Jack Cortez'

JANUARY 15, 1955

Fabulous

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JACK CORTEZ'

Fabulous

LAS VEGAS

magazine

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6

LAS VEGAS CLUB



HOUSE of JACKPOTS

Why does everyone play at the LAS VEGAS CLUB?

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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!"



By DELEPHINE SQUIRES

LIFE wasn't what one might call "one grand sweet song" in those eary years in Las Vegas. Everything that had to be done had to be done the hard way. The housewives of that period weren't lazy—in fact they were a hard working set of women.

The heat of summer was intense. Many lived either in poorly ventilated tents or flimsily constructed houses that held the heat until long after nightfall. There were no lawns or trees to give a semblance of coolness to the picture and the dust rose in clouds with every gently zephyr. There were no sidewalks and everyone walked in the middle of the street.

The houses were lighted with kerosene lamps which added to the heat and the lack of electricity made washing machines, electric irons and other electrically controlled household aids just something to dream of. The small bakery over on the west side tried to bake too many loaves a day consequently none of them were done enough for human consumption, so we baked our own bread, and I can tell you they were precious loaves.

Our chief trouble was the family washing and it almost wrecked our otherwise happy homes. There was no laundry in town. We tried for a while to send bundles of sheets and white shirts to a laundry in Los Angeles but when the sheets began to come back with "Hollenbeck Hotel" stamped on the hems and shirts with 16-inch neckbands we found it rather difficult to redeem our own so that plan had to be discontinued. All this was in the days when we wore clothes and plenty of them. Anyone appearing in a bra and shorts would have been promptly arrested for exposure of person and thrown into jail. Those were the days when dresses almost reached the floor and our petticoats had wide embroidery flounces with perhaps a band of beading above through which a ribbon was run terminating in a coy little bow, and under the flounce there was the inevitable dust ruffle. Then there were corset covers and unmentionables to say nothing of the long linen tablecloths and napkins that took hours of hard ironing to "bring out the pattern" (I am firmly of the belief that it was a woman who lived here during that time who invented "place mats" and paper napkins. A man never would have thought of it.)

We never had even heard of any wearing apparel that could be "washed carefully in your washbasin, hung up to drip, but DO NOT IRON." So we washed our own clothes or called in an Indian Squaw who was usually accompanied by one or more children. The first thing she would do was to prop open the back screen door to allow her progeny easy egress and the flies easy ingress. She would rub, rub, rub all day long but when she finally got the things on the line they would fairly sparkle—they were so white. She wasn't what one might call a conversationalist — probably wouldn't say a word all day and it was a relief to pay her and send her and her children on their way, with enough money to purchase food, leaving me with the clothes to bring in, the ironing to do and the flies to fight.

There was only one squaw who could iron. Her name was Sarah but as there were no phones or automobiles it was far easier to do the ironing yourself than to hunt up Sarah.

In the month of February, 1907, the Power and Telephone Company began the erection of a cement block power house near the corner of Lewis and Main Streets but shortly before this building was started they had installed a few lights and telephones in town with power furnished at the Armour ice plant. It was almost like swearing allegiance to the flag of our country to get light as we had to promise not to use the power for any elecrically con-

(Continued on page 35)

there's nothing like it in Las Vegas
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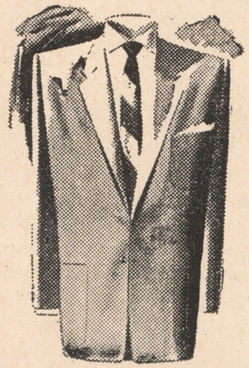

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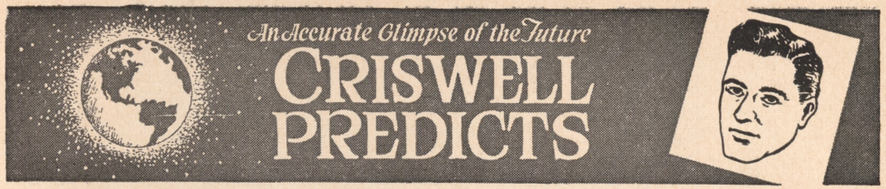

FOR PEOPLE AND PLACES

SIR WINSTON CHURCHILL: Your doctors will refuse to take further responsibility if you continue your cigar smoking! Absarokee, Montana: You will be the new boom town in that area with your new industries, plus your new sewer, water, electric systems, and your new model schools! . . . Rex Ford: Your "15 Great Composers Game" will become a national pastime! . . . Meriden, Conn: You will be chosen by the Advertising Club of America for a "test" town! . . . Coleman Francis: Your next movie roll will be that of "Elmer Gantry" based on the famed novel by Sinclair Lewis! . . . Toronto Canada: Expect martial law over a series of juvenile riots! . . . Fernand Martel: Your recordings of popular French favorites will make you a juke box king! . . . Indiana! Your new method of state taxation will be copied by other states in 1956! . . . President Eisenhower: A statue of you will grace the new Heroes Cemetery in France, and will be based on your favorite photograph taken when you were "General" Eisenhower! . . . Cleveland: You will be plagued by termites due to the most severe winter in your weather history! . . . Katherine Cornell: Your next play for Broadway will be based on the life and the loves of the American poetess, Emily Dickinson! . . . Las Vegas: Three new multi-million dollar hotels will soon enchant the coming 1956 crop of tourists! . . . Liberace: Your world tour will be the greatest in history, and you will bring a greater understanding of America to millions than many of our Diplomats would ever dare dream!

WHAT PEOPLE WILL DO:

Here are seven basic predictions for 1955 which will help you to have peace of mind: (1) No major war in 1955 but a diplomatic settlement of our international problems! (2) Increased federal spending which will make your life richer, fuller and happier! (3) Control of dreaded cancer! (4) New housing developments with a 25 per cent increase of home ownership! (5) Adult education for the mastering of a new practical trade! (6) Public Health insurance with vacation fund! (7) A new era of peace, prosperity and plenty for all! . . . Here are seven cities I predict will face a very good and improved 1955: (1) Chicago, with a complete face lift and a deodorized stock yards! (2) Jersey City, New Jersey, with new and improved docks through federal aid! (3) Fontana, California with booming steel mills, becoming the Pittsburgh of the West! (4) New Orleans, with its new tax plan on city property! (5) Wichita, Kansas, by becoming the alternate capitol of the United States in case of emergency, plus becoming the aviation capitol of the world! (6) Portland, Oregon, by becoming the aquaplane center of the industry, and a new airport for international over-the-North Pole skyways! (7) Denver, Colorado, which will have a good tourist year, but will decline in population due to the growing acute shortage of water! . . . Marion Davies will establish a series of scholarships in journalism in ten of our top universities for the promising students out of high school. This splendid plan will be copied for scholarships by other professions!

WOMEN WHO WILL MAKE NEWS:

Margaret Truman will enact the role of Jenny Lind in a coming Broadway musical with the score by Don Trifletti! . . . Margaret Chase Smith, our senator from Maine, will astound the nation by her sharp criticism of the present divorce laws! . . . Gloria Vanderbilt will appear on the London stage in a revival of the dramatic hit of the early 1930's, "Mrs. Moonlight" . . . The secret diary of Madame Curie will bring this noted woman into immediate headlines, for it will be that sensational when published this spring! . . . Corrine Griffith will astound the nation with a demand for a clean-up in the sportsworld, so that women contenders will have an equal chance in this man's dominion of the sport's kingdom!

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CONTINUOUS BAR ENTERTAINMENT UNTIL 6 A. M.



SHOWBOAT

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THIS past Thursday, the HOTEL EL RANCHO VEGAS was the setting for one of the most congenial celebrations ever held locally. It was a grand occasion for the grand lady of showbusiness, SOPHIE TUCKER. On January 13th, Miss Tucker celebrated her 67th year on the Stage of Life. The soiree took place after the last show, with accompanist TED SHAPIRO tending bar. Because our issue was scheduled to go to press the day previous, we could not possibly bring you any highlights at this printing. However, knowing what a marvelous hostess La Tucker is, we can safely hazard a guess that the birthday celebration was a real "duzey!"

JACK DENISON'S resignation as maitre d' of the FLAMINGO HOTEL came as quite a surprise to everyone, especially his crew. Everyone who worked with Jack had naught but praise and dampened eyes when a farewell became obvious. We're sorry to see the "Silver Fox" leave this hotel. He was virtually a permanent fixture and we confess amazement at his decision. Moving into the vacant post is NAT HART, formerly Mr. Denison's assistant. Mr. Hart is also well-admired and is considered a pretty terrific guy by patrons and staff, alike. Good luck to both!

On January 7th, our namesake, "Fabulous Vegas" ran and paid $39.60 for place. (Groan! Not one copper shilling did we have on it.) The steed was entered in the SANTA ANITA Stake Race, January 12. Our early press date prevents this report also — but — our shillings have been wagered. Incidentally, this horse is owned by JOE W. BROWN, of the HORSESHOE CLUB.

Creating a minor hurricane at the SANDS HOTEL is the top comedy duo of the country. Of course we're referring to the "lunatic and the lover," JERRY LEWIS and DEAN MARTIN. The lads are really tearing the town apart with their mirth.

CHARLIE JASPERSON is performing a wonderful job as Head Cashier at the WESTERNER CLUB. You've never seen a more conscientious worker than this man. Great in every way, especially in the courtesy department.

We are among the many who miss the TUTOR SCHERERS. Feeling slightly ill, Tutor, his wife JUDY and son left for a Palm Springs vacation. They will relax there for a while before the head of the household has to return to his business grind and tedious schedule.

The greatest laugh afforded us in many a moon is the diet followed by GEORGE GORDON, co-owner of the SHOWBOAT HOTEL. Mr. Gordon religiously pursues his non-caloric intake for two days. When the scales register a loss of a few pounds, he grins and heads for his favorite table. There, he opens a five pound package of his favorite "Jack" cheese. He gently carves the delicacy and consumes most of it, along with eight or ten slices of buttered bread. Being unselfish, Mr. Gordon shares his palate tickler with anyone else who cares to join him. One of his staunch companions in this eating venture is Credit Manager ABE (Botts) GOODMAN. After this gourmand session is over, the two-day diet

(Continued on page 38)

this week's cover...

The alluring, curvaceous damsel on this week's cover is ARLENE O'BRIEN. The lassie is a Dorothy Dorben Dancer, at the SHOWBOAT HOTEL. Her Irish heritage has instilled her with captivating beauty. Lead us to that Blarney Stone!

JIMMY WAKELY
THE THREE RAYS
PLUS
WALLACE & COFFEY
DON WESTON and his Orchestra
CONTINUOUS ENTERTAINMENT 9:30 TO 3:30
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GOING HOLLYWOOD

With MAY MANN



"Marlon Brando can play any role. He's great," Sterling Hayden said as he left my house, and a conference on a picture role that interests him. "He can play any role I can and more," Sterling concluded. I flatly disagree. To many, Brando is always Brando in various shades and degrees whether he's playing "Street Car Named Desire," "Waterfront," or "Diseree." I doubt that he could give the subtle bulwark of character and strength (not muscles) and intellect that Sterling can portray.

Sterling, in the midst of settling his divorce, forming his own picture company, and with his three pictures-a-year contract with Republic, and more film offers than he can fill — is Brandos best booster.

"I want to make fewer pictures and have more time to live," Sterling said. That is actually what Brando is doing. He has announced his approaching marriage "which can happen any minute" to Josanne Mariani Berenger, the nineteen year old French girl. She was his constant visitor when he was filming "Diseree" at 20th Century Fox. "Jose and I'll get hitched long before June," he announced the other eve at an intimate gathering of friends. "We'll just do it — when no one's expecting us to."

Brando's bride is as down to earth as Marlon. There's none of the fancy talk or educational background to flaunt. "That's what I like about Jose. She puts on no airs and she doesn't talk down to a guy." We're the same kind, Jose and me. I don't have to be dressed up like a matinee idol to date her. We can both be happy in sweaters and comfortable clothes taking a walk on the beach. And nationality," he added, "has nothing to do with my picking her. I picked her because I want her. I got a quick temper, and Jose knows how to handle me."

FAN CLUB LEAGUE SETS CONVENTION

The international Fan Club League will hold its first national convention since 1947 in New York April 26th through May 2nd. At their last meet, this columnist was voted their gold trophy cup as favorite columnist in 1947. I am interested in the half million fan clubbers whose current president is Vivian Hewitt of Missouri. Young and enthusiastic and pretty, she first started a fan club for Lon MacAllister. She was given a party at my house by Todd Markham of "Jubilee Trail." He invited Hollywood's younger set.

A Hollywood party with no drinks stronger than coke and coffee was it. And everyone had such a good time — no one wanted to leave. I sat by the fire and gathered the news: Rock Hudson's fan club has 1500 members. Van Johnson has never had a fan club, due to studio policy. Joan Crawford had four fan clubs active for twenty years. Joan is the top favorite star of all fans. Cay MacGowan prexy of the Jean Pierre Aumont club keeps his name and picture going in the American press.

Debbie Reynolds and Lori Nelson were leaving on RKO's "Underwater" preem with Debbie to date Eddie, for Florida is a hop, skip and jump from New York.

Ben Cooper, the teenagers new rage, since his movie debut in "Johnny Guitar," said Joan Crawford had personally called Hal Wallis to get him the test for "Rose Tattoo" which he has just completed. "I cook a great fried chicken dinner," Ben said. "I guess it's good, because there is never any left over." Ben goes into "Alamo" with Sterling Hayden March first which will be filmed in Texas. "I was the younger boy in 'Life With Father' on Broadway, until I outgrew him, and then

(Continued on page 41)

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

January
CLEARANCE

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AFTER this past week, the tourists can truthfully return to the haunts of their own home-lands with tales of how "Las Vegas has everything" . . . at least we have everything there is to be found in the way of weather, and atmospheric conditions! Last winter we had beautiful weather, right up until the day I decided to move into my new home . . . THEN it snowed! . . . This year we did fairly well until the day that TWA flew in the PRESS from all around the country . . . and EDWARD R. MURROW arrived to film us for his "See It Now" television show . . . then . . . SNOW again . . . Wasn't it a beautiful snow-fall this year, though? Every Mom and Dad in our section of town was out building snow-men . . . "for the kids"! . . . One enterprising guy out in our block actually fashioned a huge swan from the new snow. The finished product stood about four feet high, with beautifully curved neck, and outstretched wings . . . The only thing I built, was my admiration for these people who took the time, and spent the energy to do something that might add to the pleasure of living for others and, in return, find life more enjoyable for themselves.

So numerous have been the requests . . . that Bert has finally given in, and COURTNEY'S MEN'S SHOP will remain OPEN ON SUNDAYS as of this week! His high-style men's shop is located in the south wing of the COLONIAL HOUSE on the Strip, as if you didn't already know. I told you a while back that he has his own tailor on the premises, didn't I? You'll buy the best when you buy from BERT at COURTNEY'S colossal Colonial House clothiers . . . or somethin' like that!

Talk about popularity! . . . Practically everyone in the show stops for a chat in the dressing room of THE GOOFERS, at least a couple of times each night at the FLAMINGO! As a matter of fact, they've scored such a success with this engagement that they've been held over for three more weeks following! These five fellers fling fun from every known angle, with no inhibitions where entertaining you is concerned . . . and they're all good musicians . . . Their dressing room? Because of crowded conditions on this show, the boys are dressing just back stage . . . Lotsa company!

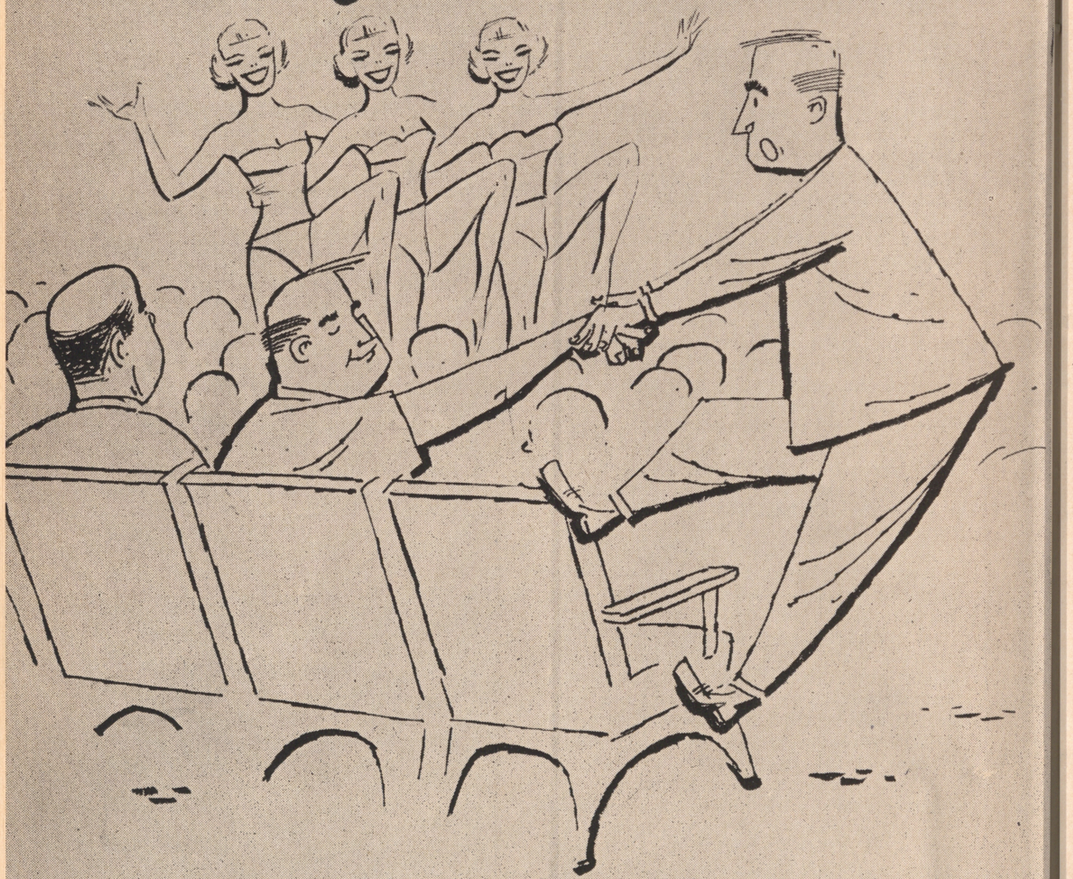
DENVER DICKERSON, former editor of the Nevada Labor News in Reno, is in town on leave from his State Department position in Burma, India . . . in town also, to visit a certain Miss CATHERINE KASTRIS, formerly of Reno. Cathy is currently doing a big job in connection with the building of Tony Cornero's STARDUST HOTEL, now under construction on the Strip. Mr. Dickerson is a brother to our new District Attorney, GEORGE DICKERSON, and HARVEY DICKERSON, Attorney General for the State of Nevada. While on the construction of the Stardust . . . I learned from DONALD PATTERSON that the lifting of the second story ceiling structure will be the first "lift slab" operation of this magniture ever attempted. The success of this 640-ton lift will be eyed with great interest from far and wide. Two weeks later, the second floor will be lifted and attached to the ceiling for support! . . . This is HISTORY!

The RALPH GARI QUARTET is the only combo left of the originals that opened in the lounge of the SHOW-BOAT on the Boulder Hiway, which further proves the pudding, that a good commercial repertoire is more valuable than a set style. Ralph, himself, is an expert on the wood winds, and with excellent musicians behind him, they play in ALL styles, from long-hair to low-down . . . but GOOD!

When they appear on the Stage Bar at the Flamingo, you hear the SALMAS BROTHERS in both capacities, as a vocal and instrumental group, but when you hear them on their latest platter for EPIC (Columbia affiliate) you'll be hearing them as one of the top vocal groups now in existence. Both sides are new tunes, "Write Me, Baby," and "Promise" . . . LOU BRING conducts the orchestra in this instance

(Continued on page 33)

AW COM'ON! let's go to BUCKLEY'S
where you WIN the JACKPOT on...



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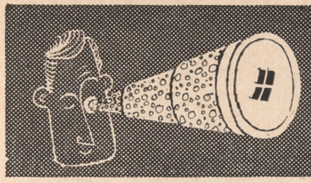

Tele...SCOPING
with
ROY ROUSH

PARTNER, it hardly ever rains around here," I was told as I arrived here last June. The next day there was a cloudburst. Our neighboring city of Henderson was declared a flood disaster area and parts of Las Vegas was inundated. Since that time I have witnessed at least two other atmospheric disturbances that could have doubled for a tropical monsoon. One of these almost launched the SHOWBOAT prematurely. OK, so it hardly ever rains around here . . . but look out for cloudbursts.

Then as winter approached, I was told it hardly ever snows around here. It only snows about every 5 or 6 years. "Then this is the place for me," said I. So what happens? Last week, along comes the largest snow fall since 1949. So it hardly ever snows around here but that was enough for me.

Now if I hear somebody say they hardly ever have tidal waves around here . . . that's all, brother. I ain't taking any chances. Goodbye.

I'm just kidding, of course. I wouldn't leave Las Vegas, because I think it's wonderful here and I don't object to the climate a bit. I'm just pointing out how unpredictable the weather can be.

KAY PARSONS, who entertains nightly at the piano bar in the Playland, is off on a two-week vacation to New York City, her home of the past. Leaving last Monday by TWA, she eagerly looked forward to seeing her son and two grandchildren. She also expects to visit many of her old friends including BILLY ROSE, for whom she used to work, and CARMELA and ROSA POMSELLE, former metropolitan opera stars. This is her first visit there in 8 years and she plans to see all the latest Broadway plays.

If you aren't familiar with the OVERLAND ARCADE (next to the Chatterbox Bar at the top of Fremont street) then you should take the first opportunity to see it. Reason . . . ? Well, for one thing you will see four of the most unique slot machines in town, The Overland Special, Break the Bank, Melon Bar and the Red Light Special, which automatically adds one dollar to any pay-off while the red light is on. Also, there are penny slot machines with a $2.00 jackpot. If it's jewelry you want, you can find that here, too, plus a large display of unique ear rings. But this isn't all — FRANK serves free root beer to all his customers.

GRAND OPENING DEPARTMENT

SID WEBBER, manager of the BUCKHORN BAR on the Tonopah Highway, holds a Grand Opening Saturday, Jan. 15, for the RANCH ROOM, recent addition to the BUCKHORN BAR. Guests will be served a free buffet lunch. GEORGE MOORE and his RAINBOW RIDERS, popular TV and recording stars will furnish the music for dancing. I'll be seeing you all out there Saturday night.

"LEFTY" ALLRED, popular pit boss, at the WESTERNER, is waiting for the day when he can retire on his son's prize money. It may be a few years yet; but his son, JUNIOR, who is only eleven, is rapidly becoming quite a golfer.

The fellow with the Barrymore profile and the gracious manner in the cashier's cage at the JOE W. BROWN'S HORSESHOE CLUB is NELSON DAKMAK. His uncle, JOHN DAKMAK, works at the club at the nearby faro desk.

Something new has been added to the wonderful food at the PIONEER STEAK HOUSE. It is Cheesecake, by Dolores. Happened in there the other day and saw JIMMY RYAN, congenial host of the Pioneer Club Cocktail Lounge, simply drooling over a plate of it. Seems that since JIMMY discovered this delicacy here some time ago, he has been in every day for more of the same. Well, since he was enjoying it so much, I decided to join him, and I'm glad I did. If you like cheesecake, try some here, and you'll agree with me that it is the best.

KENNY MICHAEL, eleven-year old Highland School student, has a unique

(Continued on page 41)

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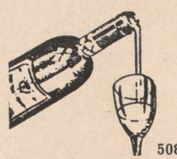

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LAST week was another full week of sheer pleasure and enjoyment here in Las Vegas and I still haven't torn myself away for my trip through the deep south. Cocktails at the Day Dream Ranch, dinner at Bar W, toasting our feet after the snows at the Black Magic, seeing the tremendous FRED WARING show twice, having Harold Stern and the finest violin ensemble outside of Europe at the FLAMINGO serenade us at our table several times, getting in on the Edward R. Murrow picture taking in the FLAMINGO, enjoying one of the incomparable $1.25 buffet luncheons that only Chef Jack Collins could concoct at the THUNDERBIRD, and being the guest of Jack Dennis at the OPTIMIST CLUB LUNCHEON last Thursday where I heard many complimentary things about myself, my column in this mag. and the boss, Jack C. And also having the pleasure of showing my European slides to the Jr. Optimist Club last Monday evening at their weekly meeting. Henry Alderson is the Pres. and presided beautifully, assisted by Robert Fuller, V. P., Mickey Hollingshead, Sec., and Melvin Campbell, Treasurer. Others of these fine young high school lads attending were Keith Burton, Jim Stewart, Bill and Tom Stockton, Manuel Cortez and that handsome young Ray Clark who happens to work part time after school for our printers, BONANZA PRINTING COMPANY, that does such a fine job on FABULOUS.

Hank Greenspun was the speaker of the day for the Optimists and did a good job telling about newspaper work, ad libbing a bit about his many and sundry trials, his experiences and brushes with the powers that be, etc. etc. Whenever I am here I go to bed laughing after reading his tremendous columns—the only other columnist that can do that for me is Westbrook Pegler when he gets going on the Roosevelt clan, and speaking of the Roosevelts, here is a tip that I think is the greatest tip that can be given to anyone in Las Vegas, and when I told it to my friend, Floyd Keller, field representative of the Culinary Workers Local No. 226, he too thought it was tremendous. I sincerely believe that the greatest thing that could happen to Las Vegas would be to have the entire town get back of an "invite" to Eleanor Roosevelt to come here and cut the ribbon for the opening of the new MOULIN ROUGE HOTEL over on the west side. She is so terribly interested and has done so very much toward equality of races, creeds and religions that this would be a natural, and the entire world would take up this bit of news and Las Vegas would be on the map in no uncertain terms. And I am sure she would come, knowing that she could do a lot toward bettering race problems, and as far as I know this is the first project in the world that is being accomplished for this purpose and my hat is off to the others and promoters of the MOULIN ROUGE. And lastly, while still on Las Vegas topics, thanks a million to my friend of 10 years, Pit Manager, E. E. (Jonesy) Jones of the HORSESHOE for a grand dinner the other evening. And the news that the Browns have put my other good friend of equally long standing, Pop Fish, on permanently at this fine new HORSESHOE bistro.

Sunday I was invited by several young Lts. of the Air Base to go up to Charleston to cavort in the snow and what a whale of a time we had. Lt. John Golob of the Iron Range Country in northern Minnesota and myself really had a time with Lt. Blair Hennessey who hails from Florida and hadn't seen too much snow. Doesn't Las Vegas have everything though? Skating, tobogganing, skiing, Mt. climbing and sleigh-riding, all within a half hour of this sun-drenched winter resort? And what a good supper we had at the Air Base quarters up there in the woods.

All that snow and ice brings me to my main subject for this week. THE ST. PAUL WINTER CARNIVAL that will run January 28 through February

(Continued on page 35)



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"CURTAIN TIME"

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

Flamingo

December 30 thru January 26

Show: Tony Martin, The Goofers, The Interludes, Costello Twins.
Line: Flamingo Starlets
Orch.: Teddy Phillips

Charm and sophistication are synonymous with TONY MARTIN, one of the nation's greatest singing stars. Martin has developed a smooth, easy-going style of presentation that makes his every move one of meaning. His voice is greater than it has ever been. Sentimental ballads and novelty songs become masterpieces as Tony's magical phrasing holds the audience as his captives. . . . Bringing fun and frivolity to a boil are THE GOOFERS, five young men who sing, dance, play musical instruments, act, tell stories. . . . All in all, there isn't too much that these boys can't do, and do well!! They are real "goofers," and the patrons are wild about them. . . . Appearing in

(Continued on page 27)

LAST FRONTIER

December 27 thru January 16

Show: Xavier Cugat, Abbe Lane, Shecky Greene, Marissa and Julio Torres, The Mandarins.
Line: The Frontier Girls

Currently headlining with a superb revue in the Ramona Room, is the world-famous maestro, XAVIER CUGAT, and his ever-great Latin-American Orchestra. When Cugie gives the downbeat, dancing automatically begins up and down the Strip. He has a certain rhythm and technique that causes non-dancers to wish they had the know-how. . . . Filling the feature spot with Cugat is beautiful, curvaceous ABBE LANE, (Mrs. Xavier Cugat). The scintillating vitality and rhythmic movements of this lovely lady add meaning to the Latin lyrics of her well-chosen selections, as she moves about the stage tossing her titian tresses. Her great talent and intoxicating smile are infectious to the point that the ladies of the audience must join the men in admiring the loveliness of Abbe. . . . And her gowns are "real gone!" . . . As part of the revue, Cugie also offers an exciting Flamenco dancing couple known as MARISSA and JULIO TORRES. This is their first appearance together in the United States, and we predict many more. These kids are good. It

(Continued on Page 30)

El Rancho Vegas

December 22 thru February 1

Show: Sophie Tucker, Ted Shapiro at the piano, Guy Cherney, Beverly Richards, Eve Marley.
Line: El Rancho Girls
Orch.: Bob Ellis

It is truly a triumphant return engagement to the halls of the Rancho for the grandest lady to ever set foot on any stage. One who has done more for more people through this medium than we could possibly ever relate here. Of course, we are speaking of the "last of the red hot mamas" . . . Miss SOPHIE TUCKER, currently on her Golden Jubilee Tour. When this wonderful lady of the theater walks onto the stage, an air of realization seems to pass through the audience that there in the spotlight is on of the greatest showmen of our century, a name that will live forever in the annals of show business. To see the one and only SOPHIE TUCKER is a magnificent experience you will remember and recall all the days of your life. You will laugh and you will cry and truly have a memorable evening. So our advice is. . . . Run, do not walk,

(Continued on Page 20)



to see the greatest of them all, Miss Sophie Tucker. . . . Appearing with Miss T., and an integral part of her every show, is TED SHAPIRO, at the piano. Mr. Shapiro is her accompanist, arranger and very capable conductor. . . . A new addition to this bill is GUY CHERNEY, an up and coming star,

(Continued on Page 27)

Wilbur Clark's DESERT INN

December 31 thru January 17

Show: Jimmy Durante, Mary Meade French, Kurtis Marionettes.
Line: Donn Arden Dancers
Orch.: Carlton Hayes

That wonderful guy, JIMMY DURANTE, known to most of the world for the excessive size of his proboscis and known to many of us as the fellow with the over-sized heart, is "moidering" them these nights in the Painted Desert Room. Known and loved by millions, the man has never forgotten a friend! . . . Bedlam comes on stage. . . . breaking up the furniture,

(Continued on Page 27)

SAHARA

January 6 thru January 31

Show: Fred Waring Show starring Fred Waring, The Pennsylvanians, The Glee Club, The Soloists, The Orchestra.

To see the FRED WARING show is truly a priceless musical education. From start to encore, we guarantee that Mr. Waring and his 42 members will transport you to "another world." The presentation is different from any we have ever seen in Las Vegas. Only

(Continued on Page 31)

The Sands

January 12 thru February 1
(Not a Review)

Show: Dean Martin and Jerry Lewis, Dick Stabile, The Four Step Brothers.
Line: The Copa Girls
Orch.: Antonio Morelli

After an absence of almost three years, those zany stars of all entertainment medias, DEAN MARTIN and JERRY LEWIS, headline this revue in the Copa Room. Billed as "lunatic and lover," we are certain Las Vegas audiences will go mad over the crazy antics of JERRY LEWIS and the romantic singing of DEAN MARTIN. You have seen them on the screen and TV, you have heard them on the radio, and now is your chance to see them in person. This show should tickle the ribs of all, whether nine or ninety. . . . Orchestra Leader DICK STABILE, their old standby, has been

(Continued on Page 30)

Thunderbird

December 30 thru January 12

Show: Polly Bergen, Mickey Shaughnessy, Sonny Howard, Lou Wills, Jr.
Line: Thunderbird Dancers
Orch.: Al Jahns

It's been a long time since we've had the pleasure to see and hear beautiful songstress, POLLY BERGEN. It is with open arms that we welcome her back to the fold. Polly has a most soothing voice which makes for easy listening. To see her is to love her and the reason for her wonderful success in show business. . . . MICKEY SHAUGHNESSY is a big Irishman who has a knack for telling stories, ac-

(Continued on Page 30)

EL Cortez

January 13 thru January 26
(Not a Review)

Show: Al Morgan, John Tio and his talking parrot, The Sharidons.
Orch.: Sherman Hayes

AL MORGAN, wonderful piano stylist, who has earned a wonderful reputation throughout the East as the piano virtuoso with the flying hands. He plays a lot of piano, sings a lot of song, and his jovial jubilance will bring a lift to your evening. Al's fingers may fly carelessly and easily but they always know what key they are doing to hit. A top-notch Mercury recording artist whom you'll enjoy. . . .

(Continued on Page 31)

SHOWBOAT

Show: "Holiday Hi-Jinks"
Line: Dorothy Dorben Dancers
Orch.: Buster Hallett

Currently in the Deck Room, a carnival of fun and music, called, "Holiday Hi-Jinks," presenting an all-star revue. In the starring spot are JOHNNY D'ARCO and PARKER GEE, two guys who sing lots of songs and offer quite a bit of slapstick comedy, much to the amusement of the patrons. Sure wish they would offer more on the vocal side. . . . Next on the bill, roust-about, real funny guy, MAXIE FURMAN & CO. He, his lovely wife, ALMA, and MURRAY BRISCOE do some sketches that will tickle your funnybone. . . . ED FORD and WHITEY are old time favorites in our town. Ed puts his two canines through many difficult tricks which had us wondering how these two clever dogs memorize their cues. They are certainly Mister Ford's best friends. . . .

The DOROTHY DORBEN DANCERS present three outstanding numbers, each more beautiful than the previous one. Featured wit hthe Dorben girls are JACK and MARGE TYGETT, exceptional in all phases of the dance, plus the exquisite and graceful dancing of ILLONA ADAMS in the "Ballet of the Winter" routine. . . . Offering great musical backing for the show is the big, little orchestra of BUSTER HALLETT.

SILVER SLIPPER

Show: Fun Time
Orch.: George Redman

"Hurry on down" to see Miss NELLIE LUTCHER, famous recording and TV artist, now starring in the Fun Time Revue at the Slipper. Nellie's breathless, hurried bop-style of singing has earned her quite a following. This exhilirating gal is the ultimate in jive. . . . Co-starring is "the funniest man in the world," HANK HENRY, the man who has everything it takes

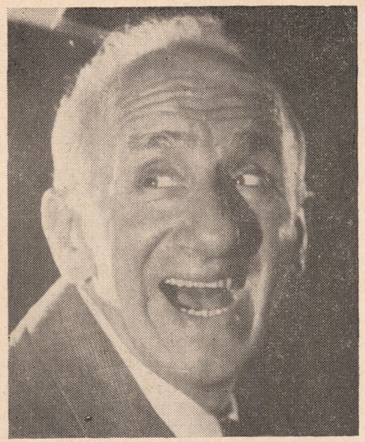
(Continued on Page 31)

GOLDEN NUGGET

Show: Jimmy Wakely, The Three Rays
AND
Wallace and Coffey.
Orch.: Don Weston

Smiling JIMMY WAKELY is holding forth these nights at the Nugget Saloon with his popular western stylings that have his listeners "yipping" for more! Jimmy is a top recording star of both popular and western songs, as well as composer of many hits. Greatest of these hits is his side of "Slipping Around," which has sold over two million copies and has fos-

(Continued on Page 31)



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JULES BUFFANO



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OUTPOST.... By MEL CHENEY

MOIST, MOIST UNUSUAL! But didn't hear a single soul blame all the "white stuff" on the atomic bomb. If all the "snow men" that were built were counted in the population figures, it would add at least 20,000 more to our population. They weren't all made by young youngsters, for we saw some pretty goo-sized "kids" having a ball. Fun, wasn't it? Wonder what those wandering newspapermen from all over the country thought of the "white desert"? Too bad it only happens once in every six or seven years (that's what they say—and who am I to argue with the Chamber of Commerce?) MOIST, MOIST UNUSUAL!!

We are not sure that Mr. Jackman or Mr. Buck got out of town ahead of the snow, but we know that DUKE WHEELER at the Sahara Men's Shop didn't. Just keep watching the columns in our magazine and you will be pleasantly surprised by Duke's announcement.

It's not very often that we carry a "torch" or let things upset us or criticize but (J.C.) this bothers me. How can a well-educated group of people put the most fabulous town in the world in a bind? The Telephone Company. Know they have their troubles . . . this wonderful city is growing . . . and all of that, but you try and call them to seek some information (top brass) and what do you get? The best run-around that has ever been devised. Don't know where they get them, but they have the MOST excuses. It isn't funny! It's serious! If you are a selling organization that employs salesmen, it is the most frustrating thing you have ever seen. Monday, it's the worst? (Must be an off-day for the help.) At times it takes twenty minutes to call the office from an outside phone — no operator answer. Wonder what visitors think of this antiquated service? New phone equipment? Wonderful! Haven't heard one word about new lines! Maybe you'll get the hum!!! with the new equipment, instead of the exasperating silence of the present. But we'll bet you (ten to one) that it will take as long to get your party (in wet weather) with the new equipment. Wonder how people feel that have had their application in for a phone for six or seven months and still get the brush-off. Maybe someday someone will be big enough to quit kidding and give Las Vegas the kind of service that a utility company should (or isn't it a utility company?).

Now from the "ridiculous" to something else that is really important. That is the serious problem of SCHOOLS and the shortage of classrooms that faces the State of Nevada, and, specifically, Las Vegas. It's serious. "Scoop" GARSIDE, new president of the Las Vegas School Board, gave us this information, which we think is pertinent.

Of great interest to all parents in the Las Vegas area, especially those having children of school age, is the critical status of school housing. Few people know, except those affected, that approximately one-fourth of the more than 12,018 youngsters enrolled in local schools are on split or half-day session.

The crisis in school housing has been caused by the increased birth rate and the tremendous growth in local population. Local school administrators are almost beside themselves in trying to cope with the situation.

During the past six years, school enrollment has increased 147 per cent. The estimated enrollment for the 1955 fall session will be 13,460 youngsters. Based on the rate of growth during the past six years, the enrollment will be 27,480 youngsters by 1960. These statistics are being presented to acquaint local parents with the problem and to urge them to use all possible means in helping school administrators find a solution.

Based on the ideal situation of 30 youngsters to a room, the local system will be 112 elementary rooms short this fall, and 496 rooms short by 1960 unless something is done soon to alleviate the classroom shortage. And, based upon the $22,000 needed to construct and equip one elementary classroom, an estimated $10,912,000 will have to be expended for school housing during the next six years, if we are to provide our children with the adequate education they deserve.

The high school picture is just as dark. By the fall of 1956, just a year and a half away, both high schools are

(Continued on page 41)

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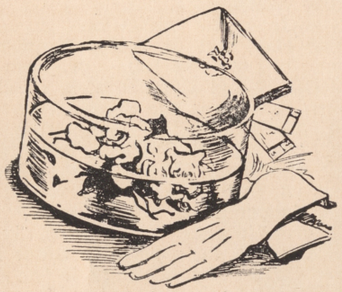

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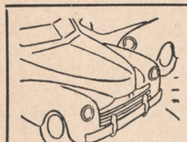

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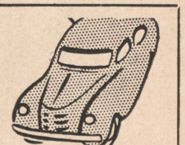

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DESERT INN

(Continued from page 20)

scattering the music, throwing things at JACK ROTH (his drummer) with no word of warning, and disrupting the whole routine in such a skillful manner, that you'd never guess that it is all part of the routine. The old-time vaudeville atmosphere takes over with the appearance of EDDIE JACKSON, Jimmy's all-time partner. Eddie sings and struts like you've never seen before. The fellow who takes the beatin' at the piano is a very talented guy by the name of JULES BUFFANO. You haven't lived 'til you've seen a show with DURANTE! . . . To fully describe the performance of MARY MEADE FRENCH we need but to quote the line by which she is billed, "The Girl with the Off-the-Shoulder Voice." As well as being blonderful, Mary is gifted with a beautiful voice. She has great stage presence and commands the attention of the audience from the moment she's on the stage until her final encore number. A treat to see as well as hear. Talent personified!! Accompanying her at the piano is her conductor, TED GROUYA. . . . The next act proves to the world that you can really get someplace if you learn to "pull the right strings"! This would be the internationally famous KURTIS MARIONETTES. As you sit and watch the performance of these little people, you unwittingly lose all consciousness of the fact that these aren't real people. This is perfection in puppet performance! . . . If you're aware of the feats of the DONN ARDEN DANCERS heretofore, there will be no need of relating in detail what they are doing for this show. Their productions are always beautiful and well-executed. The specialty dancing is extra-special, and ART JOHNSON does his usual top-darwer job with the vocals. . . . CARLTON HAYES and his ORCHESTRA carry out their musical chores to the most minute detail to round out a perfect show. . . .

FLAMINGO

(Continued from page 19)

a spot of their own are THE INTERLUDES, a mixed quintette of two female and three male voices. This group is the same that's been appearing on all the television shows with Mr. Martin. . . . The COSTELLO TWINS are a pair of tall, statuesque blonde dancers, who perform rapid-fire feats in acro-ballet routines. . . . The FLAMINGO STARLETS are standouts as they interpret two new RON FLETCHER Productions. TEDDY PHILLIPS and his ORCHESTRA continue in the musical department, adding more than their share to the success of this entertainment-filled show.

EL RANCHO VEGAS

(Continued from Page 20)

Guy has a very lively, bouncy style. He gives out with everything. We truly believe this young star is destined to climb the ladder to success. (Last week we erroneously reported him as a comedian, for which we hope and pray that Guy will forgive us.) . . . Arranger-composer MATTY MALNECK appears as guest conductor for two sweethearts of song, BEVERLY RICHARDS and EVE MARLEY. A couple of youngsters who have beautiful voices and the talent to put across any type of song, whether it be balled, blues, or bop. When they blend their voices, 'tis like the angels singing. . . . The popular EL RANCHO GIRLS present a couple of well-paced and delightful-to-look-at routines. . . . For background music, it's BOB ELLIS and his aggregation of fine musicians.

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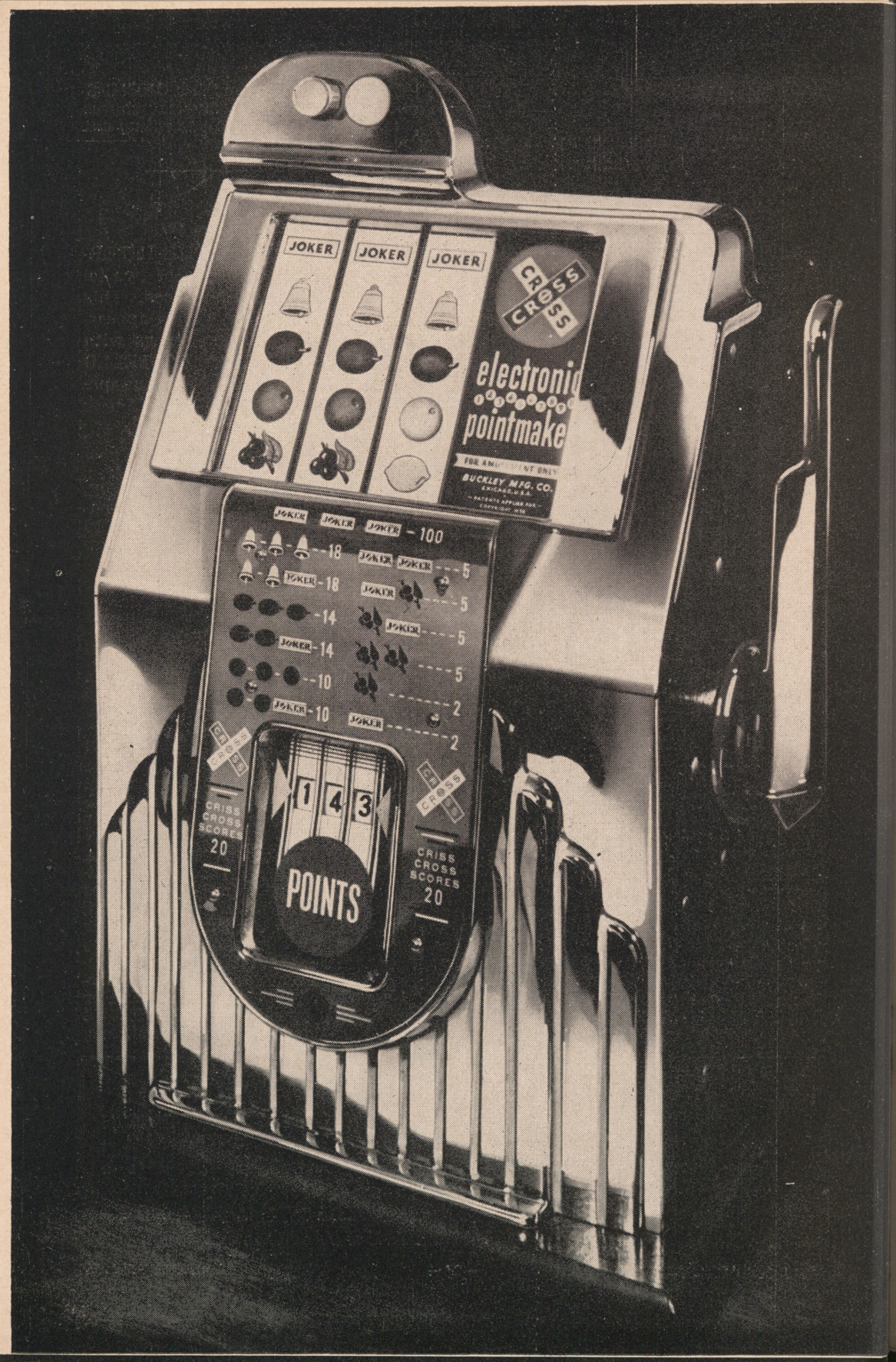

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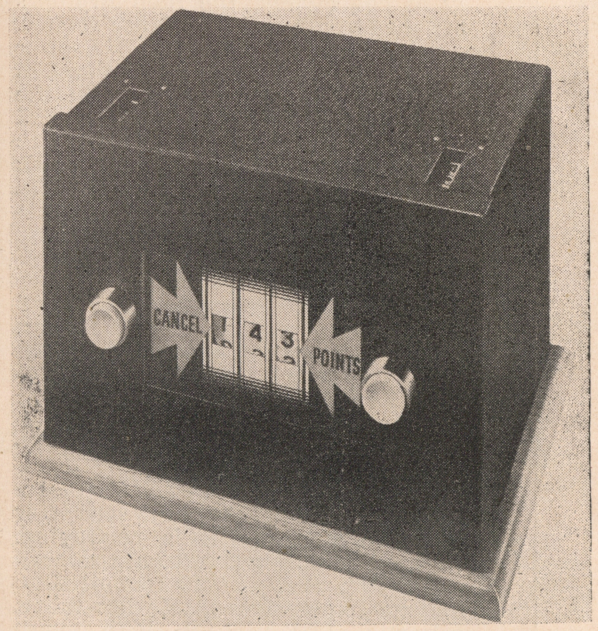

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LAST FRONTIER VILLAGE

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LAST FRONTIER

(Continued from page 19)

is delightful to watch them execute the difficult steps of their flamboyant dance. . . . A hold-over causing quite a few raves in our town is SHECKY GREENE, a comedian loaded with mirth and comedy. This is his FIFTH week at this spot. Shecky is making many friends and admirers, and we are hoping that he will become a top name in the field of comedy for 1955. THE MANDARINS are an Oriental trio, who are wizards in the art of hand-balancing and tumbling. Their feats are breath-taking. . . . The very lovely FRONTIER GIRLS once more lend their added attraction by offering a couple of well-paced routines.

THE SANDS

(Continued from Page 20)

with Dean and Jerry for many years, is once again on the podium as music conductor for their performance. . . . THE FOUR STEP BROTHERS are a quartette of fast-moving 'dance-o-maniacs'. Their challenge dancing is about the best you will ever see. Individually or collectively, the Step Brothers are tops in tap and acro-dance groups. . . . The beautiful COPA GIRLS offer two exceptional routines, outfitted in exquisite costumes. Featured in the production numbers is the singing idol of Las Vegas, CHUCK NELSON. . . . ANTONIO MORELLI and his music cut a sensational show. . . . P. S. We suggest early reservations.

THUNDERBIRD

(Continued from Page 20)

companied by the proper facial and vocal expressions for each character. He also possesses one of the most pliable pusses you could ever hope to see. Many of his routines are great favorites around town and are requested constantly at each and every performance. . . . Hard-working SONNY HOWARD, is an impressionist whose voice blends right into the character of the personality he is portraying. To top all, this boy can sing as well on his own as any of the famous stars that he impersonates. He has talent galore! . . . LOU WILLS, JR., a superb tap dancer and a skillful master in the art of tumbling. He'll do things which we guarantee you have never seen before. . . . The THUNDERBIRD DANCERS present two new dance routines under the guiding hand of GAYLE ROBBINS, expert choreographer.

SAHARA

(Continued from Page 20)

one word can describe this production to its fullest, and that is MAGNIFICENT!!! When the Maestro lifts his baton, he not only commands the attention of every one in his aggregation, but also that of every person in the audience. It is wonderful to see the people sitting on the edge of their chairs with an enchanted look in their eyes as Mr. Waring weaves his "musical spell." . . . Each member of the Waring organization is hand-picked for his or her ability. Whether they be singer or musician, they excel in their chosen profession and are actors as well. Featured performers are: FRANK DAVIS, preacher and interlocutor, and his eloquent tenor voice; GORDON GOODMAN, tenor, who sings "Lindy Lou"; BOB SANDS; EDDIE ERICKSON; LEONARD KRANENDONK and his son BOB; RAY SAX, who is also assistant-producer of the revue and the gentleman who does "Camptown Races." POLEY McCLINTOCK, drummer, who has been with the Waring's organization for 38 years; "UNCLE LUMPY" BRANNUM, bass violinist, whose dry comedy and homespun tales are very amusing. The girls are PATTI BEEMS, soprano; DEE HARLESS, versatile songstress; and ROSALIE RANDALL, lovely harpist. . . . Last, but not least, the artful violins of JEAN and LOU (Mr. and Mrs.) ELEY. Wait until you hear their rendition of the "Hungarian Love Song." . . . The production is elaborately staged, and dramatically lighted. During their time on stage, there are three or four changes of costume. Don't miss this show! A treat for ALL the family.

GOLDEN NUGGET

(Continued from page 21)

tered many sequels and parodies. Jimmy has a lot of "firsts" to his credit, but outstanding among them is certainly the fact that he was the first cowboy to headline a Broadway theater since the late Will Rogers. Then, too, he is the only cowboy ever to headline at Ciro's, Hollywood's famous night spot for stars. . . . On the same bill, THE THREE RAYS . . . featured on Coral Records with their latest hits. Mary Ford was one of this group when they were known as the Sunshine Girls. Her sister, EVA, replaces Mary, and the trio has continued on to their present popularity. Jimmy Wakely wrote the arrangements for the trio, whose style is strongly reminiscent of the Les Paul-Mary Ford harmony throughout their repertoire. . . . Patrons are in for a treat, for, as an extra-added feature, WALLACE and COFFEY, comedians in song, will alternate with Jimmy Wakely. JERRY WALLACE plays the guitar, sings and does vocal impressions. "RED" COFFEY, the bass man, does novelty tunes. Outstanding among these is his impression of Donald Duck. This team is a great pair of entertainers. Their recitations and songs add a lot to the fun and frolic. . . . DON WESTON and his ORCHESTRA are the men with the music during the shows . . . and during the intermissions there is more music to offer continuous enjoyment to Nugget patrons.

EL CORTEZ

(Continued from Page 21)

Well-known to Las Vegas audiences is JOHN TIO, who also returns to local scenes after a long absence, and who will prove practically the impossible by showing what a parrot can do. Mr. Tio has spent many years of patient training on this bird to make him one of the cleverest of his species. He has taught him to walk, talk, sing and to do every trick conceivable. . . . THE SHARIDONS are three smartly dressed personalities, two handsome lads and an enchanting female. They are nimble, they are versatile and display dancing that is truly artistic. The Sharidons are sophistication in motion, and an act that you will enjoy. . . . For background music it is SHERMAN HAYES and his ORCHESTRA.

SILVER SLIPPER

(Continued from Page 21)

to make a great comedian. . . . On the same bill is the exotic and beautiful ARLENE. This extraordinary act brings the "Girl in the Gilded Cage" swinging right over the heads of the audience. . . . A cageful of loveliness. . . . In the hilarious comedy skits are lovely JOAN WHITE, MAC DENNISON, BILL WILLARD, and JIMMY CAVANAUGH. . . . Show backing is capably handled by GEORGE REDMAN'S ORCHESTRA.



Thanks to the wonderful people who came to see us at the-

GOLDEN NUGGET

Love

JIMMY WAKELY

and

THE 3 RAYS

with

NOEL BOGGS, BOBBY BRUCE and DON WESTON TRIO

P.S. We close Tuesday, *January 18th*

JOHNNY UHLMAN

(Continued from page 13)

. . . an aggregation of some of the top names in the musical world of today . . . However, these things are of little importance to GEORGE SALMAS, as compared to the importance of the fact that he and his loving wife, HELENA, were finally granted the adoption of a sweet little three months old baby girl . . . having applied a year ago! It was all so new to them that they hadn't even found a name for the little one as yet. I told George I'd give her a name before the week was out, so I offer the rhythmical gem of CYNTHIA SALMAS, with the nick-name of "Cindy"! . . . Anyway . . . I like it!

Bouquets to publicists like ART FORCE, of the EL CORTEZ HOTEL, who are always in there, pushing their establishment to the fore-front, without arriving there first to receive all the credit. Another one is GENE MURPHY of the DESERT INN. Their big interest, is YOUR big interest, in that in which they are interested!

You think YOU got troubles? . . . BONNIE BEST'S ad is always to appear on page 12 in this magazine . . . but it DIDN'T in the Christmas issue. This was followed by a solemn promise that it'd never happen again . . . and it didn't . . . until two weeks later; which was last week! I fully expect an explosion when she returns from Los Angeles, where she's on business at her Beverly Hills shop . . . and when Bonnie "bombs away," the Atom blast would sound like a fire-racker, in comparison. This is what happens when you make a promise that others have to keep **for** you!

The tenth was the ELEVENTH for lovely MAXINE, and likable BILL CAPRI, when on the 10th, (last Monday) they celebrated the 11th Anniversary of the merry moment of their marriage. Heartiest congratulations to two of the most consistantly nice people I know. Bill has been connected with THE DUNES HOTEL, and active in it's construction, right from the beginning. At the moment, it appears that the opening deadline for the Dunes will be about the same as the closing deadline for you '54 income tax this year . . .

GENE KRUPA carried on the din in the GAY NINETIES BAR as he opened last Monday nite with one of the finest combos we've heard for a long time with this instrumentation. GENE, of course, is on the drums, and undisputably one of the finest to ever sock a skin head. EDDIE SHU is the brass and reed section! Eddie plays trumpet, tenor and alto, clarinet, and HARMONICA that is the wildest ever! BOBBY SCOTT, on piano, is built about as broad as a major 7th, but his fingers get around the black and whites like worms on a hot rock (to corn a phrase) . . . The fellow on bass is JOHN DREW, and this man blows bass in four, in most any tempo. In other words, these guys all all great! Sit in and listen.

It was in 1938 that NICK MONDORAY first came to Las Vegas as a maitre d' hotel, and was in that capacity for the El Rancho in it's beginning in 1939. Then to the Nevada Bitlmore for Bob Brooks (now Shamrock) in 1941. Since then Nick has done many things in this line of business, with it's many "ups and down," and now we find him in the capacity of captain at the Flamingo for NAT HART, who is now the maitre d' following the resignation of popular JACK DENISON. Nat was Jack's assistant for quite some time, and a well fit man for the job . . .

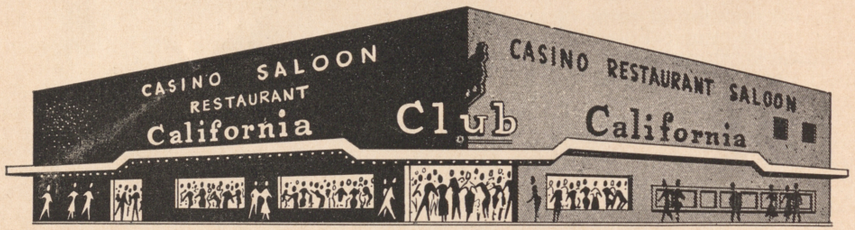
It may be that, in time, when TED CHORMAN will finally put the finishing touches on the interior of his new shop location for MARIANNE'S at the corner of the Strip and San Francisco Streets . . . No one will ever know the trouble, and discouragement, this man has gone through, almost from the beginning of this new venture. Lord willing, he should push his head through the clouds within the next week or so, and will be able to present his wares in the manner in which he had intended. In this case, we hope the old adage holds true where it is said that, "a gloomy beginning points to a bright trail ahead" . . .

Our congratulations to JACK WENDELL on having received the account of THE WESTERNER CLUB, and the privilege of handling their publicity and advertising through his agency. Further congratulations to CHARLIE JESPERSON for the job he has done in the past, in the same capacity, while carrying on his other duties in the credit department . . .

It was certainly a pleasure to sit and talk a while with an old friend of ours whom we hadn't seen in some time . . . CECILE LINDSAY of Cincinnati, Ohio, who has seven or eight lines of girls working as LINDSAY LOVELIES at various entertainment spots

(Continued on page 35)

WHERE GAMING IS ALWAYS A PLEASURE



. . . IN A MOST FRIENDLY ATMOSPHERE

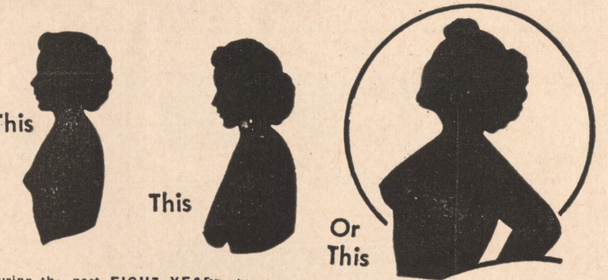
California Club

FIRST and FREMONT DOWNTOWN LAS VEGAS



UNION PACIFIC RAILROAD

your beauty begins with a *Bountiful* BUST!



During the past EIGHT YEARS this easy, economical method of NATURAL breast development has enabled thousands of women to attain a full, firm and fashionable feminine bustline.

NOT A CREAM OR OINTMENT
EASY TO USE — AMAZING RESULTS
Safe . . Prescribed by Gynecologists obstetricians nd eminent physicians.

Lady Bountiful
Box 2272 — Phone 3946
LAS VEGAS, NEVADA

Mail Coupon (or Call) for our beautifully illustrated booklet containing numerous unsolicited testimonials and before and after photographs.

Name
Address
City State
Phone No.

JOHNNY UHLMAN

(Continued from page 33)

all over the world. It wouldn't surprise us any to see one of these lovely lines of LINDSAY LOVELIES appearing at one of our local hostelries sometime in the near future . . .

FRED WARING has proven many times over, his prowess as a supershowman, but this writer had never had the opportunity of seeing the maestro in action, until the advent of his current engagement at the HOTEL SAHARA. I've always admired his work as being the epitome of perfection, where choral singing is concerned, and his present group of artists uphold the tradition of "being perfect" that is FRED WARING.

So now, ladies and gentlemen, I'm gonna hustle off to the breakfast table, 'cause my innards are givin' me all Bill uno for lack of nutritional remuneration for their concentrated efforts in my behalf! . . .' Mungry!! Your ever lovin', Johnny.

POP SQUIRES

(Continued from page 5)

trolled gadgets. There was no phone service after eight o'clock at night, but there was one redeeming feature which we delighted in — there was no telephone directory. Of course, we each had a number which we never used. We would just turn the crank on the little box on the wall and say, "Please give me Mrs. Jones" and central, who kept an eagle eye and ear on all the "goings on" in the community, would probably say, "Mrs. Jones is not at home. I just saw her go past the office with some sewing under her arm. I think she was going over to Mrs. Brown's to use her sewing machine."

That fall of 1906 we seemed to have a yen for the social side of life and two card clubs were formed. One was called the "Jolly Dozen" and was made up of six married couples. The other club never had a name but we played "500" and had a gala time every time we met.

Coming Attractions
ON THE FABULOUS STRIP

Flamingo

MARIE WILSON

DESERT INN

JANUARY 18

TONI ARDEN

★

LAST FRONTIER

DOROTHY DANDRIDGE

SAHARA

VAUGHN MONROE

Thunderbird

JANUARY 27

NORMAN BROOKS

El Rancho Vegas

JOE E. LEWIS

The Sands

FEBRUARY 2

NAT "KING" COLE

★



the **SILVER QUEEN BAR**

IN THE Sands HOTEL

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

LOUIS JORDAN
AND HIS TYMPANY 5

TEDDY & MARTY NAPOLEON ★ THE GUADALUPE BOYS

BARBARA CARROLL TRIO

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

"The Taste of the Town"
YOU OWE YOURSELF THIS TREAT . . .
CHINESE FOOD
Served in The Garden Room
From 6 P. M. to Dawn

ROLAND HILL

Continued from page 17)

5th this year, when Minnesota's capital city will be transformed into the "Rollicking Realm of Boreas." With a tradition for snow-time fun stretching back to 1886 and the first Winter Carnival, St. Paul will become America's Winter Sports mecca during this nine-day period. "Frosty Frolic" is the theme for the 1955 carnival. As in the past a thread of pageantry is woven through the Carnival's many events. The colorful legend of the struggle between King Boreas, ruler of the North Wind, and his mighty rival, Vulcan, the Fire King, will be reenacted. Boreas and his brother Princes of the East, West and South Winds, will hold court when the Carnival opens. They will be joined by a beautiful Queen of the Snows, selected at the majestic Coronation Pageant in mid-carnival. Their rule will be broken at the close of the Carnival when Vulcan and his Fiery Minions successfully storm the Boreas Court, heralding the approach of warmer weather.

Visitors from every part of the nation—some participating in various programs and others on hand to view the icy spectacle—will attend this 1955 carnival. Large delegations from San Antonio, Chicago, Portland, and Seattle have already reserved places. The U. S. Army Field Forces Band from Washington, D. C. heads the list of visiting musical and marching units coming to the carnival.

WCCO will stage a radio show with Robert Q. Lewis as Star. The North American Ski Jumping championships at Battle Creek Slide will be held Jan. 30th. This is the top ski jumping event this side of the Atlantic. The U. S. Olympic Speed Skating Trials will be held at Lake Como. The National Speed Skating Championships also will be held in St. Paul. And Sled Dog Races will be staged this year. Ice sculptoring will provide many exhibits in ice and snow, and the parade of beautiful floats rivals the Rose Parade in Pasadena, the Mummers' Parade in Philly, or the Mardi-Gras parade in New Orleans.

Following the arrival of more than 35 visiting Queens and other delegations from all parts of the nation on Friday, the Carnival will step into full swing with the Coronation of King Boreas XIX in the civic aud. And more than 150,000 persons will line St. Paul streets on Sat. afternoon to witness the Grand Parade, which ends up inside of the huge auditorium where the judges stand is. A sparkling torch-light parade will cap festivities as illuminated floats, torch-carrying marchers, and musical units move along a route from the Minnesota Capitol through the loop area and into the Auditorium. Vulcan is scheduled to make his heaviest assault on Boreas and his followers during the Torch-light Parade. The Fire King predicts success. Included in the special pre-parade show in the Auditorium will be a concert by the U. S. Navy Air Cadet Choir from Pensacola, Florida, and the entire proceedings will be capped with a demonstration of class-order maneuvers by the renowned Shattuck Crack Squad. Sports car races on ice, international bridge tournament, ice fishing contests, and a charity ball at the famed HOTEL LOWRY, all are included in this carnival. William Wolf, handsome and debonair manager of the Lowry Hotel is in charge of all publicity and tells me that the Saturday Evening Post is readying a spread on this year's event.

Doesn't all this make you want to hop a Western Air Lines plane right here in Las Vegas and fly to the north country to see how the other half lives and enjoys itself in weather that we northerners love. Truly this carnival is the greatest event held during the winter in any part of the country and merits a visit from every person who claims to be an expert on good living and entertainment. It is truly a "must" on any good traveler's itinerary.

★ ★ ★ ★ GRAND OPENING . . . SATURDAY NIGHT, JAN. 15 ★ ★ ★ ★
of the Ranch Room
BUCKHORN BAR
Music by GEORGE MOORE and his RAINBOW RIDERS
DANCING —
Friday - Saturday Nite — 9 P.M. to 3 A.M.
Matinee Dancing Sunday — 3 P.M. to 9 P.M.
501 TONOPAH HIGHWAY — OPEN 24 HOURS



WE WILL MISS YOU,

JACK DENISON

(Maitre D' for several years at the fabulous Flamingo Hotel)

. . . . You're truly a great guy who earned the respect and loyalty of all your employees thru kindness and understanding.

Our sincere best wishes to you for continued health and success.

Gratefully,

"YOUR CREW"

THAT'S FOR SURE

(Continued from Page 9)

is begun, once more. Reminds us of the man who refrains from starches and desserts and then pours half a pound of sugar into his black coffee. Same difference — no?

One of the greatest interviews we ever had was with the great Maestro, FRED WARING (currently at the HOTEL SAHARA). We have always admired this man for his tremendous humanitarianism and deemed it a privilege to finally meet him and label him, "friend." Mr. Waring never turns away an unknown, seeking professional assistance. If an audition proves talent is present, the newcomer is added to Mr. Waring's Glee Club. After acquiring the necessary professional savoir faire, the young artists are then given featured spots. F. W. owns the "Shawnee Press," the world's largest choral publishing company. Music printed by this organization is purchased by all United States schools. For one week, every year, teachers from all over this nation meet at Mr. Waring's Pennsylvania Workshop. There, they are given a five-day session of instruction on the proper method of music tutelage. Volumes could be penned about the generosity of this Maestro. Hence, we know our limited space can not really do justice to him. However, we hope you can understand our feelings, from these few words.

It doesn't seem possible. Yet, MAY and LARRY MUSHKIN assure us it's true. The wings of time are much too fleet for this pillar. On January 18th, the Mushkin heir, MICHAEL, will preside over his First Birthday party. We still can't believe an entire year has passed so quickly. Seems like only yesterday, the Mushkins were merely preparing for Michael's impending entrance.

We received a couple of very interesting items from LIBERACE and his brother, GEORGE. From the violinist came a very glamorous printing of his own composition, "Bullfrog on a Spree." It is a novelty violin solo, with piano accompaniment. George's co-writer on the piece is AL BURTON. B.O.A.S. was published by the BEL CANTO PUBLISHING COMPANY of

(Continued on page 39)

THAT'S FOR SURE

(Continued from page 38)

Hollywood. From the pianist came his Volume No. 1 of, "Liberace at the Piano." It is a group of his piano solos, as he plays them and features selections "from Chopin to Boogie." We are adding these to our highly prized collection.

JIMMY WAKELY has been a friend of ours for many, many years. Ergo, it was gratifying to see him back in town once again, starring at the GOLDEN NUGGET. His package show at this spot is really loaded with fine entertainment. The THREE RAYS are gifted with beautiful harmony. (Before she and LES PAUL became a famous due, MARY FORD was a member of this group.) NOEL BOGGS plays the floor electric guitar, a great instrument. He is a master musician and has created many outstanding, original compositions. Bouncing BOBBY BRUCE is the welcome violinist with the revue. We reiterate, this is a good package show, headed by a top western showman. Jimmy has appeared on radio, TV, in movies and clubs. He not only is a favorite recording artist, but has written many songs, of which 100 have been published. He is the only cowboy to ever headline at Ciro's, Hollywood's famous night spot for stars. The lad left show business to devote more time to his family. Personally, we're happy he finally came out of his two year retirement, in favor of the spotlight.

Now it is our turn to just wonder . . . JIMMY DURANTE closes at the DESERT INN, this Sunday. He cannot remain for the Monday evening performances due to TV commitments in Hollywood, early Monday morning. TONI ARDEN opens at the Inn on Tuesday evening. Who will appear on Monday? In all probability, Miss Arden will arrive ahead of schedule — that is — if she can arrange her hectic schedule, accordingly.

SYD (Major) KAYE, purchasing agent for the ROYAL NEVADA HOTEL, just returned from Chicago. While in the east, Mr. Kaye purchased two carloads of blue ribbon cattle. His order is currently being readied for the Grand Opening of the bistro. The final yardage of carpeting was laid this week. Next week, all of the modern kitchen equipment will be installed. This should prove sufficient evidence that the spot will soon announce an early opening.

Now the mothers in town can relax in the knowledge that there is a Pediatrician on hand to attend their children. Leaving the smog of California for the snow and rain of Las Vegas came DR. KERMIT J. RYAN. (If you think we're joking about the snow, you weren't here last week, were you?) While catching the show at the SILVER SLIPPER, our attention was attracted by a gentleman who so completely enjoyed the spotlight antics (especially those of HANK HENRY), we couldn't help but share his appreciation. This was our first introduction to Dr. Ryan. A man with a good sense of humor is the type of man with whom we like to do business. The doctor has his offices in the clinic, on South Fifth St.

A hearty welcome back to AL MORGAN, piano stylist, currently starring in the Pirate's Den of the HOTEL EL CORTEZ. Everytime we watch Al's flying hands, we're convinced his fingers contain radar. How else can he strike the proper keys when he seems to be flailing heedlessly? Al told us he introduced this "wrinkle" in order to be original and he certainly achieved his goal. On the same show is JOHN TIO, the gentleman who converses with his intelligent parrot. This is another show Ye Editor enjoyed.

Although we regretted the necessity of her operation, we're happy to report that MILDRED SKLAR is recuperating nicely, after successful surgery at CEDARS OF LEBANON HOSPITAL, in Los Angeles. Hubby JACK (owner of the VEGAS JEWELRY & LOAN CO.) has been like a lost pup over his wife's absence. We hope it won't be too long before these lifetime sweethearts are back together again.

We understand the management of the MOULIN ROUGE is striving to obtain the services of LENA HORNE, SAMMY DAVIS or PEARL BAILEY for the opening show. Show Producer of the Moulin Rouge, CLARENCE ROBIN, has discovered many leading talents, among which is CAB CALLAWAY. Mr. Robin produced and direct, ed "Stormy Weather" and was also the Show Producer for the Moulin Rouge in Paris.

Anyone visiting the Stage Bar at the FLAMINGO HOTEL can be assured of the highest degree of comfort. Making certain everyone relaxes properly at the bar is GEORGE CAPRI, a wonderful person with a remarkable memory for people, their likes and dislikes.

(Continued on page 40)

THAT'S FOR SURE

(Continued from Page 39)

Incidentally, the Flamingo is a very active place of late, have you noticed?

Induction Dinner plans were discussed at the last meeting of our local VARIETY CLUB OF SOUTHERN NEVADA, Tent No. 39. Tentative dates set were February 7-8-9 or February 14-15-16. STAN IRWIN (of the HOTEL SAHARA) is to contact the seven resort hotels to determine which would hold its dining room from 7:00 p.m. to 11:00 p.m. on those dates. Also, the hotel chosen was to be requested to start its second show at midnight. LOUELLA PARSONS will be invited to be "Guest of Honor" at the Induction Dinner. Due to pressing business commitments. JAKE KOZLOFF (of the HOTEL LAST FRONTIER) had to resign as General Chairman of the event. Stepping into the spot is STAN IRWIN. Prices for the ducats will range from $15.00 to $25.00 per person.

If you'd like a good souvenir of your visit to Las Vegas, drop over to JOE W. BROWN'S HORSESHOE CLUB. There, you can have your photo taken, standing next to the million dollars on display. What a picture to show the people back home.

Out at the SHOWBOAT HOTEL, the bingo attendance seems to grow steadily. The place is busier than ever. Always on hand is genial FRED KLEINMAN. This gentleman bids luck to all who enter through the portals and is sincere in his Lady Luck offering.

There is one show we'll make, by hook or crook! On January 17th, the retirement stamp will be lifted from the act of BLOSSOM SEELEY and BENNY FIELDS. If has been fifteen years since Blossom decided to stay at home and let "Poppa" work solo. We have a hunch their filmed life story, "Somebody Loves Me," stirred the nostalgia in Blossom's heart and the aroma of grease paint was too inviting to squelch. The place is the HOTEL LAST FRONTIER and we're a-gonna be there — you betcha!

On January 14th, a new radio show will debut from the CLUB BLACK MAGIC. It will be a weekly champagne reception, in honor of various localites. Heading the show will be the club's publicist, FRANK HOWARD. The first KLAS broadcast will bring you DELYLE MADISON, society columnist, and JOSEPH McDONALD, JR., Chairman of the March of Dimes. The time is set for 3:00 p.m. If you'd like to watch a live show and taste some fine vintage, get there early. It's at Paradise and Bond Rds., as you undoubtedly know. Incidentally, if Ye Editor's Princess can arrange to have her baby sitter on hand the following Friday afternoon, she will make a "guest shot" on this program. (Bless her little ol' heart!)

From New York came a very humorous bit of correspondence, signed by the WIERE BROTHERS, with MILDRED SEYMOUR. The group is currently making a first New York cafe appearance, at LOU WALTERS' LATIN QUARTER. Having hailed from that part of the country, we know they are hitting New Yorkers smack in their humor area.

We are delighted that "POP" FISH is now day shift floor man at JOE W. BROWN'S HORSESHOE CLUB. He is an old timer in Las Vegas and has so many friends, the postman groans when Christmas rolls around. This gentleman is loved and admired by all. Incidentally, we were equally happy to note that JOE NUNEZ has returned to his post at the club.

It was very nice to read the reviews that GLADYS MILLER received in the trade papers. She is currently featured in the ICE VOGUES of 1955, touring the eastern states. Proud Dad is SAM, of the ROYAL NEVADA HOTEL.

TAD BRUCE has a new WATCO record out, called "That's for Sure." The tune was penned by BOBBY WORTH. How about that?

On January 14th, STAN IRWIN (public relations man of the HOTEL SAHARA) leaves for Carson City to take office as Assemblyman. The State Legislature will be in session for two months. During that period, Stan will return here on week-ends to visit with his family and tend his chores at the hotel. Although the political life will remove Stan from our local scene temporarily, we still wish him the heartiest of luck . . . and that's for sure.

HECHT'S
419 FREMONT ST.
MISSES' AND
WOMEN'S APPAREL

ROY ROUSH

(Continued from page 15)

way of entertaining his friends — he performs on his uni-cycle. Not only does he entertain his friends this way but quite often he is called upon to perform for public events. He keeps in practice by chasing parts for his father, who owns and operates MIKE'S AERO GARAGE on North Main Street. But his aspirations for the future don't involve the uni-cycle. He wants to be a race driver.

The CALIFORNIA CLUB now features Double Jackpot Time four times every hour instead of once an hour. During this time, all jackpots are doubled. And I know from experience that these C.C. machines are loaded with Jackpots. Incidently, this is the only place in town where you can win a jackpot on one bar. Man, how can you lose?

JIMMY RYAN, day shift box man at Joe W. Brown's HORSESHOE CLUB, has just returned to work after a rather serious operation. We are all happy to see JIMMY back at his familiar place.

ZACK STRICKLAND, HORSESHOE CLUB pit boss on the day shift, just returned to work after a 10-day visit with his family down in New Orleans. Nice to have you back, ZACK.

If you have been thinking about trading in your old bus on a newer one, or if you just want to buy a good used car you shouldn't miss the special used-car sale now going on at CASHMAN'S. This is their biggest used-car sale of the year and everyone should be able to find just what they want.

NINA CLARK of the Hotel Sahara, who recently opened a downtown dress shop, is at the time of this writing, making a tour of the Los Angeles area in quest of the finest and latest in women's fashions. You may be sure that when this young lady returns she will be simply loaded with merchandise for her two shops.

Been wondering how many of you have kept your New Year's resolutions thus far. May I suggest that if it was one that was worthwhile and if it has been broken, don't give it up. Keep working on it. And speaking of working . . . that's what I've got to do now, so see you next week.

MEL CHENEY

(Continued from page 25)

expected to be filled to overflowing, with the need for a new high school very much in evidence.

"When it rains, it pours" is certainly a useable expression regarding the school crisis. But, with the combined efforts of the parents and school officials, the crisis can be met.

Our congratulations to PAT CLARK, of Pat Clark's Pontiac, on his unanimous election as president of the Nevada Motor Car Dealer's Association. Pat's election makes him the first southern Nevadan to hold this position. Good luck, Pat!

Visiting in our fabulous city from Los Angeles, were Mr. and Mrs. JOEL STOUT (Frederick Oil Company). They renewed old acquaintanceship with EDDIE FENNELL of JOE W. BROWN'S HORSESHOE CLUB . . . and Mrs. Stout certainly thinks that Joe W. Brown's Horseshoe Club is a wonderful place, in more ways than one.

Another visitor that we know, although we didn't get a chance to see CHUCK RUSDIN from Seattle . . . just had a phone conversation. Spent some time with him in the hospital last fall. Seems that every time he visits here he ends up in the hospital. Chuck, sure glad you didn't have to spoil your visit this year. Good luck to you also on your future visits.

Good luck and best wishes to you all. — Mel.

MAY MANN

(Continued from page 11)

became the second boy," he said. "We had to keep our hair dyed red." Someone recalled Sammy Davis, Jr., who first came to Hollywood with his hair dyed red.

Touch Connors is being signed for "Joseph and His Brethren," plus the Buffalo Bill series on T. V. Marla English Paramount starlet arrived with Larry Pennell Paramount's new white hope. Steve Rowland, son of director Roy Rowland, brought Cathy Case. Casey Adams laughed that he was playing the Loretta Young and Ann Southern T. V. shows on the same day being competition to himself. Bob Clark had just arrived back from South America.

And that's Hollywood!

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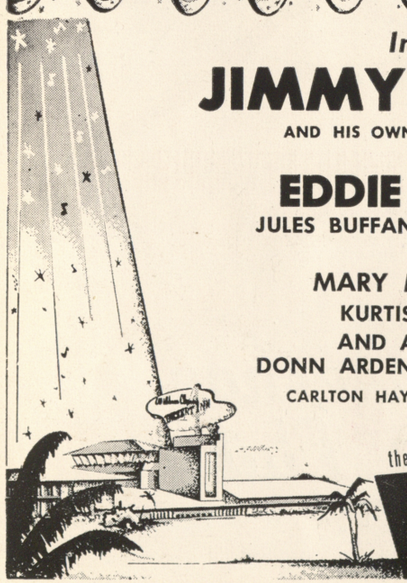

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