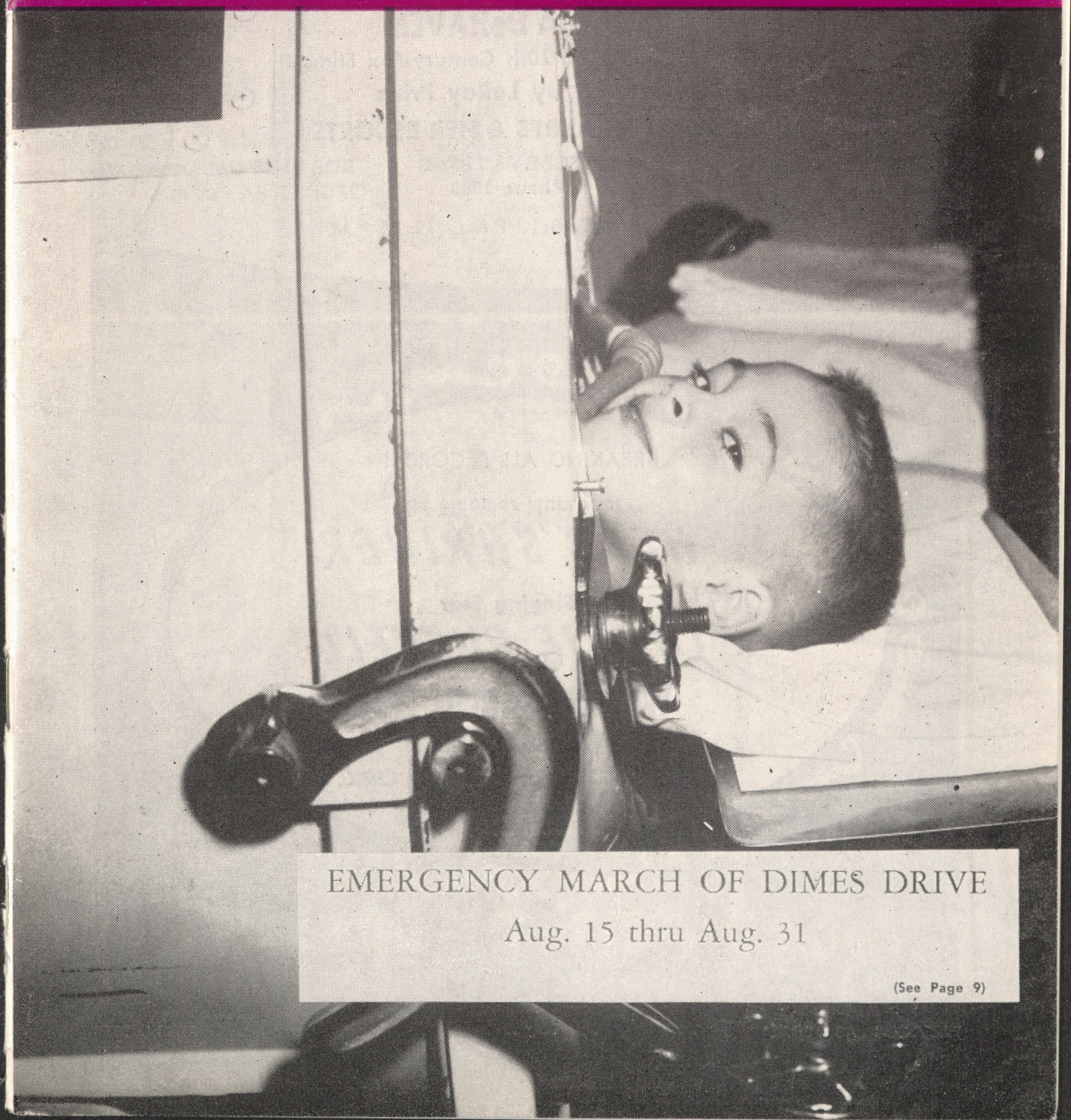
Jack Bortz

15c

AUGUST 14, 1954

Fabulous

© LAS VEGAS Magazine



EMERGENCY MARCH OF DIMES DRIVE

Aug. 15 thru Aug. 31

(See Page 9)

EL RANCHO VEGAS

OPERA HOUSE

THEATRE RESTAURANT

America's Most Beloved Comedian

JOE E. LEWIS

WITH

AUSTIN MACK AT THE PIANO

GLORIA DeHAVEN

Singing Star of 20th Century-Fox Films

Staged by LeRoy Prinz

CAROLYN AYRES & HER ESCORTS

EL RANCHO GIRLS
Choreography by
DOTTIE DEE

RESERVATIONS
Phone 1300

BOB ELLIS
ORCHESTRA

SHOW TIMES: 8:15 P.M. - 11:15 P.M.

NEVER A COVER

NEVER A MINIMUM

BREAKING ALL RECORDS!

The Hoosier Humorist

HERB SHRINER

Singing Star

CONNIE RUSSELL

WAYNE-MARLIN TRIO

FRONTIER GIRLS

GARWOOD VAN AND ORK.

SHOW TIMES
8:30 & 11:30 PM

PHONE 1800
FOR RESERVATIONS

Hotel LAST FRONTIER

LAS VEGAS, NEVADA



BILL MILLER

PRESENTS

THE Arthur Godfrey's Pals

Vagabonds

"America's Daffiest, Laughiest Swing Quartette"

MARIA NEGLIA

"Fireworks on Four Strings"

THE

DUNHILLS

B'way's Favorite Dancers

MARTHA BENTLEY

"A Terp Sensation"

SAHAREM DANCERS

A Moro-Landis Production

CEE DAVIDSON and his ORK.

PRODUCED AND STAGED BY
GEORGE MORO

SHOWTIMES 8:30 — 11:30 P. M.

HOTEL SAHARA

HIWAY 91 · LAS VEGAS · NEVADA

NO COVER OR MINIMUM • RESERVATIONS: PHONE 6800

HORSESHOE CLUB'S

NEVADA ROOM

NEVADA'S FINEST RESTAURANT



DOWNTOWN · LAS VEGAS, NEVADA



IF LAS VEGAS were to choose a patron saint—the one person to whom, more than any other, is due the credit for making the Colorado River Compact to bring together the Colorado River Basin states; developing of sentiment both in and out of Congress in favor of the Boulder Canyon Project Act, making its passage possible; inducing Congress to make the first appropriation of $10,600,000 to start the work, and the phenomenal work of construction up to the end of his term as President of the United States—Herbert Hoover would be the man.

Leaving out of consideration his outstanding services of distributing food to the starving millions of Europe during World War I and his great services in feeding the millions of starving children of Southern Europe following the end of the war, his successful efforts to bring about the building of a great dam "at or near Boulder Canyon" entitles him to live in the grateful memories of Las Vegas and all other communities enjoying the fruits of the development of the Colorado River.

During a few years of political and governmental mismanagement following the rise to power of the "New Deal" and F. D. Roosevelt, the utmost efforts were made to discredit the former President Hoover. Especially disgusting and obnoxious to millions of citizens of the United States were the efforts of Secretary of the Interior Ickes who went to extreme lengths to "smear" Herbert Hoover.

In accordance with long established precedent in the Government, the dam built to provide water and power for the Salt River Valley (Phoenix) in Arizona was named the Roosevelt Dam in honor of Theodore Roosevelt, who was President when its construction was begun. The dam of Gila River, also in Arizona, was named the Coolidge Dam after President Coolidge. The great dam in the Tennessee Valley was named the Wilson Dam.

So, quite naturally and as a matter of course following precedents, the dam in the Colorado River was named by Secretary of the Interior Wilbur as Hoover Dam at an official ceremony at the beginning of construction of the Union Pacific branch railroad to the dam site.

After Hoover's defeat for reelection in 1932, Roosevelt named a Chicago politician named Harold Ickes to be secretary of the interior. "Honest Harold" he was dubbed by some of his political friends, perhaps in derision, perhaps in the hope that he would be honest in administration of his important office.

One of the first official acts of "Honest Harold" was to order the name of former President Hoover removed from the great structure in the Colorado for which he was responsible and the name "Boulder Dam" given in its place.

Out of his ignorance came the only seemingly logical excuse for the name "Boulder Dam." That was due to the fact that in the earlier stages of the effort to build public knowledge and approval it was assumed that Boulder Canyon would be the site of any dam erected near the big bend of the river.

But as early as 1922 Walker R. Young, afterward government engineer for the project during construction, had completed his examinations and borings in Boulder Canyon and was engaged in examining Black Canyon. Shortly thereafter the government engineers found that Black Canyon, some

(Continued on Page 41)

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

VOLUME 6, NUMBER 21 — AUGUST 14, 1954

Copyright by Jack Cortez, Fabulous Las Vegas Magazine, in the United States and Canada. All rights reserved. No part of this periodical may be reproduced without the consent of Fabulous Las Vegas Magazine. Subscription rates: One year $5, United States and possessions; $10 per year, foreign. Printed by Marc Wilkinson, 7th and Ogden. Photo-engraving by Silver State Photo-Engraving, 1322 South Main, Las Vegas, Nevada.

there's nothing like it in Las Vegas
...the famous PIRATES DEN!
THE FOUR TUNES
Sensational Singing Croup
YONELY
International Musical Humorist
TOMMY CONINE
SHERMAN HAYES & HIS ORK
SHOWTIMES — 10 - 12 - 2
DANCING NIGHTLY





EL Cortez HOTEL
DOWNTOWN PHONE 1500

2nd Anniversary
1/2 PRICE SALE!
STOREWIDE CLEARANCE
ON ALL SUMMER MERCHANDISE
10% Discount on All New Fall Merchandise During Sale!
OPEN 10 A.M. to 6 P.M.
OPEN SUNDAYS

bonnie best
BEVERLY HILLS LAS VEGAS
IN THE TOWN AND COUNTRY SHOPS
ADJACENT TO WILBUR CLARK'S DESERT INN

OPEN 24 HOURS



Your Friendly LIQUOR STORE
FLOYD J. COPE
PHONE 4342 827 SO. FIFTH ST.

SNYDER'S
SLACKS SUITS SPORTSWEAR
Tailor Made to Your Measure
FOR MEN AND WOMEN
421 South 5th St. Phone 6644



Mr. Barry is vacationing (still?) So we continue with "The Best of D. B." (reprinted from October 24, 1953).

I LOVE to drive on a freeway. You bump into the nicest people. These express highways are supposed to save you a lot of time. They sure do. You get to a traffic court faster than ever before. They're even thinking of putting up drive-in motor courts.

I can think of a faster way to expedite speeding cases. The judge should travel alongside the traffic cop. The cop hands you the ticket, the judge fines you and then paints black stripes on your window instead of sentencing you to jail.

I saw a movie the other night. There was a prison scene. Three rough, grizzly convicts were nervously pacing in their cell. Finally one snarled to another: "What are ya in for?" "Armed robbery," growled the other. "They gimme 20 years!" The others winced.

Looking at a calendar, another loser sighed: "What're you complaining about? I got 40 years for one lousy moider!" They turned to the third criminal. His head was shaved. His face drawn.

He stared into space. "What about you?" the others asked. "I get the chair tomorrow," he whispered hoarsely, "for parking on the freeway."

There's one trouble with these modern freeways. They cut right through the city and in so doing they cut out a big chunk of the city. More and more chunks are being cut out every day, as a matter of fact. This means that in the near future there will be only freeways and no cities. UNLESS they move the cities somewhere else.

That is the only solution as I see it. and I'm the guy to see it. I have 20-20 vision. I can see 20 inches out of each eye.

But, dear reader, if you haven't turned to another column by now, can you imagine what will happen when cities are moved to other states? We'll have to get used to a whole new set of names. You'll hear peaple say: "I'm from Chicago, Arizona!" Others will list their addresses as Los Angeles, West Virginia, Pittsburgh, Colorado; Milwaukee, Tennessee, and Dallas, Wisconsin.

And if they ever build a freeway through Nevada, it will be Reno, Missouri, and Las Vegas, Texas. It's possible!

At the beginning it will be confusing, but after a while nobody will know what's going on. But we must take these things in our stride. The whole world is in a state of turmoil. Things in Washington are so confused even the spies don't know what's going on.

I have faith, however. I believe things will get better. Of course, we may not be alive to see it. but they will get better. All this talk about a recession. It's silly. It's coming, so why worry? You know, the trouble with a depression is that it comes when most people are out of work.

What we must do is prepare ourselves. Move to the ground floor so when the stock market crashes, and you jump out of the window, you won't have far to go. If we are prepared, then a depression can't hurt us. I've been advising this to all my friends with the result that I have no more friends.

We must learn to act now, as we will act when the thing hits us. I personally am coming to your city to conduct classes in how to prepare for the depression. First we will learn how to cut holes in our shoes. This will save you the trouble of wearing them out. Then I will show you how to avoid stepping on cigarette butts.

Then you will be shown how to pick them up. Etiquette demands that the little pinky be raised as you stoop over to pick up a butt. If you do this properly, you will gain the respect of all the bums in the neighborhood. You will be assigned a street corner and taught how to mooch.

As a graduation present you will get a corner all for your very own. Mooching on my corner will be considered trespassing and give you one demerit, Two demerits and we break your little pinky.

Three demerits and we exile you to a movie theatre where you spend one year scraping chewing gum off the seats.

The most important thing in preparing yourself for the depression is a federal project to keep the unemployed working. My plan is a giant scheme to break up all the freeways, move all the cities back to their original states and move me into a nice, padded cell.

Special Introductory Offer!

$19.95

Here It Is - - - A Dream Come True for Every Housewife

the ELECTRO-SWEEP

SENSATIONAL NEW MIRACLE ELECTRIC RUG CLEANER

Electric Whisking Unit Does All the Work

No Pushing Back and Forth • No Bearing Down — Just Glide Over Rug • Convenient Foot Control Adjusts to Any Nap Thickness • No Messy Bags — No Filter Bags to Bother With • Operates on A. C. Current • Underwriters Laboratories Approved

FULLY GUARANTEED!

Will Last a Lifetime

Every ELECTRO - SWEEP is Guaranteed to be free from defects of workmanship and materials for ONE YEAR! All bearings are lubricated for life.



SEE THIS CLEANER AT . . .

DORMAR FURNITURE COMPANY

711 South 5th Street — Phone 115



Fellow Neighbors:

The reason for the "March of Dimes Emergency Drive" is simple.

(1) Not enough money was raised last January.

(2) There were 9 new polio cases in Clark County this year, making it a total of 46.

(3) Our local treasury is in dire need of immediate funds to carry on proper care, research, hospitalization and immunization activities.

The disease we are fighting is a terrible one. Its attack is democratic for it is completely unbiased. Every color, race and creed is alike . . . young and old . . . rich or poor. It can happen to anyone. It can happen to everyone. It can happen to you!

Therefore, we are asking you to fight it. Not just one of you but all of you. You, and you, and you!

Let our defense be as great as the attack. Don't leave it up to a few to fight your battle but join forces in a true democratic fashion against this common enemy with a solid front . . . a prepared line of defense.

This one line of defense is Funds. Funds to carry on medically. Funds for learning. Funds for treatment. Funds for research. Funds for experimentation. Funds for cures.

All that we are asking is that you and your neighbor donate $1.00 for every member of your family in memory of Dudley Leavitt who was only 6 years old when he gave his life.

Don't let his giving be in vain. Keep the name of Dudley Leavitt alive in your memories . . . in the dollars you give . . . in the memories of those whom your dollars help.

Dudley gave his life.

What amount will you give?

Stan Irwin, Chairman
Emergency Drive
March of Dimes

(Continued on Page 27)

DICK "LORD" BUCKLEY
Comedy Extraordinary
GINNY JACKSON
Singing Your Favorite Tunes
JAY LEE AND THE PRINCESS
Oriental Wit and Wizardry
DON RAGON & ORK
EVENTIDES TRIO
During Intermission
NEW SHOWTIMES
9:30 - 11:30 - 1:30
GOLDEN NUGGET
GAMBLING HALL
DOWNTOWN — LAS VEGAS

HOTEL LAST FRONTIER HEALTH CLUB
VICTOR PILTCH, D.C., Mgr.
STEAM BATHS — MASSAGE — MINERAL BATHS
HOT ROOMS — GENERAL AND SPOT REDUCING
SCIENTIFIC COLONICS
Separate Departments for Men and Women
OPEN DAILY 10:00 A. M. to 7:00 P. M.
Night Hours by Appointment
FOR APPOINTMENT CALL 1800 — THE HEALTH CLUB
CONVENIENTLY LOCATED IN LAST FRONTIER VILLAGE

RED MORGAN'S TOWER CLUB
NORTH LAS VEGAS
PHONE 1410
Casino * Open from 12 Noon
RESTAURANT — SNACK BAR
DAY SHIFT: GUS GEHRKE
NITE SHIFT: BILLY FOGEL
★ PAYROLL CHECKS CASHED ★
GEN. MANAGER: BILL KORBEL

HUNTRIDGE THEATRE
NOW OPEN FROM 1 P. M. EVERY DAY
Matinee Admission Prices: General 50c—Jr. 40c—Children 20c—Loges 65c



An Accurate Glimpse of the Future

CRISWELL PREDICTS



WHAT PEOPLE WILL DO: Scientists will be able to broadcast epidemics of such a fatal nature that entire populations will perish of a humanly contrived disease within a 24-hour period! This speedy "germ warfare" will be entirely possible within the next 10 years . . . Vice President Nixon will personally campaign for the November elections of many senators and representatives and will bring home a rousing victory for the Republican Party! . . . Many high schools and colleges throughout the nation will cancel out football within the next two years due to the poor attendance resulting from the inroads of television. Many schools will declare the large university games unfair competition and will force local stations to carry them at a later time by delayed telecast. The local TV stations will do so, due to the heavy local sponsorship, but local high school and college football will be on the way out! . . .

Eleanor Roosevelt will retire from public life! . . . Princess Margaret will soon visit Washington, D. C., to cement the ever-widening breach between British and American policy! . . . You can be assured of a war with insects in 1958 because of the strong cross breeding and the overcoming of the powerful disinfectants which has resulted in a sturdier, stronger, longer living strain. The Midwest, California and Florida will bear the brunt of this coming upset of Nature's delicate balance! . . . Supreme Court Justice Warren will shock the nation in October by his swift ruling on the present Taft-Hartley law concerning government contracts with labor organizations!

FOR PEOPLE AND PLACES: Perle Mesta, the famous party giver and former woman diplomat, will retire from the Washington scene by the end of this year to write a hard-hitting book about what is wrong with the world. This book will be one of the most astute in modern political history, for it will be the first book written with a woman's viewpoint! . . . Atlanta, Ga.: Your federal prison will soon be enlarged and remodeled, due to the mounting crime rate! . . . Serge Rubenstein: Your life will be musicalized for Broadway and your career as a soldier of fortune will be one of the top hits of 1954-1955! . . . Berlin, Germany: You will plan for a world's fair in 1958! . . . Eddie Fisher: Your American recording of the Don Trifletti "I Wish and Wish" will be the most requested number for October 1954! . . .

Laguna, Calif.: You will be the art center of the West Coast in 1955! . . . William Alexander: Your new multiple dwellings will be of one large room with sliding partitions, and will revolutionize present day construction! . . . New York City: Prepare for a crime clean-up in the Broadway sector! . . .

William Jennings Bryan: You will be memorialized by a huge marble statue of yourself in the place of your birth, Salem, Ill.! . . . Los Angeles: You will soon have the largest church in the world built in your area, which will bring a million tourists every year to see this remarkable edifice and monument to faith! . . . Corinne Griffith: Your one-woman campaign to repeal the federal income tax law will gain much momentum and will become a political factor in the coming elections throughout the nation! . . .

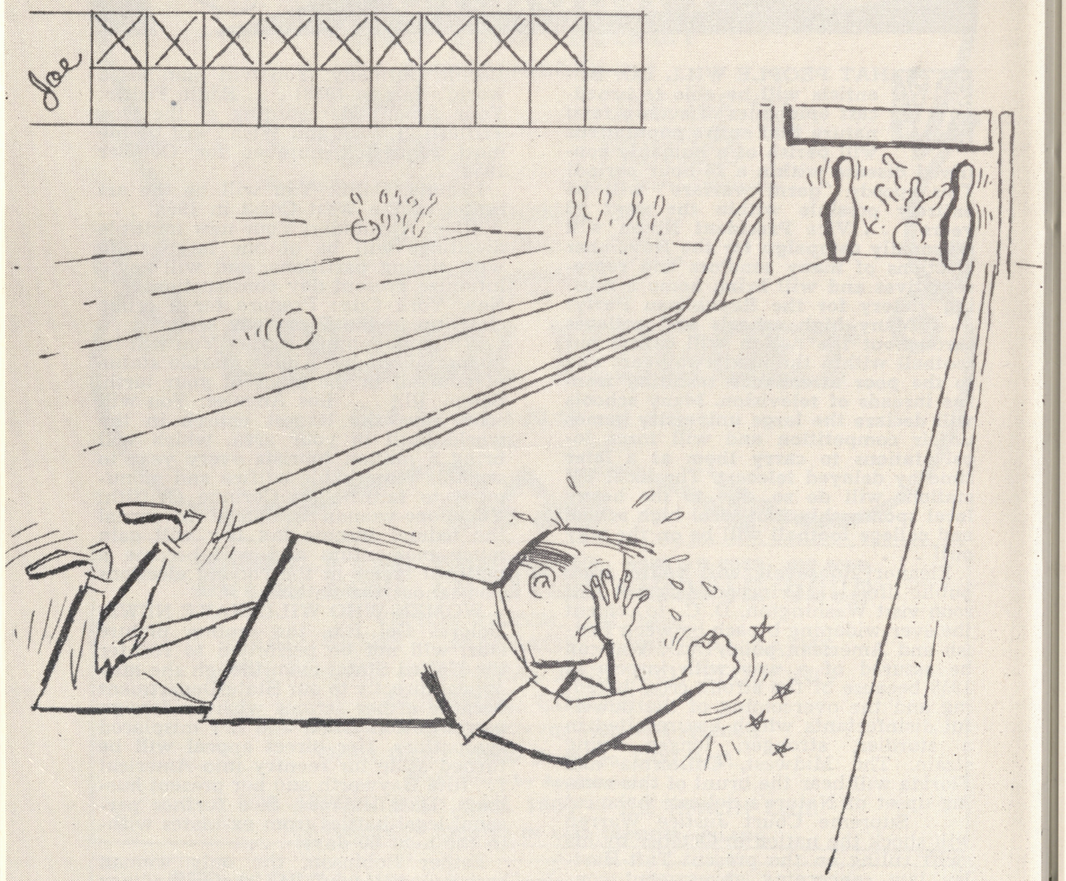
WOMEN WHO WILL MAKE NEWS: Dolores Del Rio, the motion picture star, will not be permitted to reenter the United States even though she may appeal directly to our State Department because of her actions where a foreign power is concerned and her misplaced sympathies. Her direct appeal will be turned aside for reentry into America! . . . Rita Hayworth and her present husband, Dick Haymes, face further personal legal battles from ex-mates within the next 90 days! . . .

Esther Robinson, the only woman archaeologist who has many findings to her credit, will stun the world with the announcement of a cave village dating back to the 1500 year period before Abraham, which is about 5000 years ago, with a complete report of the daily life of the Beershebans. This will prove to be the most exciting unearthing since King Tut's tomb in 1921!

Mary Pickford will permit the showing of her old hits on the television screen. These famous films will be carefully edited and released for winter viewing after January 1, 1955! . . . Arlone Twyman, the decorator's decorator, will lead the future trend of Am-

(Continued on Page 37)

No aggrivating "Splits" at BUCKLEY'S



You WIN on any 3 of a kind . . .

BUCKLEY'S
JACKPOT CLUB
DOWNTOWN



SURE . . . I'm getting fat! And from the way things are going I'll probably stay that way until about the first part of May 1955! That's about the time when I have to start making preparations toward being able to squeeze into that tight fittin' western outfit of mine. 's about the only thing that seems to make me stay on my diet . . . (Helldorado time, you know!) The last Helldorado I lost about 15 pounds and slid right into my Sears Specials. Then my Mom and Dad came up to spend a few weeks . . . show me any man who can resist Mom's cookin' and I'll show you a man who never had any home life when he was young . . . I had the life . . . couldn't resist . . .and I gained! Went right back to 185 . . . Yes, ME! I suppose you've all noticed the 360 degree bulge at my belt line, however. . . . Oh, well . . . that's the LEAST of my worries. I'm healthy . . . I'm happy . . . and thankful for that which is mine . . .

Maybe by the time this gets printed, LES STIVERS will be off on that vacation he's been talking about for the past month or more. Last word I had was that PAT BUCKLEY was to arrive in town any day, and Les says that's the day he's leaving! Les has been doing a fine, conscientious job for Pat at BUCKLEY'S JACKPOT CLUB, and richly deserves the rest that's forthcoming.

BONNIE BEST is blowin' her bonnet! She's having a store-wide clearance sale, and the prices she is asking for some of her things are ridiculously low. As a matter of fact, it's a HALF PRICE SALE. Prices have been pruned to the popular pocketbook level, and things are beginning to happen. I'm trying to say that this sale won't last forever, so don't wait until too late . . . or you'll be sorry!

The WESTERNER CLUB finally got their "Who's Who and Why" straightened out this past week and, from all we can gather, they are really a fine group of men. One thing we do know for sure is that they couldn't have picked a finer fellow to be in charge of the casino. JOHNNY HAINES will fill that post, and he's picked a lot of the best to work with him, with more to follow. This club has been in a hassle for quite some time, with no one knowing what was going to happen, nor when. Now they have the green light, and have hopes of going ahead full steam. Good luck to the newcomers, and we look forward to meeting you in the very near future.

I like the way MILTON BERLE runs his show! I've watched him in rehearsal and I've watched him in the real performance. He not only knows what he's supposed to do, but knows what everyone else is supposed to do, also. Although he usually has ideas of his own as to what could be done during a certain piece of business, he will listen to the ideas of others for the good of the entire production. Once something is set, he becomes a perfectionist toward the finished product. He may get into everybody's act, but always ends up by giving each artist their just desserts . . .

Belated birthday bows to BESS (HELLER) ROSENBERG, who hung up another year last Thursday, August 12. Her life-long friend VIRGINIA LEE drove in from Omaha, Neb., to celebrate with her. Bess and Virginia were together in the hoof and song section of Show Business a few (?) years back! Here's the payoff: Virginia showed up with a brand new convertible which turned out to be a surprise gift to Bess from her ever lovin' JOE. It seems that Joe had made all arrangements when he and BENNY GOFFSTEIN trekked to Omaha a while back to partake in the celebration of JOHNNY ROSENBLAT DAY. They are both very good friends of Mr. Rosenblat, who is now mayor of the City of Omaha.

And now Las Vegas has one of her own! . . . As of this week-end MORREY BRODSKY will have opened the first and only BARBECUED RIB spot on our now fabulous Strip. He calls it, naturally, the Original RIB JOYNT . . what else? Honestly, I've been there and, for what you get and the prices you'll pay, you just won't believe it until you've eaten and paid the bill! Unbelievably LOW, with generous helpings all around . . . F'r instance: Between the hours of 10 a. m. and 3 p. m. you will be able to have your choice of about six different kinds of sandwiches and a malt for only 55 cents . . . NICE? . . . Then you will also find a one-fourth barbecued chicken with shoe-strings, cole slaw, etc.,

(Continued on Page 35)

OUR OWN
SECRET RECIPE
FOR
DELICIOUS
BARBECUED
SPARE RIBS

Something NEW
UNDER THE SUN

Morrey Brodsky's ORIGINAL

RIB JOYNT

2110 SO. 5th ST. — ON THE STRIP

FROM OUR OWN PIT BARBECUE
BEEF — CHICKEN — HAM — RIBS

BREAKFAST AT ALL HOURS
WE HAVE **SPARE ROOM** FOR YOU!

PHONE
5657
Free Delivery
$3.00 Minimum
— OR —
CALL
AND
PICK UP

TEX AUSTIN AND JOHN DONAHUE

INVITE YOU TO THE GRAND OPENING OF

BLACK MAGIC

"Las Vegas' Most Intimate Cocktail Lounge"

OPENING WEDNESDAY, AUG. 18th

A COLOR PORTRAIT OF YOURSELF FOR A SOUVENIR
PREMIER OPENING SATURDAY, AUGUST 14

At the Intersection of Bond and Paradise Roads



the **SILVER QUEEN BAR**

IN THE *Sands* HOTEL

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

NORO MORALES ★ TEDDY NOEL
AND ORK. AND ORK.

THE GUADALUPES BOYS

ERNIE STEWART TRIO

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

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

Why

Should You Buy Your Car at Cashman's?

- Cashman's Buick, Cadillac, and Oldsmobile . . . the finest
- Cashman's trade-in allowance . . . the highest
- Cashman's 6% interest rate . . . the lowest
- Cashman's guaranteed used cars . . . the sharpest
- Cashman's service facilities . . . the greatest
- Cashman's 44 years of fair dealing . . . the longest

That's Why You Should Buy Your Car at Cashman's

THE JAMES C. CASHMAN COMPANY
SERVING SOUTHERN NEVADA SINCE 1910

Main at Fremont **Telephone 7400** **Las Vegas**

What's Doin' Downtown...

by

HARRY INGRAHAM



THE MOST AMAZING things happen here in Las Vegas! The rain storm we had this past week wasn't so bad; it was the reaction of some of the people that got me. One would honestly think that it never rains in Las Vegas. As I drove by one of the parks during the heavy downpour I noticed that all of the sprinklers were going full blast, and right across the street stood a man in trunks watering his lawn. Well, I figured, "what the heck — there's one in every crowd!" and kept on driving!

Now, here is the payoff: In the next four blocks I counted 13 people watering lawns, and by then the rain was coming down so hard the intersections were flooding. People were actually letting their children play in the gutters and flooded intersections. In fact, two little girls were lying in the gutter, letting the water gush around them. Where I come from, if you don't have sense enough to come in out of the rain, you're considered a mental case. However, it rains as much in Seattle as it sunshines in Las Vegas. Nevertheless, can you imagine adults not realizing the danger of an automobile on fresh, wet pavement? If a car had slid out of control at the above mentioned intersection it could have killed and crippled 15 or 20 little children. Hundreds of thousands of dollars worth of beautiful swimming pools in Las Vegas, so why don't they use them instead of public thoroughfares?

Well, now that I have minded everybody's business but my own — I think I'll start the column . . .

A hearty welcome back to town to "Heavenly Body" KALANTAN. She is always a tremendous "drawing card" at the Silver Slipper and is one entertainer whom you must see. The Last Frontier hotel is taking rolls and rolls of film of Kalantan again this year, which you will see from time to time in their extensive publicity program.

The charming blonde hostess in the Pirates Den (El Cortez Hotel) is DOROTHY CHARLES, assistant to PAT GALLAGHER . . . Incidentally, it is nice to see JERRY SCOTT back on the job as cocktail waitress in the Pirates Den. We've certainly missed your smiling face, Jerry . . . Had the pleasure of being a guest at the opening of the beautiful new restaurant at McCarran Field this week. It has appropriately been named "Chris' Aero Cafe" after CHRIS ZANIS, owner and manager and former owner of the Original Steak House on South First. JIM PIERCE is general manager and JAY BREWER is manager of the graveyard shift. Attractively designed in various shades of white, this new restaurant is a great asset to our growing city. Everyone entering and leaving Las Vegas by plane will certainly be impressed by this latest addition.

Understand the stage play "The Drunkard" will replace DON RAGON and orchestra, who take leave of the Golden Nugget for the month of September. The Ragon aggregation has been booked into George's Gateway on the south side of Lake Tahoe for that month and will return to the Golden Nugget in October . . . Among partners in the new Las Vegas Gun Club are four executives from El Cortez Hotel. They are J. K. HOUSSELS Sr., BILL MOORE, J. C. SHUGART AND GENE McLAIN. Location for the Gun Club is the beautiful Tule Springs Ranch on the Tonopah Highway. At present the gentlemen are awaiting their license approval, but have already planned extensive trap-shooting events for this fall—including the annual Midwinter tournament. Some specifications—main clubhouse is 100 by 40 feet, 7200 square feet of lawn, all paved roads including 6600 feet of paved parking area, and, incidentally, located on the shore of the lovely 11-acre Tule Springs Lake.

FRED COGAN (The Cleaning King) is doing a landslide cleaning business in his new plant on South Main. Fred, a newcomer to Las Vegas but an old-timer in the cleaning business, is building an unbeatable reputation for fine, fast service. The most meticulous people in town have become his best customers . . . The very talented and beautiful ANITA RAY, daughter of clothes designer and manufacturer THELMA RAY, has an exceptional record for a young lady. She designs many of her mother's best selling gowns and dresses, and is acclaimed from New York to Los Angeles as one of the most promising young singers of today. She has made many TV, radio and nightclub appearances and can be seen and heard from time to time on our local TV station. One of her latest

(Continued on Page 33)



It's wonderful
to be back
in Las Vegas
at the
SILVER SLIPPER

Kalantan

HOTEL LAST FRONTIER

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

EASIEST
CREDIT TERMS
IN AMERICA

COGAN
The Cleaning King

FINE DRY CLEANING
AND PRESSING
Tel. 7537 • Free Pick-up and Delivery
2-4 HOUR SERVICE IF DESIRED AT PLANT
1804 So. Main — Across from Round-up Drive-In

Mr. Clifford
Color Expert
and Permanent
Wave Artist
SATISFACTION
GUARANTEED



Clifford's Coiffures
IN THE PERSONALITY CENTER
309½ So. 5th St. Las Vegas Tel. 7522
LAS VEGAS
CLIFFORD'S
"TALK OF THE TOWN" SALON
BOULDER HIWAY — WHITNEY
Opening Monday, August 16

DOT'S DASHES 'BOUT HOLLYWOOD

By DOT MEYBERG



HOWDY, FOLKS! Curious to see Simone Silva on the screen. She won her appeal (not sex appeal) for a working permit to show America what she can do (on the screen and stage.) They say she'll attempt to erase the criticism created abroad posing with Bob Mitchum. Forgotten is her claim to film success in Europe . . .

Surprising, no mention of the arrival here of the Maharajah of Beroda, who arrived within hours of Sigmund Rhee. Not until he registered at the Beverly Wilshire Hotel did anyone know he'd just flown in . . . Prague Film Festival awarded honors to "Salt of the Earth," and Hon. Donald Jackson's remarks in Washington: "Soviet and satellite film honors are not being paid these days to any production that does not further enhance and glorify the Soviet system." Jackson added much when he mentioned the Mexican actress who had been deported from the USA, yet picked for the best acting award at the same festival. How about that?

"I'll Cry Tomorrow," which is the book MIKE CONNOLLY co-authored about the life of LILLIAN ROTH, is on the "best-seller" list here and, with the book to be made into a film, there's a shuffle by many stars who want the leading part. No, LILLIAN will not play herself in the film yet, with her nightclub success, few can understand why not! JANE RUSSELL might play it but it's likely her religious films would interfere . . . National Legion of Decency handed B rating to the French film "Forbidden Games" and "Rome, 11 o'Clock." . . . Should be fun when "St. Louis Woman" begins, with SINATRA and AVA set for roles . . . KEN MURRAY is ready to put another "Black-outs" together with MARIE WILSON, aimed for a nightclub tour your way . . . HEDY LAMARR quits Rome for home—report that all is not well with her marriage to W. HOWARD LEE . . . Series in local paper on GRETA GARBO ended with few knowing GRETA was visiting here at the time.

"Mad at the World" is the title of KEEFE BRASSELLE'S movie working now. When he works at the Flamingo Hotel next month he will have the picture previewed there . . . JERRY WALD claims he's serious about giving unknowns a "break" in films . . . MARIO LANZA is reducing. Weighs 300 but he admits nothing . . . MGM has a success in "Seven Brides for Seven Brothers." It's definitely a bright musical—and oh! what handsome giants doing ballet numbers! . . . At LUCILLE BALL'S 43rd birthday party she admitted she and DEZI will do a "I Love Lucy" style show up your way . . . Just picture MARLON BRANDO singing! Since his role is assured in "Guys and Dolls." he is reported to be taking lessons. Has plenty of time for his role doesn't start 'til March . . . ROZ RUSSELL will be on location up your way for "The Girl Rush" . . . TERRY MOORE'S touch of stage work inspired her to accept a straw-hat tour in "Strictly Dishonorable."

All the talk in public about being married over two years and having no children, with the possibility they'll play parents in a TV show, is raising the eyebrows when you meet BENAY VENUTA and FRED CLARK. And they are building an addition to their house here, too! . . . JIMMY DURANTE has a former partner, HARRY HARRIS, who was with him before CLAYTON. He's opening at FRANK SKINELL'S "Gay 90s" with GEORGE LEWIS and BETTY BENNETT. Formerly at MGM, SHIRLEY POWELL is on the bill. too. She "takes off" SOPHIE TUCKER, I'm told . . .

"BRIGADOON" preview brought out the stars. MGM can take the honors, too, for GENE KELLEY, VAN JOHNSON and SYD CHERISSE head a great cast, doing exceptionally well. Of course, Syd was there with hubbie TONY MARTIN, DINAH SHORE with GEORGE MONTGOMERY . . . VERA ALLEN with an elderly man . . . DAN DAILEY with GWEN O'CONNOR . . . JOHNNY GREEN, who directed the music, worked the controls to make the hearing perfect . . . ANN BLYTHE, with her doctor husband. sitting in the back row . . . RUTH FREED with AL AKST (brother of HARRY. who was just in Las Vegas with EDDIE FISHER) (AL was film editor) . . . ARTHUR FREED accepted congratulations as the producer . . . Y. FRANK FREEMAN, Paramount head, shook his hand, and someone heard him say: "Sorry we didn't make it!" . . . CARLOS THOMP-

(Continued on Page 37)

"CURTAIN TIME"

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

Flamingo

July 29 thru August 18

SHOW: Dick Contino, The Sportsmen, Andre & Delphine

LINE: Flamingo Starlets

ORCH: Torris Brand

Co-starring currently are "Mr. Accordion," DICK CONTINO, and the SPORTSMEN, four fine fellows who are a "Lucky Strike" on any program! . . DICK CONTINO has ARRIVED! In other words, he has MADE it . . . He is THERE . . . He is now a true performer, no more the shy young man of a few years back. From the first selection, through his whole program, you KNOW that this man likes what he is doing. Each number is played from the heart, and not from the paper from which it was learned. In his interpretation of "Gay Ranchero" (Mercury)

(Continued on Page 38)

NEW FRONTIER

August 2 thru August 23

SHOW: Herb Shriner, Connie Russell, Wayne Marlin

LINE: Frontier Girls

ORCH: Garwood Van

Breaking all records in the Ramona Room is that famous Hoosier humorist HERB SHRINER, held over for three more weeks to bring Las Vegas audiences his world famous rustic comedy and wit. You've heard him on radio and seen him on television. Now you can witness this 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 the lovely songstress CONNIE RUSSELL. This sophisticated gal never fails to win greater plaudits with each local engagement. Miss Russell arrived completely prepared to present more of the elite entertainment that is definitely becoming her trademark. Outstanding in her repertoire are "The Coins in the Fountain," a sentimental ballad, contrasted by her latest Capitol recording, "One Arabian Night" . . . Opening the show is the ever-popular WAYNE-MORLIN TRIO. This sensational acrobatic team performs amazing feats of strength and balance. One of the highlights of the act is a one-finger stand on a trumpet while playing a clarinet. . . . The FRONTIER GIRLS have two new terrific routines staged by Louis DaPron. The first is a "light" medley of "Falling in Love with Love" and "Lover" — the second, a sultry, well costumed number, "Basin Street Blues."

El Rancho Vegas

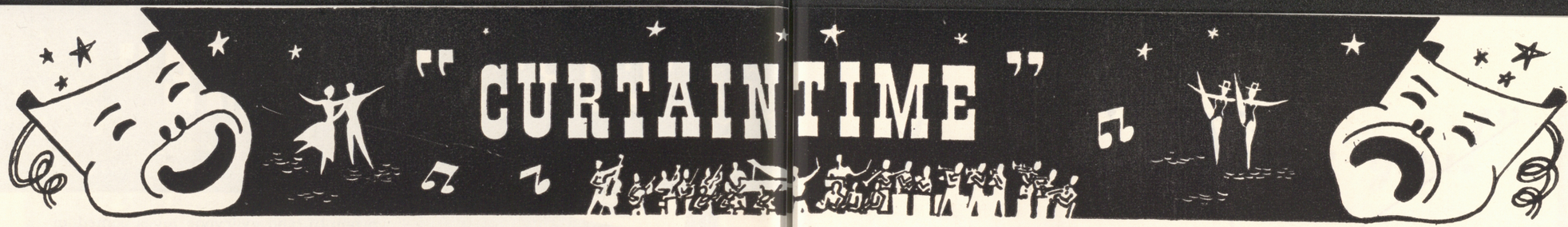
July 14 thru August 10

SHOW: Joe E. Lewis, Gloria DeHaven, Carolyn Ayres and Her Escorts

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 Pony Sherrill and Phil Moody . . . With the well known composer JEAN De

(Continued on Page 40)

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

SAHARA

August 10 thru August 30

SHOW: Vagabonds, Maria Neglia, the Dunhills, Martha Ann Bentley

LINE: Saharem Dancers

ORCH: Cee Davidson

THE VAGABONDS! . . . A quartet of unpredictables known from coast to coast and in all directions! Many like groups have aspired to the secret of their magic, but few, if any, have ever approached it. They are an institute, pledged to the pupose of good entertainment! . . . The Vags broke par at both shows opening night, and have been having to beg off ever since. They are using a lot of new bits in their routine, but their great popularity is attested by the voiced requests from the audi-

(Continued on Page 38)

The Sands

August 4 thru August 31

SHOW: Milton Berle, Betty George, Leonard Sues, the New Yorkers, the Mountaineers. Extra Added Attraction: Sid Gary

LINE: Cope Girls

ORCH: Ray Sinatra

"MR. TELEVISION" is in town! . . . From the moment "Uncle Miltie" hits the spotlight you know you are watching a master at work in his favorite profession. With little or no effort at all, he has the magic touch that evokes wave after wave of genuine laughter from watchers of all ages, and from all walks of life. This tireless titan of talent takes part in the performances of all the acts he has brought with him for this show . . . of which there are five,

(Continued on Page 38)

Thunderbird

August 12 thru September 1

(Not a Review)

SHOW: Margaret Whiting, Arthur Blake, Rex Schepp

LINE: Thunderbird Dancers

ORCH: Al Jahns

Capitol's top recording artist, MARGARET WHITING, has finally come back for another visit, and this time to the Navajo Room. Miss Whiting recently starred in a motion picture musical, "Fresh from Paris," and a few of her most popular Capitol recordings are: "Slippin' Around," "Tree in the Meadow," "Joey", etc. . . Blonde and breathtaking Miss Whiting sings her songs from the heart, and in a low-toned quality that sets her apart from most female voices you may have heard . . . ARTHUR BLAKE is an impressionist whose realism is far beyond description. His characters include favorites of Hollywood, New York, and London, and his characterization of Eleanor Roosevelt is beyond reproach . . . REX SCHEPP is a well known virtuoso of

(Continued on Page 38)

EL Cortez

(Not a Review)

August 12 thru August 25

SHOW: The Four Tunes, Yonely, Tommy Conine

Headlining the new show in the Pirates Den is one of the most popular quartets in the country today. Specializing in blues, their biggest hit and now an American standard, is their version of "Marie." Recently they have scored another smash hit with their recording of "Currently" which is now No. 7 on the Hit Parade and rising rapidly. They are sure to please young and old alike with their extensive repertoire of popular songs as well as old favorites . . . Next on the bill is YONELY. Many showgoers will remember Yonely, an excellent comedian musician who starred at the Last Frontier about four years ago. Here is a terrific performer who can entertain and amuse for hours at a time without losing the enthusiasm that is the backbone of show business . . . TOMMY CONINE is an effortless master of the tap dance who can get more taps from his toes than the average dancer can get by working overtime. This show should have the S.R.O. sign in view during its entire stay in the Pirates Den.

GOLDEN NUGGET

August 4 thru August 17

SHOW: Dick "Lord" Buckley, Ginny Jackson, Jay Lee and the Princess

LINE: Golden Nuggettes

ORCH.: Don Ragon

Headlining the new show at this spot is DICK "LORD" BUCKLEY, an extraordinary comedian specializing in imitations and clever bits of satire. Introduced as a sophisticate in white tie and tails, he soon sets the pace with a remarkable imitation of Louis Armstrong . . . Lovely GINNY JACKSON makes her Las Vegas debut, singing your favorite tunes. Many will remember this charming young vocalist from various TV appearances and the Spade Cooley Show . . . Billed as Oriental wit and wizardry are JAY LEE and the PRINCESS. This attractive team has become one of the most popular acts in niteries all over the country . . . New show times in the Theatre Bar are 9:30, 11:30 and 1:30.

"There's just one place for me,.... near you!"

MILTON BERLE



The Sands

BURLESQUE

SHOWTIMES: 11 P. M. — 12:30 — 2 A. M. — 4 A. M.



★ ★ ★

CAROLE JAYNE
"The Spider Girl

AMBER HALL

STARLA SANDS

MARGIE HODGES
Songstress

BOB LEE & ORK.
DANCING ★

NORTH LAS VEGAS CLUB

(FORMERLY EMBASSY)
— YOUR HOST —
BOB PECCOLE

GIRLS — GIRLS — GIRLS — GIRLS — GIRLS —

FLY — VEGAS AIR TAXI

88 Minutes to Burbank

$13.00

Scheduled Daily Flights

ALAMO AIRWAYS OFFICE—McCARRAN FIELD

Phone Las Vegas 6367 for Reservations

• Open 3 A.M. til 10 P.M. • 7 Days a Week •

BILL

HARRISON'S SPORTING GOODS

"Service As You Like It"

VALCO ALUM **Boats** ★ **Live Bait** 75c doz. ★ SCOTT-ATWATER **Motors**

Phone 1526

1330 South Fifth St.

C. L. "Cap" HENNON

Real Estate - Brokerage

FOR INFORMATION WRITE

1508 So. 5th St., Las Vegas

6340 TELEPHONE 4738-W

★ INVESTMENT OF THE WEEK

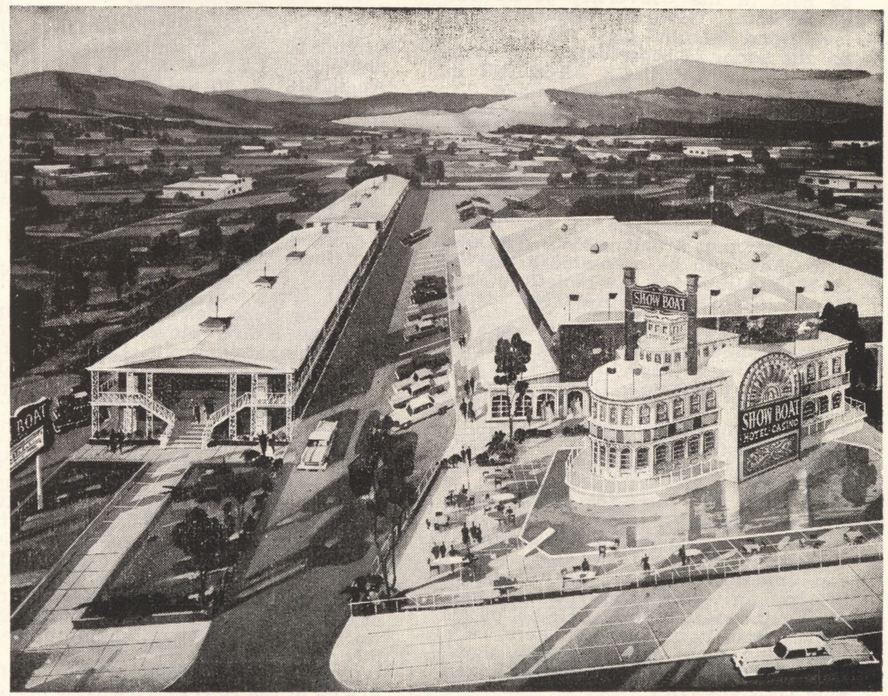
★ **13 UNIT MOTEL**

★ Deluxe modern units — will trade for larger operation.

★ 12 kitchenettes, plus store bldg. on corner lot 100' x 140'

ALSO: OIL LEASES — URANIUM CLAIMS





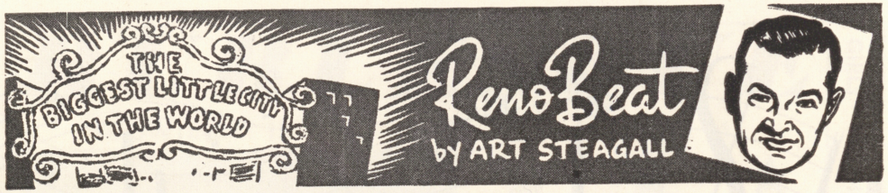
SHOWBOAT

OPENING SOON . . .

★ DeLuxe Rooms ★ Swimming Pool ★ Dining Room

★ Bingo ★ Casino ★ Coffee Shop

★ Entertainment Lounge ★



IT HAPPENED IN RENO: — Tonight, Saturday, a new Miss NEVADA will be crowned. HAL PEARY, the GREAT GILDERSLEEVE of radio fame, will be master of ceremonies for the 1954 MISS NEVADA PAGEANT, to be held in the University of Nevada gymnasium. TEN of Nevada's most lovely and talented girls will compete for the honor of representing our state at the MISS AMERICA PAGEANT in Atlantic City early in September . . . All of FRANK DELANEY's many Reno friends were saddened at the report of his death. He was truly one of the grand gentlemen of the gambling business . . . The TED MACK show due in town September 1. This will be the first Reno appearance of the world famed Original Amateur Hour. The two hour show will be presented at the U. of N. Stadium for the benefit of the Reno Lions Club charities . . .

All of our best wishes to the newlyweds, Mr. and Mrs. HARVE DeVERIES, both of Sioux City, Iowa. MRS. DeVERIES is the former DELORES DILLON, niece of Mr. and Mrs. HAROLD WALTER . . . The seventh annual SHRINE-POLACK BROTHERS CIRCUS was a big success during its three-day run here . . . JACK BENNY in town for a few days for the DENNIS DAY opening at the RIVERSIDE. BENNY has been on top as a radio and TV entertainer for more years than I can remember (he's only 39). He always has had an entertaining show. In fact, during the past month, THREE of his show's stars have appeared here, each headlining their own nite club show, THE SPORTSMEN, ROCHESTER and now DENNIS DAY . . .

Stop in and say "Hi" to LEON HARBERT or BILL HOOVER at the SNOWSHOE, located on Mt. Rose Road just at the base of Slide Mountain Ski Bowl. You'll enjoy the fine food and fine hospitality . . . RENO's first downtown motor lodge opened last week — the CAVALIER. Beautifully styled and furnished, the half-million dollar motel was constructed in five and a half months . . . MRS. "BOBO" ROCKEFELLER off to New York after her Reno divorce from her millionaire husband. She plans to return to Nevada after her business is settled back East . . . Reno sportsman BILL STEAD failed to qualify in his red and white Hurricane IV at the 48th annual Gold Cup classic at Seattle . . . BILL CLIFFORD, popular orchestra leader at the Riverside, has purchased a beautiful lot on the southwest outskirts of Reno, and plans to start building a new home on September 15 . . . ROY POWERS Jr., for the past nine months commercial manager for Community Antenna, has submitted his resignation effective September 1 . . . A date to remember, August 18 . . . an EMERGENCY March of Dimes cocktail party to be held in the Fable Room of the Mapes Hotel. Just TEN DOLLARS a couple and you will see ALL THREE of the big stage shows. The RIVERSIDE, the GOLDEN and the MAPES will all present their complete shows, plus a buffet dinner — a grand evening and a grand chance to join the fight against polio . . .
HARRY FROST in Texas for the National High School Rodeo, trying to get it for Reno next year . . . It didn't take the KENO players long to cash in on the raised limits. Last week the clubs raised the pay-off limits to $10,000 One week later a gentleman caught a perfect nine-spot for $6750 in one of the downtown clubs — not a bad night's work! . . .

The PALACE HOTEL BOWLING team, in a story book finish, won their league championship by taking two games from the first-place team on the last night of bowling, sparked by expert marksmanship of CLYDE SMART and RUSS POPE. The team came from behind to finish one half game in the lead . . . Having trouble sleeping these warm nights? The low reading in Reno this week was 37 . . .

CURRENT SHOWS: The GOLD ROOM of the HOTEL GOLDEN opened last Wednesday with WOODY HERMAN, his orchestra and his revue, featuring the comedy of LENNY COLYER and the lovely GOLDEN GIRLS . . .

The MAPES SKYROOM opened a new show on Thursday, starring BILLY ECKSTINE and ace comedian JACK CARTER, plus the MAPES SKYLETTES and the music of EDDIE FITZPATRICK and his band . . .

The RIVERSIDE THEATRE RESTAURANT is in the final smash week of the DENNIS DAY show, one of the best shows to play here this season.

(Continued on Page 38)

THAT'S FOR SURE:

(Continued from Page 9)

PLEASE DON'T FORGET those important dates! August 15 through 31 — the period of the POLIO FUND DRIVE. It is vital for every one of you to make your contribution. If each person donates $1 the fund will realize its goal. Don't sit back and relax in the knowledge that there will be donations from the wealthy. Your dollar is sorely needed and we do hope you will answer this plea.

Stopping at the SANDS HOTEL for a few days were JERRY LEWIS and his lovely wife. The comedian just returned from Atlantic City where he and partner DEAN MARTIN did a stint at the 500 CLUB. (Unless our eyes were deceiving us, we're wondering if Mrs. Lewis hasn't booked the Stork for a future engagement?)

In town to celebrate his birthday a couple of weeks ago were JAYNE and GEORGE LIBERACE. The couple came here for a much needed few days' rest. It won't be much longer before George's COLUMBIA album is released and we can't help but rave about the platters. If they don't become best sellers, Ye Editor will publicly pet the dog who growls at him constantly. (Oh, Lord! Please make George's records hit the top ten!)

The very charming BARONESS VON DACHENHAUSEN is planning on opening three shops in town, specializing in "accessorizing women." They will bear the banner of "Baroness, Inc." The titled lady showed us some perfumed cigarettes that derive their delightful aroma from oils used in harems. Then there is the "Las Vegas Loot Bag" that Milady should admire. It is made of rhinestones, with a tiny cap to match. That petal-shaped beaded bag is one that will draw huzzahs. The baroness deals in exclusive items, traveling to Europe three times a year and to New York six times annually.

There's a lot of romantic talk centering around DEBBIE REYNOLDS and EDDIE FISHER. The lad denies giving the lass a nine thousand dollar ring. But the gossip still goes on.

BILL FRIDAY took us on a tour of the soon-to-open SHOWBOAT. The interior is so realistic it transported us to the days of the minstrel shows; days we never lived, of course. The ceiling acoustic blocks were hand painted by seven artists. Hollywood designer AL GOODMAN deserves all the credit for the beautiful, plush results. We can rave and rant for hours but your eyes will be your best source of information when the Grand Opening arrives.

Because of the airlines strike PAT BUCKLEY'S arrival in town was delayed. Tiring of the indecision accompanying strike negotiations, Pat decided to board the UNION PACIFIC RAILROAD instead. This was one decision he liked. The trip covered a longer period of time and Mr. Buckley was able to get a lot of welcome relaxation and comfort. Now, Mr. B. is a fatalist and claims that "all things work out for the best."

You can't see any semblance of a frown on JAKE (SANDS HOTEL) FREEDMAN'S countenance these days. The "Little Giant" struck one of the "biggest oil wells in California" last week. It's a real gusher, from what we hear, and is taking a lot of Mr. Freedman's time.

Look out, fellas! There's a conspiracy afoot! From time to time we've attempted to warn you about the so-called "weaker sex" and now our columnist CRISWELL has come forth with a scalp-raising prediction. Cris claims that 1999 will not find the sexes on the same level. "Women will control and own the world by that time and men will be tolerated merely for the continuation of the race. Yes, in 1999 men will bear the names of women they marry and woman will never give up her name for a man's. Stand by and see!" (Could it be true?)

It is pretty nice to see LEFTY SELMAN back on the job again. Lefty is now a pit boss at the HOTEL LAST FRONTIER and we know of many folks who missed his happy face while he was vacationing from the labor world.

What can we tell you? Only that MORREY BRODSKY has done it again! He's beat 'em all to the punch by opening the only, the ORIGINAL BARBECUE RIB spot on the Strip . . . To further uphold the air of informality he

(Continued on Page 39)

this week's cover...

March of Dimes emergency drive: Front cover is photo of late Dudley Leavitt and in his memory drive is dedicated. Read story at top of page and appeal by Stan Irwin, who is chairman of the drive.

I am deeply grateful
for the warm
Las Vegas welcome
you've given me!



Dick
CONTINO

. . . and sincere thanks to THE Flamingo HOTEL LAS VEGAS, NEVADA

LEONARD ROMM, Personal Management

WE'RE ALWAYS HAPPY
TO PLAY AT
Las Vegas
AND TO KNOW THAT
JACK BENNY
DOESN'T HAVE
ALL
THE MONEY!



THE
SPORTSMEN

(Remember . . . "play 17")

our special thanks to all the wonderful people
at the FLAMINGO HOTEL for making this
such an enjoyable engagement . . .

LUCKY STRIKE

DOWNTOWN **CLUB** PHONE 7570

The World's Finest Bingo Palace

OPENING GAME
Daily 1 P.M.
$100.00 free game
Also at 7 P.M.

BLACKOUT GAME
DAILY
3:30 - 4:45 - 9:15 - 11:15
$2550.00

"Tell-Tale" Slot Machines
Every jackpot rings bell.
. . lights a light.

VISIT LAS VEGAS' FIRST TV LOUNGE



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

TED SAVAL
FRENCH SHRINER

LARRY'S SHOES

511 FREMONT ST. — PHONE 5890

★ Latest Fashions in Women's Footwear
★ Men's Hi-Grade Famous Makes Shoes
AT SAVINGS UP TO 60%

CROSBY SQUARE
COLE HAAN

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

FASHIONS *by*

Thelma Ray

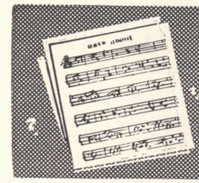
1332 SO. FIFTH ST.
LAS VEGAS, NEVADA

Wedding Corsages
Room Bouquets

"In Fact Everything in Flowers"

DOT'S FLOWERS

808 So. 5th St. Phone 811



WHERE'S THE MELODY

COMES along the 19th of this month, the organization of TORRIS BRAND and ORCHESTRA is to make with a small vacation during the stint on stage of RUSS MORGAN and his "Music in the Morgan Manner" . . . opening along with Pearlie Mae Bailey. Torris and his men have been holding down the house band spot at this hostelry for quite some time, and doing a most excellent job. A vacation is in order for all hands! . . . Top seniority at the FLAMINGO goes to BOBBY PAGE and his MUSICAL PAGES who have been here for longer than we can remember at the moment, and whose music is known and appreciated by all in the business who've caught them in action . . . One of the newer groups, now appearing at the Stage Bar of the same hotel, are THE ROUNDERS, featuring TABBY CALVIN on the vocals. FRANK WILEY heads this group, which has been organized for approximately five years, and has seen most of its action in and around Southern California at such play spots as Balboa and Laguna. They all sing individually, or in four parts, and Tabby herself weaves a real weird variation from the melody from time to time.

A pat on the back and a boutonniere to genial NORO MORALES, who did a double about a week ago when he heard that his friend MARCO RIZO was called to California on an emergency. Noro did the stint from 5 p. m. to 11 p. m. at the Flamingo, and from there to his own job at the SILVER QUEEN BAR of the popular SANDS HOTEL, where he put in a shift from midnight to 6 in the ayem. He plays a real relaxed style of Latin rhythms at the piano . . but PLAYS 'em!

The two talented combos who battle out the graveyard shift on the stage of the LADY LUCK BAR at Wilbur Clark's Desert Inn are the trios of HENRI ROSE and BOBBY STEVENSON. Here are two of a kind when it comes to accomplishing the seemingly impossible in intricate maneuvering on the keyboard. They sit there at the piano, rarely glancing at the keys, and bring forth more music with one hand than most men could accomplish with both hands, and their shoes off! . . .

DAVE RODGERS has been going strong through the thick and thin of it, day in and day out, ever since coming to the GAY NINETIES BAR of the Last Frontier quite some long months ago. DAVE is set to open at the new SHOWBOAT when it opens the end of this month and, from all appearances, he will continue to uphold the standards and records for dependability he has won for himself . . .

Speaking of dependability and loyalty, none can hold a candle to the record set by GUY LANDIS and JIMMY DiSTEFANO. They've been appearing as a team (accordion and bass) in various parts of the Hotel El Rancho Vegas for so many years that they have become an integral part of the decor and make-up of what everyone looks for when they come to El Rancho for an evening of fun . . . Opening this Friday night in the Steak House Lounge will be the tantalizing ANITA DeCASTRO and her RUMBA RHYTHMS . . . Musically she will use piano, trumpet and drums. She sings and shakes the meanest pair of maracas you've ever heard . . .

One of the entertaining threesomes you hear each afternoon at the Casbar Lounge of the SAHARA is that of SANDO DEEMS. There are two main attractions here! Firstly, Sando is proud of the man he now has at piano, PHIL RAPHAEL, who plays any style and in almost any tempo (looks like a pharmacist). On drums you'll find a member of the mighty NAPOLEON family . . . mighty in the musical field, that is. This one is ANDY, who has one brother TEDDY, currently with Gene Krupa . . and yet another by the name of MARTY, who will soon be seen on the scene with the musical aggregation of LOUIS ARMSTRONG, when he opens at the Sands in a short while . . .

SHERMAN HAYES is set in the PIRATES DEN of Hotel El Cortez until

(Continued on Page 40)

— INSTRUMENTS — SUPPLIES —

CROSBY MUSIC CENTRE

COMPLETE RECORD DEPARTMENT

— We Cater to Professionals —

608 Maryland Parkway—Ph. 1311

THE NEWEST SPORTSHIRT
OF THE CENTURY - - - -



Never anything like it—for ease, for flattery! The B.B.'s distinctive new 2-button horizontal neck closure creates an unusually masculine square line across the chest! The B.B. sets you off for every type of casual occasion! In a dressy sandy pebble textured washable rayon fabric.
Sizes: Small—Medium—Large—X-Large

SIZES: Small
Medium
Large
X-Large

$8.95

Arnolds ltd.

"For the man who prefers only the finest"

320 FREMONT STREET PHONE 144

WHAT'S DOIN' . . .

(Continued from Page 16)

gowns, a sparkling blue creation, was recently purchased by Silver Slipper star KALANTAN, which the "H.B." will use during her performances . . . The new exotic star at the North Las Vegas Club is CAROLE JAYNE, "The Spider Girl." Internationally famous Carole features her interpretive Spider Dance, which, when interpreted, tells the story of a girl caught in a web, who finally frees herself and performs the "dance of Freedom" . . . The new trio in the Golden Nugget Theatre bar, the EVENTIDES, is one of the hardest working musical groups ever to grace that stage. These three talented boys from Boston have a classy, zany act that is definitely big-time material.

KLAS disc jockey HAL MORELLI is off on a three-week vacation. When I say "off," I mean off to the Strip. Quote Hal: "Why should I leave Las Vegas when everything is right here?" It is the game of golf that keeps him on the Desert Inn course day after day? Taking Hal's place is personable TOM WINSTON, who incidentally is doing a most commendable job and a champion "pinch-hitter." . . . More popular than ever as the beauty shop on the Strip is the BEAUX ARTS. Day and night (they're open twenty-four hours) women flock to this spot for beauty treatments and specialized hair styling. Their rate of high satisfaction is evidenced by their full appointment schedule . . . El Cortez Hotel welcomed back two employes this week—VIOLET MILLER and boxman RED DAILEY. Violet is a former employe who has just returned from Fairbanks, Alaska, where she served eight months as a nurse in a government hospital. Red has returned from a fishing trip to Laguna Beach, Calif. He unfortunately missed several days of work due to a severe sunburn, but hopes he'll be back on the job by this week-end.

In the market for an investment, like an oil lease or a uranium claim? Look no further — just drop into the office of C. L. "CAP" HENNON on South Fifth Street. "Cap" is a reliable and experienced broker and real estate man who will gladly show you the wise way to increase your dollars . . . Attention, hunters (animal hunters): Hunting season is nearing and now is the time to get prepared. BILL HARRISON of the new HARRISON'S SPORTING GOODS SHOP on South Fifth is the man who can help you fill your every hunting need. He features the very latest in guns and equipment — so why wait 'til the last minute (like I do) to plan your hunting trip?

MR. CLIFFORD of CLIFFORD'S COIFFURES on South Fifth has announced the opening of his new beauty shop in Whitney. This enterprising young man has done an exceptional business and we know that his new shop in the Henderson area, "The Talk of the Town," will be as well patronized by discriminating women as his shop here in Las Vegas. Clifford is a hair color expert and is responsible for many of the beautiful silver hair styles that local women have been wearing lately. Good luck, Clifford, to your new "Talk of the Town" shop in Whitney.

Popular young JAY SALERNO is manager of the snack bar at the CALIFORNIA CLUB now. This is quite a job, as Jay has found out — the volume of business is amazing. He is adding a personal touch to the menu by featuring various Italian delicacies, of which he is the master. Jay is a former partner in Duffy's Italian Restaurant, and recently played the part of the French guide in the museum in the Sands production of the Ziegfeld Follies . . . This week marks the opening of one of the most beautiful cocktail lounges I have ever seen. It is located on the corner of Bond and Paradise road and is appropriately named "BLACK MAGIC." Co-owners TEX AUSTIN and JOHNNY DONOHUE have spared nothing in producing an exquisite secluded cocktail lounge. The interior is black and white and defies description. You must see to appreciate this, the newest trend in lounges for Las Vegas. Congratulations, gentlemen, for truly a wonderful job.

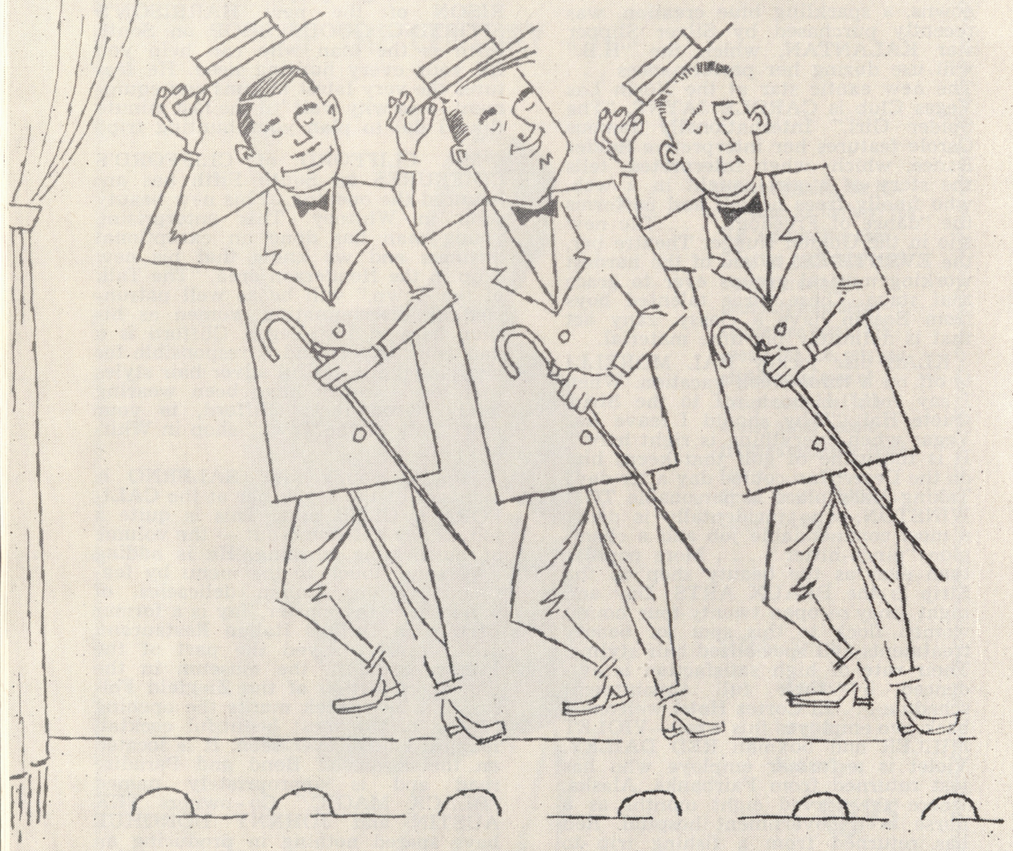
Speaking of job, I'd better knock this off for this week and get on the job. I'm late, over space, overdrawn and, needless to say, overweight . . . See ya next week.

TICKETS ON SALE AT ALL RESORT HOTELS THEATRES AND DOWNTOWN CLUBS

IT'S THE EVENT OF THE YEAR
"NIGHT OF STARS"
Monday, August 23
CASHMAN FIELD

ADULTS
$1 - $2 - $5
CHILDREN UNDER 12
50c

...Shuffle off to BUCKLEY'S



where you WIN the JACKPOT on any 3 of a kind...

BUCKLEY'S
JACKPOT CLUB
DOWNTOWN

PAGE 13:

(Continued from Page 13)

for only 79 cents . . . This'll give you just a sample of the prices . . . YOU drop in and try the food for yourself! The RIB JOYNT is located at 2110 South Fifth Street, at the beginning of the Strip (formerly the Chicken Box.)

I understand that FRITZ GERSICH and JACK HICKS have opened up a little business out Henderson way. Theirs is a shop handling boat equipment and supplies as well as live bait. As a matter of fact, you can get almost anything you might need, in case you were making for a fishing trip. Their store is in the spot where the old House of Price used to be, on Boulder Highway . . . Good luck, fellows! Fritz has been in gambling circles locally for a long time, and is currently graveyard boss at the Las Vegas Club on downtown Fremont Street.

Watch for DICK CONTINO to scale the heights in the near future! This young, good looking fellow has all the talent in the world when it comes to playing accordion, and now it comes out that he also sings a fine song. He has made some records, as a matter of fact, for the Mercury label. You have to SEE this fellow work to fully appreciate what he does. So . . . via television, stages, etc. . . . watch Contino! . . .

You'll never feel any better at any time in your life than the way you'll feel after a visit to VICTOR PILTCH and his conveniently located LAST FRONTIER HEALTH CLUB in the Last Frontier Village (wonder if it'll become the NEW Frontier Village after the renaissance?) You could feel as if you were on your last legs, and VICTOR can put you back on your feet again . . . and in no time at all! . . . Try me?

Are you still sporting your natal nasal appendage? I suppose there ARE a few of us left, at that! However, it seems that a "bob job" is the order of the day for the present day female if she's the least bit displeased with the job done by her Maker . . . BUT I have to admit that I'm all in favor of same! I've seen such an operation change the whole personality of a person . . . bring them out of a shell of self-imposed inferiority. If God has given man the knowledge and power to perform such miracles then, by all means, they should be taken advantage of. Women of the present times no longer try to hide the fact as they once did. For instance, three of the latest in the past few weeks are PAT CASEY and BARBARA BURKE (Flamingo), and MIGNON WARNER (Frontier) . . . Hubba, hubba the bob jobs, boys!

According to BUDDY GROVER, a fellow by the name of DICK BARLOW plays some of the wildest piano you ever heard. Dick, a New York boy, is in town for a vacation after having recently closed an 18-week run at the St. Anthony Hotel in San Antonio, Tex. This is his first glimpse at our fabulous way of life, and he's sold! Contemplates the organizing of a trio, with an eye to staying locally for a while . . . Last Monday night the OPTIMIST CLUB gathered at the driving range operated by LUIS SALDINI on the Race Track Road and had for themselves a little session of driving golf balls and enjoying a bit of refreshments. Later they attended a second show together . . .

BUDDY RICH (percussionist premier) and beautiful wife MARIE were filling a slot machine at the SANDS a few nights ago and, as we chatted, it came to light that my wife was an acquaintance of Marie's from the studios (RKO.) All I had to do was to mention that we had hopes of a family and both of them dove for Marie's purse to come forth with pictures of their little 13 weeks of happiness called CATHY. Let me tell you . . . you've NEVER seen Buddy Rich smile until such a time as he's showing you these pictures! . . . This kind of "bundle" can bring a lot of changes in a person! . . . I'M ready to be changed at any time it's convenient with Providence!

"Play 17" . . . "Bet it all on 17" . . . If you've seen the SPORTSMEN, currently at the Flamingo, you're hep to the preceding lines. They do a terrific job with this bit of business. Then their rendition of the saga of the heartbroken love affair of poor old "Tear-Bucket Jim" is another favorite of ours. These boys have become almost as legendary with the Jack Benny shows as the long-time favorite "Rochester." Their singing commercials for Lucky Strike cigarets are composition gems!

A guy who is always in the background but doing a whale of a job of general superintendent is ART SCHELLANG, who has been at the head of the "doin's that had to be done" at the LAS VEGAS CLUB practically ever since it first came into being some five years ago. Art is also in charge of the NEVADA CLUB at 113 Fremont. Since the installation of the pit at the Las Vegas Club, and the additional slot machines, the club is fast becoming one of the most popular in the downtown area . . .

Well, if you don't mind, I'm gonna cut kinda fast this week as I've a lot of work ahead of me this morning before getting this week's little beauty to the printer on schedule . . . So, without further ado . . . your ever lovin'

JOHNNY.

Relax, Podner



UNION PACIFIC RAILROAD

Your "Best Bet" Is the Train

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

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

UNION PACIFIC STATION • LAS VEGAS
Telephone: 1120

UNION PACIFIC RAILROAD

Coming Attractions
ON THE FABULOUS STRIP

Flamingo

AUGUST 19
PEARL BAILEY
RUSS MORGAN and ORK

DESERT INN

AUGUST 17
HILDEGARDE
WITH
JOHNNY JOHNSTON

LAST FRONTIER

COMING
MARILYN MAXWELL
WILL JORDON

SAHARA

AUGUST 31
HELEN TRAUBEL
AND
JOSE GRECO

Thunderbird

SEPTEMBER 2
KYLE MacDONALD
HENNY YOUNGMAN

El Rancho Vegas

COMING
EARTHA KITT
HARRY JAMES

The Sands

SEPTEMBER 1
RED BUTTONS
SEPTEMBER 15
ROBERT MERRILL
LOUIS ARMSTRONG

CRISWELL PREDICTS:

(Continued from Page 11)

erican furniture with the display of all half-couches, built-in panelling, and hasty fold-away tables. Sliding walls which disappear, entire glass rooms and spun glass carpeting will be the great style changes for 1955!

Elizabeth Arden, the cosmetic queen, will soon embark on a round-the-world business trip to collect personally all the beauty secrets of other nations so that they will be combined in her coming "1955—A Year of Beauty" campaign!

COMING HUSH HUSH EVENTS: One of our most famous artists, whose work is acclaimed by leading critics everywhere, will soon die quietly, unattended and unannounced in a leprosy colony. This man's name is a household word—and many already think him dead! . . . The brother of some notable, high in the government affairs of Canada, will soon make a startling announcement of his long secret marriage with the widow of a former American diplomat who is no longer allowed in this country! . . . One of our nationally known baseball stars will be disqualified next season for very serious reasons, and this will reflect on American sports! . . . A long sleeping scandal of the 1920s will be reopened through new testimony made public for the first time through letters of a principal in the trial who just died last month! . . . Check these off as they happen!

WATCH OUT FOR THIS FRAUD: A man will inform you that you have won an acre of ground in a "contest" and this is yours absolutely free if you will pay for the registration and the deed fee, plus usual transfer tax. You find this will come to about $60, which you pay. You have just purchased some worthless land, with no right of way, probably at the jumping off place! Before you accept any prize which is to cost you anything, investigate the giver! This man who sold you the worthless land for $60 an acre could not get $1 for it in the open market. If this man contacts you, contact the police at once. This man is a fraud through and through! Beware!

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

DOT'S DASHES:

(Continued from Page 18)

SON, who admitted he gets his MGM release to make a film in Germany . . . MRS. HARRY BRAND, wife of the 20th publicity director, was there, too. She gets a new Cad delivered today . . . ABE LASTVOGEL and FRAN liked it, too, and told HOWARD KEEL.

Wonder if it was at the hospital where MARY LIVINGSTON had surgery that JACK BENNY made her promise to do a couple of TV shows with him in the fall? She's always shied from it . . . BILL GOETZ tells me he produces JIMMY STEWART in "The Man From Lorentz" right after Labor Day. Guess it might get 20th release for Goetz was viewing one of their pictures in cinemascope ('Member when he was a producer there?) . . . Wonder why the Columbia picture "Human Desire." with GLENN FORD. BRODERICK CRAWFORD and GLORIA GRAHAME, got reviews not too complimentary when it's an adaptation of an Emile Zola novel ably directed by FRITZ K. LANG?

CUFF NOTES: See if LESTER NEW wants a bridge game? . . . DECCA Records now owns over half of Universal-International . . . Could BETTY GRABLE want the part of Miss Adelaide in "Guys and Dolls"? She was spotted leaving GOLDWYN'S office and she's not been near there working since 1930, when she was one of the Goldwyn Girls in "Whoopee.". . . Say, did you see IDA CANTOR up there? . . . CHARLES BRACKETT told me he will produce "Lord Vanity," which will star BOB WAGNER. Since 20th signed PETER USTINOV, following his work in "The Egyptian," he will do a picture every year for four years, and this may be one of them . . . There's a gang expecting to be up for the Variety Club's "Night of Stars." Wouldn't I like it, too, and watch ABE SCHILLER and STAN IRWIN work the mc job! . . . CELESTE HOLM flew back to NY after her Statler stint. Will have TV conferences for her fall show, then moves, bag and baggage, out here . . . DORIS DAY gave a party for JOE PASTERNAK to celebrate her trek to MGM for his "Love Me or Leave Me"—it's a picture! . . . SO LONG!

Studio of Interiors
CUSTOM MADE
Draperies - Upholstery - Slip Covers
Graduate Interior Decorators
TERMS — FREE ESTIMATES
619 North Main Phone 1208

THUNDERBIRD:

(Continued from Page 21)

the banjo who all but makes the instrument talk. What he can get out of a five string banjo is almost unbelievable until you've seen him perform . . . The THUNDERBIRD DANCERS offer two entirely new productions under the direction of Miss GAYLE ROBBINS, set to the summertime theme and spectacles of beauty, rhythm and precision.

SANDS:

(Continued from Page 20)

and each an entirely different type of act . . . He introduces BETTY GEORGE with a big build-up which she doesn't need, as she is quite outstanding in her own right! After a bit of hilarious banter between them, beautiful Betty proceeds to sing and sell a moving mambo . . . LEONARD SUES demonstrates complete mastery of the trumpet in between bits of fast repartee via Berle . . . a stopper! . . . The NEW YORKERS are four young men, first to the footlights, who get the show away with a fast and furious dance routine well worthy of plaudits received . . . You'll roar at the serious authenticity of the MOUNTAINEERS, at which time "Uncle Miltie" becomes "Cousin Elmer" amid a perfect setting for his storehouse of gags. An extra roar of approval goes to a pigtailed gal who tops the tops for Swiss yodel . . . Mr. SID GARY is truly an "extra added attraction." The "little man with the big voice" is singing greater than ever! Sid and Berle do a blackface bit that is BIG! . . . The stunning COPA GIRLS open the show with a bit of yellow perfection in the way of costuming, as well as in presentation. JEANIE STONE and CHUCK NEESON are featured vocally.

FLAMINGO:

(Cintinued from Page 19)

he displays the phenomenal fingering and singular bellows technique that has made DICK CONTINO the "Mr. Accordion" of America! . . He SINGS . . and sings GOOD! Does a medley of three tunes while strolling the border (sans mike), which is very effective. Introduces DAD, who comes up to sing "The Butcher Boy" with his tall, dark and handsome son! . . . THE SPORTSMEN are the highly entertaining vocal quartet you're so used to hearing in the commercials on the Jack Benny program. As a matter of fact, they patter this fact musically . . . and cleverly! Their novel arrangements are additionally sparked by clever staging . . . most outstanding of which is a number based on their sad situation in Reno, when en eerie voice told them to "go back, and bet it all on 17 . . ." Their talented arranger-conductor in this engagement (and for the past 15 years) is JOHNNY RARIG . . . ANDRE & DELPHINE is a duo of diminutive adagio dancers who exhibit the results of long hours of tedious and taxing rehearsals by a display of lifts, pictures, etc., which are most impressive . . . RON FLETCHER offers two new productions via the FLAMINGO STARLETS, both of which are a credit not only to Ron, but to the tutelage of MAUREEN CUNNINGHAM. Vocals are by DON McKAY in both productions of "Knock on Wood" (surprise ending) . . . and "I Concentrate on You . . ."

SAHARA:

(Continued from Page 20)

ences at each performance for "favorite" routines! These boys work hard . . . and FAST. Never a dull moment while they're on . . . It's a quick return engagement to town for THE DUNHILLS, but theirs is a fast moving and highly entertaining act that affords unending "edge of the chair" attraction. The perfection of their unison tap routines is a pleasure to behold! . . . MARIA NEGLIA is a pert little violinist who puts personality into the classics. An expert with or without the bow, and a real technician in any fingering position. She mugs her way through "Hot Canary" while playing perfect harmonics . . . A picture of grace, rhythm and balance is the performance of MARTHA ANN BENTLEY, a ballerina supreme. Miss Bentley is a veritable "human top" as she spins in pirouettes without end . . . The Moro-Landis SAHAREM DANCERS open the show with a toe-tapping rhythm number that features the voice of HERB FLEMINGTON . . . They tag the number as a perfect intro for the Vags . . . Extra applause to music arranger-conductor FRANK LINALE, who handles the entire score to perfection.

RENO BEAT:

(Continued from Page 26)

The room has been filled to capacity since the opening night. In the show with DENNIS are the MARCELLIS, making their second appearance in this country, plus the very talented and lovely RIVERSIDE STARLETS and the music of BILL CLIFFORD and his orchestra . . .

See you next week . . ART STEAGALL, Reno 2-9736.

THAT'S FOR SURE:

(Continued from Page 27)

intends to maintain, he has chosen to give his new venture the name of the Original RIB JOYNT (dig the spelling!) . . . Morey has cut his prices to a bare minimum, right from the start, and plans to make it on the VOLUME business which he believes he will do. And WE'RE WITH HIM! From what we've seen, and from the RIBS and sandwiches we've tasted, we predict that the RIB JOYNT will definitely have a traffic problem within a very short time . . . GOOD LUCK to you, Morrey, and your lovely wife ALICE on this, the latest venture of ALMOR FOODS, Inc. . . . THE RIB JOYNT!

Hollywood sources claim that GENE NELSON is doing his utmost to talk his estranged wife MIRIAM into a reconciliation. The gal remains negative in spite of the terrific pressure her husband is applying.

JENO DENORTHY (maitre d' of the Nevada Room at the HORSESHOE CLUB) spoke to boss man BILL DORSETT and beamed when his suggestion received an affirmative response. Now the lighting in that downtown club is rheostat controlled. And the tables are adorned with very attractive candle lamps, with clever shades. Whenever they desire, the lighting can bear the blatant glare of daytime or the intimate glow of a romantic evening.

HERB McDONALD, managing director of the Chamber of Commerce, is very pleased these days. Most of the motel owners have contributed to the "Livewire Fund." It is to be used to promote Las Vegas. It took a lot of oral and physical effort on Herb's part put he finally convinced the association that their strength was greater in unified form than in individual endeavors.

Not long ago we remarked it was a virtual waste to hide the beauty of PAT POWELL behind the reservation phone at the SANDS HOTEL. Well, seems JACK ENTRATTER agreed with us. Now the lovely damsel can be seen by everyone who attends the show. Miss Powell has joined the Copa Girls on stage and is a most attractive addition.

A little item that is bound to revolutionize the rug cleaning industry is the new ELECTRO-SWEEP. This looks as though it will answer the housewife's problem. You can see it at the DORMAR FURNITURE COMPANY and ELI LUBIN will gladly demonstrate its admirable features. You'll be amazed that such a desirable unit can be offered for a low $19.95, complete. There is no messy bag to clean or handle. No pressure is needed. It glides on smooth gliders that move in all directions, permitting you to "turn on a dime." The "Electro-Sweep" weighs only nine pounds .It requires no tanks, hose or extra machinery. Just plug it in and you're ready to pick up hair, lint, threads, crumbs, ashes, sand, etc. Take a look for yourself at Dormar Furniture Company. Mr. Lubin has the exclusive distributorship for five states and is prepared to offer a lifetime guarantee on this new miracle electric rug cleaner.

We were honored with a visit from a Northern gentleman of note this past week. Stopping over at the DESERT INN was AL WILLIAMS, famous host-owner of San Francisco's PAPAGAYA ROOM. Virtually everyone in Show Business claims Al as a friend and he had many acquaintances on hand here to make his stay a highly pleasant one.

When JAMES CAGNEY portrayed GEORGE M. COHAN in "Yankee Doodle Dandy" he performed some intricate dances in that flicker. He will repeat those dances when he does a guest appearance with BOB HOPE in "Eddie Foy and the Seven Little Foys."

Our predicting J. K. CRISWELL arrived in town to catch MAE WEST before she closed at the HOTEL SAHARA. Cris and Miss West are friends of long standing. When the blonde star opens in Reno she will debut a song titled: "Criswell Predicts." Incidentally, many of the local chaps are happy that Mae has taken her muscular Adonis collection away from the local scene. Seems these handsome hulks of men were creating many a complex in the minds of the Las Vegas Lotharios.

Following the PEARL BAILEY show, the FLAMINGO HOTEL will present BETTY and JANE KEAN, co-starring with JAN MURRAY. What a top comedy combination this will be.

MILTON BERLE (currently starring at the SANDS HOTEL) has a few tricks up his sleeves. And we do mean TRICKS! This comedian could very easily make a living as a professional prestidigitator. "Uncle Miltie" amazed the dealers with his expert card handling the other ayem. He is exceptionally adroit with "passes" and "palming" and there were many astonished reactions among the men who have been dealing cards for the greater part of their respective lives. We enjoyed the Berle card tricks and could watch his manual manipulation for hours.

So you're worrying about your budget? Think of CECIL B. DeMILLE! The production "nut" for his "The Ten Commandments" is reported to be between seven and nine million dollars.

(Continued on Page 40)

THAT'S FOR SURE:

(Continued from Page 39)

(Why be concerned about the price of coffee?)

The HOTEL SAHARA can well be proud of their reservation girl, SHIRLEY BELZ. The young lady always cooperates with folks who have to call upon her. When the necessity for a refusal arises, she can even do that with a smile. MEL GORDON, casino boss (day shift) at the HORSESHOE CLUB, is among the many who appreciate Shirley's telephone etiquette. He insisted she join him for lunch in the Nevada Room. It was Mel's way of reciprocating. More people should show their appreciation. Makes a person feel as though she really is contributing to the happiness of others.

Even though MILT STEVENS is no longer associated with the HOTEL LAST FRONTIER, he is remaining on the local scene for the time being. Having no obligations to tie him down at present, Mr. Stevens is just enjoying himself like any vacationist and looks mighty happy, making the rounds.

Starring at the HOTEL EL CORTEZ are the FOUR TUNES. This is the terrific quartet whose recording of "I Understand How You Feel" is among the top ten. On the same bill is YONELY. When he last appeared in Las Vegas (about four years ago) he made up as a clown and played various instruments. We understand he is returning as a straight comedian and are looking forward to catching his new presentation. Rounding out the bill is tap dancer TOMMY CONINE. All in all, this promises to be a top-drawer show.

Oh-oh! In last week's column we identified someone incorrectly. Instead of calling COURTNEY'S MEN'S SHOP'S new tailor SOL SHAPIRO, we named him Schwartz. Sorry! We could have sworn our ears had heard it as "Schwartz." At any rate, it goes to prove many are the folks who read our magazine. Customers entered the place and asked for him by the name they read here.

Another welcome face back on the Strip is CHRIS JAMES. After a siege of illness, Chris is once again dealing "21" at the SANDS HOTEL. Stay healthy, will you, fella?

The NORTH LAS VEGAS CLUB (formerly the Embassy) is fast becoming THE spot for late stayer-uppers. They present four shows nightly, with one at 2:30 ayem and another at 4:00 ayem. Currently appearing are "Spider Girl" CAROLE JAYNE, AMBER HALL and MARGIE HODGES. Many will remember Margie, who formerly worked as a waitress at the FLAMINGO HOTEL and cocktail waitress at the GOLDEN NUGGET. Miss Hodges appears between the acts, singing your favorite tunes. Lending a smooth background is BOB LEE and his orchestra. Incidentally, we were pleasantly surprised to see BRUNO MARK on hand. He is known as the fastest "21" dealer in the country . . . and that's for sure.

EL RANCHO VEGAS:

(Continued from Page 20)

PAUL conducting, she winds up with the exciting tune which states that "It's the Same All Over the World" . . . Added to the bill is the new act, CAROLYN AYRES and her ESCORTS. Carolyn Ayers and her Escorts are one of the nation's newest and most entertaining in the field of modern ballet and interpretive dancing. Carolyn and her two gentlemen escorts leave little doubt as to the story they are telling, through the perfected polish of their cleverly staged routines . . .The EL RANCHO GIRLS, under the 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!

WHERE'S THE MELODY?

(Continued from Page 31)

some time in December, according to reports. Take it from me, they'll go a long way before they find another small band to fit the room in such a way as does Sherman and his men. They've done a terrific job with the shows, and their dance music is the easiest to terp to! . . .

MARTIN ROMAN, King recording artist, is holding sway in the cocktail section of the Navajo Lounge these evenings from 9:30 until 3:30 in the ayem. Quite a composer in his own right, Martin has recorded such originals as "Positively No Dancing" and "Martin's Idea on the Scale" (a tricky major against minor deal that makes for something quite unique). Martin is another New Yorker who has found his way to Las Vegas . . .

And you're reading the ramblings of a Las Vegan who is about to find his way home for some shut-eye as soon as he can get this epistle on the troubadors to the printing establishment for reproduction and distribution . . . No Coda . . . JOHNNY THIRTEEN . . .

POP SQUIRES:

(Continued from Page 5)

20 miles below Boulder Canyon, was a far better site for building a dam than Boulder Canyon. Thereupon all ideas of building in Boulder Canyon were dismissed.

We who were representing the various states in promoting the development of the Colorado talked the matter over. We were loth to lose the effect of the vast amount of publicity on Boulder Dam, but feared that changing the name of the project to "Black Canyon Dam" would confuse the public and that it would be impossible to educate the public into the knowledge that Boulder Canyon and Black Canyon, so far as the legislation sought, was concerned, were one and the same thing.

So it was decided to keep the name "Boulder Canyon Project Act." This policy was followed through the enactment of the legislation in December of 1928. But it should be noticeable that nowhere in the Colorado River Compact, in the "Boulder Canyon Project Act," in the appropriation bills or any other agency of the Government is the name "Boulder Dam" or "Boulder Canyon Dam" used.

But when "Honest Harold" came into the picture he thought he saw a chance to strut and officially issued an order which was entirely illegal, changing the name of the great structure, then nearing completion, to "Boulder Dam."

In support of his action Ickes gave several reasons in the attempt to justify his action, none of which were true. He said the dam should be named "Boulder Dam" because it was built in Boulder Canyon. That was entirely untrue. The dam was built in Black Canyon. He said that the great boulders encountered in excavating for the dam made the name "Boulder Dam" appropriate. That also was untrue.

Black Canyon, .where the dam is built, was filled mostly with silt and, to the surprise of Frank Crowe, builder of the dam for Six Companies, and the other engineers, was comparatively free from large boulders.

One pleasant recollection I have of this unsavory situation. My very close friend Senator Key Pittman told me following the Ickes episode that President F. D. Roosevelt did not approve of the actions of Ickes in changing the name of the dam and his unsavory efforts to discredit Hoover. I believe what Key told me, but that in no wise removed the shame of the Ickes action.

History sometimes rights the wrongs it does to men. That was the case with Hoover Dam. Congress passed an act restoring the name "Hoover Dam" to the great structure in the Colorado River. That was several years after Ickes, but was done by a practically unanimous vote of a Democratic Congress.

Of course, a combination of politics and fear that Boulder City might suffer in a business way if the dam was not also named Boulder created an almost frantic opposition to the name of "Hoover Dam," but time has proved that there was no ground for fear.

Along with Mr. Hoover, I would add a few others whom Las Vegas should treasure in its list of immortals. Among these would be Senator Key Pittman, Senator Tasker L. Oddie, Congressman Sam Arentz, W. B. Mathews of the Los Angeles Bureau of Water and Power, Felph Carpenter of Greeley, Colo.—my space is filled, and I have no time for more.

I am moved to write this by the news that the legislature of the State of Iowa, the governor and practically all officials had held a great party for Herbert Hoover at West Branch, the town where he was born, and paid him the very highest honors possible on Tuesday afternoon, his 80th birthday.

His address, like all of Mr. Hoover's talks, was full of the wisdom gathered through long years of public service. It is worthy of being read and kept in mind by all who love "My countrl, 'tis of thee—Sweet land of liberty."

Marc Wilkinson
PRINTER
7th & OGDEN • PHONES 4330, 3686

SCIENTIFIC BETTING
NEW BOOK $1.00
NEVADA BOOK STORE
306 E. Charleston
Phone 7388
ACROSS FROM CHAMBER OF COMMERCE

...in the Fabulous COPA Room

JACK ENTRATTER

Proudly Presents

BERLE CRAZY

A Musical Berley Starring . . .

MILTON BERLE

WITH

BETTY GEORGE
LEONARD SUES

The NEW YORKERS
The MOUNTAINEERS

EXTRA ADDED ATTRACTION:

SID GARY

The Most Beautiful Girls in the West

2 Shows Nightly—8:15 & 11:15

FOR RESERVATION PHONE 7100



The Sands

LAS VEGAS, NEVADA



The fabulous hotel...

Flamingo

PROUDLY PRESENTS



SHOW TIMES
8:30 - 11:30

"MR. ACCORDION"
DICK CONTINO
"The Singing Stars of the Jack Benny Show"

THE SPORTSMEN
MUSICAL DIRECTOR
JOHN RARIG
ADAGIO DANCERS EXTRAORDINARY
ANDRE & DELPHINE
FLAMINGO STARLETS
A RON FLETCHER PRODUCTION
TORRIS BRAND & ORCHESTRA

TED FIO RITO & HIS HAPPY 5
with PATTI MANNERS
MARCO RIZO & His LATIN MUSIC
THE ROUNDERS
with TABBY CALVIN
BOBBY PAGE
and HIS MUSICAL PAGES



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



FIRST TIME IN LAS VEGAS . . .
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

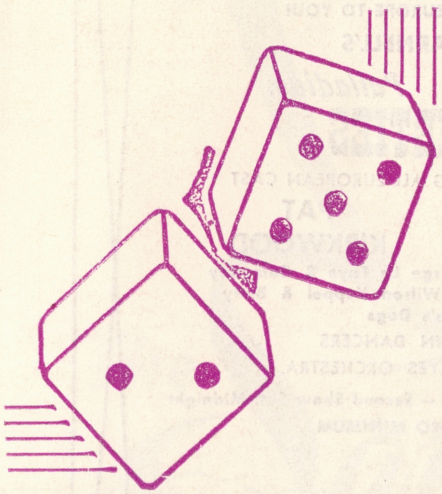
"The House of Jackpots"

350 LIBERAL SLOT MACHINES

THE LARGEST SELECTION OF DIVERSIFIED

SLOT MACHINES IN LAS VEGAS

JACKPOT	CARNIVAL
JACKPOT	EMPORIUM
JACKPOT	PLAYTEL
JACKPOT	PALLADIUM
JACKPOT	HIPPODROME

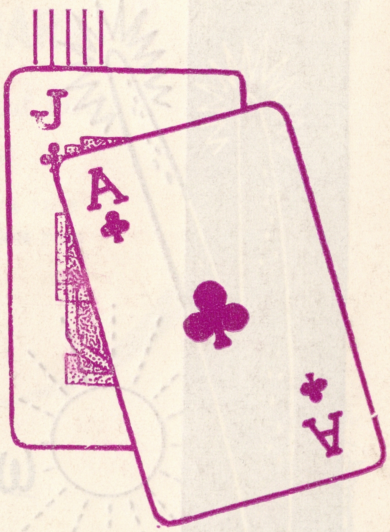


CRAPS

"21"



ROULETTE



COME AND SEE FOR YOURSELF

18 FREMONT STREET — DOWNTOWN