subject to the approval of Governor Russell. The land, located just south of Reno, has been subject of much interest in the past few months. A S.F. firm, first bidders for the site, announced plans for a big resort hotel to be built there . . . WARREN NELSON of the PALACE CLUB off on a vacation with MRS. NELSON and their two children . . . LORRAINE and SAM COHEN of Las Vegas stopover visitors here on their way to S.F. It is their first visit to Reno and to an old friend JOE LEO. Sam and Joe had worked together years ago. Now Sam is in the casino at the SILVER SLIPPER while Joe is at the WALDORF CLUB here . . . Reno's Carnival Queen, MILDRED G. WILSON, was married to a professional football player, EDDIE LE BARON, last Friday night . . . Mr. and Mrs. FRANK SAVAGE back from a Las Vegas honeymoon. MRS. SAVAGE is the former JANICE ROSASCO, well known, talented pianist and vocalist who had her own show on KZTV. . . . Plans are under way for PYRAMID LAKE to become a national park . . .

BEATRICE KAY, back from an Eastern tour, at her ranch here. She opens at the MAPES SKYROOM June 17 . . . Wrestling returns to Reno Sunday night when the season's first outdoor match is held at Moana Ball Park . . . Gee, you meet some of the most interesting people in this town, like DOUG BROWN. Doug has just returned from four years in Germany in the special services of the Armed Forces. Three weeks ago he and his tape recorder left the East on a tour of our country, visiting clubs, cafes, ball parks, etc., putting impromptu programs on tape, to be sent back to the European theater and played for the boys to give them a touch of home. I met DOUG in the WALDORF CLUB where he was taping GLENN ROLFSON at the piano bar. A nice program, and a nice idea—don't you think?

Did you read the story in the June 15 issue of LOOK MAGAZINE on gambling in Nevada? . . . A new screen, especially designed for 3D movies, has been erected at EL RANCHO DRIVE-IN THEATER. The screen, which is the first of its type on the West Coast, represents an investment of about $30,000. The theater opened its summer season last Friday . . . Didn't the youngsters look great last week? Out on the town, all dressed up—'twas graduation week!

CURRENT SHOWS: A great band and a great show closes this week in the GOLD ROOM of the GOLDEN HOTEL, the JAN GARBER REVUE. The show opens fast and moves at a terrific pace. Several members of the band are featured as soloists. BILL FALBO, a newcomer to Reno, does a remarkable job with the comedy spot in the show. His impressions are great. A novelty foot-juggling act, MISS LONI, plus the GOLDEN GIRLS, complete the show. EDDIE (ROCHESTER) ANDERSON opens next.

The MAPES SKYROOM is presenting the CHINA DOLL REVUE, featuring one of the top entertaining teams in the country, MING and LING. Beautifully staged and costumed, this is one of the best "package" shows to play Reno in some time. JOHN TIO, the remarkable talking parrot, the beautiful

(Continued on Page 35)

"The Rollicking"

RONALDS BROTHERS

CURRENTLY HEADLINING IN THE

GAY '90 BAR

HOTEL LAST FRONTIER

★ ★ ★



they're zany . . .

they're colorful . . .

Las Vegas'

most excitingly

different trio!

Relax, Podner



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THAT'S FOR SURE:

(Continued from Page 23)

The fellow working the swing shift at JACK GARN, ltd. is DICK SINATRA, son of popular orchestra leader RAY, of the SANDS HOTEL. Dick is going to work the summer months in this post and then plans to head for Europe in September. There he will study drama in preparation for a theatrical career.

JOEY BISHOP (recently closed at the HOTEL SAHARA) still can't believe it's true. One early morn he received a phone call from Hollywood placed by a fellow who identified himself as ARTHUR HORNBLOW Jr. Joey yawned into the receiver and hung up, believing it was a gag. The phone jangled again and Bishop displayed further annoyance. Only a confirmation from M.C.A. convinced him that Mr. Hornblow was actually Mr. Hornblow. He wants to screen test the comedian for the part of the Peddler in MGM's movie version of "Oklahoma!" It's a wonderful break for Joey and we wish him luck.

Have you seen the sensational LOS CHAVALES de ESPANA at the DESERT INN yet? They are 11 members who studied music in the same class at the Barcelona Conservatory of Music. Five years ago they formed the group and are not too far from being the greatest to hit the spotlight. Each is an excellent musician. One can't describe Los Chavales, their arrangements and presentations. They have to be seen and heard for complete appreciation.

Sorry to learn MURRAY COOPER was hospitalized at the SANTA BARBARA HOSPITAL last week. His wife FAY is extremely distraught because she cannot be at Murray's side but realizes someone has to keep the homefires burning. She works as a bingo dealer at the SILVER SLIPPER BINGO parlor. We certainly trust it won't be too long before Murray recuperates and returns home.

On June 1 Philadelphia's RITA WATSON and Las Vegas' DANNY STEIN exchanged marital vows. (He is a pit boss on the day shift at the SANDS HOTEL.) The bride is exquisite and Danny never looked happier. Sincere wishes of a long and blissful married life to the newlyweds.

In the near future SAM and MRS. BOYD are planning a trip to Europe. (He is casino manager at the HOTEL SAHARA.) The Boyds will visit their son who is in the U. S. Army, stationed in Germany. The lad works with the Advocate General on court martial cases. It's wonderful experience for him, in view of his studying for the bar, prior to donning the uniform.

JOE BROOK, waiter at LOUIGI'S CHARCOAL BROILER, is on his way to becoming a pretty important landowner. His friends gave him a great amount of good-natured ribbing when Joe purchased a parcel of property in North Las Vegas four years ago. Today he is building three stores on that land, with two already rented. No ribbing now, is there, Joe?

Attention, musicians! LARRY MUSHKIN (of LARRY'S SHOE STORE) has purchased a new shoe that seems to be made just for you. It is a patent leather loafer that appears ideal for your working hours and will give you the comfort you need while on the podium.

Looking lovelier than ever (if that's possible) was ANN SHERIDAN when we saw her last week, ringsiding with host JAKE KOZLOFF at the HOTEL LAST FONTIER. While on the subject of the Frontier, work is really being done in earnest on the remodeling, with the foundation of the new hotel all set. Here will be another proud showcase for L.V.

Popular localite JIMMY BLAKE is going to introduce a venture that many former Easterners will greet with anticipation. He is going to build a STAGE DOOR DELICATESSEN, duplicating the famous one in New York. The place will be located in the NEIL BERK project on the "Strip" and we can just smell the tantalizing aroma of those favorite delicacies. Um-um!

Last time she was here, JUNE McCALL appeared in the GYPSY ROSE LEE show at the DESERT INN. Now she is with the "Ziegfeld Follies" at the SANDS HOTEL. The lovely lass turned in an enviable performance in "Battle Cry," in her role as ALDO RAY'S girl friend. She could have remained in Hollywood where her services are in demand but couldn't resist JACK ENTRATTER'S offer to appear in the "Follies" for an eight-week stint. Miss McCall is being escorted about town by BOB CLEMENS, local variety reporter.

And—have you seen the beautiful new front on LILLIAN'S Dress Shop? It really is an eye-catcher. This is something Lillian and her husband have wanted to do for quite some time. However, in order to avoid closing on shopping days, the GOLDSMITHS waited until the Memorial Day week-end and paid double-time wages to workmen to have the task executed during the holiday. Now, the store front excites more interest and invites more customers. If business keeps climbing so steadily, the Goldsmith will have to enlarge . . . and that's for sure.



"After 2 years of close association, Tommy is the Greatest Accordionist of Our Time. That's My Boy —**TOMMY GUMINA**" . . .

Quote HARRY JAMES

★

Good Luck on Your Opening at the Golden Hotel, Reno, June 30th

Terrific! **Tremendous!**

TONE-ARAMIC SOUNDS . . .

TOMMY GUMINA

CURRENTLY APPEARING

AT THE

EL CORTEZ HOTEL

★ ★ ★ ★

Recordings with HARRY JAMES

"Ruby"
"Sorrento"
"Flight of the Bumble Bee"

★

Personal Management
NICKY STEWART

5835 FAYETTE ST.
L.A. 42, CALIF.



EL RANCHO VEGAS:

(Continued from Page 20)

DOTTIE DEE, to come up with an opener "Circus" routine that is a cutie. Their next offering is of a sexsational setting with lots of leg art and beckoning beauty. . .

THUNDERBIRD:

(Continued from Page 21)

Horne are priceless). Sue's "Seven Approaches to Love" always brings down the house! . . . LANDRE' and VERNA are a flawless dance team, expert in the art of "one-hand spins." Outstanding is their feat of coming out of these spins into a fast picture finish that can only be described as "sensational." . . . BUDDY KING and his LADIES offer two colorful productions with the aid of strobe-lite attraction. One: "Minnie From Trinidad" and a "Hawaiian" spectacle . . .

SAHARA:

(Continued from Page 20)

attending the Dennis Day performance. . . . The AMIN BROTHERS are just as sensational as ever in their acrobatic achievements. The two brothers reveal an amazing amount of skill that is guaranteed to leave you breathless. You can't help but feel concern for their safety as they defy the law of gravity. . . . BUD and CECE ROBINSON are the handsome couple who steal your heart as they twirl about the stage. Their dance sequences are exceptionally smart and vastly different from the "run of the mill" variety. These youngsters are definite stardom material . . . Rounding out the bill are the MORO-LANDIS SAHAREM DANCERS. As is their wont, the lovely ladies of the line provide excellent production numbers, garbed in stunning costumes.

SANDS:

(Continued from Page 20)

appear with more of their unique and outstanding routines, with the MARTIN BROTHERS being spotlighted in special numbers . . . JACK ENTRATTER personally supervised the selection of 20 exquisite girls, chosen from all sections of the country. They will appear in the production numbers, written and staged by SID KULLER . . . CHUCK NELSON will narrate the show as well as taking charge of the featured singing role with the productions. The choreography has been created by RENEE STEWART and BOB GILBERT. Gowns are by BILLY LIVINGSTON and special music by LYN MURRAY.

DESERT INN:

(Continued from Page 20)

appearance. His talents are highlighted by his youthful, fresh approach. Bobby retains favorite impressions for local audiences but never fails to introduce buoyant additions that are "sock" in their newness and appeal . . . The DONN ARDEN DANCERS are as spectacular as ever in their superb productions. As you watch the troupe in action, you realize their portion of the entertainment bill is a stellar one and can never be found lacking.

EL CORTEZ

(Continued from Page 21)

Desert Inn. At times he is hilariously funny; at other times, departing from wit, he slips effortlessly into a haunting lyrical mood. He is an artist of great versatility and brilliance, with a styling all of his own. His smooth, intimate technique has made him a top-fight entertainer . . . Featured in the show is a young and talented accordionist, who specializes in a thrilling new sound, which he calls tone-aramic. TOMMY GUMINA, a handsome and personable artist, has taken the polka and schottische sound out of the accordion and brings out a combination of what he calls tone coloring. This is playing like a singer sings—lyrically. "Ruby," "Flight of the Bumble Bee" and "Sorrento" are his best numbers, which, incidentally, he has recorded with Harry James — he is definitely destined for big-time stardom . . . PAUL KING, a clever tap dancer in the night-club circuit, plays his return engagement in this spot. He is a six-foot bundle of rhythm, whose fast-stepping dancing continuously brings applause from the audience.

THE PATIO:

(Continued from Page 21)

ballad such as "Someone to Watch Over Me." Although a mere slip of a thing, she has a full voice that is to be envied by those who have been in the game for many more years . . . GIL, BERT & SALLY are three young artists who are loaded with special material, the exuberance of youth . . . and talent! Their portrayal of "The Good Ol' Days" of Vaudeville shows that these youngsters have a wealth of versatility; they sing, dance, mug, satirize and draw just desserts in applause.

GOLDEN NUGGET:

(Continued from Page 21)

tional versatility by playing soft, sweet, popular music, modern jazz and swinging blues.



ON ANY 3 OF A KIND AT...

BUCKLEY'S
JACKPOT CLUB
DOWNTOWN

POP SQUIRES:

(Continued from Page 5)

vas scattered about the corner of Main and Stewart streets.

On the evening of about May 5 it began to rain. All night long with a gang of men we worked trying to get the stuff out of the pools of water gathered in the low places, where most of it had been unloaded.

We were wet and cold, and about ready to quit Las Vegas forever. But the sun came up next morning bright and warm so we went on with our 35-room tent hotel and had it ready for guests May 14, the day before the town lots were to be sold.

By evening every room was taken and, as it warmed up, the demand for cold beer from our ice box, was good.

The morning of May 15th it was hot. When the auction adjourned at noon we all rushed over to "Hotel Las Vegas"—with me in the lead.

I threw back the canvas flap which was then supposed to be the door, and a hot blast struck me. I looked at the thermometer, which I had carefully hung to show our guests how cool it was inside the hotel, and found the mercury at about 128 degrees. We served our beer to the guests and all went outside, where it was only 105.

Following the auction the thermometer every day registered anywhere a maximum of 105 or more all during May, June and until July 14. About 7 o'clock in the evening we could see a black cloud coming in on us from the southeast. When it reached us it was almost an explosion. with a violent gust of wind.

All night it rained, clearing about daylight. I remember the occasion very well because our tent hotel leaked everywhere. But about 9 o'clock the sun was bright and we all stood out in the sun with our coats, which we had not worn for more than two months, trying to get warm. It really changed quickly from hot weather to cold.

The next notable Las Vegas vagary I recall was about June 19, 1908. I think the mercury registered a maximum of 118 degrees in the Las Vegas Age office, then in a shack at the corner of Second Street and the alley where the telephone long-distance slot machine office now is.

On December 3, 1909, I met County Clerk Harley Harmon on the street about noon.

"Hello, Harley! It looks like snow," I said. "Oh, no—It never snows in Las Vegas," said Harley. "Bet you the drinks it snows before 5 o'clock," I retorted. "You're in," said Harley.

About 4 o'clock the gronnd was white and the sky filled with feathery flakes of snow, and just after 5 I collected.

December remained cold and there was a little snow occasionally until just after Christmas, when another storm stroke on us, covering the vast intermountain country with heavy snowfall. About December 31 the snow changed to a warm rain. New Year's Eve I was at the railroad station and saw the Los Angeles Limited train pull out for the East in the gentle rain.

That train stood in the wash near Caliente about five and a half months. No through train went through Las Vegas from December 31, 1909 until June 15, 1910. Las Vegas almost closed up shop during all those months without a railroad payroll.

Shortly after trains began to run again I was at the station when a train came in with Senator Clark's private car attached. The senator got off and walked arm-in-arm with me up and down the platform.

"Charlie, I have spent six million dollars rebuilding 106 miles of the railroad," he said almost tearfully, "and it is not finished yet."

Some time in the future I may be able to finish this little story about Las Vegas weather.

DAVE BARRY:

(Continued from Page 7)

with Cass a few years back at the Empire Theatre in Glasgow, Scotland. There was the only audience I'd compare with Texans.

You know, I don't often get philosophical about things like this but wouldn't it be wonderful if people all over the world got on a happy, spirited kick like they are here in Texas. Traveling around the country as I do, I've been seeing too many chins dragging along the pavement.

Man, down here, EVERYBODY'S happy! I wonder if the money's got anything to do with it. Wal, mebbe yes, mebbe not. Just remember folks, no matter how happy you are, KEEP SMILING! And if you don't know how to smile, then come on down to TEXA$.

Wedding Corsages
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AGAIN...



It's been a wonderful engagement . . .

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JOEL GREY

HOTEL
EL RANCHO VEGAS

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

NORO MORALES
TEDDY NOEL ORK
ERNIE STEWART TRIO
GABOR AND HIS LATIN RHYTHMS

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

FUDGIN' AROUND:

(Continued from Page 25)

a playground for kids and grown-ups. Two guys with the same perspective—but a different slant. Business is made by people making dollars and spending dollars so that other people can make dollars to spend so that they can make more dollars — we're the land of the big silver dollars — let's keep 'em rolling. Somebody tell Lever Brothers they can have their box back now. See you next week - - -?

RENO BEAT:

(Continued from Page 27)

CHINA DOLLS and the above mentioned show stoppers, MING and LING, are headliners. Music is furnished by EDDIE FITZPATRICK and his orchestra . . .

The RIVERSIDE THEATER RESTAURANT opened Thursday with ANN SOTHERN making her nightclub debut. This talented star has reached the peak in almost all type of entertainment mediums, therefore there is much interest in her latest undertaking . . . an all-star cast supports MISS SOTHERN, and the popular RIVERSIDE STARLETS and BILL CLIFFORD and his orchestra round out the show.

See you next week! . . .

ART STEAGALL . . . Reno 2-9736.

Lillian's
SMART WEAR
Exclusive But Not Expensive
SEA MOLDS SWIM SUITS
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116 No. 4th — Just Off Fremont

Coming Attractions
ON THE FABULOUS STRIP

Flamingo

JULY 1
TONY MARTIN
ALAN KING

DESERT INN

JUNE 22
JANE FROMAN

★

LAST FRONTIER

JUNE 21
PATTI ANDREWS
MARY KAYE TRIO

SAHARA

JUNE 29
MARTHA RAYE
JULY 13
PAUL WINCHELL

Thunderbird

JUNE 17
SUNNY GALE
and ORSON BEAN

El Rancho Vegas

JUNE 16
SOPHIE TUCKER

The Sands

JUNE 30
ZIEGFELD FOLLIES
VIC DAMONE

★

"Thanks"

TO —

Hal Braudis

the show cast

the Thunderbird

the entire personnel

the Las Vegas audiences



Norman Brooks

PAGE 13:

(Continued from Page 13)

Mr. and Mrs. AL WINTERS by Supreme Court Justice WALTER TOOZE. They were in the service together and served almost four years in the India-China theater. If I can be as happy as I am after only a 14-week courtship before marrying Chili, think how happy they should be after 14 years! Congratulations! And long life together!

From all indications, the PATIO is permanent! And no two guys deserve it any more than MEX STETTNER and JOE COHEN. They really ran the obstacle course to get their baby open for business. Now it has become THE place to go after the shows! So far their shows have been the tops, and dance music the greatest. The food, from all reports, has always been the best.

Now that my Mother has gone back to Bellflower, I'm going back on my protein diet. Show me anyone who can stick on a diet while Mom is doing the cooking, and I'll show you a man who is on his death bed and don't know it! Give me a month or so of this high protein business, and you'll be calling me "Wasp-Waist" Uhlman. Right now I'm so hungry I'm out of my head, as you can plainly see!

Pull up a chair again next week, and we'll see what the pages of the notebook can produce for Pg 13 . . . and your ever lovin' . . . JOHNNIE.

FLAMINGO:

(Continued from Page 19)

serious rendition, and the spontaneous combustion which is LENNY, all makes for a fast and furious round of quick quips . . . and squelches . . . THE INK SPOTS are four sepian songsters whose voices are the epitome of blend . . . a blend of harmony that is pleasing to the ear. Their program includes many of the ballads for which they are famous, as well as popular tunes of the day, and special material second to none . . . The FLAMINGO STARLETS appear in two Ron Fletcher productions that have proved to be such hits that they have been held over for this new show. Firstly there is a "blues" which is followed by a routine based on "Mountain Greenery," featuring the vocals of Bob Trevis . . .

LAST FRONTIER:

(Continued from Page 19)

entirely new slant in the tumbling school of entertainment. You've heard of jumping rope on their spines? Accompanied by comedics, yet! The FRONTIER GIRLS come up with a pair of outstanding production numbers, with singer IRENE KNIGHT, Philadelphia import, a big, big click. The beautiful thrush has excellent tone quality.

WHAT'S DOIN' . . .

(Continued from Page 15)

to become music critics. What else—with the radio and talent shows and jam sessions being held at the SHAMROCK lately! . . . Guests from Los Angeles last week were GARWOOD VAN'S mother and father. With a son and host like "Gar," they must have had a wonderful time in Las Vegas . . . News of WESTERNER RESTAURANT Manager JOE MORELLO'S recent eye operation came as a quick shock. He is recuperating at home and will not be back on the job for a while. We miss you, Mr. M., and wish you a quick recovery . . . The sensational RONALDS BROTHERS, playing nightly in the GAY 90s BAR of the LAST FRONTIER, are one of the most unusual acts to play in local lounges to date. They're loud — they're comical — they're colorful — they're zany . . . THEY SELL. . . . It is always a pleasure to be greeted at the HORSESHOE RESTAURANT by hostess JEAN RUDD. Her sweet smile and pleasant personality make everyone feel right at home . . . AL QUODBACH and associates are negotiating to take over all the leases of the small businesses on the northwest corner of First and Fremont and combine the locations into one gambling hall under the license of the LITTLE CASINO. Many of us are wondering what will happen to the enormous Pioneer Club sign on top of the building . . . Well, I've used up my space and time for another week, so will close for now—in other words, the morning is clear, the boss is here, and the deadline near — sooooo, I wish you and yours the best of health and luck 'til then!

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LAS VEGAS

... in the Fabulous COPA Room

JACK ENTRATTER

Proudly Presents

THE ZIEGFELD FOLLIES

STARRING

FRANK SINATRA



GEORGE TAPPS AND HIS DANCERS

THE MARTIN BROS.

THE SANDS' OWN ZIEGFELD GIRLS

WRITTEN AND STAGED BY

SID KULLER

RAY SINATRA and His ORK

Musical Supervision by
LYNN MURRAY

Choreography by
BOB GILBERT and RENNIE STEWART

Costumes by Billy Livingston
Furs by William Baer
Executed by Brooks Costumes
Additional Costumes by Mme Berthe

2 Shows Nightly—8:15 & 11:15

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The Sands

LAS VEGAS, NEVADA



The fabulous hotel...

Flamingo

PROUDLY PRESENTS



SHOW TIMES
8:30 - 11:30

ROSE MARIE and LENNY KENT
THE INK SPOTS

FLAMINGO STARLETS

A Ron Fletcher Production

●

TORRIS BRAND and ORCHESTRA

★ AT THE STAGE BAR ★

GALLION BROS. & DIANE
MARCO RIZO RHYTHMS
THE WHIPPORWILLS
BOBBY PAGE AND ORK



if you haven't seen the fabulous **FLAMINGO** . . . . . you haven't seen **LAS VEGAS**

A Springtime Carnival of Fun and Music

CHICO & HARPO MARX

The Sensational

LOS CHAVALES DE ESPANA

WITH

TRINI REYES WORLD'S FOREMOST FLAMENCO DANCER

BOBBY SARGENT

DONN ARDEN DANCERS

CARLTON HAYES AND HIS ORCHESTRA

Show Times 8:30 and 11:30 — Second Show Sat. Midnight

NO COVER — NO MINIMUM

Wilbur Clark's

DESERT INN

"It's Great to be Back!"



TO STAR IN

Jack Entratter's

NEW AND EXCITING

'ZIEGFELD FOLLIES'

The Sands

Frank Sinatra