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LAS VEGAS Magazine



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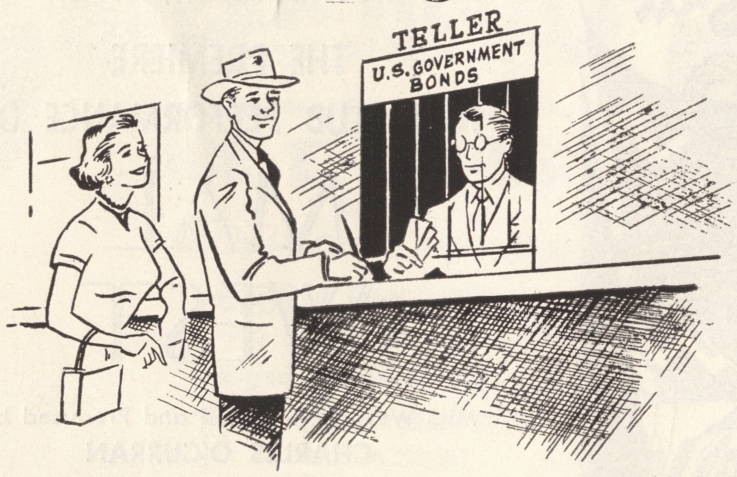
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HOW ABOUT THE FUTURE? In this column we have recounted many times the little things that make the history of Las Vegas. Knowing how and why we have developed from a sickly little village to a thriving city with characteristics all its own, seems to me it would not a bad idea to look ahead a little and see what the future may have in store for us.

We knew we had a climate with more perfect days in each year than any other city in the Union and we knew that people, when they learned of it, would come to share the pleasure of those days with us.

We knew that at Hoover Dam there was a vast output of electrical power.

We knew that in Hoover Dam, in Lake Mead and in our pine-clad mountain areas we had attractions which would attract hundreds of thousands of tourists when they learned of them.

We of the whole state had the courage to adopt our so-called liberal laws so that those who chose to gamble, right or wrong, would receive protection which they could not expect in cities and states where gambling was illegal. We observed that in every city in the country there was gambling and that people seeking adventure sought out those games.

We learned that there was probably as much gambling within four blocks of the St. Francis Hotel in San Francisco, or within half a mile of the Biltmore, Los Angeles, as in the whole state of Nevada. But there was a difference.

Our citizens who wished to enjoy a little game in our sister state were against crooked games where they had no protection against crooks. They were robbed of their money by gangsters educated in the ways of winning your money. If they protested they were beaten up by thugs and thrown into a back alley.

If they called for help or were found by the police they would be arrested for gambling. So you were breaking the law, were you? Twenty-five dollars or twenty-five days in jail! And that was all. There was nothing you could do, because you were a confessed law breaker.

We for years had similar conditions in Nevada. But our legislature changed that and made gambling just as legal as any other business. But Nevada put strict safeguards and careful rules and regulations about the establishments engaged in the gambling business. A state commission was established with complete control of the issuance of licenses and the background of every person applying for a gambling license was carefully studied and if the record is not good, "no license!"

License fees were made high enough that those who had them preferred not to take a chance at losing them. And the operators of games, finding that it was not necessary to "pay off" each month to assure proper protection of the law, much preferred to operate their business as a lawful pursuit and depend on the legitimate percentage of the games for their profit.

That has proved since to have worked to the advantage of all concerned. Both the public and the operators of the games are protected by the law. People who like to wager a few dollars on the faro bank, the roulette wheel, poker, pan or other games can do so if they wish. If they prefer to ignore the games there is every pleasant pursuit at hand to entertain them, including the finest golf courses in the world.

(Continued on Page 37)

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CONGRATULATIONS to Mr. and Mrs. Jack Cortez on the birth of their son Bruce! We're waiting to hatch our any minute now. You must feel very proud, Boss. May I still call you Boss or has that esteemed title now been transferred to the new offspring? If you think YOU'RE the boss, you've got another think comin,' my friend. You'll have that kid right where he wants you. He'll push you around just so far and even further. He'll show you who wears the diapers in the family.

Poor Pop! All the credit is always given to Mom. Here in Beverly Hills they have many shops that cater exclusively to the new mothers. This for Mom, that for Mom. Nothing for Pop. Frankly, I protest. With all respect to Mom . . . well not exactly ALL, I believe Pop should get equal consideration from the manufacturers.

I would like to suggest a few products which I think would make life lots easier for the new father. Eight cornered diapers would be a boon to the frustrated poppas who have trouble finding the corners! Cribs with built-in sound proof systems. This would pipe the crying into an echo chamber and the baby stops crying to listen to what he thinks is another baby.

Of course this doesn't help Daddy's sleep, so this outfit comes with an optional hotel room key and cab fare to the nearest hotel. Bathinette with water skis. This is wonderful for babies who are sports minded at a very early age. This saves Pop a lot of time ordinarily spent entertaining the baby during the bathing period.

A radar nipple finder. The top of the bottle is magnetically attracted to the nipple in the boiling water eliminating the danger of Pop scorching his fingers searching through the sterilizer. Be sure to duck as the nipple flies to the bottle top. One father yawned and they haven't found the nipple yet. However, every time he takes a bottle of milk out of the refrigerator now, his stomach grabs it.

Cushioned walls. You know, the ones the new father always runs into when the baby wakes him up in the morning. I've yet to hear of a father who has a perfect sense of direction when his sleep is interrupted by the baby's wailing. Most fathers trip, stumble blindly in the darkness for hours before they finally find the kid who, by this time, has fallen back into a deep sleep.

How about feeding the baby garlic milk before he goes to sleep so you can find him in the dark? How about tying a cow-bell around Pop's neck so it'll wake him up? Might as well tie a rope around his neck too, so in case he wanders into the neighbor's house he can be dragged back into his own corral.

Go ahead and laugh (I'd appreciate it), but you have no idea of what a few nights of interrupted sleep does to a new born father. Why, from my own personal experience, my wife tells me that when our first baby woke up in the middle of the night I'd eventually find my way to the refrigerator and spend hours trying to stretch the nipple over the milk bottle.

Only these were QUART bottles. And BUTTERMILK! You should have seen the weight that kid put on. He gained eight pints in one week. My wife finally took over. No sense of humor.

All in all, I think the best invention for poor poppas who are awakened in the middle of the night is my revolutionary new gadget that, the moment the baby starts crying, automatically shoves the mother right out of bed. It also numbs her feet so she can't kick poppa when she's too lazy to take care of the kid.

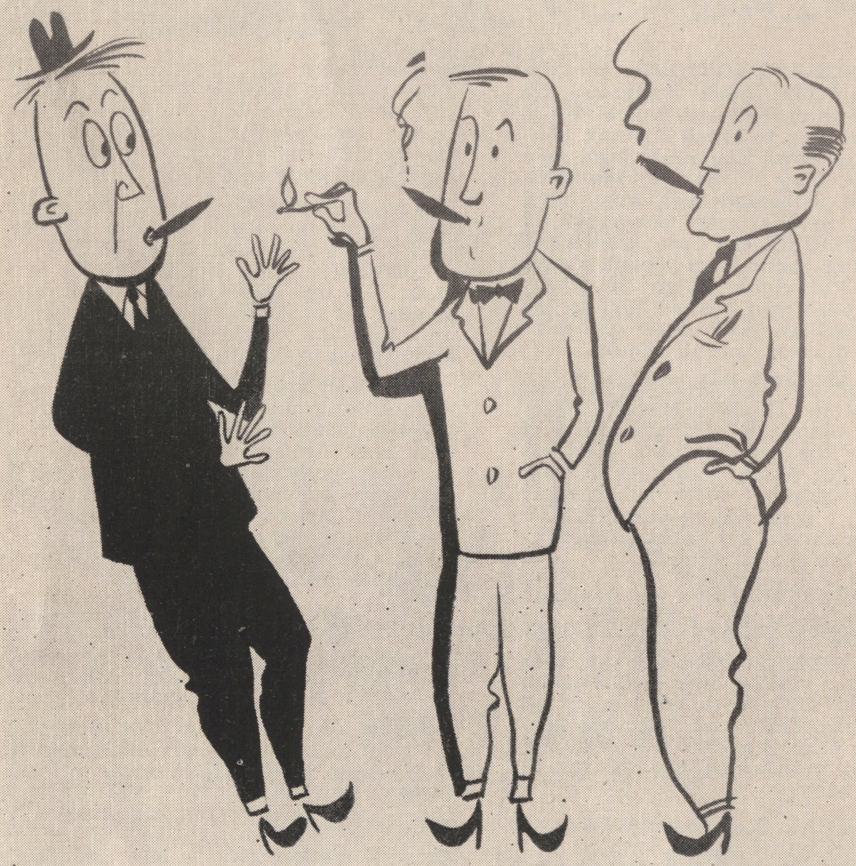
There are other things that my staff and I are working on day and night to help people get sleep. The first thing I'm going to do is stop working day and night so I can get some sleep.

But since we've been expecting at my house, I've been training for the sleepless nights that I'm destined for when the baby comes. I know I'm in perfect shape because I'm beginning to look like the Finn Twins.

I'm having my eyelids propped up and, to get in absolute perfect shape for the sleepless nights ahead, I'm going to spend a week-end in Las Vegas.

This is the perfect training spot. You not only stay awake every night you're there but even after you leave you spend the next few nights worrying about how much you lost!

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DOWNTOWN



INSTEAD OF BURYING this item in the middle of our column, we're going to be "big about the whole thing" and confess the typographical error before going on to other matters. In last week's issue we ran an ad for the LUCKY STRIKE CLUB, bearing the announcement of "Opening Game—$1 free game," in reference to the bingo pastime. Well! There is quite a difference between a lone dollar and ONE HUNDRED DOLLARS, which is the correct information that should have appeared in that advertisement. Manager AL GARBIAN called us, literally tearing his brunette strands from their roots. However, the public reaction was most gratifying. Curiosity instigated many to drop in at the club to discover this "new" phase and inquire as to the change. This bit of errata further proved that folks do pay attention to details of this nature.

Was it just a couple of weeks ago that orchestra leader CHARLIE BARNET took upon himself wife No. 8? This was one matrimonial trip that proved ill-fated. The maestro and his very recent bride have decided to break the twain and travel in opposite directions.

It was most regretful to learn of the passing of GEORGE PARRY, owner of PLAYLAND. He was a long-time resident of Las Vegas and a very active businessman. His employes lost a great friend for he was never a boss, always a kind, gentle, understanding humanitarian. He had unselfishly joined forces with KAY PARSONS to make the men in uniform ever-welcome at his place of entertainment and there are a multitude of mourners who send him a silent salute.

BARBARA and NICK FRAZZINI will be motoring toward Hollywood when this edition hits the stands. (He is a deputy sheriff at the HOTEL LAST FRONTIER). The Frazzinis are finally taking a well-deserved vacation and will devote the greater part of it with daughter DOLORES, who is really working arduously on the coast. Lovely Miss Frazzini is currently dancing in the pre-Broadway try-out of "That's Life." Simultaneously she is appearing in the ETHEL MERMAN flicker "Show of Shows," currently being filmed. Because their daughter is enjoying such a full day's schedule, the Frazzinis are eagerly looking forward to this opportunity of visiting with her. Vacations are oftentimes the only means of seeing loved ones, caught up in the busy whirl of showbusiness activities. We'll all miss Barbara and Nick but sincerely hope they will enjoy their trip.

SAM LEVENSON is definitely giving the SANDS HOTEL management cause for concern. This stellar humorist is proving so magnetic the crowds are threatening to tear down the walls to gain entry. This is no press agent's vivid imagination speaking. 'Tis just the plain, unvarnished truth. Sam hit the elusive jackpot by favoring tales that tickle the heart's memories of days past.

PANCHO, maitre d' of WILBUR CLARK'S DESERT INN, certainly can't be blamed if he displays just a bit less than his usual composure of late. A couple of years ago Pancho stopped in to see TOBIAS, the Hollywood jeweler. At that time he displayed great admiration for a square-cut emerald in Tobias' collection. Recently the dealer in gems arrived in Las Vegas and presented friend Pancho with that stunning emerald. Any mortal would

(Continued on Page 29)

this week's cover...

With her local appearance, our cover girl MAE WEST will establish a new page in the history of show business. This is the first nightclub engagement ever contracted by the curvaceous blonde, aside from being her first professional visit here.

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Minniear, the Lynwood, Calif., manufacturer of telescopes, will soon market a complete home set which will aid the children in their school work, plus opening up a new hobby to all adults. The study of astronomy will soon be offered in our public schools and our little world will become very "space conscious." . . . The widow of the executed Bruno Hauptman will soon shock the world with her confessions in book form, and will reopen this tragic kidnaping case of the Lindbergh child. A new and startling view will be taken by the courts and by you, the American public! . . . Tokyo Rose, the convicted spy of the Japanese War, will soon receive her freedom after 10 years in jail!

Tyrone Power will win the Academy Award oscar for the best performance of 1954 in the forthcoming "The Long Gray Line," which is a 50-year history of West Point from 1903 to 1953. Harry Carey Jr. will also win the supporting role award for this portrayal of President Eisenhower as a cadet! . . . The next South American trouble spot will be Chile! . . .

WOMEN WHO WILL MAKE NEWS: Princess Red Wing of the Blackfoot Indian tribes will make a personal plea in Washington, D. C., for direct aid to her tribes, who are very much in need! . . . Barbara Hutton will next seek citizenship in Spain, for her next bridegroom will be of Spanish birth! . . . June Lang, the actress who is now divorcing William Morgan, will set a precedent in the courts which will be used for years to come as an "example" for other women and their legal rights when dissolving a marriage! . . . Mrs. Anthony Eden will write her confessions as the wife of the famed ambassador for your favorite newspaper. This will prove in poor taste, but it will have wide readership! . . .

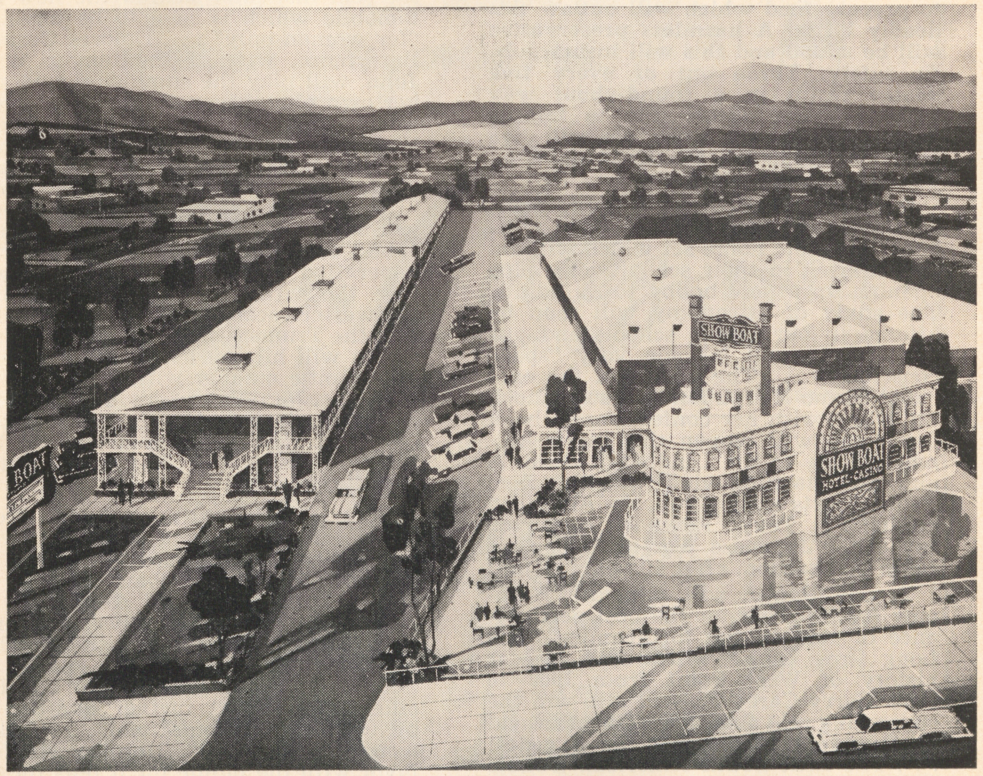
Mrs. Henry Ford II will prove to be the real instigator behind the new automobile which is soon to be unveiled "for women only" . . . Dolores Costello Barrymore, wife of the famous actor John, will play the summer theaters in her own play, based on an actual event in her life! . . . The Duncan Sisters, Vivian and Rosetta, will revive their famous stage hit of many years ago, "Topsy and Eva," based on the novel "Uncle Tom's Cabin" by Harriet Beecher Stowe! . . . Harriet Harris will have a best seller in her forthcoming three-generation novel, "Omaha," which will tear the wraps from a long-sleeping Midwestern scandal which even reaches into the Truman Cabinet! . . . Rita Hayworth will hit the headlines in a most unromantic manner within the next 90 days! . . . Mrs. Peter Lawford will soon accept a minor diplomatic post in Italy and will follow the footsteps of her father, Ambassador Kennedy, professionally! . . .

FOR PEOPLE AND PLACES: Irene Dunne, Loretta Young and Bing Crosby: You will win the coveted award for your many unknown charities given by the Catholic Society of America! . . . Rome, Italy: You can expect a banner tourist winter trade due to the new lira value soon to be voted as a special inducement to those who travel! . . . Lucille Ball: Expect further questioning by the Jenner Committee! . . . Hollywood: The film "H" (Heroin) will find favor with the public for it tells for the first time the inside story of drug addiction, and how it is used to enslave our juveniles! . . .

Wilbur Clark: You will be voted the most genial host in America by the travel bureaus for your new policy at your famed Desert Inn at Las Vegas! . . . St. Louis: Expect a crack-down on the many phony model agencies which now infest your city! . . . Mayo Brothers: Your life will be filmed showing your early struggles in establishing your now world-famous clinic! . . . . Puzzle Contestants: Beware of a new puzzle fraud soon to be started out of

(Continued on Page 37)

here comes the...



SHOWBOAT

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THERE have been so many inquiries about the KID lately that I figure it's about time I made another periodical report to the public on that popular pooch of mine. Most localites know that for almost three years the KID and I were inseparable. She was with me all the time. No matter where I went, that dapper doberman of mine was with me in the car, and folks knew that they could let her out of the car and play with her at any time, whether I was around or not. It was nothing for me to come out of some spot and find the door man or some cab driver out playing on the lawn with the KID . . .

Then the time came when she became a bit "choosey" about her friends, and I was afraid she might "chew ze" ankle off some one, so I had to pass along instructions for everyone to leave her in the car. Now this might sound silly to some of you who don't believe in dogs having any sense, but I think the Kid knew that if she went with me in the car she'd have to STAY in it . . . so she chose to stay home! When it would come time to leave the house she'd lie down on the floor and give me a look as though to say: "Go, man, you're not coopin' ME in the rear of that convertible for the rest of the night!" . . . Yes, the Kid is still at home and loves my wife, Chili, as much as I do! . . . A doberman among dobermans!

The new LAS VEGAS CLUB may have waited for over five years to have their big opening, but when they did it they did it up proud. The place was swarmed with the populace, and there were times when it was almost impossible to find a slot machine that wasn't being played by someone. And there are 350 SLOT MACHINES at the Las Vegas Club nowadays. According to ART SCHELLANG, the number of jackpots that were paid out would be almost unbelievable to the ordinary layman. They REALLY were hitting the payoffs during that opening last week-end. One thing I noticed while I was there talking to Art was that this was about the most comfortable spot I'd been in during the whole day . . . A comfortable spot is hard to find around here when the humidity is up, but it was most comfortable inside the Las Vegas Club. Not freezing, like you find it in some places. You come in off the street with your clothes all wet from high humidity, and you feel as though there was ice forming on your spine!

Congratulations to "TINY" MASHBURN and JOE RHINER on their recently taking over the NEW YORKER BAR at 115 South First Street, downtown. Tiny and Joe have two popular plank-walkers pulling shifts for them, EDDIE PAYTON and BUDDY WHITE, which makes up a quartet of men whom many of you will like to drop in to see from time to time. They plan to have the NEW YORKER open to you around, and AROUND, the clock. Stop in once, and you'll stop in often . . .

Word comes that JUDY PARKER is back on the job at BEAUX ARTS, a specialist in the art of giving facials. Judy recently returned from Beverly Hills, where she studied for two months with Roberta Rae Cosmetics. It's a pleasure to see this beautiful and shapely red-head back among us after being away for two months or more . . . a stay which some say was inspired by the presence in the same locale of one DR. JOHN DeARAGON . . . hunnh???

If you've caught the TERRY MOORE SHOW at the FLAMINGO HOTEL you have undoubtedly been cognizant of the clever choreography which accompanies her part of the evening's entertainment . . . also of the terpsichorean talents of the "G.I." of her servicemen "souvenirs," TOMMY MAHONEY. It was this likeable lad who created and staged the choreography for Terry. It was approximately four years ago that we first met Tommy. He was appearing at the Frontier, doing an act with his sister, Jeanne. Headlining that bill was an up-and-coming piano player by the name of Liberace . . .

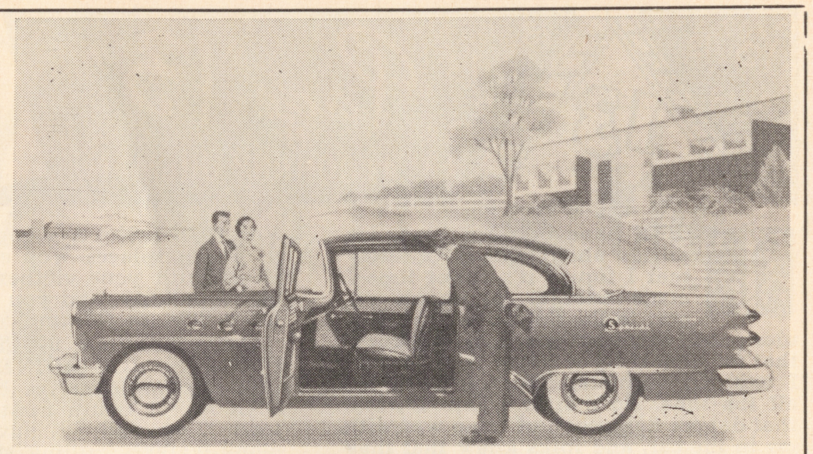
Ran into NELSON MITCHELL on Fremont Street this past week. "Mitch" for many years was the operator of the Embassy Club in North Las Vegas. He's been fishing for something to do ever since, and now he's found it. He has gone in with BUDDY PELLAND, who has the THREE LITTLE PIGS bar in Whitney, on the Boulder Highway. Mitch and Buddy were telling me that they have plans (which are under way) for remodeling and expanding the place into almost double the size. Gonna real-

(Continued on Page 36)

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—o—

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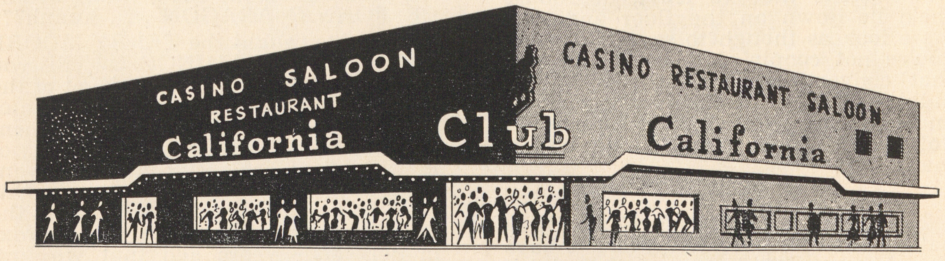
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FIRST and FREMONT DOWNTOWN LAS VEGAS

What's Doin' Downtown...

by HARRY INGRAHAM



AN UNKNOWN TOURIST (supposedly from California) hit a $5000.00 keno ticket at the California Club the other day. So far as we know, the lucky winner hurried home—but fast! . . . BUDDY PEPPER (Lisa Kirk's accompanist, Last Frontier) received word last week that his own song, Vaya Con Dios, is now Capitol Records' biggest seller of all time. Over 2½ million records have been sold on the Les Paul version alone . . .

Wonder if Golden Nugget boxman MORRY DEITCH "has eyes" to move into the exquisite, new Catalina Apartments? These apartments are the most beautiful I have ever seen, and are located on the Desert Inn golf course right next door to Morry D's abode . . . SHELDON KATLEMAN stopped by Snax Fifth Avenue barbecue for dinner last week. He liked their barbecue so well that he ordered 20 sandwiches sent to his pit bosses at El Rancho. Can you imagine them standing around in the pit, eating sandwiches! . . . LEFTY ALLRED, former Horseshoe Club "21" dealer, recently resigned and has joined the staff of the Westerner Club in the capacity of pit boss! Congrats to you, Lefty! No one could be more deserving of such a promotion . . . RAY CULLEY (TWA manager) is back from an executive meeting in Los Angeles. Trans World Airlines has decided to put air travel on the same basis as much of our American economy, by installing a "time pay plan." This program is the newest and best of airline time pay plans to date—another feature for TWA effective August 1, 1954! . . . WALTER PARMAN (California Club) returned last week from a three-day salmon fishing spree in the Farralon Islands. He brought back enough fish for everyone at the California Club. His largest was 20 pounds . . . It's good to see JOHNNY MORAN (ex-pro golfer, pit boss) back on the job at the California Club after his recent illness—like they say: You can't keep a good man down! . . . AL FIRESTONE (employed at the Horseshoe Club and ardent Kay Parsons fan) had the surprise of his life this week. It seems that Al, who never forgets a name or face, didn't even recognize his own niece and nephew, Mr. and Mrs. HARRY AGRON. The Agrons are living in Tucson, Ariz., at present, and are thrilled with their visit to Las Vegas. They are looking over the investment market here. Harry is formerly from St. Joseph, Mo., and the nightclub business, and, incidentally, has had a reunion with many of his old friends who are working here in Las Vegas . . . Lovely EVE SAVOY, Golden Nugget cocktail waitress, has been enjoying a well-earned vacation with her mother and aunt. They are from Detroit, Mich., and, like all good people, think that Las Vegas is the greatest place in the world. Eve's husband Eddie is a daytime dealer at the Westerner . . . AUDREY PETERSON, formerly with the Hotel Last Frontier publicity department, is now an advertising saleswoman from the KLAS radio station. It is rumored this pretty lass and a certain Nellis officer are getting serious . . . TRACY RANDALL, shapely star of the North Las Vegas Club, is back on the job after suffering from a severe case of virus. She is billed as "The Unpredictable," and is a comedienne who does her own talented version of the strip-tease. Current engagements before her trip to North Las Vegas included the Zomba and York Club in Los Angeles . . . SID NASEBY is now tending bar at the North Las Vegas Club. He likes to add "that personal touch" that means so much to customers of the club. Sid, incidentally, has his own daytime business—the Roofing Bar Tile Company. An example of his good work is the job he is doing on the new housing development on Paradise Valley Road . . . Congratulations to HUGO (Jake) JACOB and his lovely wife who were recently blessed with a new addition to the family, a 7 pound 12 ounce girl. Jake is employed at the Desert Inn as a bartender . . . MRS. LOIS WHITTLESBY is one of Las Vegas' unpublicized boosters. This kind lady makes a hobby of collecting Fabulous Las Vegas Magazines from various clubs and hotels, and sending them to hospitals. Two of her biggest recipients are the Rosicrucian Home in Oceanside, Calif., and the T. B. Sanitarium in Oakland, Calif. It does our hearts good to see that there are still people left in this world that will take time to make other people happy . . . BILL HEDGECOCK (owner of the Little Princess Seat Cover Store) is a retired supervisor from the General Motors Division in Flint, Mich. Bill first came to Las Vegas four years ago

(Continued on Page 33)



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"CURTAIN TIME"

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

Flamingo

July 8 thru July 28

SHOW: Terry Moore, Alan King, the Cycling Villenaves

LINE: Flamingo Starlets

ORCH: Torris Brand

A cute and cuddlesome armful of effervescence called TERRY MOORE arrived in town a couple weeks ago, and in no time at all had the bulk of the male populace "ohing" and "eyeing" all over the place. Aside from these attributes she also has an entertaining act. In the beginning she introduces her three boys as the "souvenirs" she collected while on a USO tour, and from there on in the four of them proceed to present some cleverly concocted special

(Continued on Page 35)

LAST FRONTIER

July 12 thru August 2

SHOW: Herb Shriner, Lisa Kirk, the Marcellis

LINE: Frontier Girls

ORCH: Garwood Van

Headlining the new show is the famous Hoosier humorist HERB SHRINER. Here's one comedian whose rustic wit has sent him to the top. You've heard him on the radio and seen him on television. Now you can witness the warm-hearted funster in person. He utilizes a slow drawl that holds the audience in appreciative attention. His delivery is different, impromptu, and everyone loves comedian Shriner . . . Co-starring with Herb is LISA KIRK, star of Cole Porter's stage hit "Kiss Me, Kate." This lovely, winsome songstress warbles her way into the hearts of young and old alike with a variety of material ranging from love songs to a medley of old favorites. The warmth that she exudes and the high degree of perfection she has reached have made her one of America's top young singing stars. Appearing as Lisa's pianist-conductor is BUDDY PEPPER, the brilliant young artist who wrote the current hit "Vaya Con Dios" . . . Making their American debut in the Ramona Room are the talented and amazing MARCELLIS. They present a fast-paced routine of pratfalls, and well-timed stunts utilizing a lengthy table and two straight backed chairs as their sole props . . . The LAST FRONTIER GIRLS open the show in a terrific new

(Continued on Page 33)

El Rancho Vega

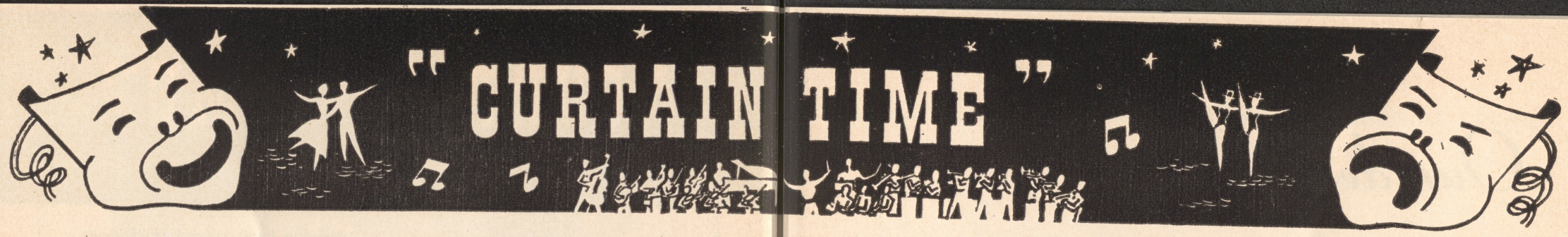
July 14 thru August 10

SHOW: Joe E. Lewis, Gloria DeHaven, Doodles & Skeeter

LINE: El Rancho Girls

ORCH: Bob Ellis

HE'S BACK AGAIN! He's off and running at the Rancho—America's most beloved comedian, JOE E. LEWIS . . . Here is a comedian who has more followers than the "horses he follows which follow other horses"! One reason you never tire of seeing and hearing Joe E. is that he is constantly coming up with new material . . . containing interesting lines that are current with the times. And sometimes his new material is just a revival of something from his files that he hasn't been using for a while. This man's repertoire, and capacity for retaining them mentally, is simply amazing! A lot of these things he could never accomplish, however, if it weren't for the reliability of his sidekick accompanist, AUSTIN MACK . . . Believe us when we say that GLORIA



DE HAVEN has never been better than she is in her current engagement here with Joe E.! . . . Her material is wonderful . . . her staging is natural, and her gowns are gorgeous! One number, "I'm a Star," is especially outstanding, written for her by the talented team of

(Continued on Page 33)

Wilbur Clark's DESERT INN

July 6 thru August 16
SHOW: London Palladium Varieties
LINE: Desert Inn Dancers
ORCH: Carlton Hayes

The Painted Desert Room has turned into "a bit of old England" with the presentation of VAL PARNELL's LONDON PALLADIUM VARIETIES. This is the first time in the history of the city that an entire show has been imported from the British Isles. This revue is comprised of seven acts that are top rated in London and on the Continent and are hits with Las Vegas audiences. RICHARD HEARNE, famous English comedian and pantomimist known as "Mr. Pastry," is a headliner and is known to TV viewers by virtue of his four appearances on the Ed Sullivan show with his popular pantomime of the Victorian dance . . . PAT KIRKWOOD, England's mistress of song, is a British favorite who makes her Las Vegas debut with a variety of popular songs and show tunes . . . The other acts on the revue are the FOUR BOGDADIS, an amazing Egyptian balancing and acrobatic quartet . . . GEORGE LaFAYE and COMPANY, a most unusual French novelty act; WILSON, KEPPEL and BETTY in a comedy dancing routine; ANDREA DANCERS, outstanding adagio group, and MALTA DOGS, Europe's greatest comedy canines, complete the unit. Supporting these acts

(Continued on Page 33)

SAHARA

July 13 thru July 26
SHOW: Paul Winchell with Jerry Mahoney and Knucklehead, Billy Ward and his Dominoes, Bob Hamilton Trio
LINE: Moro-Landis Saharem Dancers
ORCH: Cee Davidson

BILL MILLER is currently presenting NBC-TV's newest comedy star PAUL WINCHELL who, naturally, wouldn't go anywhere without his pals JERRY MAHONEY and KNUCKLEHEAD. Mr. Winchell has come up with some new gags and gimmicks in the field of ventriloquism that have added a new spark to this type of entertainment. One of them is the novel arrangement by which he presents his "learned" friend KNUCKLEHEAD, who fol-

(Continued on Page 33)

The Sands

July 14 thru August 3
(Not a Review)
SHOW: Sam Levenson, Frances Langford and the Fellas
LINE: Sands Ziegfeld Girls
ORCH: Ray Sinatra

Presenting the ZIEGFELD FOLLIES! Producer JACK ENTRATTER is currently starring SAM LEVENSON for comedy and, sharing the spot, FRANCES LANGFORD for beauty . . . It's been altogether too long since SAM LEVENSON has graced the local scene with his wealth of "family type" humor. Here is an ex-school teacher who discovered that life was loaded with laughs, and has proceeded to make a howling success of the discovery. He

(Continued on Page 35)

Thunderbird

July 22 thru August 11
(Not a Review)
SHOW: Frances Faye, Phil Foster, Ralph Curtis
LINE: Buddy King and His Ladies
ORCH: Al Jahns

It's another knockout for the Navajo Room! A brilliant return engagement for the exciting FRANCES FAYE, a gal who "sings, swings and IS the MOST." In the past few years she has come to be one of the top recording artists for CAPITOL, with such hits as "A Fool in Love," "Sometimes I'm Happy," "Night and Day," etc. This swingin' gal also plays a lot of the same kind of piano . . . "Brooklyn's ambasador to the U.S.A." is also making another return engagement to Las Vegas, and to the Thunderbird. PHIL FOSTER is one of the most unpredictable comedians in the book. His delivery is something different than you may have seen, in that he comes on and just starts talking . . . about most anything! . . . Eventually . . . He gets into his "act"

(Continued on Page 35)

El Cortez

July 15 thru July 28
SHOW: Luxor Gali-Gali, Bredice and Olsen, Rene' and His Continental Artists
ORCH: Sherman Hayes

Headlining the new show in the Pirates Den is the famous international magician LUXOR GALI-GALI. His amazing feats of prestidigitation will hold you spellbound. Outstanding in this presentation is his audience participation. People are left in a state of bewilderment even though his every move is watched by folks right on stage. Most amazing of all are the tricks in which he uses baby chicks . . . Making their initial appearance in Las Vegas niteries are BREDICE and OLSEN. According to advance press releases, they are an unusual, smart, comedy team, with a variety of fast paced material designed to please and amuse . . . Rounding out the revue is an exceptional puppet show, RENE' and HIS CONTINENTAL ARTISTS. This is their Las Vegas debut and they are acclaimed as one of the outstanding puppet acts in show biz.

GOLDEN NUGGET

(Not a Review)
SHOW: Bonnie Baker, Billie Rogers, Reggie Rymal
LINE: Golden Nuggettes
ORCH: Don Ragon

Starring in the new show at the Theater Bar is a young lady who has sung her way into the hearts of millions. Miss BONNIE BAKER can well be remembered for her smash hit record "Oh, Johnny!" Her unique voice and sparkling personality are matched only by her tremendous popularity . . . Teamed with Bonnie is the "comedian at large," BILLY ROGERS. In addition to being an MC, comedian and accompanist, he is an outstanding guitarist and writer of special material . . . REGGIE RYMAL is next on the bill with a clever novelty act, "Rhapsody in Bounce." You will be amazed at his swift dexterity and the ease with which he performs difficult tricks with the rubber ball and paddle . . . Rounding out the show are the talented and beautiful GOLDEN NUGGETTES, with their new well executed dance routines.

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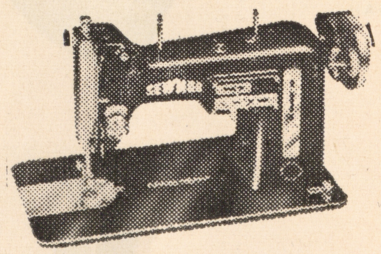
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DOT'S DASHES 'BOUT HOLLYWOOD

By DOT MEYBERG



HOWDY, FOLKS! There are 26 pictures in work here despite hot weather, and 10 more in work abroad. Considering the various large screen processes and more lavish productions now than before, the very same amount of films were in work last year this time . . . Understand MARIO LANZA's new RKO contract for HOWARD HUGHES contains the proviso the singer must get down to 210 pounds, which will be done. Lanza also has a TV contract in the fall . . . ROBERT MITCHUM is on suspension. He was set for "Cattle Queen of Montana," with BARBARA STANWYCK. He reported all right—but did not stay! Merely said he would not do the picture, and left! RONALD REAGAN takes over . . . Bully for the state of Kansas, voting that film censorship is unconstitutional . . . Mrs. WES BERNIE, widow of the "Old Maestro," the late Ben Bernie, is here to confer on a Bernie biography which DANNY THOMAS would like to do.

One way to get a quick reputation is to show temperament, and rumors are current EDMUND PURDUM is reported to have kept everyone waiting on the set for hours, just for him—so the columnists figured it was temperament. Could be an inferiority complex from his sudden rise to stardom. He does a "bang-up" job in "The Student Prince," mastering the singing of Lanza with a great job of dubbing . . . Six nominations for the best-directed picture in release during the second quarter of 1954 were announced by GEORGE SIDNEY, president of the Screen Directors Guild: "Dial M for Murder," directed by ALFRED HITCHCOCK for Warner Brothers; "Executive Suite," directed by ROBERT WISE for MGM; "High and the Mighty," directed by WILLIAM WELLMAN for Wayne-Fellows, Warner Brothers release; "Knock on Wood," directed by NORMAN PANAMA and MELVIN FRANK; "Three Coins in the Fountain," directed by JEAN NEGULESCO for 20th Century-Fox, and "The Glenn Miller Story," directed by ANTHONY MANN for Universal-International. This latter picture was also one nominated during the first quarter which, under the guild rules, is eligible for renomination during its run.

DOT'S DIARY: Out to see ROSETTA and VIVIAN DUNCAN open at the Seacombers, down at Malibu . . . To hear about DANNY KAYE's 40,000-mile trip all over the globe, he found everywhere that American films are the foremost means of education and entertainment in the majority of foreign countries . . . Seeing the REPUBLIC branch managers "whooping it up" while here for executive meetings . . . To Charley Foy's supper club where DAN DAILEY and GWEN O'CONNOR hosted a party for the opening of singer ANN McCORMICK, who opens with DAVE BARRY. Ann is the ex-wife of JACKIE COOGAN . . . Out to get data on MAE WEST's act she's preparing for the Sahara. All that's available is that she will have 20 men with her when she opens for two weeks on July 27, which will be her very first nightclub appearance.

ROMANCE RUMORS: SARA BERNER is divorcing her agent husband, MILT ROSNER . . . With BING away, two of his dates were seen on dates: MONA FREEMAN with NILS LARSON and MARY MURPHY with NICKIE HILTON. Next night HILTON was seen holding hands with MAMIE VAN DOREN . . . Talk that GENE TIERNEY will marry PRINCE ALY KHAN, and he will shortly be here to visit her and his daughter. Wouldn't it be funny were they to announce marriage plans at the time "The Egyptian" was released? GENE plays a princess in that picture . . . What goes: JANE WITHERS gets her divorce in local courts, then was just seen driving her ex-husband to the airport . . . STEVE COCHRAN is evidently not worried over a possible court action over his refusal to make re-takes on a TV film, so took MOVITA (MARLON BRANDO's pal) one eve and WANDA CURTIS the next . . . Some believe the dates of OLEG CASSINI and GRACE KELLY are serious!

CUFF NOTES: Some outlandish stories flying about because of the delay on completion of "A Star Is Born." JUDY GARLAND is due for more rumors since there's another number added and the company is working at night. Hear Judy suffers from insomnia, anyhow . . . Learn MOIRA SHEARER, who did "Red Shoes," is serious about retiring from professional life for married

(Continued on Page 35)

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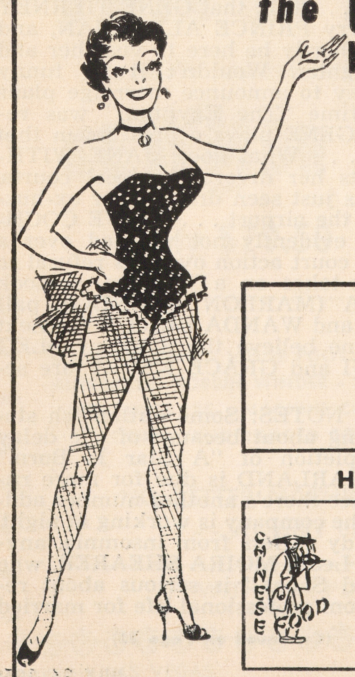
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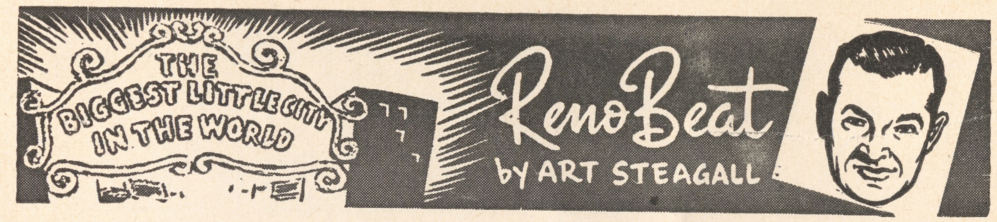
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YOU OWE YOURSELF THIS TREAT . . .
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IT HAPPENED IN RENO: Almost two weeks now since the close of the Reno Rodeo, and people are still talking about the thrills, spills and the overall excitement of the big show . . . MRS. RUTH VAN DE VALLE and son Ronnie back to Chicagoland after a pleasant two weeks in NEVADA, their first visit to our state—they will be back! . . . The MILLS BROTHERS, after three weeks at CAL-VADA, off to Atlantic City, with a stop-over at Casper, Wyo. . . .

AVA GARDNER and handsome Spanish matador LUIS MIGUEL DOMINGUIN doing the town before returning to the Lake Tahoe lodge that is the home of Miss Gardner. Both insisted "We're just friends"—end of quote . . . EARL WILSON, New York Post and syndicated columnist, and his BW, back to NY after a brief visit here . . . Mrs. "BOBO" ROCKEFELLER, in Reno for the past three weeks, was joined by her 5-year-old son . . . The Nevada Horseless Carriage Club will play host to more than 120 ancient automobiles from all the Western states early in September. It will be one of the biggest conventions ever held . . . BILL CLIFFORD, his wife and their son, MICHAEL KEVIN, off to SF for a two-week stay. Bill is the popular band leader at the RIVERSIDE, and was able to get away while TED LEWIS takes over there . . . MIKE and BUFF COBB set to do a 30-minute TV show over CBS on the 20th of July, the entire program being devoted to Reno . . . Mrs. MORTON DOWNEY and her two children have reservations at the Riverside Hotel, to be joined by MORTON later in the month . . . Federal Judge LOUIS E. GOODMAN ruled that SF gambler ELMER "BONES" REMNER was not entitled to a new trial on income tax evasion charges. He was found guilty two years ago, but has been free on bond pending his appeal to the higher courts . . . AL and ROSE BRADA in Reno as house guest of RUTH and BILL WEITZ—it's their third trip out West. Al and Bill worked together in St. Louis for the Missouri Pacific Railroad for several years, and Al is returning to start his 36th year of service. They are dividing their time between Reno and the Weitzs' home at Lake Tahoe . . . Another happy anniversary to Mr. and Mrs. TED GORDON!

A few years ago some 30 people came to Reno on July 18 to attend the wedding of TED and DORIS GORDON—since then every year the same 30-odd people plan to spend a week here to relax and enjoy themselves. The party, all from the Bay Area, are due in again this week to celebrate—it's amazing how so many nice people got together! . . . Genial JACK GUFFEY, one of the owners of the PALACE CLUB, back on the job after being away for a week due to illness . . . The Misses DELORES, MARIANNE, MARGARET SUE and DIANA DILLON, sisters from SIOUX CITY, IOWA, in Reno for a month's vacation. They are visiting their aunt, Mrs. HAROLD WALTER—HAROLD has the WALDORF CLUB here . . . CLARK GRAY back from Chicago after being shown the town by J. RAY SETRIGHT, an executive of the famous BLACKSTONE HOTEL. From talking to Clark, I'm sure the tour included ALL the high-spots of the Windy City. Ray is due out here in August for his annual trip . . .

CURRENT SHOWS: GOLD ROOM of the GOLDEN HOTEL is in the final week of the LOUIS JORDAN show with DANNY CRYSTAL, comic, plus the GOLDEN GIRLS and WILL OSBORNE and his orchestra.

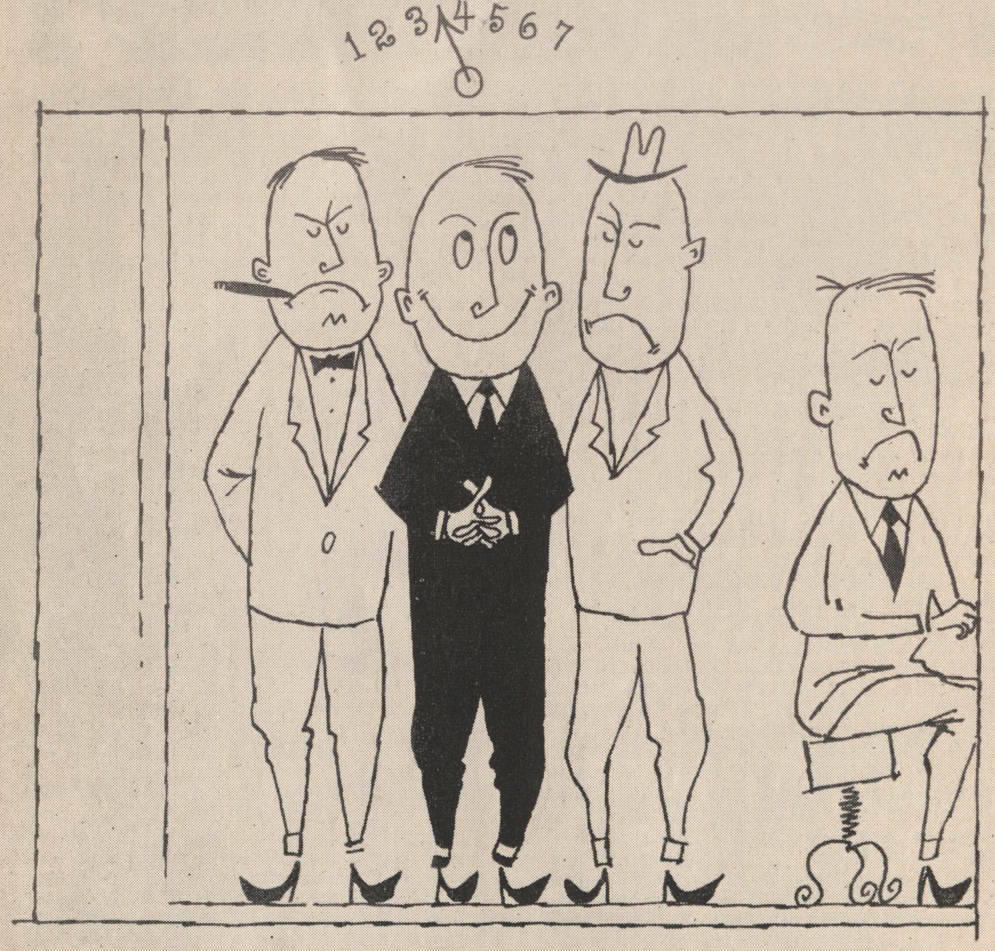
The SKYROOM of the MAPES HOTEL brings HELEN TRAUBEL, the Metropolitan Opera star, to the Reno public for her first local nightclub engagement. In the show with Miss Traubel is comedian LORD BUCKLEY plus the MAPES SKYLETTES and EDDIE FITZPATRICK and his orchestra.

The TED LEWIS REVUE is currently at the RIVERSIDE THEATRE RESTAURANT. Ted has surrounded himself with a fast moving show which is highly entertaining—the MAD RUSSIAN, the DEWEY SISTERS, SUE EVANS and MIDGE and BILL HAGGETT plus the RIVERSIDE STARLETS.

Let's take a look around the LAKE and see what's going on up there: The CHINA DOLL REVUE is at the CAL-VADA, while down at CAL-NEVA is SOPHIE TUCKER, with TED SHAPIRO. On the south end of the Lake is DUKE ELLINGTON and his orchestra at the STATE-LINE Country Club, and the INK SPOTS at the WAGON WHEEL SALOON . . .

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

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WOULD like to address this column to my readers who are travelers or arm-chair travelers, the latter of whom I believe includes nearly every person who has any interest in living at all. Could almost entitle this column VACATION TRAVELER.

A book I enjoyed immensely and I know you will, too, is titled ISLANDS OF NEW ENGLAND. Written by Hazel Young and published by Little, Brown & Co., it sells for $3.95 and is 214 pages. This volume is made up of a series of articles about the New England islands from Martha's Vineyard and Block Island off Rhode Island to St. Croix near the Maine-Canadian border.

Saturday Evening Post, Ford Times, Travel Magazine and Woman's Day already have had parts of this book in their magazines. It is the story of hardship, cranberries, strong independence, bleak winters and lighthouse humor. The author is a descendent of Longfellow and in this tome she tells of her life-long hobby of exploring.

ADIRONDACK COUNTRY by William Chapman White, published by Duell, Sloan & Pearce of New York and Little, Brown & Co. of New York, it is 315 pages long and sells for $4.50. A story about the Adirondack region of New York, and it reaches a natural climax in the concluding chapter, "The Adirondack Year," the story of what each new month brings to the woods of the region. Very readable.

THE YOUNG TRAVELER IN IRELAND. By Maisie Herring, published by E. P. Dutton & Co. of New York, 224 pages and sells for $3. It has an index and pronunciations as well as a glossary. The joy of this narrative is that of Ireland. You never know what you can see next, and no one is surprised for anything can happen in Ireland, a country that is beautiful, ancient and picturesque.

FESTIVALS EUROPE. By Robert Meyer Jr., published by Washburn in New York, 328 pages long and costs $4. A companion volume to FESTIVALS U. S. A. It describes 600 festivals connected with religious celebrations, the sports seasons, harvests and cultural events in 21 European countries. The chapter arrangement is alphabetical by country. Very good!

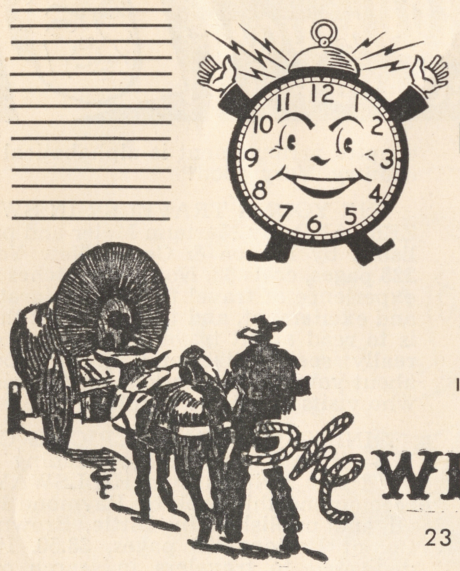
THE YOUNG TRAVELER IN SWITZERLAND. By Mariann Meier and published by Dutton & Co. of New York, 223 pages, costs $3. Nothing matches the experience of travel for its exhilaration and excitement, and the next best thing is to read about traveling and you can really see Switzerland in this book about young John Parker, an American who visits all of the country.

DINING OUT IN AMERICA'S CITIES—If you want further reading beyond this writer's own HILLSWAY, I recommend this book by Raymond Ewell and published by Little, Brown & Co. of Boston, 226 pages, $3.50. It is dedicated to travelers in search of a good meal. This book lists and briefly tells about the best restaurants in the principal cities of the United States—some 500 are listed thusly.

WORLDWIDE TRAVEL REGULATIONS MADE EASY, by Richard Joseph and Muriel Richter. Doubleday & Co., Garden City, is 130 pages long and costs only $1.50. The chapter titled "Things to Know Before You Go" is invaluable if you plan a trip abroad. A brief account about each country is also valuable.

And to wind up your summer of reading I suggest JOURNEY TO THE FAR AMAZON. By Alain Gheerbrant and put out by Simon & Schuster, N. Y., 353 pages, it sells for $5. Gheerbrant is one explorer who is also a literary artist and it is difficult to select a story so replete with adventure, danger, hair-raising crises and exotic strangeness. There are also 34 photographs and the book is translated into English by Edward Fitzgerald. For escape I suggest this book. It will take you away from the dry heat of the desert into the sweat and slime of the jungle, and fascinate you no end.

When you have finished these books you will have had a world of traveling right at home in your comfortable air-conditioned living rooms. Don't, for heaven's sake, let your TV make you a stranger to the fascination and glories of reading!



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'ROUND THE CLOCK
INCLUDES A CUP OF SOUP
A SPECIAL ENTREE
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FINEST ITALIAN FOOD IN TOWN

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POPULAR BAR PRICES

Gaming
"21"
Craps
Poker

seven solid hours of entertainment

THAT'S FOR SURE:

(Continued from Page 9)

be elated to receive such a stimulating gift.

If ever an act "exploded with dynamic force" upon the local populace, it's the quintet of BILLY WARD and his DOMINOES, currently at the HOTEL SAHARA. Responsibility of this success lies in the hands of Billy Ward, multi-talented leader of the group, whose song "Sixty Minute Man" has established him as a top writing personality. He has received more than three national awards. This is a great rhythm and blues outfit. In October of 1950 they received their top introduction to fans on the ARTHUR GODFREY Talent Scouts program. From there on in the lads "arrived." Mr. Ward is really versatile. He is a commercial artist, has been a boxer, is an accomplished musician and pens beautiful music. Billy and his group made such an impression he signed a two-year contract with BILL MILLER and will bring his boys back for another engagement in three months.

Have you noticed that "New Look" walking around town? Seems that Bermuda has moved to our fabulous L. V. The initial exponent of this "cool" idea is none other than PAUL SPERLING (prexy of the NEVADA THEATRE CORPORATION). Young Paul simply decided the heat wasn't going to best him and made an appearance in an outfit that immediately labeled him "Cutie Pie." (And he's going to be a father soon! My, my! What a way to wait for the Stork!) Fashion plate Sperling was seen walking along Fremont Street in a pair of black Bermuda shorts, knee high black ribbed socks, white sport shirt, black and white shoes and pork-pie hat to top the UNUSUAL FOR LAS VEGAS apparel. Just thought we'd pass this bit of information on to you in case you're wondering what all the whistling is about.

Is it true what they're saying about BILLY ROSE? Dame Rumor has it that this famous showman will be the impresario of shows when the DUNES HOTEL (now under construction) opens. The Dunes is located south of the FLAMINGO HOTEL. If there is any foundation to this supposition, Las Vegas will have a chance to meet one of the most colorful members of show business.

We have a suggestion for comedian JOE E. LEWIS, presently fulfilling an eight-week engagement at the HOTEL EL RANCHO VEGAS. As long as Mr. Lewis averages 20 weeks of the year entertaining in our fair city, it would be highly advisable for him to buy a home here. This is definitely Joe's home away from home.

If you want to see an amazing array of sewing machines drop in and visit with the PFAFF MAN. Even the layman will find a surprising amount of interest in the performance of the various machines that seem able to do everything but make shoes. A demonstration is highly educational and proves that it's no longer a chore for milady to sit at her sewing machine.

The Messrs. LESTER KLEIN and EUGENE STERN are happily enjoying a wonderful business, since taking over the DIXIE DELICATESSEN. Incidentally, the gentlemen have introduced some mighty delicious Hungarian dishes on their menu and this pillar's palate is watering at the mere thought. Mr. Stern recently moved his family here from Hollywood and Las Vegas has won another family of staunch supporters.

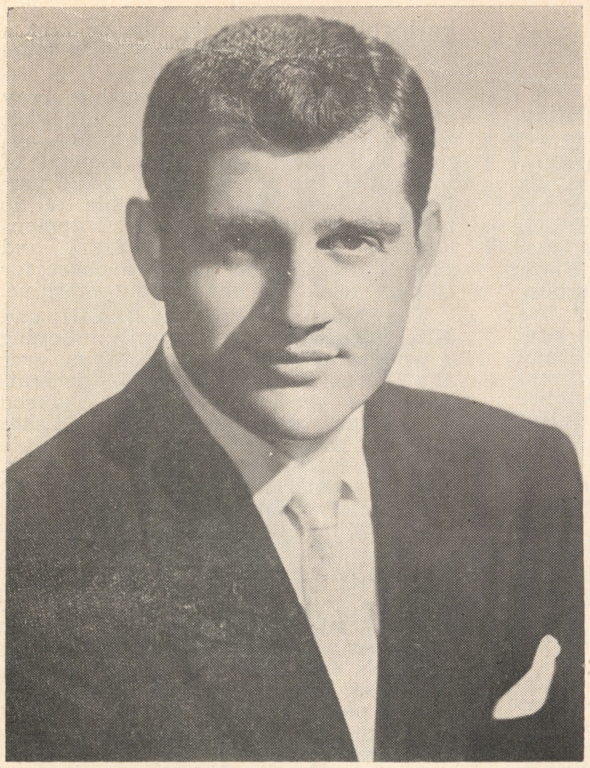
What is this? MAXINE McMICHAEL tells us that RUTHE IRWIN is now bowling in the Summer Trio League with her and MAXINE RUGGEROLI. (Ruthe's ever-loving is STAN IRWIN, publicist of the HOTEL SAHARA.) Now, perhaps Stan will believe us when we say we were bowling widowers. Seems Ruthe is enjoying the sport tremendously (in between splits and misses). It's a grand game, Mrs. I. But remember, it takes a great amount of practice. The best way to really enjoy it is to join about four winter leagues. (Why should we be the only ones to eat cold cuts on bowling nights? Stan is **entitled** to sharing this experience with us.) Who knows? Perhaps Stan's little frau will prove to have championship material and will become one of our top keglerettes? Beat 'em, gal!

Having heard of Ye Editor's new hobby, JACK SKLAR has pledged his assistance to increase our collection. (He owns the VEGAS JEWELRY & LOAN CO.) Because of his business, Jack often comes across items that will fill the vacant spots in our coin folders. A grateful vote of thanks to Mr. Sklar from this numismatist.

Bigwigs of the proposed ROYAL NEVADA HOTEL are having daily confabs with architects. If plans materialize, construction will begin soon with hope for a December opening. Speaking of building, the DESERT SPA is nearing completion, with a proposed opening set for the middle of August.

On July 26th BETTY HIND will give her spouse a great big smooch, ushering in the anniversary of his birthdate. On that day, HAROLD HIND (of the

(Continued on Page 31)



I'm deeply thankful to

THE Flamingo HOTEL
LAS VEGAS, NEVADA

pit bosses and dealers, for getting me even!

ALAN KING

Coming Attractions
ON THE FABULOUS STRIP

Flamingo

JULY 29
DICK CONTINO
AND
THE SPORTSMEN

DESERT INN

AUGUST 17
HILDEGARDE
WITH
JOHNNY JOHNSTON

LAST FRONTIER

COMING
MARILYN MAXWELL
XAVIER CUGAT

SAHARA

AUGUST 10
THE VAGABONDS
AUGUST 31
HELEN TRAUBEL
and JOSE GRECO

Thunderbird

AUGUST 12
MARGARET WHITING

El Rancho Vegas

COMING
EARTHA KITT
HARRY JAMES

The Sands

AUGUST 4
MILTON BERLE

THAT'S FOR SURE:

(Continued from Page 29)

HOTEL EL CORTEZ) will celebrate his ???? birthday. Congratulations, Mr. H. We have a hunch that it will be one occasion to live in your memory.

HERB SHRINER'S running engagement at the HOTEL LAST FRONTIER has brought such a great demand for reservations the management has extended his contract from three to six weeks. Now the public will be able to see and hear the Hoosier humorist at this bistro until August 22.

The new owners of the NEW YORKER BAR on South Fifth Street are TINY MASHBURN and JOE RHINER. We join all their many friends in wishing them the utmost in success. Bartenders at the place are BUDDY WHITE and ED PAYTON. This place never closes, remaining open as an ideal location for you to meet and greet your friends.

Adding the truly continental touch to the Nevada Room of the HORSESHOE CLUB, downtown, is maitre d' JENO DENORTHY. Jeno was brought here directly from the MALIBU BEACH COUNTRY CLUB, where he built up a terrific following. The suave gentleman is a second cousin to SIR ALEXANDER KORDA and speaks eight languages. After hearing a bit of his background, it seems to us that there is a wealth of material here for a good serial of feature stories.

The FLAMINGO HOTEL had better hire some extra guards. Fans, friends and devotees of DICK CONTINO are eagerly anticipating his starring engagement at that bistro. This will be Dick's first nightclub contract since his release from the Army. It will also be the first time he has appeared locally in approximately three years.

Movie star DANNY KAYE is in town, It didn't take him long to check in and head for the SILVER SLIPPER to roar over the antics of HANK HENRY. Behind-the-scenes, Hank is a brand-new Daddy, as you know. What we can't quite comprehend is why the comedian can face any crowd and master them but shows definite fear of handling his newborn infant?

PHYLLIS and ARNOLD CHRISTENSEN (of CHRISTENSEN'S MEN'S WEAR and ARNOLD'S, Ltd.) are off for a two-week vacation at Lake Tahoe. They will stay at Bijou, on the California side. Congratulations are in order for Chris, who celebrates his natal day July 22. (According to our press date, we should have put that in the past tense.) Have fun, nice people! Sure wish we could have been with you for the big occasion.

A beautiful girl with a beautiful voice is JEANNE WELBORN. Jeanne is currently being featured in the production numbers at the HOTEL SAHARA. This little lady has all the attributes necessary for success and is a tremendous asset to the bistro in which she is currently appearing. Howeevr, we still feel Jeanne's talents would be displayed to better advantage in a solo spot.

One of the hardest-working men in anyone's estimation is ART SCHELLANG. Mr. S. is in complete charge of both the NEVADA CLUB and the LAS VEGAS CLUB. That information alone will provide some inkling of the many tasks that daily face him. We're certain that not many men would be able to take such tremendous responsibility with the ease displayed by Mr. Schellang.

When you walk into the dining room at the SANDS HOTEL you can't help but notice the jovial gentleman in the dining room, greeting the incoming clientele with his bright eyes and grin. Of course, he is NICK KELLY. Nick is anxiously awaiting the return engagement of MILTON BERLE. He and "Uncle Miltie" are friends from "way back" and have some mighty interesting, lengthy conversations every time they meet.

MILTON STEVENS (of the HOTEL LAST FRONTIER) is preparing to move into his new home soon. It is located in the DESERT INN COUNTRY CLUB ESTATES and is furnished exquisitely. The Stevens' home is situated right next door to that of RUBY KOLOD'S. (Mr. Kolod is co-owner of the DESERT INN and SHOWBOAT.)

One of the most unassuming men we have ever met is FRANKIE SOSKIN. Frankie is in charge of the gaming personnel at the DESERT INN. One topic of conversation that always sets this fellow off is that of his three children. He is very proud of them and often speaks of his son in the Marine Corps. Mr. Soskin's 16-year-old daughter is due to return from Cleveland any day now and the third youngster is an 8-year-old beauty.

When MAE WEST opens at the HOTEL SAHARA this coming Tuesday, she will really be surrounded by admirers. Included in her act will be 20 men—count 'em, ladies!

Well, we've gone the complete length of the column without once making mention of our handsome heir. How-

(Continued on Page 33)

Stunning 2-piece playsuit of sun-able, sudsable terrycloth.

• • •

Ribbed-to-fit knit bands at high V-neck, waist - - - and sleeves - - -
In white terry cloth only with charcoal grey poodles - - -
Terry Shorts and Blouse
SIZES: Sm. - Med. - Lg.

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Bond's Jewelers
"HOME OF QUALITY DIAMONDS"
300 FREMONT ST. LAS VEGAS, NEV.

EASIEST CREDIT TERMS IN AMERICA

THAT'S FOR SURE:

(Continued from Page 31)

ever, we do want to sort of work it in here by extending sincere thanks from both of Bruce Barton's parents for the many flowers, gifts and communications that arrived. Everyone has been so nice and thoughtful, we just couldn't let this edition go to press without letting you know how much we appreciate your generosity and remembrances. Of course, we also speak for our son who doesn't want to be overlooked. We're all just wonderfully happy , , , and that's for sure!

LAST FRONTIER:

(Continued from Page 17)

routine staged by LOUIE DaPRON, the long dresses worn in this number being a new twist that adds glamour to the production. The second number is a fast moving tap, full of jest and sparkle . . . The girls do a terrific job in rounding out this glittering revue.

SAHARA:

(Continued from Page 18)

lows close on the heels of Jerry's female impersonation of Miss LaTour (these are clever!) . . . In another instance Jerry is placed in a suitcase, and reappears suddenly in the audience. Winchell is a clever performer and well deserves his recent successes . . BILLY WARD and his DOMINOES are a quintet of sepian vocal entertainers who all but walk away with the show. They do a couple of serious numbers, but for the main they are most outstanding for their rhythm-loaded blues numbers, during which they all dance and jump around with plenty of zip. All of their numbers are greatly enhanced by excellent guitar stylings, supplied in this instance by JERRY VAUGHN . . . The BOB HAMILTON TRIO is a trio of modern terpsichore interpretives consisting of Bob and two talented female performers. Outstanding was a routine based on the situation of a "private eye" (Bob) out to capture two desperate criminals (the two gals) . . . The Moro-Landis SAHAREM DANCERS open the show with a new number set to waltz time, featuring the voices of HERB FLEMINGTON and a long-time favorits of ours, JEANNE WELBORN, whose soothing contralto voice is one of the most beautiful we've heard in many a moon. Miss Welborn is stardom material.

DESERT INN:

(Continued from Page 18)

will be the sensational DESERT INN DANCERS in two spectacular production routines that merit plenty of accolades.

EL RANCHO VEGAS:

(Continued from Page 18)

Pony Sherrill and Phil Moody . . . With the well known composer JEAN DePAUL conducting, she winds up with the exciting tune which states that "It's the Same All Over the World" . . . The very clever pantomimists DOODLES & SKEETER have been held over, and rightfully so. Their presentations hold a high rate of interest through their well staged choreography and convincing pantomine. We especially enjoyed their satire of Lili St. Cyr's bubble bath and Doodles' rendition of Pearl Bailey's "Tired" . . . The EL RANCHO GIRLS, under direction of DOTTIE DEE, are the epitome of perfection in this show. Each girl is a stand-out for beauty and capability as a dancer . . . except ONE! One of the cleverest things we've seen in some time!

WHAT'S DOIN' . . .

(Continued from Page 15)

to visit his daughter Betty. She, incidentally, is Mrs. BOB HARTMAN (he is Cashman's sales manager). Bill decided to make Las Vegas his home and started doing upholstery and seat cover work as a hobby. In less than three years this retirement hobby has grown into a very profitable business . . . One of the leading upholstery and seat cover shops in the country . . . VELMA GARFINKLE, formerly from Reno, is employed as a cashier at the California Club. Her husband Louie, also from Reno, is a "21" dealer at the Sands Hotel. Velma was the cashier who was held up in the recent California Club robbery. She says she likes to greet all her friends, but not when they have a pistol. Speaking of pistols, I'm gonna get shot if I don't bring this to an end. This Cortez **can be the "worst"!** So—God be willing—I'll see ya' all next week!

THE Flamingo HOTEL

MEMO TO: TERRY MOORE

Dear Terry:

I've been wanting to let you know the pleasure I've had in staging your act, and appearing with you at the FLAMINGO HOTEL...

Wishing you continued success,

Tommy Mahoney

FUN-LAND AMUSEMENT-PARK

"FUN FOR EVERYONE"

6 Minutes from Downtown on Boulder Hiway

Being associated with Miss Terry Moore at the Flamingo Hotel has been another happy occasion for me in Fabulous Las Vegas.

RALPH WOLF
CONDUCTOR-ACCOMPANIST

FLAMINGO:

(Continued from Page 17)

material. The boys (who do an excellent job) are Tom the marine (MARK ALDEN), Dick the sailor (DON McCABE) and Irving the G. I. (TOMMY MAHONEY). Terry dramatically displays her ability as an actress by emoting an on-the-spot portrayal of the young lovers' scene from "Come Back, Little Sheba." . . . the act moves at a wonderful pace as she and her boys offer to perfection the numbers so smoothly staged and choreographed by TOMMY MAHONEY, who also takes over a solo spot in taps, while the tempting Terry makes a change of wardrobe. Conductor Ralph Wolf does a first class job with the music, which was written by Jimmy Haskell. ALAN KING is our type of comedian! He presents his material in such a manner of relaxedness that you'd swear he does the whole thing extemporaneously with each and every show. He has you laughing at the things you yourself do every day in the year. He opens with a lengthy discourse on gambling that hits "home" with a goodly majority of the audience . . . The CYCLING VILLENEVES are a clever couple who do a series of tricks and balancing feats while pedaling on a bicycle. Then some more of same while aboard a unicycle. They do excellent work considering the limit of space . . . The FLAMINGO STARLETS offer two new Rod Fletcher productions which are terrifically executed by the fine dancers who make up this outstanding production group. Extra plaudits to the four specialty dancers.

SANDS:

(Cintinued from Page 18)

merely reminds you of the things you do every day, or have done at one time or another, and brings out the humor of the situation . . . FRANCES LANGFORD makes another return appearance, but bringing with her this time four gentlemen friends, whom she calls THE FELLAS. We may be a little prejudiced here because the voice of Miss Langford has always been a favorite of ours. However, you will be seeing an altogether new Langford when you see this show! Miss Langford and her fellas are presenting miniature Broadway musicals, and selling each one of the numbers from the beginning. We especially liked one which dealt with the sexational situations of a torrid temptress named "Flame." Another that was filled with fine special material was her "Just a Simple Child," which deals with the trials and tribulations of a poor little rich girl, her life and loves . . . The ZIEGFELD FOLLIES, of course, means GIRLS, and Mr. Jack Entratter has selected some beauties. They appear in all their majesty in numbers especially written and staged by SID KULLER. A definite vocal stand-out is CHUCK NELSON in his rendition of "My Venus Has Arms." . . . Costumes are by Mme. Berthe, and the exciting choreography was set by BOB GILBERT and RENNE STEWART.

THUNDERBIRD:

(Continued from Page 19)

and tells you of a few things that have happened to him in and around his "native land," Brooklyn! . . . Again thrilling Las Vegas is a special added attraction in the person of handsome young RALPH CURTIS, whose terrific tenor voice has been heard in such great productions at "The Big Show," "Finnian's Rainbow" and Brigadoon" . . . BUDDY KING and His LADIES are offering all new productions which can be expected to be up to the high par which Buddy has set for everything he does.

DOT'S DASHES . . .

(Continued from Page 23)

happiness only . . . There's more talk about the RED SKELTON TV revue since it is announced the chorus girls at the Sahara will take part. Belief of many that future shows will emanate in Las Vegas, which will be the future TV center of the West. Is CRISWELL around?

DISA DATA: So MARILYN MONROE shows her authority! ROBERT ALTON, who is dance director for "There's No Business Like Show Business," will NOT do the dance routine for "Heat Wave." Instead, for just that number JACK COLE was chosen by MONROE. Cole worked with the "box-office blonde" in "Gentlemen Prefer Blondes." . . . ELLA RAINES arrives to further prepare for TV series, all about a nurse. She was in Washington, D. C., making some of the commercials. . . . JEAN SIMMONS is too ill to work, so "Desiree" is closed down a while at "20th." Bad cold has kept her in bed . . . JIMMY McHUGH tossed a party to honor composers . . . DANA ANDREWS strikes back at a trade paper over a headline concerning a search for new talent. At least it was made to read that way, and Dana contends there is no shortage of talent. Believe he has somethig! SO LONG!

PAGE 13:

(Continued from Page 13)

ly make a nice spot of it. According to plans, it should be about ready in a month . . .

I stopped into HUNTINGTON'S CHILDREN'S SHOP for a few minutes the other day. It was the first time I'd been in this shop for many a moon, and I was surprised to see such a wide variety of stock on his racks and shelves. Here is a children's shop where you go in and get what YOU want . . . NOT what they HAVE! They're located out on South Fifth Street just pass Gass Avenue . . .

I suppose that by now "the whole town's talkin' about the Jones boy" 'cause he's seven weeks old today. He was born on June 5 and they hung him with the handle of WILLIAM JAMES JONES (doesn't sound too bad if you say "Billy Jim" real fast!) TONEE and BILLY JONES claim he's the last word in 1954 models, and since his arrival the San Diego fog has cleared forever. Tonee and Billy (a trumpet man) send their best to all their friends in Las Vegas . . . and Las Vegas returns with sincere congratulations on their good fortune . . . "Billy Jim" . . .

At the close of his current engagement at the Flamingo Hotel, ALAN KING is keeping his fingers crossed that he'll be able to enjoy a two weeks vacation in Texas. Following this long-awaited vacation he begins work on the film version of the hit musical "Hit the Deck" for MGM . . . Good luck on all counts, Al!

Someone else who's going on a long-time vacation, after being on the job steady for quite a spell, is LES STIVERS, manager of BUCKLEY'S JACKPOT CLUB downtown. Les has been doing a fine job here for Pat Buckley, and his accomplishments are going to be hard for another to duplicate. The accomplishments of being on the job, and on the ball almost continually . . .

AL ABRAMS finally took the time to pay a visit to his home town of Omaha, Neb., a few weeks ago. It was the first time he'd been back in seven years. FRANK SHAW, Flamingo specialty dancer, went along for the ride and thinks Omaha is one of the greatest towns he's ever seen. They got back in time for the opening of the Terry Moore show . . . They HAD to! Al couldn't leave for very long at a time if he tried, and Frank had to make footsies in the show!

In about two or three weeks JIMMY BLAKE and NEIL BERK will be opening their "Stage Door" Delicatessen out on the Strip Highway, in the new shops being built by Neil. They'll have all that goes with the term "delicatessen," along with the accommodation of a ten-stool bar . . .

Did you gals notice the Terrycloth shorts and blouse combination pictured in one of the ads in this week's book? The one with the poodles appliqued! The PRICE is what's hard to believe! I've seen one of the FREE fashion catalogues mentioned in the ad and you, too, will stare in wonder at the things offered at such ridiculously low prices. The secret is in the buying and selling setup. The overhead is cut to a minimum. You'll find the "DALE HILTON" trade name in most of the fashion mags of the day. I learned all this from GERTRUDE and TED LIT, who run the outfit, but who are here at the Desert Inn for a vacation . . .

While talking to BILLY WARD at Hotel SAHARA a few nights ago I was amazed to learn that this young man of many talents (he's 26) has written more than 600 original compositions . . . has recorded 30 of them, several of which have sold over the million mark. The short time of just a few years, BILLY WARD and his DOMINOES have zoomed to top popularity throughout the nation in the blues and rhythm field, having won three national awards for top favorite recordings in same. It begins to appear that Billy's "Sixty Minute Man" will go on and on to become a "standard." We certainly hope so, for here is a young man who will deserve any height he might attain in any field into which he might venture. His greatest driving force, we also learned, is MRS. ROSE MARKS, his manager. Here's a woman who is crazy about her dog . . . so naturally . . . we liked her immediately!

And it's a very happy birthday to another favorite little performer of ours who chalked up another year (her last) on June 23 (Friday) . . . This would be the cuddlesome cutie now at the Rancho, Gee-loria Dee-haven, who is fast becoming one of the best little night-club entertainers in the biz today! So . . . in all seriousness, many, many happy returns to lovely Miss GLORIA DeHAVEN . . .

Well, let's all knock off and go to bed for two or three days! This is one "deadline day" that I'm really sporting knee-length eyelids. As a matter of fact, I haven't felt this way for a WEEK! However . . . it'll all be worth it if I could only remain . . . Your ever lovin'

JOHNNY.

POP SQUIRES:

(Continued from Page 5)

The very profitable gambling industry is made so by the vast backlog of patrons it has built up. Our many great resort hotels are being built, I am told, not so much for the profit of the hotel business as to provide a means of drawing patrons to the gambling tables.

In connection with our great and beautiful hotels there has arisen the greatest center of entertainment in all America. Probably more money is paid out for entertainers than in New York City, all to feed the thirst for entertainment of our visitors.

But what reason is there to expect this condition to continue? We have only to observe the miracle of California, especially Southern California.

In Los Angeles County there are more than five million people. In the other counties of Southern California are enough more to bring the total to ten million eager souls, most of them from the East, who have heard of Las Vegas and its charms and are determined to visit us as possible.

If I am not all mixed by this sea of naughts, and assuming that our weekend throng of pleasure seekers numbers about ten thousand each week, it will take a thousand weeks to allow these people of Southern California a chance to come to Las Vegas to enjoy the finest entertainment in America.

Unless our civilization is thrown into a world debacle by the encroachment of communism, present conditions will probably continue as at present. California is the fast growing state in America and our vast reservoir of prospective visitors is constantly increasing. The growth of our tourist business will keep on until a world calamity shall threaten our civilization, in which case nothing else will matter. We have laid the foundations for a city several times the size of the present Las Vegas and those who have the courage of convictions may profit accordingly.

CRISWELL PREDICTS:

(Continued from Page 11)

Canada! . . . Havana, Cuba: Expect a strike in the sugar cane plantations! . . Jeanette McDonald: You will soon make a series of films for J. Arthur Rank in London! . . . Hit and Run Drivers: A jail term of six months awaits you! . . . Johnnie Ray: You will do a series of duets for recordings with a famed singer! . . . Des Moines: You will have one of the largest nudist camps in the world within 30 minutes of your downtown section! . . . Hoagy Carmichael: You will be voted Indiana's favorite son for 1955! . . . Japanese Suki Yaki: You will become a favorite food of many thousands of Americans in 1956!

JUST FOR YOU GIRLS: The new feminine automobiles, compact, smart and sleek, will do more to change the fashion of your dress than any other discovery or invention to date! You will soon bid goodby to the billowing skirts and the frou-frou dresses! Your skirts will be comfortably styled, short and youthful. Your sleeves will be right fitting, and your armholes cut large, for driving. Your hats will be smartly small and pert, clinging to the head. Any accessories you will have will be severe patterned and compact. Yes, the small automobile will definitely control the cut of your clothing for years to come! 1955 will mark the first year that the woman will be completely free of man and independent of man from a financial standpoint. Yes, 1955 will be the year you women will come of political and legal potency!

WHAT YOU WILL DO IN 1975: By trend, precedent, pattern of habit and the unalterable laws of cycle, I predict that on this very same day, exactly 21 years from now in 1975, you will suddenly find that all metal coins will be withdrawn from the market and only paper money used! This will be done by all nations of the world, for gold and silver will have become most precious at that time, for metal will have become scarce and will have become completely replaced by plastic. Silver and gold coins will eventually become museum pieces, and in the years to come our grandchildren will behold them with awe under glass cases, heavily guarded! Check this above prediction carefully and see if I am not right!

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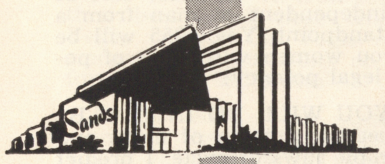
JACK ENTRATTER

Proudly Presents

SAM LEVENSON

FRANCES LANGFORD

AND THE FELLAS



THE SANDS' OWN ZIEGFELD GIRLS

WRITTEN & STAGED BY
SID KULLER

RAY SINATRA and his ORCH.

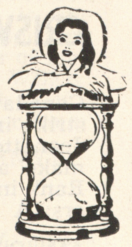
MUSICAL SUPERVISION BY **LYNN MURRAY**
CHOREOGRAPHY BY **BOB GILBERT & RENNIE STEWART**

Costumes by Mme. Berthe
Furs by William Baer

2 Shows Nightly—8:15 & 11:15
FOR RESERVATION PHONE 7100

The Sands

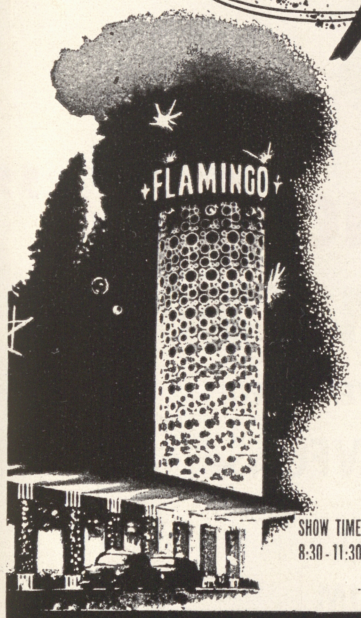
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Flamingo

PROUDLY PRESENTS



SHOW TIMES
8:30 - 11:30

MOVIELAND'S BRIGHT NEW PERSONALITY

TERRY MOORE

ALAN KING

The Cycling Villenaves
FLAMINGO STARLETS
A Ron Fletcher Production

●

TORRIS BRAND and ORCHESTRA

★ AT THE STAGE BAR ★
WHIPPORWILLS
MARCO RIZO RHYTHMS
DAVE SLOAN & HIS DETROITERS
BOBBY PAGE & ORCHESTRA



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. . . . . you haven't seen **LAS VEGAS**



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DIRECT FROM EUROPE TO YOU!

VAL PARNELL'S

LONDON *Palladium*

VARIETIES

WITH THIS EXCITING ALL-EUROPEAN CAST

RICHARD HEARNE — **PAT KIRKWOOD**

Four Bogdadis — George La Faye & Company
Andrea Dancers — Wilson Keppel & Betty
Malta's Dogs
DESERT INN DANCERS
CARLTON HAYES ORCHESTRA

Show Times 8:30 and 11:30 — Second Show Sat. Midnight
NO COVER — NO MINIMUM

Wilbur Clark's

DESERT INN

LAS VEGAS CLUB

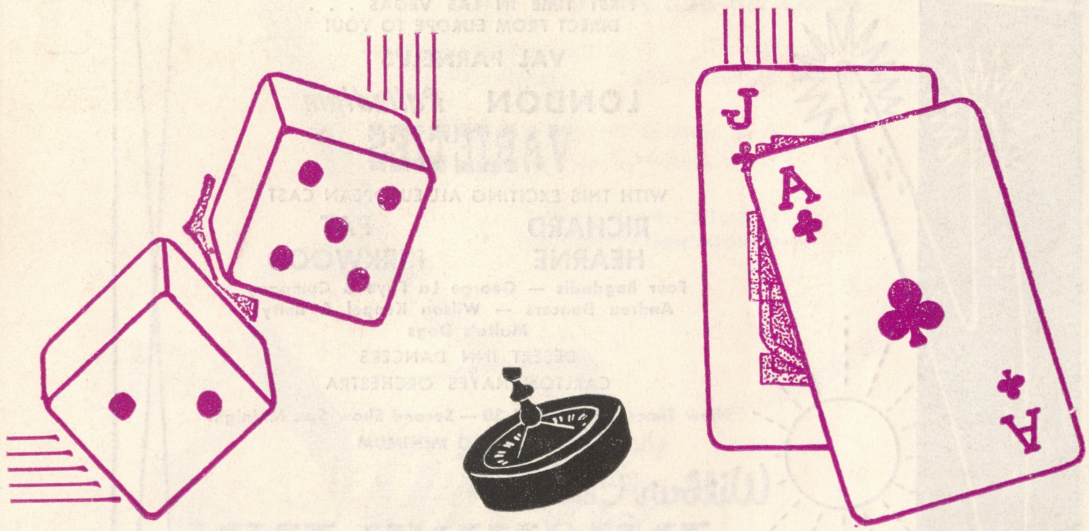
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THE LARGEST SELECTION OF DIVERSIFIED

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