Jack Bortz

NOVEMBER 27, 1954

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LAS VEGAS Magazine

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"21"

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We pay MORE JACKPOTS every 24 hours per day than any other club in Las Vegas!

"THERE MUST BE A REASON!"



LAST WEEK I quoted a little of the flambouyant language from the first issue of the Las Vegas Times, owned, edited, printed and circulated by a roving sort of fellow from Butte, Mont., named James Brown. He had quite an interesting use of language, as you may have noticed in last week's Observations. As an editor he had no compunctions about advertising on the front page and during the months of its existence four or more columns of the six columns on the front page of each issue were occupied by advertising. In fact, the best advertising — that is the advertisers who were prosperous enough to pay their bills — insisted on front page space.

Another characteristic of the Las Vegas Times was the fact that its headlines were not simply something smart to make readers wonder what on earth the item could be about (as so often is the case nowadays) but really expressed thought so that one could at once understand what the item was about. Headlines were not then used playing puzzles with the readers.

But the chief delight of Jim Brown as an editor was to pick a fight with a newspaper competitor and the most common ground for disagreement and abuse was in the official printing. There was for many months constant and outspoken abuse of any other competing editor who was fortunate enough to get a crumb of the official county printing.

The second paper in Las Vegas was issued the week following the Times and it was owned by T. C. Nicklin. Charles C. Corkhill was the local manager and editor. Nicklin also owned the Bullfrog Miner, published at Beatty. So it came about that competition between the Times and the Age was particularly bitter, each paper claiming to be the official newspaper of Lincoln County and each proving it by criticism and abuse of the other.

The Las Vegas Advance was owned and published by a fine, elderly gentleman named W. W. Wallace, whose sole object in printing a newspaper in Las Vegas seemed to be to bless and benefit everything and everyone in Las Vegas. I am not sure that this was the reason that Mr. Wallace was the first to be crowded out of the field by his two competitors.

He never, so far as I remember, ever tried to frighten or blackmail anyone into advertising in the Advance. He was well beloved by all those who knew him. Possibly that was the reason that the Advance died an early death. The Times survived more than a year, then abruptly changed itself to the Caliente Times, having concluded that our northern neighbor was the place where a great city would be built, not Las Vegas. I had no interest in the Las Vegas Age until several years after both the other papers expired, but carried it on for about 40 years.

What set me to talking about early newspapers in Las Vegas is the fact that the 1955 session of the Nevada State Newspaper Association will be held in Reno early in 1955.

Because I have been a member of the organization and have attended most of its annual meetings since 1910 and have known most of the worth-

(Continued on page 47)

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An Accurate Glimpse of the Future

CRISWELL PREDICTS



PREDICTIONS FOR 1955:

FINE personalities will greatly effect your life in 1955: (1) President Eisenhower will stabilize world peace, world trade and world finances, by a series of breath-taking steps, which will give new hope, new faith and new security to every man, woman and child in America! (2) Liberace will so change the entertainment taste of America for the better through his new series of TV-radio programs and personal concerts, plus his starring motion pictures, making him the number one personality of the world! (3) Dictator Peron will emerge as the most powerful force in international politics and will prove to be the balance of power! (4) Princess Margaret will outshine her sister Queen Elizabeth in popularity and with the aid of good friends at Court, will come near to the occupation of the throne. 1955 will prove to be a bitter year for the British Royal Family! (5) Vice President Nixon will strike and strike hard at the many 5th Amendment Communists and will drive all Red sympathizers from any office on the public payroll! (6) Mae West will be the new juke box Queen, the Vistavision "Diamond Lil" her autobiography "The Life In My Men," the top woman TV star, plus her growing interest in equal rights for women, will make 1955 a Mae West year! (7) Robert S. Emerson will introduce a new tv-educational program which will make America a huge classroom! (8) Don Trifilitti will become the 20th Century Stephen Foster with his series of song hits, which wou will continually sing in 1955! (9) His Holiness Pope Pius XVI will bring a new spiritual wealth to the world and a unification of personal faith. These 9 personalities will change your life in 1955 — remember these 9 important names!

7 COMING CATASTROPHIES FOR 1955:

1955 will be the year the Weather Man guessed wrong, for Mother Nature will go on a rampage which will never be forgotten by humanity! Here are 7 coming catastrophies which will plague our sorry world: (1) The most horrifying earthquake on record will hit Canada, just north of the Washington state line, which will reduce many cities to rubble! (2) A series of tidal waves which will practically demolish the shore line of Japan! (3) Icy winters which will paralyze the mid-west into mute inactivity! (4) The rebirth of the dust bowl cycle with shocking results! (5) Hurricanes sweeping the entire coast with damages running into millions and thousands of lives lost! (6) The explosion of undersea volcanoes, threatening our very continents! (7) A series of devastating floods, not only in our own nation, but worldwide, due to the upsetting weather cycle, and the slight list in the orbit of our spinning globe. I predict that with these floods, we will have strange cloud bursts, tornadoes, wind storms, intense heat and intense cold, plus long periods of "pegged" weather, always a forerunner of disaster. 1955 will not be a very happy weather year, and we should plan for a good trouncing from Mother Nature herself! Remember these predictions!

YOUR HEALTH IN 1955

I fearlessly predict there will be the most amazing formula on the market which will actually balance up the cells of the body in such a way as to guarantee controlled good health!

YOUR PERSONAL LIFE IN 1955:

You will have great trouble with your radio in 1955 due to the reoccurrence of sun spots every seven years, so don't blame the brand of set you have nor the repair man, for it is far beyond his control! . . . You will attend more weddings in 1955 than ever before, for it will be a banner year for marriages! . . . You will attend more funerals, also, for the death rate will rise, due to the 33-year cycle period which will enter on March 10th. The death of many younger people will outnumber that of the elderly during this trend, and the aged will

(Continued on page 43)

Marianne's
Open 24 hours a day
apparel for women
2407 South 5th Street
½ Block North of Hotel Sahara

?



ON THIS week's front cover is AL PARVIN, new president of the FLAMINGO HOTEL, Inc. Now that escrow has been completed, the new owners are awaiting their license grant. We wish to take this opportunity to extend well wishes to Mr. Parvin and his associates. May good fortune be their lot in this new venture.

The WILLIS TRAVEL AGENCY is a mighty busy place, these days. Las Vegas residents are making their reservations to leave town on February 16th. Where is everyone going? Well, the ones reserving the ducats are heading for the annual Mardi Gras in New Orleans. A special train has been employed for the trip. MIKE COLE is making all of the arrangements for a Fun Tour in that southern city. If your February plans include this jaunt, better call Mike — pronto!

JOE W. BROWN'S HORSESHOE CLUB will have its gala grand opening on Friday, December 10. It will be a three-day event to officially welcome this completely remodeled and most beautiful club in town. It will truly be the ultimate in grandeur. Modern architecture has been combined with incomparable appointments to achieve old-fashioned comfort. Mr. Brown's Horseshoe club covers a larger area than any other competitive downtown establishment. Its restaurant provides the finest of food. In addition to the casino, patrons can enjoy the unique games offered in the new Bingo parlor, located in the Nevada Room. Our suggestion: Mark the date on your calendar NOW! Attend that much awaited event.

Newly returned from New York is LARRY SLOAN (publicist for the HOTEL SAHARA). His agency also handles stage and screen celebrities. Larry spent ten days in Manhattan, devoting most of his time to one of his clients, MAE WEST. The fabulously curved Mae has been breaking all the records previously established at LOU WALTERS' LATIN QUARTER. She was originally signed for a four week engagement. Exerting a tremendous amount of persuasion, Mr. Walters finally managed to extend her contract an extra three weeks. Miss West closes at the Quarter on November 28th. (We use that tense due to our early deadline.) She then opens here at the Sahara on December 7th. The blonde with the inviting eyes has been refusing film offers, TV and personal appearance bookings, stimulated by her Quarter run. She is booked solid through May, at which time Miss West plans to take a deserved reprieve from the spotlight. (Just for a short time.)

Let's face it! Being a business man in Las Vegas means complete devotion to one's work. A leading example of this is JACK ENTRATTER, co-owner and general manager of the SANDS HOTEL. He is one of the most difficult men to locate. Jack spends a great deal of his time on the coast, seeking greater talents for the Copa Room, and one of the reasons the Copa Room presents such great talent. Mr. E. never rests.

Last Saturday, a somewhat dejected JOE JULIAN headed for the SHOWBOAT HOTEL and shared some coffee with MATT GREGORY. (He is the very popular KRAM disc jockey.) While morosely sipping the black liq-

(Continued on page 39)

WITH PARTICULAR PEOPLE
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2:30 & 3:30 A.M.

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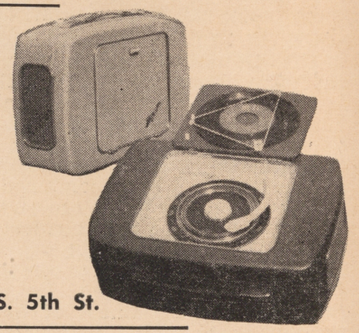
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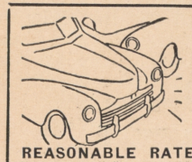
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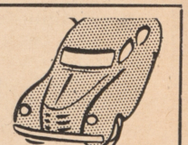
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7:30 — 11 P.M. WEEKLY
7:30 — 12 FRI. & SAT.
MATINEE SESSION
2 - 5 SAT. & SUNDAY

GLIMPSES *of the* GALLERY

By DOROTHY CALLERY

Those antlers you saw protruding through the Mesquite brush were not the appendages of a Mt. Charleston "refugee"! On closer observation you'd have noticed the shiny red nose of friend "Rudolph," that very special deer! So you see, Girls, it's time to keep my promise of last week, and bring you a few timely suggestions from "The Gallery" for your "Top Man on the Totem"!

There are many ways of gifting in personal leather goods, and these are to be found a-plenty at "The Gallery." Imported leather clothes brushes zippered to include shaving equipment, smart comb cases, shine kits complete with brush and polish, bound contoured hip Flasks, Manicure-Pedicure Sets, Money Clips, Wallets and Pocket Secretaries, all of choicest leather! If his Pocket Book embarrasses you, not due to it's contents, but as to appearance, it's probably because he's waiting to receive one for Christmas! We especially like the smart Pigskin Secretaries fitted with gold-plated accessories!

The Lake Mead Fan would really appreciate a "Fisherman's Friend," which does simply everything, including the tedious job of scaling! This is actually 12 tools in one, girls, and he'll like the fact that this handy-dandy is of finest surgical rust resistant tool steel, while you'll love the beauty of the bright chrome finish! This German Import is sheathed in a leather case to be worn at the belt, and is a veritable "Man Friday" to the fisherman!

We've something right up the alley of a "Gadget Fancier," in the form of a nifty pocket knife to the handle of which attaches an assortment of all manner of tools. Of German Manufacture, this outfit is also gift cased in leather.

For the Sports Car Enthusiast we suggest a Jaguar . . . get him the real McCoy if you have the loot, but the Model we have in mind is the workable Trophy type! Of solid Nickel, this mounted Jaguar is built to scale, having three gears and all the trimmings. 'Twill not run off a table used as an operating surface. He'll have a ball with one of these!

If he's on his feet all day, he'll love you for a pair of soft, relaxing Llama Slippers direct from Peru, in either warm honey or brown tones! You might drop the hint that you'd like a pair to match in luxuriant white wool.

Search no further than "The Gallery" for the absolute "most" in remembrances! The sensational "Guardsman" Dresser Set by Le Vant is your answer! Executed on the massive scale, each masculine accessory is hand-carved, hand-rubbed in selected imported hard woods, and finished by hand in the elegant Beechwood color, limed oak effect! The Clothes Brush is electrostatic, removing lint like magic! The Shoe Horn is fully 14 inches long, while the Tie-Rack holds a dozen of his best! From Switzerland, hand-cut and set into a man-sized handle is the comb, while the brush ensuite, has lifetime bristles. What of the mirror? Polished steel on the "Looking Side"— a born Traveller. Absolutely the gift of discrimination is this elegant he-man set with modern as tomorrow contour and design. Each item is adorned with a smart "Crest," and augmented with a white raw-hide "Hanger." A gift as fabulous as our City.

These are but a few suggestions toward filling your Male Gift List, Folks, there are many more awaiting your inspection at "The Gallery of Gifts," 208 North Third on your way to the Post Office. Drop in and browse, why don't you?

Must leave you until next week when I'll bring you some smart suggestions for the "Young 'Uns." 'Til then, I'm yours with gifts for all occasions and pocket books,

Dorothy Callery



"for the fashionable look of elegance"

Las Vegas Smartest Gown Shop

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BEVERLY HILLS LAS VEGAS
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SALLY RAND -- BILLY GILBERT
GOLDEN MERMAID — HANK HENRY
LYNNE CARTER & HIS 4 CARTIERS
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THE ONLY ⇨ BINGO ⇦ ON THE FAMOUS STRIP
1 to 5 P. M. and 8 P. M. to Midnight
LAST FRONTIER VILLAGE



DID you notice Thanksgiving? By that I mean . . . the way time is flying past, here lately, a fellow is afraid to turn his head for a moment!! It seems like you make a few payments to the bank, and to several finance companies, and before you know it, you're in the middle of another Merry Christmas! (and actually glad you're alive to BE IN IT!) . . . Yessir! Turkey Time, 1954, slipped right up on your old Daddy this year before I quite knew what was happening. AND, . . . just the mere matter of four weeks, and the "old man with the whiskers" will be slipping down the chimney again!.. This is NOT Uncle Sam, . . . He comes around about the middle of MARCH, need we remind you!.. THIS is the speedy old man who has all the kids bewildered as to how he got down to "this corner," when they just left him back on the "last corner" and . . . "what happened to his fat tummy? "and, . . . "why" this 'n "howcum" that, . . . ? ? ? When a youngster begins to figure out the answers to these questions, he suddenly becomes loaded with the responsibilities of life, and the realization that there "ain't such a person" . . . in physical reality.! Fortunate are the ones whose parents have taught them that this wonderful old man lives only in the hearts of those who believe in, and attempt to live by . . . the Golden Rule . . . "Whatsoever ye would that men should do to you, do ye even so to them." . . . That's Christmas.

I've been watching a success story begin to unfold, and blossom into maturity, the past couple of years. It concerns a man who came to town about eight years ago, with little more than a dream, and a good wife who shared that dream. The first time I met him, he and I were scrubbing vegetables in the old Clark Market, at the corner of 15th and Fremont St. For six years he and his wife saved their earnings, over and above high living expenses, until they had amassed the huge fortune of a little more than $1400. With this, and the indestructable faith that's found in this sort of a man, he and his wife opened their own market . . . and made it go!! It was just a few days ago that they opened their SECOND market, with plans in the working stage for their third and fourth . . . and FIFTH! The first was in the Crestwood Shopping Center, and number TWO is located at the intersection of Paradise and Bond Roads. When a person is given the philosophy of life that belongs to JOHNNY NASSAR, there can be nothing but continued success for JOHNNY'S SUPER MARKETS.

BONNIE BEST's good right hand, PAT, was up from the Beverly Hills store this past week, and to know her is to understand why Bonnie relies so much on this wonderful personality. Pat seems to bubble perpetually with enthusiasm, and has that enviable trait of appearing to be deeply interested in everything you might say or do, during your conversation with her. The kind of a person who will hear your troubles, and possibly do nothing about them, but you'll feel better after having talked to her.

It's really interesting to drive out the Strip each day, and each time to see the change that has taken place in the construction of the new hotels out that way. And sometimes it seems as though a great change has taken place overnight! Take for instance, TONY CORNERO's hotel. For some time it seemed that nothing was happening around the STARDUST, then, all of a sudden, there were the walls! The same thing will happen with the construction of the rooms, too! With this type of building, there is a lot of ground-work necessary, then . . . whammy, there's a building. Their work is forging ahead at full steam, and it looks like a Spring opening for this added attraction to our great growing community.

The CASBAH lounge is rocking and rollin' again with the opening of LOUIS PRIMA and his group of music-makers, including the "Mrs." . . . and

(Continued on Page ~~45~~ 37)

The Greatest $ $ Value in Town!

BINGO

2 P.M. - 8:30 P.M.

FIRST GAME . . . $100.00
NEXT 10 GAMES . . . $25.00 EACH
FINAL GAME $1,000 Guaranteed
FINAL GAME IN 50 NUMBERS OR LESS **$11,500.00**

If Jackpot Is Not Won $50.00 Is Added to Each Session.
TWO CARDS FOR $2.00 FOR ENTIRE SESSION!

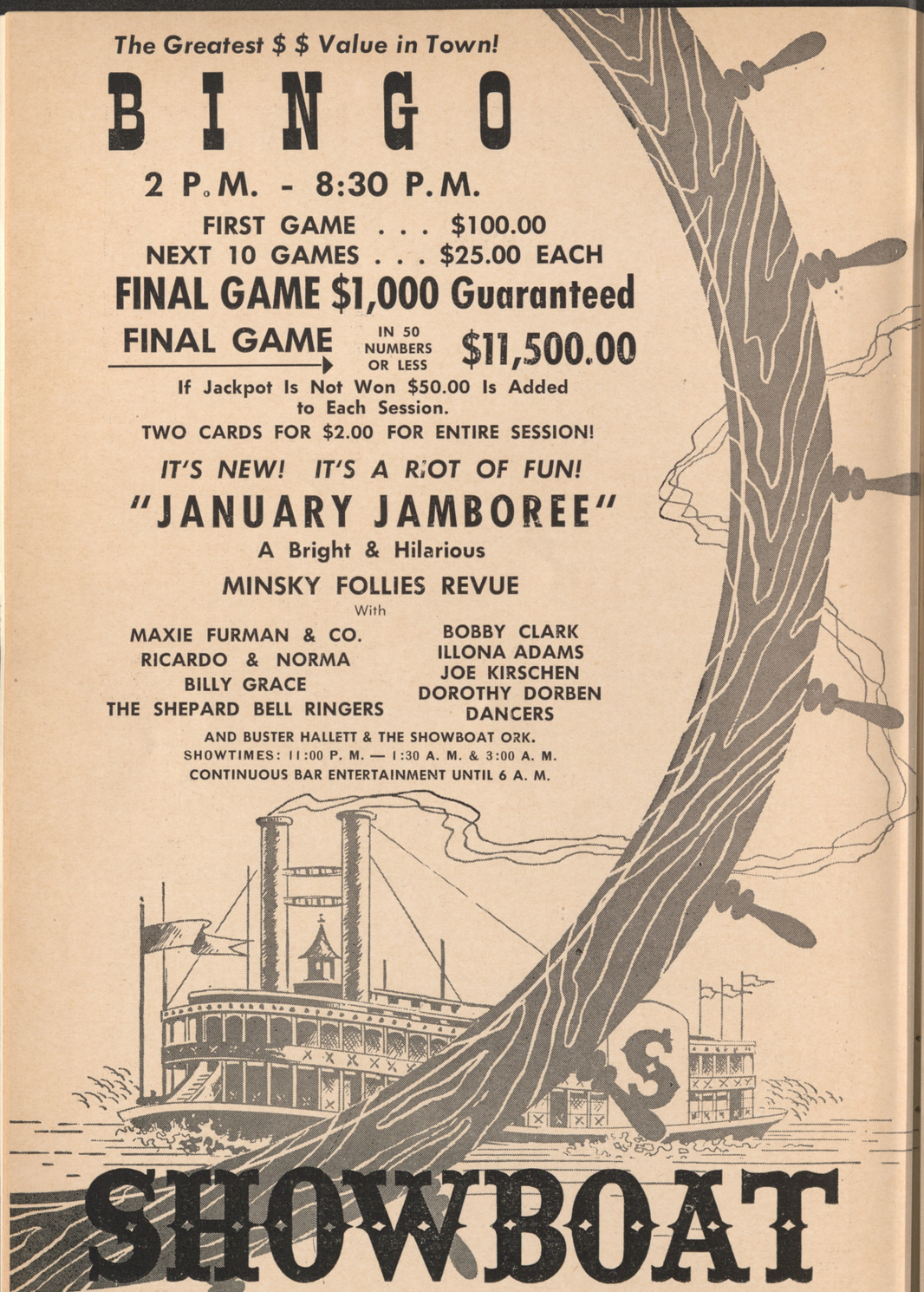
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A Bright & Hilarious
MINSKY FOLLIES REVUE
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MAXIE FURMAN & CO.
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BILLY GRACE
THE SHEPARD BELL RINGERS
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ILLONA ADAMS
JOE KIRSCHEN
DOROTHY DORBEN DANCERS

AND BUSTER HALLETT & THE SHOWBOAT ORK.
SHOWTIMES: 11:00 P. M. — 1:30 A. M. & 3:00 A. M.
CONTINUOUS BAR ENTERTAINMENT UNTIL 6 A. M.



SHOWBOAT

HOTEL • CASINO • BAR • RESTAURANT
BOULDER HI-WAY • LAS VEGAS, NEVADA

GOING HOLLYWOOD

With MAY MANN



Mamie Van Doren in a flesh-colored wool dress which she said was the New Dior Look (so far) that she had designed herself, and I sat at a ring table at the Silver Anniversary Award party for Walter Lantz. Mr. Lantz, who created "Woody the Woodpecker," and the fabulous cartoons at Universal Studios, practically had to share attention with the luscious Mamie, while Walt Disney presented him with the placque. Milt Rackmil, the president of Universal, joined us and said Mamie not only has a terrific role in her new picture "Third Girl from the Right," but he has in mind an even bigger picture film role to follow. Mamie's loaded with sex appeal and charm and should be a big star!

"I have a charm bracelet, too, since I last saw you," she said displaying one with three terrifically big charm. Bill Stead from Reno gave it to me for my birthday. Then looking at mine (Mr. Jack Dempsey Dear, what nice things were said about you!) with twenty-five charms, Mamie sighed, "You really have no room for any more, have you?" (A girl somehow can always manage to squeeze in a golden bauble.) George Nader was intent with Barbara Rush, and Julie Adams, Myrna Hansen, and Mrs. Walter Lantz were beauties gracing the scene. Myrna was Miss America of 1953 and is the only contest winner, including Virginia June Lee "Miss Hong Kong," and Christine Martel "Miss Universe" — both who left UI to marry — still at the Studio as a contractee.

"Marriage is more important than a career," Mamie sighed, "but it seems some men think a girl should make good at one firt." She was waiting for a call from bandleader Ray Anthony. "I'm going steady with him, but I don't know whether he's going steady with me. He's over at Fox today and he'll probably meet Terry Moore," Mamie sighed, she shouldn't worry.

Vic Damone and Pier Angeli contemplate only two weeks in their new hilltop home. No, they didn't rent the honeymoon house vacated by Marilyn and Joe. Vic's folks move in before the wedding, and then Vic and Pier honeymoon there for two weeks after his Las Vegas engagement. Then Vic leaves on tour and Pier goes to South America for her next role.

Marilyn and Joe would never have split, according to astrologer Walter Mellinger, if they hadn't been married on January 14th, with a planet of divorce. If they will resume their marriage around January 15th, it will last. They are good for each other. Walter also reveals 1955 will be the greatest year for Mario Lanza professionally, and Clark Gable will be reported engaged but he won't have time to marry, he'll be so busy hunting game in Africa and South America.

Turk Greenough, once wed to Stripper Sally Rand, is now an officer of the law at Jake Kozloff's Silver Slipper in Las Vegas. Turk says he and Sally are still friendly even though he has since re-wed his first wife. A world's champ bronc rider, Turk has a TV series showing rodeos around the world with a different one each week. Kids who follow cowboy movies will love to see their rodeo heroes and Turk discuss it with Bill Williams and George Montgomery who are interested.

Mae West's men are anxious to return to Las Vegas for her show December 7th, at Milton Prell's Sahara, so they can date. In New York they say Mae said no dates during the duration of the show. Life can be dull with Mae West? She's worth four million. Speaking of Las Vegas, Charlie Morrison is starting a hotel

(Continued on page 49)

LUCKY STRIKE

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51 NUMBERS	$2000.00	53 NUMBERS	$ 500.00
52 NUMBERS	$1000.00	54 NUMBERS	$ 50.00

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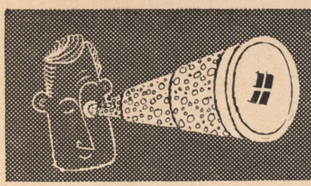
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Samuel Roberts and Many More

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YEAR

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Tele...SCOPING with ROY ROUSH

GANTANKEROUS - Ornery - Lingering - Dreadful. Put them all together they spell what I've got, a c-o-l-d . . . a miserable, mean, man-sized, messy cold. I see people as if I were staring through a goldfish bowl. If this Nevada temperature would quit bouncing up and down like a model T going across a cotton patch, maybe I could get rid of it. So in the meantime until I get over it "whil yoo pleaz hexcuse meh hif ah talk lock dis."

The busiest spot in town last Friday and Saturday was CASHMAN'S where the beautiful new BUICK'S, CADILLAC'S and OLDSMOBILE'S were on display for the first time to the Las Vegas public. To add to the affair a drawing was held for some expensive gifts. If you haven't seen these beautiful new automobiles you owe it to yourself to drop in and look them over.

A big change is underway at the NORTH LAS VEGAS CLUB. The club is presently closed for remodeling. The familiar show room is being rearranged into a large restaurant. Owner BOB PECCOLE is discontinuing the burlesque shows and instead will concentrate on serving fine foods.

Something bound to be popular with Christmas shoppers is the selections of Indian moccasin at BUDS SOUVENIR and GIFT STORE. This line something that Mr. HARRIS, the manager, can well be proud of. I wouldn't have guessed that they could be so attractive, or so colorful. Clever people these indians. Incidentally, BUDS also offers offers a very large line of fancy indian jewelry.

"Let George Do It" is pretty good advice I think. In case you don't know which George I'm refering too, its GEORGE at VEGAS ELECTRONICS, on South Main, because if he can't fix it you might as well throw it away. Here you can get your T.V. set, house and car radios, and other electronic equipment put in first class shape by an expert. However, George is probably better known for the bargains he has in used T.V. sets. Make him any reasonable offer and you will walk out with a Television set. Here is the most unusual part of purchasing a set from him. He gives a 90 day guarantee with every used set he sells. (He must be crazy.) Now I ask you, where can you get a deal like that?

Mr. Schwartz at HOME APPLIANCE CO. informs me that his portable, combination, phonograph-radio sets are fast becoming a popular Christmas gift. Here is something that anybody would love to own. These clever machines are both a radio and record player (45 r.p.m.). They are compact and operate from a couple of small batteries. If you haven't seen one of these little machines, don't do all your Christmas shopping until you have looked them over. They are at HOME APPLIANCE CO. exclusively.

Here's a real money saver. It's a cooler cover. I didn't realize how much heat is lost through cooler ducts until I talked to KEN WILLIAMS who operates KENS COOLING AND HEATING SERVICE. I learned that a canvas, cooler cover not only saves a lot on the utility bill but it keeps out dirt and sand and protects the cooler itself. A cover could pay for itself in just a few months from the

(Continued on page 35)

MONEY MAKING INVESTMENTS

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Patronize the places displaying this sign

HILLSWAY COMPANY

Long Beach & Minneapolis

Announces that its author, world-traveler, and expert on WHERE TO GO, STOP, EAT, PLAY & SHOP, Roland L. Hill, (also a Fabulous Las Vegas columnist), will spend the first two weeks in December making personal calls on all the fine firms he recommends in his latest travel guide book titled HILLSWAY. He will also call on all the new places that will be eligible for future listing in HILLSWAY.

Firms now listed and recommended by Roland L. Hill in HILLSWAY

COLONIAL HOUSE
WILBUR CLARK'S DESERT INN
THUNDERBIRD HOTEL
FLAMINGO HOTEL
SANDS HOTEL
SAHARA HOTEL
HOTEL EL RANCHO VEGAS
LAST FRONTIER HOTEL
L. F. VILLIAGE & SILVER SLIPPER
EL CORTEZ HOTEL
SHOWBOAT
WESTERNER
NEVADA ROOM
APACHE HOTEL
HOTEL ELWELL
SILL'S DRIVE IN
ROUND-UP DRIVE IN
GOLDEN NUGGET & RESTAURANT
ALPINE VILLAGE
GREEN SHACK
THE RIB JOYNT
B BAR J GUEST RANCH

Fremont Street Motels . . . .

FRANKLIN MOTEL
TRAVELERS HOTEL CT. ANNEX
CHIEF HOTEL COURT
LAS GABLES COURT
VALLEY MOTEL
BONANZA LODGE MOTEL

Boulder City Firms . . . .

COFFEE CUP
VALE MOTEL
MOHAVE MOTEL
EL ADOBE MOTEL
NEW CHINA CAFE
BOULDER DAM HOTEL
LAKE MEAD LODGE
BLACK CANYON MOTEL
MOORE'S MOTEL

Hi-Way 91 South Motels . . . .

ROYAL PALMS MOTEL
SUNRISE MOTEL
RANCHO DEL RAY MOTEL
DESERT ROSE MOTEL
OUTPOST MOTEL
AK-SAR-BEN MOTEL
PYRAMIDS MOTEL
TUMBLEWEED MOTEL
KIT CARSON MOTEL
GLENN VEGAS MOTEL
EL MIRADOR HOTEL COURTS
RANCHO ANITA MOTEL
SULINDA MOTEL
TROPICS MOTEL
GLADSTONE MOTEL
OLD WEST MOTEL



THIS column is going to be directed at the motel, hotel, and restaurant operators in Las Vegas, but mostly at the motel owners. And it is going to be for their own good and no one elses. I have been coming to Las Vegas since way back in 1940 and have seen it grow as no one else has I presume—from a disinterested standpoint that is—and there is one thing that has always bothered me a bit and that is the fact that the motels have grown in size and sumptiousness to great proportions and prosperity and seemingly without doing anything themselves to warrant this prosperity. Maybe I am wrong and I am going to give the motel owners a chance to prove it because I am coming to Las Vegas for two weeks of intensive personal calling upon them come December 1st. I base my assumptions on the following facts.

Everywhere I go throughout the United States I invariably am confronted with a copy of FABULOUS LAS VEGAS MAGAZINE that has been kept as a souvenir—and I have yet to call on a hotel, motel, or restaurant owner who hasn't a copy of this magazine around for ready reference. FABULOUS isn't an ordinary magazine that is read and thrown away but is one that is kept like a book—a souvenir of a visit to Las Vegas and is used to brag to less fortunate people who haven't been to Las Vegas just how much the possessor of the magazine in question has seen and what a good time he had while in Nevada. Thus, as an advertising medium FABULOUS LAS VEGAS ranks highest of any magazine I have know of. And everywhere I go, people who have not been to Las Vegas and who have seen a copy of FABULOUS LAS VEGAS ask me this question — AREN'T THERE ANY MOTELS IN LAS VEGAS???? And when I tell them there are 250 of the most lush motels in the world in Las Vegas they come back with — WHY AREN'T THEY ADVERTISED IN FABULOUS LAS VEGAS? I cannot answer that!

I have felt for years that the motels are sort of riding along on the glory of the rest of the town, letting the hotels carry the brunt of the advertising and entertaining of the visitors and the motels just sit back and house the visitors at a good fee. And I know that outsiders feel the same way about it.

I have published my HILLSWAY for seven years and am currently getting out the SEVENTH EDITION and have publicized the motels of LAS VEGAS to the skies, and also a couple or three years back I published a book titled IN LAS VEGAS I RECOMMEND, and to date only one motel has even seen fit to write me or buy a copy of my book or hang up a sign of recommendation outside its establishment. When my book IN LAS VEGAS I RECOMMEND did not sell up there, save for the thousand copies Wilbur Clark gave away in his hotel rooms, I began sending a copy of it free with every order of a HILLSWAY book and to date I have distributed 10,000 copies of this book in every town in the country, in every library, and in every country in the world, yes even back of the Iron Curtain.

Now the gist of this column is twofold. First: I am going to spend two solid weeks contacting you owners of hotels, motels, and restaurants in Las Vegas as per our advertisement on the adjoining page of this issue of FABULOUS LAS VEGAS MAGAZINE and I hope that you will receive me in the spirit I come and in appreciation of the nation-wide publicity and plugging I have given your town and your places in particular in my hundreds of thousands of copies of my books and on the air and TV and in news paper and magazine reviews. I ask so little — just that you display a $10.00 outdoor sign of recognition and recommendation outside your RECOMMENDED IN HILLSWAY place of business that will add DISTINCTION and RECOGNITION to your already

(Continued on page 49)



FROM 10 P. M. 'TIL DAWN
CONTINUOUS ENTERTAINMENT
IN THE

GAY '90 BAR

THE SENSATIONAL

FRANCIS FAYE

With

DANNY CASSELLA QUARTETTE

—AND—

BUDDY REED

Romantic Singing Pianist

HOTEL LAST FRONTIER

THE MOST BEAUTIFUL MARKET IN CLARK COUNTY

— PARKING IS NO PROBLEM HERE —

the FIRST — the FINEST — the LARGEST — the MOST COMPLETE Super Market and Package Liquors in Paradise Valley.

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ANOTHER!

JOHNNY'S SUPER MARKET

(OUR SECOND AND NEWEST)

FEATURING **DOWNTOWN PRICES**

ON UNITED STATES DEPT. OF AGRICULTURE GRADE & STAMPED CHOICE BEEF — NATIONALLY ADVERTISED GROCERIES — FRESH FRUIT AND VEGETABLES — DELICATESSEN — SUNDRIES — COLD BEER — WINES CHAMPAGNE — LIQUORS — FAIR TRADE PRICES.

NOW OPEN TO SERVE YOU

DON'T MISS OUR GRAND OPENING — WATCH FOR IT SOON!

YOU CAN AFFORD OUR LOW PRICES

OUTPOST.... By MEL CHENEY

NOW THAT you have eaten all the turkey you could, or if diet has curtailed your favorite foods, like mashed potatoes, turkey dressing, etc., etc. — it reminds me of a story about Thanksgiving that an older uncle of mine would oft repeat. "The dinner was fine and the gravy was nice and tender." Of course, he was a serious man. When my aunt insisted that he go to church, he would mumble as he sat through the sermon, "Valuable time going wasted." He was only 85 at the time, and it was through no disrespect for the minister or the church; he just figured that if he hadn't made it by that time, it was a little late, and the pinochle game was waiting, or maybe it was cribbage. Either game, he was fond of — and even though he moved from Iowa to Long Beach, California, he never lost his sense of humor, even about the "nice, tender gravy." I don't know why I am writing about something to eat, Dr. J. is going to say, when I see him next week, "Where did that 10 pounds come from? You were supposed to lose 10 pounds." Oh well! "Everybody loves a fat man," and what's 20 pounds, more or less!...

You know Herb and Marv are a couple of very good boys. Just as nice as you will find anywhere. They have excellent men's wear store, too, with lots of the latest in merchandise; but let me give you a little tip, they are just so darned busy that they can't get all the latest fashions on their display shelves; so when you go in, ask what they have in the "back room." I know you'll be as surprised as I was a few days ago. Just new merchandise, the latest...

Was talking to Mr. E. L. Branch, general manager of Bachman's, when we were interrupted by the ringing of the phone. Now, of course, it was nearly 75°, the sun was very bright, and it was quite warm. Phone call, as I eavesdropped: "Bachman's shoes. What was that, m'am? Rubber boots! Raincoats! Why, m'am we don't have any in stock." I didn't ask who called, but it was quite evident that it was a new resident of our wonderful city. I could see the look of wonderment on the face of Mr. Branch, that maybe **he** was wrong and really should have had them in stock. Of course, the rainfall here in Las Vegas was .51 of one inch — maybe a little more this year — but hardly enough to carry a complete line of rain wear in a store. Oh well!...

I have seen a lot of proud fathers, but I can tell you of one that is "prouder" (what English I use) than any that I have seen in a long itme. This does NOT exclude our boss, J. C. Just ask Jake Garehime, Jr., not only will he tell you, down to the last ounce what the baby weighs, but he will also take time off and tell you how efficient the baby is, what orders she will give and how they jump at her every command. I don't know how she gets time off to do all the things she is doing. I guess I'll just have to visit with the "boss" of the Garehime family someday and see...

As I turned in my column last week, J. C. said, "Too short — too short." I'll fool him this week — maybe! I am just waiting for the day when I become recognized as a writer or columnist? When I ask someone to write for me, or when someone new writes a column for our magazine, I can say, "Too short — too short!" I have always prided myself on being able to talk, but when it comes to writing, I just sorta freeze up. Maybe later it will come easier. And you very nice people that have called up have made it a great deal easier for me. Someday, someway, maybe I can make it easier for you, who have been so nice...

Enthusiasm is a wonderful and contagious thing when it rubs off on you, as it has on me from talking to Miss Vincler, who will manage the new Franklin Store. You wonder what it is that builds such enthusiasm. After analyzing it, it is belief; a firm belief in our wonderful city; belief in the people of the city; and the never-ending faith in their ability to get things done. What a wonderful outlook on life you have if you only stop and look for it. Your own enthusiasm can be lifted too, if you will stop and listen to someone else and their plans for the future. Someone who has a goal in life yet to attain, and who never gives up the sight of that goal. I am not a "Criswell" for predictions, but I will make this one prediction, "If the older

(Continued on page 35)



Thanks to Jack Entratter and the entire staff of the SANDS . . . for my fourth wonderful engagement!

Billy Eckstine

"CURTAIN TIME"

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

Flamingo

November 11 thru December 1
Show: Ritz Brothers, Micki Marlo, Ted DeWayne & Co.
Line: Ron Fletcher Dancers
Orch.: Teddy Phillips

Again we say, "Fasten your safety belts, the RITZ BROTHERS are back in town!" HARRY. AL and JIMMY are currently raising riot twice a night within the confines of the beautiful Flamingo Room. Three wonderful guys who will stop at nothing to get a laugh for you. They've come into this new 1955 Revue of theirs with a wealth of new material which is well up to the standard which they've always set for themselves. This is the first time in eight years the boys have done this type of show. They're in and out of the entire show . . . each time showing their rightful titles to master degrees in showmanship. There's never a dull moment while these men

(Continued on Page 29)

LAST FRONTIER

November 24 thru November 28
Show: Anna Maria Alberghetti, Connie Moore, the Mathurins
Line: The Frontier Girls
Orch.: Garwood Van

Stepping into the Ramona Room spotlight this past week was the lovely and beautifully-voiced ANNA MARIA ALBERGHETTI, who has scored such tremendous successes locally on two previous appearances. Miss Alberghetti's well-trained lyric soprano is certainly a thrill to hear, as she aptly and ably renders offerings of operatic arias, semi-classics, popular tunes of the day, as well as tossing in a few surprises from time to time . . . CONNIE MOORE is lovelier than ever, and singing as she's never sung before. Hers is a sweet, natural voice, which, when combined with her singular beauty, makes for someone easy to see and hear. Miss Moore offers a variety of selections ranging from lovely ballads to a wind-up with a bouncy arrangement that has the whole room rocking . . . THE MATHURINS make their first appearance in this country by also making a definite impression with their unusual and original "knock-about" type of comedy. The tricks, and comical situations they present can come about only through painstaking practice and resultant ex-

(Continued on page 33)

El Rancho Vegas

November 10 thru November 30
Show: Billy Daniels, Tommy Noonan, Louis Dance Trio
Line: El Rancho Girls
Orch.: Bob Ellis

BILLY DANIELS is a performer whose heart and soul is in every phase of his work. Existance of this enthusiasm and exhuberance is in full evidence as you see and hear him present a song with every fiber of his being, whether that song be a ballad, jump tune, semi-classic or a tender bit of nostalgia. Billy's complete mastery of voice is due largely to his phenomenal breath control, allowing him to pull a note down to where it is barely audible, or cresendo into a burst of volume that never loses quality. His constant companion at the console of keys, custodian of orchestral accompaniment, and an intregal part of each performance, is a man who is greatly responsible for the outcome every performance . . . BENNY PAYNE, who is no mean entertainer in his own right . . . TOMMY NOONAN makes his first appearance in town as a single, and has set himself up for a repeat, with more

(Continued on page 24)



of the same, in numerous engagements that have to follow the reception given him by enthusiastic audiences. Tommy is assisted by his beautiful wife, as they offer a couple of comical scenes which might turn out to be most anything, considering the original wit of tommy . . . The LOUIS DANCE

(Continued on page 33)

Wilbur Clark's DESERT INN

November 9 thru December 13

Show: Lou Walters' New Latin Quarter Revue "Paris a la Mode" . . . with a Company of over 40 Performers
Orch: Carlton Hayes

It's Latin Quarter time again, and Mr. LOU WALTERS is presenting a sparkling revue consisting of nine scenes! Scenes that are star studded from beginning to end! . . . Taking them in the sequence in which they occur: Scene I is "Paris a la Mode," a production number which is truly typical of Latin Quarter Revues with gorgeous show girls, adorable dancing

(Continued on Page 31)

SAHARA

November 23 thru December 6

Show: The Vagabonds, Maria Neglia, The Dunhills, Martha Bentley
Line: Saharem Dancers
Orch. Cee Davidson

The cork blew off the bottle of mirth in the Congo Room Tuesday night, with the return engagement of those daffy, make you laffy, swingsters, THE VAGABONDS . . . and the laughter rolled all around!! Their riotous routines rock the room with mirth.

(Continued on page 35)

The Sands

November 17 thru November 30

Show: Billy Eckstine, Borrah Minevitch's Harmonica Rascals starring Johnny Puleo, Nanci Crompton
Line: Copa Girls
Orch: Antonio Morelli

Enter "Mr. B." for a two weeks stanza in the Copa Room, to bring you some of the finest vocal stylings you'll ever hear, and in a style that has been copied and re-copied, because of the unusual quality that is the key to BILLY ECKSTINE's unfaltering popularity. Billy has an unusually keen ear which allows him to sing variations that are almost unheard of, until this revolutionary stylist takes a tune to task. His program usually consists of more than a few of the old favorites of most everyone in the room, which he proceeds to do in a way that brings back memories to

(Continued on Page 29)

Thunderbird

November 18 thru December 8

Show: Lecuona Cuban Boys, Three Marquez Sisters, Stan Wilson, Los Gatos, Estrellita & Raul
Line: Thunderbird Dancers

Here is the pulse-pounding excitement of lifting Latin rhythms as done by an organization of experts! The LECUONA CUBAN BOYS have girdled the globe during their worldly travels to entertain the peoples of all nations. If you like Latin music, you will fairly flip when you see and hear this current showing. The orchestra opens with a medley of tunes, some of which you may recognize, and

(Continued on page 33)

EL Cortez

From November 18 thru December 1

Show: The Four Knights, Yvonne Moray, Rich & Gibson with "Marimba and Puppets."
Orch.: Sherman Hayes

The FOUR KNIGHTS have done it again! These singing sensations are being held over at the Pirate's Den! What did we tell you last week? They are always making and breaking records. And speaking of records, the ones these boys made for Capitol Records are phenomenally successful. In the show, they will entertain you with their own arrangements of their own popular hit tunes. Get that

(Continued on page 33)

SHOWBOAT

(Not a revue)

Show: January Jamboree of "Minsky's Follies of 1955"
Line: Dorothy Dorben Dancers
Orch.: Buster Hallet

MAXIE FURMAN & CO. is still heading the bill in the January Jamboree of Minsky's Follies. Maxie and his hilarious bits of comedy are worth seeing every night, as every show brings forth some new situation, that this master quickly converts into his ever changing routine . . . The grace and beauty of RICARDO & NORMA, ballroom dance team par excellence, are a welcome new addition to the revue this week . . . The daring young man on the unicycle is BILLY GRACE, who will catch your breath with his fast-paced juggling and fine balance work . . . The SHEPARD BELL RINGERS are a novelty musical act that will set you tingling they'll get out of them . . . Joining play a wealth of entertainment talent and all but steal the entire show . . . New to the revue are THE PIVOTERS, a team of roller skaters who deftly execute some of the most difficult of tricks while spinning at a high rate of speed. You'll hold your breath as they prepare to go into some of these tricks, and then you'll wonder how the sensational production numbers

(Continued on Page 31)

SILVER SLIPPER

November 19 thru December 16
(Not a Review)

Show: Sally Rand, Billy Gilbert, Golden Mermaid, Hank Henry, Jean Valli, Sparky Kaye, Joan White, Bill Willard
M.C.: Jimmy Cavanaugh
Orch: George Redman

These shows are the type of production you can see night after night, and still never get tired of them. No one knows for sure what will happen! As various situations arise, the ad libs

(Continued on Page 31)

GOLDEN NUGGET

Show: Fourth Edition of "Gas Lights and Pink Tights"
— AND —
The Hank Penny Show
Orch.: Nat Young

The THIRD edition of the entertainment-packed "Gas Lights and Pink Tights" is now holding forth at the Nugget Saloon with several shows a night. For his first appearance in the West, DESS DAVIE, comic, who sings, does impersonations and pantomime, will be a wonderful treat and addition

(Continued on page 29)

Wilbur Clark's

DESERT INN

PRESENTS

Lou Walters'

Latin Quarter Revue

featuring . . . . . the

No. 1 ACRO-BALLET DANCERS



CHIQUITA AND JOHNSON



You WIN a JACKPOT

on... any 3 of a kind...

BUCKLEY'S
JACKPOT CLUB
DOWNTOWN

FLAMINGO

(Continued from page 23)

are anywhere in the building, as far as that's concerned. There's an electric spark in the name of RITZ, which immediately indicates that there's entertainment brewing . . . Beauteous and brunette, Miss MICKI MARLO makes her first appearance on local stages, but has cut herself a niche assuring many return engagements in the future. Miss Marlo's meteorical rise to present popularity has all come about within the short span of less than a year .. . a well deserved rise to which you'll attest when you've heard the natural tone and quality of this new Capitol Recording star . . . It's a return engagement for TED DE WAYNE & CO. . . . The DeWaynes are a troupe of teeter-board artists, tumblers and acrobatic balance experts, performing a few new tricks which we'll wager you haven't seen. The Brothers Ritz get into the act here with some well timed situations . . . The opening number by the FLAMINGO STARLETS is an eye full of beauty from beginning to end. The costuming is all black and white, silver and jewels, with choreography aptly applied by Ron Fletcher to accentuate every move by his talented dancers . . . Everyone gets into the act with the finale, which presents a collegiate atmosphere setting the scene for another of the Ritz' satiric show stoppers . . . TEDDY PHILLIPS and his ORCHESTRA are making their initial appearance in town with this show, and have shown themselves well capable of cutting a good show.

GOLDEN NUGGET

(Continued from page 25)

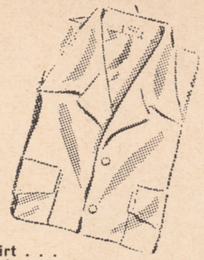
to the show at the Nugget Saloon. Dess has entertained in Canada, England, and the East. We are sure that you will enjoy his talents. . . .
NEVER before have you seen a dance team like HARRIS & SHORE. Their satirical routines will have you in stitches, and the diminutive doll is one of the mightiest "muggers" in the business . . . GAYLE LARK, one of the fastest-rising girl vocalists on the recording horizon today, has been labeled the "Oh-oh-oh Girl" by the TOP Record Label. You will find the performance of the be-dimpled and blonde haired Gayle reminiscent of another Starr! . . . NAT YOUNG and his trio of musical artists supply the music for "Lights & Tights" . . . Alternating with this show and finally winding up the evening's entertainment in the wee sma' hours is the HANK PENNY SHOW! If you like western music—who doesn't like western music?—you will love this show. First, there is Hank, himself, playing the frets off that "ole geetar," singing, and coming up with some very clever "corntry-style" humor . . . Cute, winsome, and red-haired SUE THOMPSON is with Hank. The singular style of this enCHANTRESS is captivating refreshment for the ears . . . THE SONS OF THE GOLDEN WEST, attired in western regalia, supply the music for this section of the Nugget show. Here is a group that rates among the tops for this type of music. They sing ALL types of songs, and it is a real pleasure to hear them.

THE SANDS

(Continued from page 24)

many of those present. Aside from these, he will bring you his own interpretations of melodies he has helped make popular through the medium of recordings. . . . one of which will be the permanently popular, "Caravan" . . . JOHNNY PULEO stars with the HARMONICA RASCALS in a continually calamitous chain of events in pantomime, except for the fine music they extract from expert manipulation of their harmonicas. Johnny is a fine pantomimist, and has a rare sense of timing to go along with it. Combine these things which we've mentioned and you will see that here is an act well worth the seeing . . . again and again!! . . . Petite little NANCI CROMPTON is a ballerina supreme, whose prowess in performing multiple pirouettes at high speed seems to get everyone dizzy except herself.. Spinning like a school boy's top, she circles the stage in an impossible tempo, and comes to a sudden stop at the end of the routine . . . looking as though she hadn't done anything as yet!! . . . The COPA GIRLS open the show with a dozen dolls in flaming red dresses to give an exciting interpretation of "In Love Again," as sung by CHUCK NELSON. You may have seen these girls do their fan number before, but not like this. BOB and RENE may well be proud of their dozen adorables in this production. . . . Orchestral effects are unerringly perpetrated by the prime musicianship of ANTONIO MORELLI and his ORCHESTRA.

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DESERT INN

(Continued from page 24)

girls and a company of singers . . . all in lavish costuming that has to be SEEN! . . . Scene 2 presents the CRISTIANI TROUPE, consisting of three young men and two agile young ladies who perform amazing feats of tumbling, balancing and teeter board work . . . each trick calling for infallible accuracy. . . . Scene 3 brings you BAS SHEVA, a sensational new star in her night club debut. She sings in a socko voice that has power, backed by enthusiastic interpretive zest, and excellent musical arrangements. First-nighters were calling for more! . . . Scene 4 is another colorful production, "The Futuristic Age," . . . styles of the future in the year 2001! . . . If this be truly indicative of things to come . . . we'd like to live forever!! . . . Scene 5 is a solo ballet presentation by the beautiful ballerina, CLARISSA, a shapely young lady exhibiting perfection of grace and poise with every movement and picture. . . . Scene 6 brings us the first Las Vegas appearance of those world famous dancing stars, CHIQUITA & JOHNSON; . . . a combination of adagio and ballet that is truly amazing. The speed with which they achieve a point of balance, in precarious positions, is unbelievable. Something to see, is the effortless ease and extent, of the splits accomplished by the lithe CHIQUITA, whose confidence in JOHNSON is always in full evidence. . . . Scene 7 is when you will witness the artistic antics of the internationally famous WIERE BROTHERS; . . . three polished performers whose brand of comedy is singularly theirs, and theirs alone. Their fiddling tomfoolery has become somewhat of a trademark, as has, we might add, the eccentric mixture of fancy footwork they've applied to their interpretation of, "The Minute Waltz" . . . a bit that has become a classic. Assisting at the piano, and very much a part of the act, is MILDRED SEYMOUR, a gracious lady of fine pianistic talents. . . . Newest addition to the act, with this engagement is, IRIS, whose short stint on stage is made into a highlight by those three artisans . . . the WIERE BROTHERS. . . . Scene 8 is a gypsy fantasy, "in Old Roumania" which achieves the maximum for full color, and features BAS SHEVA, THE LATIN QUARTER ENSEMBLE, THE HARMONEERS, THE MELODEARS, JESSICA HAIST and CLARISSA. . . . Scene 9 gives you the entire company on stage. . . . As usual, these musical extravaganzas are backed to the peak of perfection by CARLTON HAYES and his fine orchestra.

SILVER SLIPPER

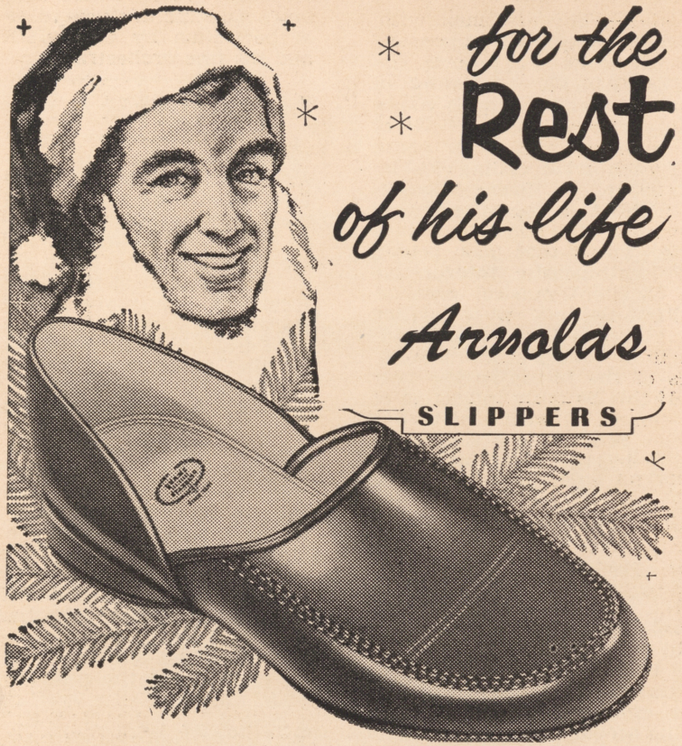
(Continued from page 25)

fly thick and fast. There are skits and scenes which you may have seen before, but putting them in the hands of these experts throws a different light on the whole set up . . . Don't fail to see these shows as often as you can!! . . . Firstly, among the stars who perform here nightly, you will see SALLY RAND, the famous "fan dancer" . . . the GOLDEN MERMAID which is an act that presents a different view in eye-appeal. . . . Opening with this show is an old favorite of yours and mine, BILLY GILBERT, of stage and screen. You'll recall him quickly as the man who "sneezed" his way to the top!! . . . Now we come to a man who has become legendary through his continued artistry in these shows . . . HANK HENRY, back-bone of the Silver Slipper Stock Co. This is a FUNNY MAN!! . . . SPARKY KAYE is "The Little One" who has his own bag of tricks for this type of comedy. . . . JEAN VALLI is one of the newest members of the company, and can yodel like no Swiss ever dreamed of yodeling . . . JOAN WHITE, BILL WILLARD and JIMMY CAVANAUGH have reached the veteran class in these Slipper shows . . . each an important part of, and adding greatly to the ultimate end. . . . EACH SHOW A RIOT!! . . . The man with the "big little band" is GEORGE REDMAN.

SHOWBOAT

(Continued from page 25)

with their vibrant, ringing melodies . . . The DOROTHY DORBEN DANCERS fill the stage with their lavish production numbers. Featured in the "Brides of All Times" number is that tantalizing BOBBY CLARK, and her tempting dancing. The VOICE, featured in the production numbers, belongs to that handsome and debonair JOE KIRSCHEN. The exciting, rhythmic beat of an Afro-Cuban number, made even more exciting by the eye-teasing gesticulations of beautiful and blond ILLONA ADAMS, is the flaming finale of the show. BUSTER HALLETT and his ORCHESTRA supply the wonderful background music for the bill.



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EL CORTEZ

(Continued from page 25)

OSCAR BROADWAY, the man with the "basement voice." His unpredictable antics will amuse you no end. We are always glad to have these world travelers in our midst . . . A MUST is "Miss Tiny Dynamite," YVONNE MORAY. This tid-bit of effervescent personality bubbles with song, and she will give your heart a lift with her blithe and happy air. How can so much come out of one so little? . . . Some thing really unusual to round out the show, RICH & GIBSON, who will entertain you with their MARIMBA & PUPPETS. Their hilarious animation will delight you. . . . The excellent musical background is provided by SHERMAN HAYES and his orchestra. Don't forget HARRY the HISTER, now appearing in the Buccaneer Room. His mad piano artistry and mad, mad song will have you coming back for more!

LAST FRONTIER

(Continued from Page 23)

pert timing. Look for these lads to return many times . . . THE FRONTIER GIRLS offer two new routines, designed to show off their comely beauty and terpsicho-talents, the second of which is a lively-moving rhythm number that drew a big hand from first-nighters . . . Everyone comes back for the finale of this well-balanced show that should be seen by everyone . . . a show that was backed by a group of musicians, who sounded as though they'd been playing this show for months . . . GARWOOD VAN and his Orchestra . . . OPENING MONDAY, November 29, and continuing thru Sunday, December 6, will be those favorites of many for all time, the MARX BROTHERS, . . . HARPO and CHICO . . . Two lunaticklers on the loose!

EL RANCHO VEGAS

(Continued from page 24)

TRIO get the time and the opportunity to dance in this show, and offer an interpretive ballet as well as a Cuban number. Here you will witness the efforts of three young people (2 gals and a guy) who really love their work, and whose constant rehearsal is evident in their performances . . . The famous EL RANCHO GIRLS present two new routines with this show, the first of which is mindful of a Ziegfeld touch . . . gorgeous gals in glamorizing get-ups that catch and keep the eye . . . credits to the choreography of Dottie Dee and the production prowess of the old master, LeRoy Prinz . . . A well deserved hand goes to BOB ELLIS and his ORCHESTRA, who played this show without a flaw.

THUNDERBIRD

(Continued from page 24)

others which it doesn't matter whether you recognize or not; . . . they're to be listed on the "Good Listening" side! You'll get great pleasure from the velvet tones of a beautiful baritone voice . . . RAL MARTELL . . . and the "sexgestive" singing of the "Cuban Cyclone" . . . NELLE CASTELL . . . ! The stellar spot is filled to the fullest by three energetic entertainers who sing, dance and play guitars while they work . . . The THREE MARQUEZ SISTERS, a trio of triple-threats! . . . When STAN WILSON takes his turn on stage, in this gayly colored revue, you will not only hear some rarely heard folk songs, expertly sung, but you'll hear some exacting guitar playing, in a style befitting the melodies rendered, which is, also, the sole background for his interesting interpretations . . . ESTRELLITA & RAUL are a pair of young and exhilarating interpreters of the Flamenco Dance, whose exacting perfection and fiery enthusiasm add all the more to the excitement of this fast moving show. . . . It's another lively exhibition by those "Acro-Cats" of action, the three-some of fast-moving feats in tumbling, and hand balancing known as LOS GATOS. They've been here many times previous, and are always a welcome sight on any bill of fare! . . . The THUNDERBIRD DANCERS offer an exciting routine with a Latin lilt, and the added carnival atmosphere of bunches of balloons. Their attractive gold lame' costuming is especially inv-eye-ting!! . . . BARNEY RAWLINGS continues in the MC spot and singing up a storm of a production. . . .

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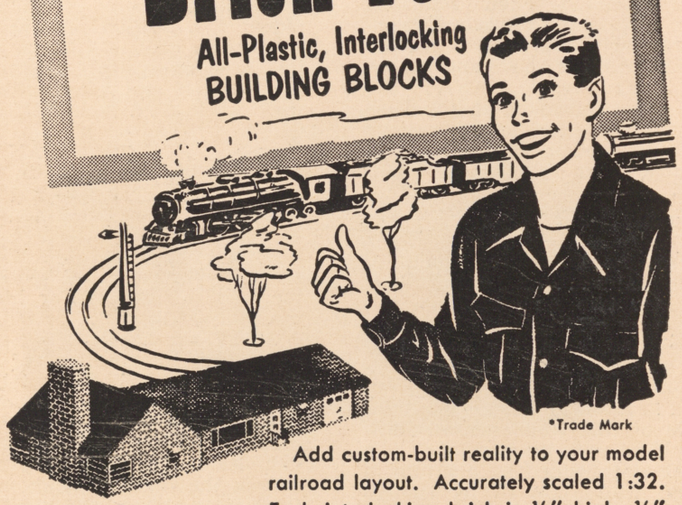
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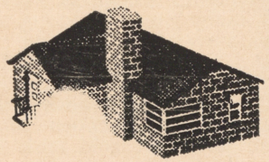
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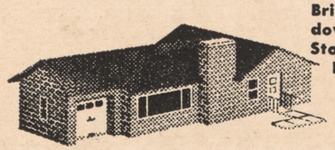


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SAHARA

(Continued from page 24)

These favorites of Las Vegas are truly the fair-haired boys of comedy in song, as their many engagements here will attest, and as a result, the audience always clamors for "favorite routines." For mine, I'll take "Salt" . . . MARIA NEGLIA, that vivid virtuoso of the violin, wins the room immediately with her sprightly playing. Not only a master with the bow, she plucks out the notes with flying fingers, and look, only one hand! Her saucy winks and "mugs" make one feel that they are being let in on some charming secret . . . When feet are in perfect agreement, that's THE DUNHILLS. These lads have everyone sitting forward on their seats so as not to miss a beat of their artistry in taps . . . Enchantment spins on the stage in the person of MARTHA ANN BENTLEY, ballerina supreme. She is a picture of grace and balance that charms the eye as she spins and pirouettes endlessly!! . . . The production numbers of the Moro-Landis SAHAREM DANCERS, in lavish costume, provide sumptious parentheses for the show . . . Bravo for CEE DAVIDSON and his fine orchestra, who background the show to perfection.

MEL CHENEY

(Continued from Page 21)

residents of our wonderful city will stop to talk to the new residents, who have purchased their homes and perhaps started in business here, they will realize that Las Vegas, in the next few years can and will become one of the largest cities of the West; and that, with the co-operation of all concerned, this reality will come true." This is one prediction, I am sure, that everyone hopes will come true, and I, for one, am sure it will . . .

Many of you, no doubt, have heard the story of the "backwoods boys," who went to Mexico City. And, after seeing all of the wonderful sights of that famous city, they finally got around to seeing the famous bull fights. The arena was full to capacity, and they watched the picadors in the ring with the bull; finally the matador came into the arena — the bull fight was on, with the bull charging the matador, and he, very gracefully waving his cape to distract the charges of the very vicious bull, who just missed him by inches with his sharp horns. Finally, there was a lull and everything was very quiet, and, just as this moment, one of the backwoods boys stood up and yelled, "Senor! Just hold that cotton-pickin' sack still for a minute and the darned bull will run into it!" I apologize to no one for this story, it is not original. I just thought it was funny, and I can think of the many times when, if I had just held that "cotton pickin" sack" still, maybe things would have worked out a little differently for me — **not better,** for you see I am glad that I am HERE and not "THERE" . . . Mel.

ROY ROUSH

Continued from page 17)

heat it save alone. Believe me, I'm not passing up this one.

Leave it to NINA CLARK at the Hotel Sahara to come up with just the thing for certain occasions. This time its a selection of fancy, tapered pant, perfect for informal occasions at home, intimate parties or even for entertaining at home, and they come in beautiful colors.

CHARLEY (MIKE) MICHAELS, owner and operater of MIKES AERO SERVICE GARAGE on North main street is one of the most congenial fellows you have ever met. His garage offers complete auto repair service, including 24 hour town service. Probably the most important part of his service to mention is his very reasonable rates. Take you own hot rod (or loose rod, whichever the case may be) there sometime and you will see what I mean.

I'll be back next week, same time, same place. See you then.

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DESERT INN

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LAST FRONTIER

DECEMBER 6TH
DOROTHY SHAY
DECEMBER 27
XAVIER CUGAT

SAHARA

DECEMBER 7
MAE WEST

Thunderbird

DECEMBER 9th
"SONS of the PIONEERS"
DECEMBER 23rd
"WINGED VICTORY CHORUS"
MICKEY SHAUGHNESSY

El Rancho Vegas

DECEMBER 1
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YOU OWE YOURSELF THIS TREAT . . .
CHINESE FOOD
Served in The Garden Room
From 6 P. M. to Dawn

JOHNNY UHLMAN

(Continued from page 13)

this gal SINGS a SONG. With seven performers on the stand at the same time, and playing Louis' brand of music, need I say the room MOVES!!

Got a short not from MARCO RIZO (Latin group recently at Flamingo) in which he let me know of his new LP Album for Coronet Records, which came out this past week. Marco is currently doing three television shows, "I Love Lucy," "December Bride," and "Willy" as well as some guest appearances on his own. . . .

I told you a couple of weeks ago about JIM McKIERNAN opening his new LA PLAYA Sea Food GROTTO. Well, he did it . . . and he's DOING it . . . business, I mean!! The place is located at the intersection of No. 5th and Stewart Sts., right next to A. C. Grant's Used Car Lot. Besides specializing in Sea Food Dinners, he also goes all out in the way of lunches, a fact of which a lot of the working folks around the neighborhood are becoming aware. . . .

Got in on a preview of what the Marquee will be like for the beautiful new ROYAL NEVADA HOTEL. This was in the chambers of JACK YOUNG, major domo of the electric sign company of the same name. Might I say that the signs will be a "crowning" glory for the company when they are raised into place. Magnificent!!

ART SCHELANG was showing me around the NEVADA CLUB a few days ago, and came up with a choice line regarding the slot machines therein. He says, "This is strictly a proposition house!" There isn't a standard machine in the place! All of them are set up with proposition pay-offs, starring multiple jackpot combinations. Another thing that will strike you, when you enter the place, is the mirrors they've mounted next to the ceiling, and to the rear of the room . . . makes the place look twice as big, and twice the activity, which makes the place plenty crowded 'cause there is always a lot of action at the NEVADA CLUB. . . .

Speaking of things happening around the new hotels . . . they aren't exactly standing still where THE DUNES is concerned. It being past the Flamingo, most folks hardly ever see the action that is taking place. The last time we cornered JOE SULLIVAN and BOB RICE, they spoke favorably of Washington's Birthday or the first of March. Of course, what could anyone say AGAINST Washington's Birthday? And the first of March never hurt anyone!! Our guess is that they'll make the opening between Washington's natal event, and the observation of St. Paddies Day.

On down the road towards town I recently attended my first "roof-topping party."! This was a whinging brought about by the completion of the top floor of the forthcoming Hotel RIVIERA, the beginning of a new era in the desert. There were press and publicity personnel visible from all angles, and LOUIS set up a wonderful buffet prepared in the neighboring hostelry. . . .

The extent of popularity enjoyed by the top-talented SAMMY DAVIS, Jr. really came to the fore with the occurrence of his recent accident. As the news spread over the nation, calls came from every corner from friends, and fellow performers, who were asking if they might come and fill in for him. Truly this was an unfortunate accident, but knowing Sammy as we do, we are positive that we can take it as merely a skip-step in the giant strides this young man is taking toward becoming one of the greatest entertainers in show business.

Beautiful and voluptuous LYN VUCETA was hitting all the spots this past week with her husband's sister, ANN, who was visiting from Steubenville, Ohio. "Tex" VUCETA is in the casino of the SANDS.

I took in the Quarter Horse Races last Sunday, and man how those animals fly!! As soon as the gate opens, they break into a dead run to the finish . . . wide open all the way! Usually, when they hit the wire, they aren't scattered out more than a few lengths, and this is really a thrill . . . to see them all bunched at the finish. These races are held every Friday, Saturday and Sunday, and are building in popularity with every day. The season should finish out in great style.

PAT KENNEDY tells me that the entertainer they've engaged for their HERNANDO'S HIDE-A-WAY is doing just what he was hired for . . . he's entertaining nightly with his piano stylings and the songs he sings are something you must hear! PAT and GENE are well pleased with the responsive patronage they've received since they opened HERNANDO'S just a short time ago. All of which proves

(Continued on page 47)

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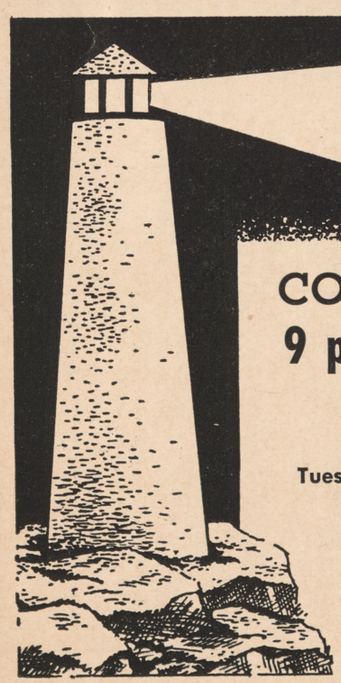
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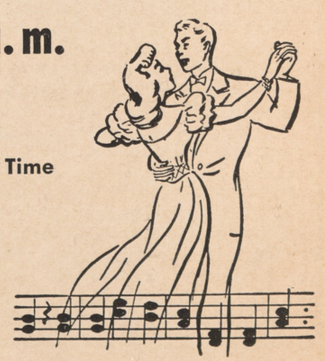
LAWRENCE TRIO

Tuesday Night Is Waltz Time

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THAT'S FOR SURE

(Continued from page 9)

uid, he muttered it was "a fine way to celebrate a birthday." At this, Matt perked up his ears and told J. J. it was his birthday also. Taking a closer check, they discovered they were both born on the same day of the same year. That little fact made these chaps staunch buddies — 'til the end!

We watched the WOMEN'S BOWLING ELIMINATIONS at the NEW VEGAS LANES, this past week-end. Our "Princess" kept a steady pace of pin toppling to take first place. Battling it out for second place were JAN HUDEC and JEANNE GARAFOLA. (Four bowlers were competing in each division. The top two in each class will go into the final "Round Robin," beginning tonight, Saturday.) The match between Jean and Jan was excruciatingly close. As we've written before, Jan is a high average bowler from the east. Jeanne has been in a "slump." Therefore, it was very interesting to watch the stiff competition Jeanne was offering. She lost out to Jan by **one little bowling pin**! It was a good close match and one that would have been hard for anyone to lose. We still think Jeanne is a champion, despite the setback. Now, we'll be on hand to watch Jan and Mrs. Cortez vie for the A Division Eliminations Trophy. They will roll eighteen games under the Peterson Point System. According to this method of calculation, one point is given for every fifty pins scored and one point for every game won.

We never saw the **Casbar Lounge,** in the **Hotel Sahara,** so jam-packed every night at every performance to early a. m., as we have this past week. The reason, LOUIS PRIMA, **His Quintette,** and his beautiful wife, KEELEY SMITH, are the star attractions. Each performance, they present, will keep you glued to your seat, thrilled, and you automatically chalk up a tremendously great show. The superb and impromptu entertainment, plus Louis' inimitable song stylings, his "fooling around" with Keeley is entertainment without par. Oh yes! Congratulations are also in order for the Primas, they are expecting a "Prima or Prima Donna" sometime in March!

HENRY BROWN, Bar Boy at WILBUR CLARK'S DESERT INN, is a very good dog trainer. It runs in the family. His mother is RUTH DAY, well-known publicist-writer. Mrs. Day owned a chain of canine training schools in Florida. Now that she is in Las Vegas, she intends to open one here. Her hobby is tinkering around automobiles. Mrs. Day owns a 1930 GARDNER roadster. When she acquired it, it was in pretty bad shape. However, it didn't take her long to put it into such excellent condition, she won two ribbons with it in antique auto shows (topping JAMES MELTON, we may add). The lady was offered $5,000 for this car but she isn't selling.

We are all saddened by the unfortunate accident that befell comedian SAMMY DAVIS, JR. (He was working at the HOTEL LAST FRONTIER, prior to this ill luck.) Performers and fans alike were moved to learn of the news and many didn't try to hide their tears. One great showman expressed the feeling we all share. We sincerely hope Sammy won't permit this incident to destroy his ambitions. He is an extremely talented man and show business needs him.

Our sincere congratulations to two wonderful people—and truly two of the happiest we know. They are MILLIE and JACK SKLAR, owners of the Vegas Jewelry & Loan Co. on Fremont Street. The "honey-mooning" Sklars celebrated their 25th wedding anniversary, Tuesday, November 23. You should see that gorgeous diamond wrist-watch, that hubby presented to his everlovin,! "Mahzel-tov!"

BILLY DANIELS is displaying added zest in his performance at the HOTEL EL RANCHO VEGAS. In town to visit him for the Thanksgiving holidays are his three children. You couldn't hope to see a happier family circle than Billy and his adorable youngsters.

STAN IRWIN (public relations man at the HOTEL SAHARA) is back on the local scene, once more. He has been in Arizona, on a good will tour for the hotel and Las Vegas. Knowing Stan, we'll wager he made many after-dinner speeches, filled with his inimitable humor. Darn good ambassador for our town, this boy, Stan.

NORA MORALES and his music makers left the Silver Queen Bar of the SANDS HOTEL, last week. Taking over the vacant spot is the VAN SMITH TRIO. This combo caused a terrific sensation in New York where they played two consecutive years at LA VIE EN ROSE.

The gals around this town keep changing their appearances so rapidly,

(Continued on page 41)

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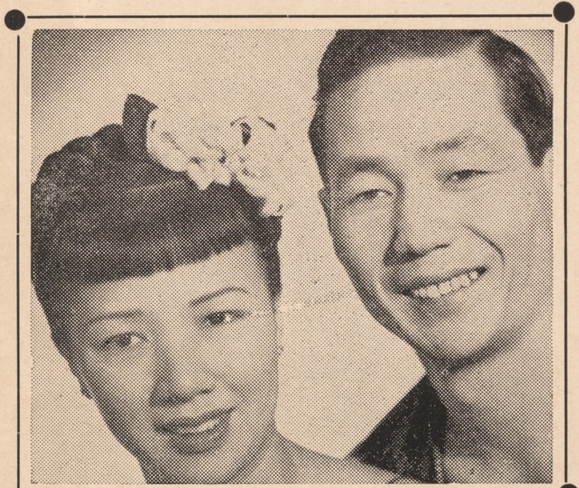
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Edna - Elaina - Evelyn - Elosie and "Ju Ju"

Sing and Mrs. Lee

THAT'S FOR SURE

(Continued from Page 39)

the fellows just can't keep up with them. Even GLENN PAYKOFF (a dealer at the Sands) didn't recognize his wife NORENE when she decided to "get a lift" at MAE PARKER'S RINGLETTE WAVE SHOP. It took Mae exactly nine hours to give Mrs. Paykoff a new hair style and hair coloring. She is now sporting the new look — a "mousy blonde" — they call it. Still can't understand how women manage to alter their personalities on a whim and in less than a day.

Among the new owners of the FLAMINGO HOTEL are two famous performers. They are stage and screen stars TONY MARTIN and GEORGE RAFT. Hollywood is moving to Las Vegas. This might start a new trend.

The masseur at the FRONTIER HEALTH CLUB insists his best customer is BILL KOZLOFF. According to the body specialist, Bill's physique is in top-notch form. Aside from his Adonis qualities, we'd like to say Bill is one of the most gracious hosts we have in this town. He never fails to make all visitors welcome.

MAXIE FURMAN, the star of Minsky's Follies, currently at the Showboat Hotel, presents **a third show** that is the most unpredictable and the funniest seen east or west of the Rockies. His lovely wife, who is supposed to be a straight woman for the comic, surprises him many times with ad libs which throw him off-guard; and his replies have the audience in an uproar. You never know what is going to happen and it generally does with Maxie Furman & Co.

Our best wishes for success to BOB BASKIN and GARLAND MINOR. These enterprising gentlemen recently purchased the SWISS VILLAGE RESTAURANT. Bob formerly owned the ROUND-UP DRIVE IN.

Quite a few issues ago, we ran a lengthy story on the opening of JOHNNY'S SUPER MARKET. We explained how JOHNNY NASSAR and his lovely wife made many sacrifices in order to achieve their goal. Now, we are proud to announce they are opening a subsidiary, bearing the same name, next to the CLUB BLACK MAGIC, at Bond and Paradise Roads. Pardon us. The name will have an addition. This second food center will be known as JOHNNY'S SUPER MARKET & LIQUOR STORE. Good luck, kids.

A pleasant surprise was afforded rounders when JEFF CHANDLER pinch-hitted for SAMMY DAVIS, JR. Supper clubbers discovered this handsome screen idol was not only a terrific actor, but also an accomplished singer and mimic. From all indications, it won't be too long before Mr. Chandler is affixing his signature to personal appearance contracts.

ELAINE ROSE (hostess in the Deck Room of the SHOWBOAT) is certainly putting on a lot of mileage, these days. Two weeks ago, she spent a couple of days in San Francisco. This past week, those two days were spent in Palm Springs. Everyone out at the "Boat" is wondering who the lucky guy is? (Couldn't there be another reason — other than romance?)

Sincere felicitations to JIMMY MANN, whose new JEWEL SHOP at the Thunderbird was slated for a November 24th opening. (Again we explain the tense is utilized because of our press deadline.) Jimmy developed a marvelous reputation for himself in Hollywood, Florida, in this profession. We had a preview of his glittering items and they are enough to make any damsel swoon in appreciation. Mr. Mann is featuring all price ranges, with individuality the key note. For the financially fortunate, we advise a peek at Jimmy's million dollar diamond collection.

JACK ENTRATTER (of the SANDS HOTEL) recently returned from Hollywood, wearing the old "canary grin." The usually congenial fellow just isn't giving away any secrets. However, we think his secret smile involves the plans surrounding the LUCILLE BALL-DESI ARNAZ opening at the hotel, in January.

We took time out to drive to visit WILLIE MARTELLO, this past week. He owns the EL REY CLUB in Searchlight. Mr. Martello has done a wonderful remodeling job on his club. The feature that especially caught our eye is the new pool, complete with cabanas. This proprietor certainly knows how to keep his patrons happy.

JOHN RIZZARDO, formerly the chef at the HOTEL EL RANCHO VEGAS, now fills that same capacity at the LIGHTHOUSE. AL DAVIS (in complete charge of operations at this spot) installed a new kitchen, to avail John with every necessary bit of equipment. Now, dance fans who can keep their feet moving to constant rhythms at this spot, can take time

(Continued on page 43)

My Sincere Thanks to

Mr. Bill Moore

and his associates of

El Cortez Hotel

FOR A WONDERFUL ENGAGEMENT



YVONNE MORAY

P.S. — "Please bring me back soon. I need the money."

THAT'S FOR SURE

(Continued from page 41)

out for some of Chef Rizzardo's delicacies.

Belated birthday greetings to ALICE BRODSKY. Husband MOREY (owner of the RIB JOYNT) made this a gala occasion for his lovely wife. We promised not to publicize his gifts but we can certainly say they were humdingers. The natal day was celebrated on November 16th. Incidently, the new dining area at the "Rib Joynt" is fast becoming the rendezvous for rounders and show folk alike. **And** the food is delicious.

Man! Did you see all of those bingo fans at the SHOWBOAT HOTEL, last Sunday? They were playing in every available space. It looked like a New York subway, during a Christmas shopping season. How on earth did so many people manage to get into that room? It's the old cliche of "where there's a will — there's a way." If the "pot" hasn't been hit by tonight (Saturday), it will be worth $11,600.00. No wonder folks are eager to take a chance on it. What a sweet Christmas present that would be for someone. Incidentally, it is good to see RUBY KOLOD back at the "Boat" again. When GEORGE GORDON returns from the east, Ruby and his charming frau are off on a vacation trip — probably Honolulu.

Until recently, GUS GHERKE was associated with RED MORGAN in the TOWER CLUB (North Las Vegas). "Gherke" is now building his own club. It will be known as the BONANZA CLUB and will be situated near the NORTH VEGAS CLUB. Gus plans on a February opening. The club will have a good-sized dining room, featuring showtimes. "Gherke" hopes to have a Convention Hall also, seating 1500 people.

Shades of the past! Back in town after quite some time is AL NISSELL. Al is now selling white-on-white shirts. He is building up a clientele among the "Strip" personalities. It's like looking at your hometown to see Al in Las Vegas.

To answer the popular demand for his piano-antics, ACE BALKIN has returned to the 88 keys in the CLUB BLACK MAGIC. The handsome lad took over, this past Monday.

On November 20th, BONNIE GIANNELLI changed her name to BARRINGER. Lucky Gene is the trumpet player with BUSTER HALLET'S Ork. and the bride is one of the DOROTHY DORBEN DANCERS, at the SHOWBOAT HOTEL. The ceremony took place at the HITCHING POST, at 2:00 p. m. Maid-of-Honor was another Dorben cutie — ARLENE O'BRIEN and Best Man was production singer, JOE KIRCHER. The youngsters had to bypass a honeymoon at present, for work beckoned. However, we know of many marriages that have been filled with happiness, although honeymoons were delayed . . . and that's for sure.

CRISWELL PREDICTS

(Continued from page 7)

continue to live thru this three year cycle with apparent ease! . . . You will also have quite a few christenings to attend, for the birth rate will jump higher in 1955 than ever before! . . . You will wear much lighter colors in 1955, lighter weight materials, and more loosely cut styles! . . . Your shoes will be built for comfort, not style! . . . You will attend more social functions than ever before, will entertain more in your home, will take more short trips and fewer long ones, and will take things much easier than you ever have! . . . Every man and woman over 35 in America will learn how to pamper themselves for the first time in their lives thru a new state of social consciousness, where each and every person will realize how much they owe themselves! . . . You will live more out of doors in 1955, go on more picnics, outings, overnight camping, fishing and hunting trips! . . . You will be able to maintain your health thru a new Health Plan formulated by President Eisenhower, and for the first in many years, actually enjoy yourself to the utmost.!

YOUR MONEY IN 1955:

1955 will be the year of American industrial expansion to the highest point in all economic history! . . . Millions will be spent on public housing, and huge subdivisions will stand where now there are only vacant lots, open fields and swamp lands! . . . America will face a boom year in building, but it will be mostly income property, small units, close in, low rentals and all under one roof! . . . Industrial expansion will reach a new high when portable factories are introduced by late summer, where enormous buildings on wheels will be in use! . . . New and exciting ways of packing food for marketing will reach

(Continued on Page 45)



BUCKLEY'S
JACKPOT CLUB
DOWNTOWN

CRISWELL PREDICTS

(Continued from page 43)

high favor in March! . . . Supermarkets will take the merchandising lead in the exploitation of foreign foods, and under bulk buying power, will be able to bring you foods which have to date been prohibitive in price! . . . The trend will be back toward the farm, and states like Missouri, Kansas and the Virginias will enjoy a boom in the price of land! . . . Automobiles will prove to be good investments if carefully purchased, for the resale price will remain high!

NEW INVENTIONS FOR 1955:

A home kit for weather forecasting, complete with instruments, weather charts, instruction sheet and manual which will permit you to predict the weather in your area! . . . A series of new vending machines which will serve you (1) a hot blue-plate lunch prepared before your very eyes, (2) a soda fountain which mixes fancy sundaes, (3) a hot coffee and buttered toast plus orange juice machine, (4) cosmetic vender, and (5) perfume bar which makes the change for you even in pennies! . . . Aluminum bicycle which can be folded up and become portable in a few seconds! . . . Leather paint which can match your upholstery perfectly! . . . Fire alarms and warnings for deaf people! . . . Skywriting in color for advertisers! . . . Fluffy bathmats made entirely of nylon! . . . Insect killers which combine the violet ray and the open flame! . . . A handy translater in card file form for those who must depend on foreign phrases in correspondence! . . . Instant dehydrater for foods in the home! . . . Trifocal lenses for glasses in extreme case of eye strain! . . . Solid floor covering which you pour on, which will not scratch or scuff! . . . Transparent plastic medicine cabinets! . . . Wall paper which can be removed thru ripping it off at a moment's notice for window displays! . . . Beauty kits with perfectly matched and blended cosmetics! . . . Electric tooth brushes! . . . Headache remedy with vitamins! . . . Phonograph weighing only two pounds! . . . Plastic paint for all walls and woodwork! . . . Automatic television program selector! . . . Powdered perfume to be mixed with oil and applied when needed! . . . Sliding partitions for the home! . . . Portable bath tubs with built in hot and cold water tanks! . . . Spun aluminum furniture!

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POP SQUIRES

(Continued from page 5)

while newspaper editors and owners in Nevada for the past 40 years or more, I enjoy the meetings greatly, especially so since some members of the organization are contending that its first meeting was held in 1924.

Some of us, including Mrs. D. E. Williams, whose husband was editor and owner of the Fallon Eagle, accepted and visited the stope about 450 feet underground. Mrs. Williams and I are the only remaining members of that party.

I suppose there are few subjects I could have chosen for this little column quite so uninteresting to the readers of this ultra-modern "Fabulous Las Vegas" as this.

However, perhaps some or our readers may realize from this that Nevada has a history full of romance and action. It was in February 1949 that Las Vegas and her Strip hotels entertained the press association with the merriest time they ever enjoyed.

Perhaps that little incident accounts for the fact that Las Vegas is now the gayest and most rapidly growing city of the West. Perhaps we should do it again.

JOHNNY UHLMAN

(Continued from Page 37)

a point . . . you give the people what they want, and they'll be back . . . again and again!!

Too late for Curtain Time — Sands. This last day (Thanksgiving) throws all of us —

Included in Billy Eckstine program with this engagement is a fine medley of tunes composed by one of the top men in our books, DUKE ELLINGTON; . . . a medley tied together by some keenly-clever material . . . another surprise with this appearance is the fact that our "Mr. B" brings his retired trumpet out of the case for an all but exact impression of one, "Sachmo" Armstrong!! . . .

Well . . . I suppose that ought to do it for another week, my friends. I only hope that all of you will have had as nice a Thanksgiving as the one I anticipate at this writing. You see, these lines are written early in the week, and let me tell you, right at the moment, a hamburger would or could easily attain the proportions of being a Thanksgiving Dinner to appease my famished appetite! . . . So, until we get on the rug together next week . . . your ever lovin' . . . Johnny.

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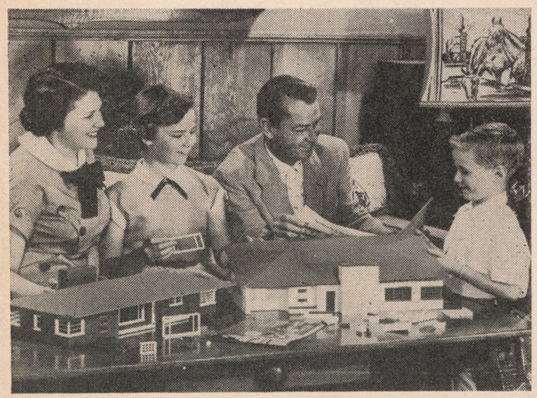
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ROLAND HILL

(Continued from page 19)

fine place and that will bring in much added business. For you see, HILLSWAY, is given away with subscriptions to the HIGHWAY TRAVELER MAGAZINE — the Greyhound Bus Lines Magazine out of Chicago — and this magazine is ready by over a million readers each issue, and in three years you can realize how many millions upon millions have read the H. T's full-page advertisement of HILLSWAY and know the name of HILLSWAY.

The second part of this column is to put forth an idea I have had for a long time and that is this: Why don't the motels of Las Vegas get together and ask Jack Cortez to set aside say two or four pages each week and run a WHERE TO STAY section like Holiday Magazine, Highway Traveler, and other magazines of travel do, so that the people who are planning to come to Las Vegas will have a working knowledge of the names of the motels in Las Vegas. Say if each motel would take just an inch advertisement each week it would or should cost less than the price of one of its cheaper rooms for a night, and that would mean that in the course of a year millions would know and read the name of the motel, its address, AND ITS OWNER, so that when they come again they would be able to write direct to the man who owns the motel and make reservations and not have to wait until they get to Las Vegas to make their reservations. And in this way, too, the people around the country who read FABULOUS LAS VEGAS MAGAZINE will not wonder any more if there aren't any motels in Las Vegas—just hotels.

I'll be seeing you personally, each and everyone of you owners of the best motels, restaurants, and hotels listed in HILLSWAY and on the opposite page in our advertisement, and, too, I expect to contact the newer places that have been built since HILLSWAY was last published and these I expect to recommend in future editions will also be eligible to display the CERTIFICATE OF RECOMMENDATION and outdoor sign of RECOMMENDATION BY HILLSWAY. And thanks in advance for letting me take up a little bit of your time, and also for your contacting Jack Cortez and asking him if some such plan as I have outlined above cannot be worked out so that your good name can be weekly seen in America's greatest entertainment magazine that is so widely read by all travelers and especially by all columnists who keep up with the show-world doings because, whether you realize it or not, LAS VEGAS is THE show capital of the world today, and the ultimate in play spots on this continent.

MAY MANN

(Continued from page 15)

which will be like the Duke of Windsor's estate or Lady Elsie Mendel's Versailles Palace. Don Loper is designing it in the elegant French manner. Guests will wear dinner jackets and many affairs will be by invitation only to the exclusive set.

Dan Dailey, who plays the father of three grown-up children like Johnny Ray, Don O'Connor and Mitzi Gaynor in 20th Century-Fox's "There's No Business Like Show Business," and whose own son is six years old, was being teased at Tail o' the Cock for being "the old family man." "Wish it were so and they were my kids in real life," he grinned back. "With so much talent in the family, I could retire — and how!" Incidentally, Ethel Merman, who plays "Mom," says her remarkable energy is due to, "I eat raw steak and love it!"

And that's Hollywood!

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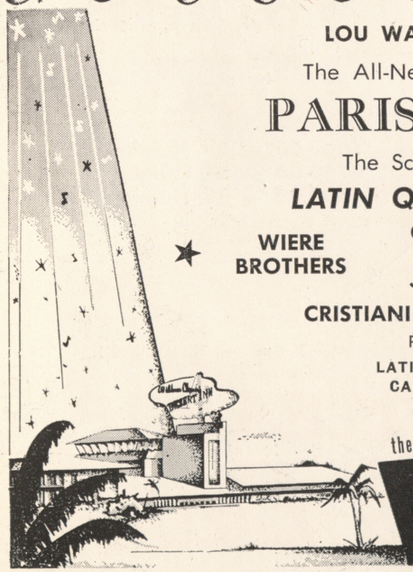
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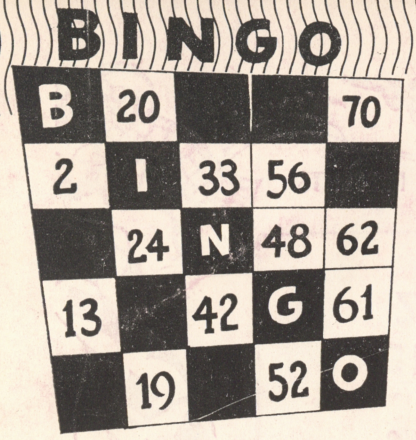
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