Jack Gertz'

MARCH 12, 1955

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LAS VEGAS Magazine

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JACK CORTEZ'
Fabulous
LAS VEGAS
magazine

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By DELPHINE SQUIRES

HOW many of us remember the date April 6, 1917? That was the time that our government, after due and full consideration, decided upon and openly declared a state of war existed between the Imperial German government and the United States. For some reason those days seem to live again in my memory.

I was born a few years after the close of the Civil War. My parents had gone to Milwaukee on their honeymoon and there my father had enlisted in the Wisconsin volunteers and had marched away and my mother had gone back to her parents in New Lisbon, Wis., to await his homecoming.

He was taken a prisoner at the battle of Chickmauga and remained a prisoner in Libby and Andersonville prisons for nineteen months. My mother learned that he was to be exchanged and sent home on the Belle Isle, a boat that made trips up and down the Mississippi River, and she eagerly watched for his appearance. Then the news came that the Belle Isle had been blown up, and he was given up as lost.

Weeks later he came home worn, weary, and barefooted, having walked most of the way from the town on the river where he had expected to have been placed on the boat. It was found however that the craft was overcrowded so he and his detachment were left behind.

All these things I had heard many times as I was growing up and, with the rest of the people, I was looking forward to a future of peace and prosperity to take the place of the unrest and terror of the reconstruction days. The thought paramount in the heart of every person, then as now, was for a lasting peace and that the coming generations would be spared the horrors of another war.

Toward the end of the century came the Spanish-American war and we watched our boys march away. Having no radio, in those days, we were spared the gruesome details of their sufferings and consequently that war was not so vividly impressed on our minds. Then in 1917 we were at war again. We were so peaceful and happy here in Nevada that it was hard to believe that it was true but we were aroused to the fact when in April, 1917, Mayor Hawkins called a meeting to take steps for the formation of home guards and to secure arms and equipment for them. It was deemed necessary to have this protection for our town and our railroad in case of an emergency.

Then as now we were urged to use the greatest economy in the conservation of food and, in order that each family might be self sustaining, all were asked to begin gardening on a rather extensive scale. Governor Boyle contended that the prosperity of a community or a nation depended on the ability of its people to produce what they must use.

Bravely we hunted up our shovels, and our rakes and dug up our back yards. We consulted seed catalogs and had visions of not only supplying our own tables but also of flooding the market with foodstuffs from our own gardens. Then we fought alkali and the neighborhood chickens and our dreams of bounteous harvests slowly oozed away.

(Continued on page 39)

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An Accurate Glimpse of the Future

CRISWELL PREDICTS



WHAT PEOPLE WILL DO

A famed American bandit will rest forever in an unmarked grave! John Dillinger will go unrecognized in a lonely Indiana grave yard for his family do not want to encourage a pilgrimage of juvenile delinquents to his tomb! . . . Mamie Eisenhower will spearhead a campaign for special attention to all needy cases among the Gold Star Mothers, who gave their sons for the glory of our nation! . . . Mae Murray, one of the smoldering vamps of Hollywood, will soon make a most sensational comeback in "Prima Donna" the play which once served Fritzi Scheff as a dramatic vehicle! . . . Queen Elizabeth II will cut down her royal appearances due to the increased cost of maintaining the Crown, and to make a personal move toward more British austerity! . . . You will be able to dial a code numeral, and call long distance to any place in the world, direct, by mid 1956. Your next telephone will be a bright color with a crystal dial, with raised numerals, weighing one fourth of your present phone! . . . The world will be shocked by a new outbreak of cannibalism on the South Sea Islands around New Zealand by late September! . . . Every plumbing fixture in the world will be outmoded by a new spiral pressure method to be introduced early next year. This will cost builders millions of dollars! . . . A "Hall of Shame" will be built for the villians of the world so that their evil deeds cannot be overlooked by coming generations! . . . Kitty Kallen, the songbird, will be the next top personality to hit the top five rating of Hollywood stars!

YOUR HEADLINES OF THE FUTURE:

Rivers of blood flow out of Russia! . . . Avalanches terrify Swiss cities! . . . Twentieth century traitor convicted and executed! . . . Any unfavorable remark about government leaders in Hungary bring instant arrest! . . . Brazil creates new problem for U.N.! . . . Rain of fire in outer space puzzles scientists! . . . Alaska made state! . . . Death of war hero shocks world! . . . Science discovers new method of reducing danger in whooping cough! . . . Riots in Paris delay French Tourist season! . . . Noted doctor arrested as head of illegal operation ring! . . . New vitamin formula astounds medical world! . . . Hollywood star names ten famous men in divorce trial! . . . Flood control of midwest planned for 1955-1956! . . . Bitter backstage battle rages in Democratic Party over Stevenson!

A VERY FAMOUS PREDICTION:

James Stanley Little, a mild mannered history professor, in 1888 made the following prediction, "In 70 years, 1958, I predict that England will be ravaged by internal strife, and the Royal Family will take refuge in South Africa. Socialism will overcome Royalty. Canada will join the USA as will Mexico and all of South America. Germany will defeat Russia, and Norway with Sweden will become a part of Germany. France will disappear as a nation. Australia will become powerful!" In that safe, sane world of 1888, none of these incidents could be envisioned even by the most foolhardy, but slowly these predicted events seem more possible by the moment! This is 1955, and in three short years, 1958, the predictions of this remarkable mild mannered man,

(Continued on page 35)

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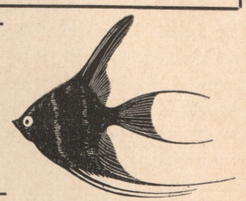
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RED'S ROLLER RINK
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WEEKLY — 7 TO 11 ● FRI. & SAT. 7 TO 12 ● MATINEE 2 TO 5 SAT & SUN.



IN last week's issue, we erroneously stated that it was a B'nai Brith project . . . the building of the NEW JEWISH COMMUNITY CENTER OF LAS VEGAS. Well, t'aint so! The SISTERHOOD OF THE LOCAL JEWISH COMMUNITY CENTER, supervised by President JEANNE MESSING and her tireless crew are behind this much needed project. Husbands and homes are being neglected . . . So What? . . . Nothing must hinder these "Beavers" and the $250,000.00 goal needed to complete the job. The male members, (mere males) headed by President LLOYD KATZ and DAVE ZENOFF, Chairman of the building fund, are working every spare moment they can find to make next Saturday's event a colossal success. In case you were out of town (you'd have to be not to know about this shindig), we will recapitulate: Saturday, March 19th, at the SILVER SLIPPER BALLROOM in the LAST FRONTIER VILLAGE, the SISTERHOOD will proudly present, "EAST LYNNE," a 4 handkerchief melodrama. Price of admission . . . $2.50 per person. This presentation is guaranteed to make the play "OVER THE HILL" seem like a musical-comedy in comparison. Hissing, booing and throwing vegetables at the villian is permissible . . . just don't miss the target! "BLACKOUT SKITS," featuring some of our town's prominent citizens will be the 2nd stellar attraction. Make your plans now to attend! Incidentally, there are a few more members whom we neglected to mention for the work and time they are devoting to make this affair a humdinger are: MR. and MRS. JAMES KATZMAN, HELEN MARSHAK, ROZ GOLD and lest we forget, MURIEL ROTHKOPF. Music for dancing and entertainment will be supplied by MORRIS KING and that hard-working band leader, who is always ready to aid in such worthwhile causes, BENNY SHORT. Our best wishes to all members of the L.V.J.C.C. We know their goal of $250,000.00 will be a cinch . . . and that's for sure. . . .

Tourists and souvenir seekers are having a field day at JOE W. BROWN'S HORSESHOE CLUB. Each and every day of the week there are many hundreds of tourists posing for pictures in front of the "Fabulous" $1,000,000.00 Cash Display in the Casino. A priceless memento of our Fabulous Las Vegas . . . the visitors realize that it's just once in a lifetime a person gets a chance to see that much money on display. The photo, in a folder, is presented free to those who want it as a souvenir. It's just one of the many courtesies a person finds at the HORSESHOE . . . extended by owners, MR. and MRS. JOE W. BROWN . . . two of the nicest folks a person could ever hope to know or meet. . . .

Attention, Roller Skating enthusiasts: Every Thursday at RED'S ROLLER RINK is game night, with many cash prizes for the lucky skaters. Wish we could skate. Never learned. Well, truth of the matter is, never had enough money at one time to buy a pair. Great sport though! We've watched these champions on greased wheels many times and believe it's a healthy and wholesome exercise for all the family to enjoy. . .

Congratulations to MARY ANN SISCO, cocktail waitress at the SHOW-

(Continued on Page 33)

Fabulous Dinners ● *Attractively Served* ● *Moderately Priced*
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Including Appetizers from our famous cart . . . $2.85 complete dinner
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AN APARTMENT COLONY

GOING HOLLYWOOD
With MAY MANN



Gregory Peck is non-committal regarding his romantic plans. Veronique Passani is a great friend he says. Don't go out on a limb with predictions. Soooo!

Greg invited me to lunch with him at the Riveria Country Club which sets on Capri Avenue. "I didn't get to Capri," he said, "Sorrento and almost to it — so I'll have to go back to see Capri." He told me he has been playing golf every day. "I made a hole-in-one only yesterday under the instruction of Martin Von Dehn," I told Greg. Of course, no one believes it, but it is true, and it did happen in Palm Springs. "Extraordinary," said Greg.

"I'm here to say for this is home of course," he said, refuting those rumors that he'd never return to America which drifted across the Atlantic during his long stay making pictures over there. "I've taken a small house for the present. Later perhaps I'll build one." He is free lancing in the career department. His one tie is a picture-a-year committment for 20th Cenutry Fox.

He wouldn't commit himself as to whether he is marrying the French newspaper girl. His eyes just twinkled. But his divorce won't be final in California for a year.

Greg is thoroughly enjoying life; loved making "Moby Dick" and visiting with his parents who'd been guesting at his Club. His mother is a very beautiful woman and beautifully dressed, I was told by a lady guest when I returned later for golf. She walked up to my car and said, "I saw you with Mr. Peck the other day. You look so well together, you're both so tall. Are you the newspaper girl, I hear about?" I said, "Sigh . . . no! My date with him was just business." "That's too bad," she sympathized, "you look so well together. And he's such a wonderful man!!!!"

So to Bette Davis' welcome home party at the Bel Air Hotel. Bette is her same self — a dynamo. And she introduced her little daughter, Barbara, who is a real beauty. "It's good to be back. Be sure and come and see me at Fox. The 'Walter Raleigh' set. Two years seems ages," Bette laughted, now fully recovered from that jaw infection. "And Hollywood Canteen — seems away in the past." Bette started and was president of Hollywood Canteen where during the war I spent my Sundays serving G.I.'s food from the snack bar. I understand the Canteen closed with a fortune like a quarter of a million to give to charity.

Movie Beauty Tips: Debra Paget is now watching her curves along with her sister, Lisa Gaye, and Merry Anders, and hundreds more who visit a white haired Dr. Charles Welker on Santa Monica Blvd. His entire practice is keeping stars slim. One he had to take twenty pounds off was Red Skelton for a radio show.

Wasn't that Bob Stack visiting Marsha Lewis on the strip? She pulls the movie hero's hair, so they can keep it permanently.

Party talk: "A Chicago manufacturer told about Roy Rogers endorsement and cowboy clothes adding up to thirty four million gross business a year. Roy who lives very unpretentiously and certainly not like a zillionaire — even to doing his own gardening, puts fifty seven per cent of that back into the business. He and Dale have just about bought a new ranch in Chatsworth, and they move next month. Roy explains modestly that the size of the place will enable them to shoot their T.V. movies at home on their own property.

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I'M CAUGHT in the middle! We are entering that time of the year when all conscientious home-bodies are turning an eye to speeding the "green thumb look" around the premises. To date I've been unable to keep up with my neighbors, to the point that these good people have surrounded me with their good intentions. On all sides, front and back, they've hurled handfuls of homogenized heifer dust to the aid of their slumbering lawns, and I'm caught in the middle . . . no matter HOW the wind blows! . . . All around me there's an aroma reminding me of my old home town . . . Bellflower, the "Dairy and Poultry Center of Southern California" . . . My chagrin soon leaves me, however, when the thought comes that, if I could depend on March winds holding true to form, their multi-directional blasts just might further distribute this scattered ding dung dust over within the boundaries of my small plot of earth, and spare me the expense already incurred by my neighbors. BUT, if my luck is holding true to form, we'll experience a doldrum of air movements never before experienced in these parts. I'll most likely wind up steering a spreader-full of steer stuff all my own! . . .

It'll be KNICKERBOCKER, Ltd., holding forth in the "fine clothier and haberdasher" spot of the new, and upcoming, ROYAL NEVADA. The best dressed men in Hollywood, and most of Southern California know this to be a name synonymous with style and fashion in the latest brackets. The opening of this shop brings back to Las Vegas, an old friend of ours who is "Mr. Knickerbocker," himself, Mr. CHARLES ROSSON. We're told that the merchandise, offered by Knickerbocker, Ltd., of Las Vegas, will be of the best obtainable in the world, including a wealth of Jackman Custom Originals. Included in the store layout will be a two-chair barber shop, with the services of one of the finest barbers in the business, Eddie Edyes, recently of the Beverly Wilshire Hotel in Beverly Hills, and the Savoy in London . . . While speaking of the ROYAL NEVADA, we might pass on the information received from EDDIE RIO, Director of Entertainment, that their opening show will be starring none other than the greatest of them all . . . the wonderful HELEN TRAUBEL, with our own master of comedy musings, DAVE BARRY. We're also told that the accomplishments of GEORGIE TAPPS will be something to see . . . This should all come to pass within another month . . .

It's been especially pleasing to note the success of the current showing, and artistry, of KATHERINE DUNHAM and her highly talented cast of performers. Those who may have held skepticism before, are willing to admit that here is a troupe of accomplished artists who stand alone in their field. This is the first appearance they've experienced in Las Vegas, in which they have been properly presented, and the results have been altogether different than anything seen prveiously . . .

BONNIE BEST has taken to the hills again . . . (Beverly Hills, that is) to make with some big talk with her "right hand," PAT; and "the Bull o' the Books" (auditor) . . . The "little one" has her local shop all decked with the proper things for Spring, from sensational swim suits, to seabreezy summer things for cool comfort (and that warm weather will be here sooner than you think) . . .

The newest organization to set up offices in MacPeck's SUNLAND SHOPPING CENTER Bldg., (just north of Hotel SAHARA) is that known as the MT. ZION URANIUM CORPORATION, which seems destined to be one of the largest, and most successful, or its kind. They are a production company (not a promotional idea) with a shipping license issued by the Atomic Energy Commission for this valuable ore. The major holdings of the corporation are located near Zion National Park, hence the name of their firm. It is

(Continued on page 22)

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The BROADWAY WHIRL

By DICK GERSH

EDITOR'S NOTE: We're proud to introduce to our readers another weekly column, written especially for you. DICK GERSH, popular press agent in New York City, is the writer of "The Broadway Whirl." We're certain you'll enjoy and find his chatter about the "White Way" most interesting.

TALK OF the town is the famous band leader who is showing one and all nude photos of the girl he is divorcing his wife to marry . . . Recording business in France is so good that many of the local publishers and disc executives are planning European jaunts to strengthen their contacts . . . Red Buttons and Molly Goldberg (Gertrude Berg) will make a platter together for Columbia . . . Doris Day is up for a TV series . . . Steve Allen's first love is song writing and he talks of doing it full time when he eventually leaves video. Steve also writes a mean short story . . . Harry Bellafonte's TV show will be one of the biggest new programs in '55 . . .

Sunny Gale and her husband-manager Jerry Fields are out of tune . . . Hit songwriter and publisher, Bob Merrill, is doing his "Mambo Italiano" with Red Button's TV wife, Phyllis Kirk . . . Ignore rumors that character actress Thelma Ritter will have a permanent spot when the Gleason "Honeymooners" goes on film. As they say in the Western flickers, "He don't pay that kind of moolah, podner."

Dick Adler and Jerry Ross, who penned the scores of "Pajama Game" and "Almanac," will continue their winning ways with a new musical titled "Damn Yankee." Watch for young comic Jimmy Komack and dancers Gwen Verdun and Carol Haney to really come into their own in this one . . .

Bill Haley and His Comets being mulled for a filmed, half-hour musical series on ABC-TV. Haley is the originator of "Shake, Rattle and Roll," the daddy of the new "rock and roll" style of recording . . .

Broadway is shocked by the untimely deaths of two of the best liked people on the street. Harry Santley and Danny Mendelsohn, at 43 and 39. Both were victims of sudden heart attacks. Harry Santley was the son of Joe Santley, the music publisher, and Danny was a composer and arranger.

Janis Paige seems to be a coffee lover. You can find her almost any one ayem sipping the cafe expresso in "Orsini's" . . . Jackie Gleason's 39th birthday party (note to Jack Benny, Gleason really is 39) at Toots Shor's, had so many celebrities in attendance everytime you said "Hello" you were a name-dropper . . .

Funniest moment at the Gleason party was when Marilyn Monroe, escorted by Joe Di Maggio, got a splinter in her famous derriere. There was a stampede of male volunteers to do the removal job. The lucky winner was Jackie's writer, Marvin Marx. Do you think he could get on "I've Got a Secret"?

Don Cockell, British heavyweight who is slated to trade punches with Rocky Marciano, is so fat he actually drew laughs from the Madison Square Garden audience when he was introduced last weekend . . .

Danny Scholl and Carol Channing will have the leads in a new musical titled "Delilah" . . . Bennett Korn has ankled WNEW to become the Vice-President of Remington Records, inexpensive LP line . . . Alan Dale has a hit record in "Cherry Pink and Apple Blossom White" . . . Music machine industry very worried over the pending Kilgore Bill. The juke box operators claim it will cripple their business if it is passed . . .

Columnist Louis Sobol moved into the Park Vendome apartment formerly owned by Bob Harrison, publisher of Confidential Magazine. Latter publication, incidentally, has the biggest news stand sale in America, goes over three million . . .

There's No Business Like It Department — A year ago, singer Carmen McRae almost made a living. Today, three major record companies are going to the courts in the battle for her exclusive recording rights . . .

BELDON KATLEMAN
presents
LILI ST. CYR
in a
LEROY PRINZ
production of
SADIE THOMPSON



LINGERIE BY
Lili St. Cyr Intimates

EL RANCHO VEGAS

"CURTAIN TIME"

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

Flamingo

February 17 thru March 16
Show: Mills Brothers, Mary McCarty, Dominique
Line: Flamingo Starlets
Orch.: Teddy Phillips

Those "Four Boys and a Guitar" are back in Las Vegas, and once more proving to one and all, that all people like to hear that "good old fashioned harmony." . . ! Proving it by packing the folks in with each and every show. From the booming bass voice of "their Dad," to the high range tenor notes of Herb and Harry, all voices are made to blend perfectly with that of Don, who sings the leads. The MILLS BROTHERS will soon be celebrating their TWENTY-FIFTH YEAR before the public, as a group, and practically the entire period has found them enjoying a rating as one of the top vocal groups of the country. . . . We also

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LAST FRONTIER

February 21 thru March 13
Show: Dorothy Dandridge, Marshall and Farrell, Trixie
Line: Frontier Girls
Orch.: Garwood Van

DOROTHY DANDRIDGE, ... WOW!! The preceding sentence is a three word review of this beautiful young performer who has suddenly become a star . . . and "suddenly" does not mean that she hasn't earned the right to be a star. We've watched this American beauty blossom from a shy and frightened bud (Club Bingo '49) into the beautiful bloom you now see appearing in the Ramona Room. Her material is all new. . . . clever lyrics, and superbly arranged musically by her accompanist, NICK PERITO. Her repertoire ranges through blues, ballads, calypso, "up tunes," and an ample application of sex . . . presented in a manner acceptable to everyone in any audience. . . . You'll be delightfully entertained by the new comedy team of MARSHALL & FARRELL. Two young men who have as much fun working as you do watching!! Pete Marshall is the tall one

(Continued on Page 26)

El Rancho Vegas

Show: Lili St. Cyr, Myron Cohen, The Crewcuts.
Line: El Rancho Vegas Girls
Orch.: Ted Fio Rito

Again the Opera House Theater Restaurant is graced by the beauty, and classical performances, of the singular LILI ST. CYR; an exotic young lady who stands alone at the helm of this realm of entertainment. With this appearance we see her in a LEROY PRINZ Production of "Sadie Thompson" . . ! If you haven't seen the show as yet, your own imagination should be able to take it from there. The scenery settings, which accompany the performances of this talented young woman, are famous for their lavish luxury of detail, and "Sadie Thompson" upholds that tradi-

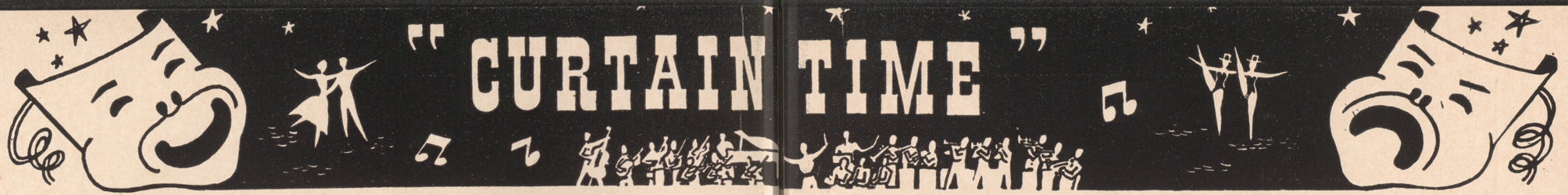
(Continued on page 27)

Wilbur Clark's DESERT INN

February 15 thru March 14
Show: Larry Parks and Betty Garrett, Jackie Miles, Rudy Cardenas
Line: Donn Arden Dancers
Orch.: Carlton Hayes

The timing is perfect. An outstanding team of sweethearts opened in the Painted Desert Room, February 15th, before the glow of Valentine's Day had faded. LARRY PARKS and

(Continued on Page 18)



BETTY GARRETT can't avoid successful reaction to each segment of their smoothly-paced presentation. Here is a talent-laden due who can return to our midst as often as they like and their presentations will always be appreciated. Their special material is top-drawer. Betty and Larry blend their voices to lilting arrangements and their young comedy leaves nothing to be desired. If you haven't already done so, better add Parks and Garrett to your personal list of leading showmen. . . . An extra-added attraction is the one and only—JACKIE MILES! The billboards aren't doing any exaggerating when they call this lad the "Jack of Clubs." He is that — for sure! No one can resist the hushed voice that emanates from

(Continued on page 27)

SAHARA

February 22 thru March 14

Show: Katherine Dunham Dancers, Dick Shawn.
Line: Saharem Dancers
Orch.: Cee Davidson

You may have seen the KATHERINE DUNHAM DANCERS on one of their previous appearances in Las Vegas, but you've really seen nothing, until you see them presented now on the large stage of the Congo Room. Colorful pageantry reigns as these highly skilled dancers perform to rhythms that the average person must find quite undefinable. Their dances, by the same token, are difficult routines that could hardly be executed by another, unless they had lived with these rhythms for some time. Miss Dunham, herself, is even more breath-taking than we've seen her on her previous engagements, and her talents in this profession are untouched by any other. Besides Miss Dunham, her troup consists of seven dancers, five vocalists, and five musicians. . . . Wait until you hear the rhythm of these

(Continued on Page 26)

The Sands

February 23 thru March 15

Show: Billy Gray, Georgia Gibbs, Hal LeRoy.
Line: The Copa Girls
Orch.: Antonio Morelli

Jack Entratter is currently presenting the cream of comedy in "The Laugh Parade," which stars "the bugle of the Band Box," . . . BILLY GRAY! Here's a pixie-pussed comedy king who can stand alone on stage and deliver material so smoothly, and with such immaculate timing, that you'd swear the whole thing was done extemporaneously; . . . a delivery boy with a master's degree!! Billy also uses ring-siders to the greatest advantage; . . . you'll die when he comes up with his, "Gad, that gal don't know NUTHIN' . . . " and be disappointed if he doesn't use it! . . . On this same bill we welcome back "her nibbs" Miss GEORGIA GIBBS, . . . a little lady

(Continued on page 27)

Thunderbird

March 3 thru March 16

Show: Romo Vincent, Don, Dick & Jimmy, Gino and Gerardo
Line: Thunderbird Dancers
Orch.: Al Jahns

"The Magnificent Obstruction" serves to introduce once again, our old friend, . . . ROMO VINCENT, who has lost a lot of weight around his middle, but still packs a lot of weight in entertainment value. Romo sings (but GOOD), . . . makes with choice comedy, . . . and dances like a feather; . . . but mostly he "visits" with the audience!! That's exactly how you'll feel after you've seen his show; . . . as though you've just had a nice visit with Romo. He relaxes you into HIS mood, . . . and you'll enjoy having

gone with him down "Easy Street" . . . DON, DICK and JIMMY, appearing in our town for the 1st time are a great singing and instrumental trio. Fresh from their triumphs in the East. The boys are definitely due for many repeat performances. They're superb.

(Continued on Page 27)

EL Cortez

(Not a Review)

Show: Bill Haley and his Comets, Wally Dean, Buddy King and His Ladies.
Orch.: Sherman Hayes

A first in the Pirates Den is BILL HALEY AND HIS COMETS. A sextette of talented gents, Bill and the group are top Decca Recording Artists. Their recording, "Shake, Rattle & Roll" is currently No. 2 on the Hit Parade. The Comets will have you soaring with their unique vocal arrangements and orchestrations. Musically, Vocally, Individually, or Collectively these gents guarantee to keep you humming. . . . Another newcomer and a first in our midst is comic WALLY DEAN, called the "Dean of Comedy." Advance releases promise Den patrons a treat. . . . Held over for another frame is BUDDY KING AND HIS LADIES, four talented dancers. Buddy and the lovely ladies offer exciting routines that are precision perfect. You'll enjoy their various dance interpretations. . . . SHERMAN HAYES and His Orchestra provide the background for the show and for patron dancing.

SHOWBOAT

The Showboat Lounge shows, continuous from 6 p.m. to 6 a.m. is the "medicine the doctor ordered." The Boat's rocking with MAURICE ROCCO. The world's most unusual pianist, his flying fingers and those Zany Madcaps, for the rhythm section it seems as though the Showboat is hurricane bound. They jive.They sing and joke with the patrons—and Maurice obliges with requestfully yours whenever asked. THE HILARIOUS HALF-BACKS are a musical trio, offer wonderful harmony and lots of comedy. Starting this week a new group — 4 guys and a gal — namely THE TATTLE-TALES. According to advance publicity releases, you're in for a surprise. This quintet is "loaded" and it's full steam ahead. . . . As an added starter the "Captain of the Boat" has our good friends on deck. . . . The SANDO DEEMS TRIO. Big favorites locally as well as with the tourists. Sando and his lads give out with loads of music, singing and laughter.

(Continued on Page 26)

SILVER SLIPPER

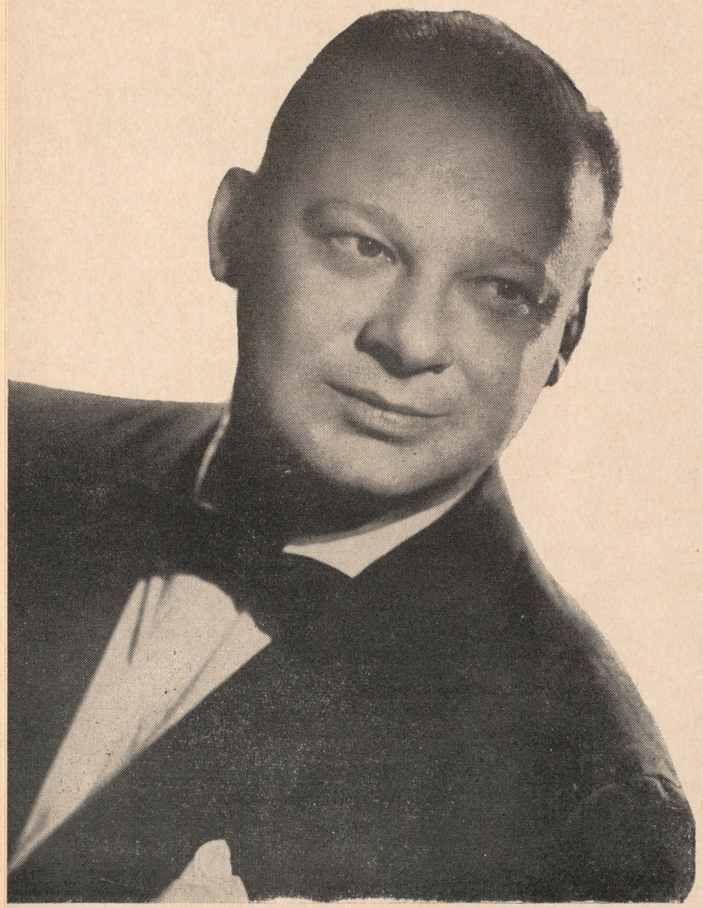
Show: Buster Keaton, Hank Henry, Arlene, Sparky Kaye and Silver Slipper Stock Co.
M.C. Jimmy Cavanaugh
Orch.: George Redman

A treat that doesn't present itself often enough is the current All New Burlesque Revue at this spot. Co-Starring are BUSTER KEATON and HANK HENRY! Mr. Keaton, the famous dead-pan comic of the screen and a superb pantomime artist offers a variety of humor filled skits. With Las Vegas favorite comedian, Hank Henry, we can safely say . . . "Tops in Comedy and entertainment for All." What a combination Keaton and Henry! They'll have you holding your sides with uncontrollable laughter. Gentlemen who prefer blondes will appreciate, exotic and blonderful Arlene. She's the Gal in the Gilded Cage and wings over the heads of the audience. . . . In the hilarious comedy skits are attractive JOAN WHITE, MAC DENNISON, BILL WILLARD and JIMMY CAVANAUGH. Show backing is capably handled by Maestro George Redman.

"THANKS"

To *Jake Freedman* for
keeping out of my way!

To *Sid Wyman & Carl Cohen* for
my "table" manners!



To *Jack Entratter* for
taking a vacation during my performance!

To *Larry Green* for
being so great!

To *Nick Kelly* for
emproovin' me Engulsh

To *Las Vegas* for
an "Atomic" 3 works!

To *Sid Kuller & Mel Diamond* for
a great writing job!

To *Antonio Morelli*
being a gentleman & excellent conductor!

To *Georgia Gibbs & Hal LeRoy* for
such great shows!

BILLY GRAY

Copa Room

The Sands

JOHNNY UHLMAN

(Continued from page 13)

the firm conviction of corporation president, R. C. REYNOLDS, as well as many others engaged in this new business of uranium production, that Las Vegas is well on its way toward becoming the center of this type of activity, and will pass all others in the nation for uranium trading and production corporations. Visitors are always welcome to stop into their beautiful office at 2411 South Fifth St. to see the various ore samples they have on display, along with the amazing instruments which are used in detecting their location in the field. You'll also meet LILI REYNOLDS, sec'y. and treas. of the corporation, and R. G. CROSSLEY, one of the directors. . . .

"Gentleman Gene" is what they call him . . . and "they" include the biggest names in the sports world, as well as V.I.P. from all walks of life. We speak here of GENE DELMONT, the graceous, and kindly fellow you'll find each evening at the THUNDERBIRD HOTEL . . . greeting everyone with equal zeal, no matter who they might be. Gene extends a genuine hand of welcome to all he meets, with an equally genuine desire to see to their every comfort and service during their visit, whether it be for mere moments or many months. A lot of so-called "big" men couldn't come up to this man's kneecap, in their stature of "doing for others." The world needs his kind!

JACK CASON informs me that, if all goes according to present plans, his unit of the SAVE-WAY SERVICE STATIONS, Inc., located at 1736 South Fifth Street, will be offering the latest in automatic CAR WASH equipment, for a speedy and efficient job on your car. They'll turn out a car "complete" every THREE MINUTES, and with a perfect job on each one . . . Another thing that Jack is proud of, is that they will be the first independent stations locally to offer their customers the new "95-plus" octane gasoline, at their usually LOW PRICES. Here I must insert a note of personal recommendation . . . I've been trading with these boys for almost two years, and have watched them from the time they took over this station on their own, to grow to their present status: a chain of FOUR stations . . .

And now, a bunch of bouquets to BILLY GRAY for the job he's been doing during his current stint at the SANDS HOTEL. Here's a comical little quipster of whom we never tire . . . and we've watched performance after performance! His masterful delivery allows him to do, and say, most anything that might come to mind, and make it click! His parodies of popular tunes are the greatest, and with such an accomplished accompanist as LARRY GREEN at the piano, they make a combination that is nigh onto unbeatable. Larry knows Billy's every whim, and is right there with the needed background at all times. Appearing on the same bill with Billy is a tap artist who will always be a favorite of ours for his ease of execution, and precision . . . HAL LeROY. This man's style will never be duplicated . . .

SILVER SLIPPER

CASINO

NEW EDITION

"NIGHT OF FUN"

STARRING

BUSTER KEATON

★

HANK HENRY

Funniest Man in the World

★

ARLENE

Exotic Dancing Beauty

★

SPARKY KAYE

and the

SILVER SLIPPER STOCK COMPANY

★

SHOWTIMES:

9 P.M. - 11 P.M. - 1 A.M. - 2:30 A.M.

LAST FRONTIER VILLAGE

HI-WAY 91 ● PHONE 1800

The shoe department of BAIN'S APPAREL SHOP is doing such a sensational job of selling with the ladies shoe style known as "Barely Yours" that they've attracted the unbelieving attention of other dealers from all over this section of the country!! They've sold over 1100 pairs of these shoes, which would be an enviable record if accomplished by a department ten times its size. Manager DICK NAHOUSE is deservedly proud of this fact. Once you've worn a pair of them, you'll be back for more in the other colors and shades. . . .

A bit of pride notes from a proud grandpa! LENNY GORDON (Flamingo casino) presented grandson, ALLAN J. GREENE with a brand new set of golf clubs on the event of his confirmation (Feb. 7th), and 12 year old Allan set forth to taking lessons from pro ROY WHISTON in L.A. The goal in mind is to once again win his class in the tournament for youngsters, held here in Las Vegas during each summer vacation period . . . Allan took first place in class last year, and is out for it again this year . . .

Our congratulations to Mrs. LOCKWOOD, who recently took over the managerial position for SYDNEY'S Ladies' Shop on the Strip. She arrived from New York not too long ago, and this is her first trip to Las Vegas. Already she's planning to buy a home! Sydney will be in town this week herself, to look over the operation, and to make preparations for the coming season's showings . . .

A short time ago I had a photo print of "The Kid" (my Doberman) blown up and tinted. The finished product is so realistic you'd swear she was about to come to life and speak. The work was done by the NEVADA STUDIOS, on North Third Street. While I was picking up my own things I happened to notice how many more men's portraits were in evidence than ladies. NORA ULLOM, who owns the studio, informed me that they sort of specialize in this sort of thing. They did a wonderful job on the entire crew of the newly formed branch office of PRUDENTIAL Insurance Company. . . .

Word from personal manager, JACK DOUGLAS, informs us that perky-pixie PHYLLIS INEZ is due to open at Billy Gray's BAND BOX in L.A. on March 14th. Phyllis is the exhuberant little red-head that is fast proving herself "Cafe Society's Pet Songstress."

"TURK" HOOVER is the new major domo of DUFFY'S TAVERN, just opposite the Round Up Drive-In on South Fifth St. . . . Turk is a likeable guy from up-state California, recently purchasing Duffy's from Stan Resler. For the moment, Turk is letting things ride as they are, but we have a feeling that he has great plans for exploiting the place into one of our most popular little clubs . . . Good luck, Turk!

Since the issuance of the licenses recently, there has been an ever increasing rise of activity around the highline hostelries out along the Strip, with an eye to getting them completed and opened as soon as possible. None the least of these is the "new high in the Las Vegas sky," THE RIVIERA. There are hundreds of men maneuvering about the tall building, like mice on a hot rock, and it looks like an opening about the latter part of April. A beautiful bouquet to the executive ability of a little lady who is the nerve center of most all of this activity in the main office . . . an attractive personality queen by the name of EVE VOSE . . . Manager MARSHALL WRIGHT can well be proud of the capabilities of this wonderful woman. His complete confidence is self-evidenced by the fact that they've been working together as this sort of a team for quite a few years, in positions calling for peak responsibility . . . Another word of appreciation to General Manager JACK GOLDMAN, of Miami's Clover Club, for the genial manner in which he receives people who come to him with their many propositions pertaining to advancement, and eventual solving, of the

(Continued on Page 25)

MT. ZION URANIUM CORPORATION
Mineral Production
2411 So. Fifth Street Las Vegas. Nevada

Greeting! And — "Thanks," Las Vegas! We are indeed most happy to have selected the fabulous city of Las Vegas as headquarters for our uranium production program.

It has given us great pleasure, being the first to turn on a Neon uranium sign in Las Vegas.

We appreciate the wonderful reception given us, along with your warm and sincere hospitality.

It would be a privilege and a pleasure to have you visit our offices, just north of Hotel Sahara, to view the various types of ore displayed, and the instruments used in detecting their location.

Mt. Zion Uranium Corporation

R. C. Reynolds, Pres.

REYNOLDS MORTGAGE CORPORATION
A Holding Corporation — Affiliate

JOHNNY UHLMAN

(Continued from Page 22)

hosts of problems that confront a man in his position. We have yet to see him cut anyone short, or treat a single person rudely. These traits make for beginning of a smooth running organization . . .

An arm-load of admiration for one of my most lovable "Mom's" . . . GRACIE HAYES . . ! This powerhouse of a woman can be found nightly, entertaining all and any who stop into GRACE HAYES' LODGE (at the bend of the Strip); . . . always willing to oblige with a song, and forever encouraging others to join into the fun, by getting them to "sing one" over the hand mike she has set up behind the bar. You'll feel right at home at Gracie's; . . . you name the tune; . . . LES POE, at the piano, will be able to play it for you, and back you up as you sing to your heart's content.

"Lovelier Fashions for Less" is the slogan for FRANKLIN's, downtown at the corner of 4th and Fremont Streets. They specialize in Ladies and Children's Wear, and with prices that fit the family budget. . . . Yes, . . . YOURS!! Doing an excellent job of handling the affairs of the shop is an attractive, fair-haired lady, who's never too busy to talk to anyone, and the force behind a sales force of ladies who are always all smiles, . . at least, I have yet to see them any different. Ask for Mrs. VINCLER.

St. Valentine's Day seemed to do the trick!! It was the following day, February 15. that JUANITA McCOY gave the right answer to PHIL ZIMBROW, and they sealed the bargain with a wedding band. After promising to "love, honor and obey" . . . Phil has been "dealing the dominoes" at the SANDS for the past 2½ years, and was at the Desert Inn for a couple of years prior to that. May all your wishes come true with a fulfillment of the happiness you both deserve. This you can do, if you'll each live only for the happiness of the other!!

The CLUB BLACK MAGIC was the locale of a huge champagne party last Friday afternoon, (March 4th) which was hosted by co-owners of the DUNES, ALFRED GOTTESMAN and JOE SULLIVAN. The occasion was in compliment to the many friends, employees, contractors, newspapermen and show personalities with whom the hosts had become acquainted since their arrival in Las Vegas. The dazzling DUNES is due for an opening on, or about, the 27th of April, and rapidly nearing completion. Mr. GOTTESMAN is nationally known as the former owner and operator of the expansive chain of New England theaters which became the nucleus of the now famous Warner Bros. Theaters. Mr. Gottesman . . . at the age of 38 . . . sold out for $15,000,000.00. . . . The party was a huge success with surprise entertainment from the guests themselves, outstanding among whom was a vocal solo by Mrs Gottesman, who disclosed that she was a former vocalist with the famed Abe Lyman Orchestra during the 1930's. . . .

An right about now it's time for breakfast, again, . . . so, by your leave, I'll fall out for chow. My ever lovin' should just about be getting up to put the coffee pot in the proper position, at the proper setting; . . then let the dog out, before looking out the front window with wondering as to whether I'll get home in time to have breakfast with her. . . . You guys who don't enjoy this concern on the part of your ever lovin', . . . ain't livin' . . ! !

So until next week, I'll say "so long" to all you fine people! Your ever lovin' . . . Johnny.

FLAMINGO

(Continued from page 17)

welcome the return of MARY McCARTY to the local scene. Mary's versatility and acting ability allow her to do most any and everything in the book, with a forte leaning toward comedy . . ! Her talents have won her well deserved rave notices from the critics, for her performances in the field of musical comedy. . . . DOMINIQUE is an electrifying performer who has the whole room in an uproar during his entire performance. His field is prestidigitation, and this young man is FAST . . ! With a half dozen volunteers from the audience coming on stage at his request, he proceeds to pick their pockets, not once, but repeatedly; all of which adds up to riotous entertainment. . . . Ron Fletcher's FLAMINGO STARLETS continue to present engaging productions which are immaculate in exactness of execution; . . colorful and complete with vocals by DON McKAY. . . . On the podium is the capable TEDDY PHILLIPS and his men of music. . . .

LAST FRONTIER

(Continued from page 17)

(singing better than ever), and Tommy Farrell is the bespectacled, crewcut fall guy. An outstanding bit of theirs is built on what you might hear from the commercials offered by a small town Texas radio station. You'll find yourself having fun right along with them as they entertain you. . . . Joining this entertaining bill of fare early in the week was, TRIXIE, a quick and clever juggler who accomplishes almost unbelievable feats and with an ease which belies the skill necessary for their accomplishment, . . . along with hours and hours of practice. . . . The beauty of the FRONTIER GIRLS is expounded in their opening production set to "Rhapsody in Blue," while a colorful production around a medley from "Carmen" serves to introduce the star of the show. . . . The wonderful music of this show was made to sound all the fuller through the musicianship of GARWOOD VAN and his ORCHESTRA.

SAHARA

(Continued from page 18)

native drums. . . . DICK SHAWN had to beg off after both performances opening night!!! This fine young comedian lets go with both barrels from the time he appears, and hardly lets up during the whole time he's on. His material is continuous, and spotted with running gags that keep cropping out from time to time. Dick has a fine voice of powerful proportions, which you'll hear when he goes into his "Pagliacci," . . . with quite a different ending than you might expect!! . . . The Moro-Landis SAHAREM DANCERS have been forced, from lack of time, to drop the finale they'd prepared for this show, and only appear at the beginning with the sensational Dunham Dancers. . . . Congratulations to CEE DAVIDSON and his ORCHESTRA on their handling of the difficult music of the show.

SHOWBOAT

(Continued from page 19)

Wait'll you see Napoleon on the Drums. You won't believe your eyes. What energy. . . . Bounces like a rubber ball. For late hour entertainment (til 6 a. m.) we suggest a visit to the Deck Lounge of the Showboat.



the
SILVER QUEEN
BAR

CONTINUOUS ENTERTAINMENT
from 5 p.m. to 6 a.m.

IN THE Sands HOTEL

Pee Wee
HUNT

★

EL GRINGO
and his Latin Rhythms
featuring MECHITA

★

THE GUADALUPE
BOYS

★

ERNIE STEWART
TRIO

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

"The Taste of the Town"

You owe yourself this treat . . .

CHINESE
FOOD

Served in the Garden Room
From 6 P. M. to Dawn

THE SANDS

(Continued from page 18)

whose Mercury Records have brought her to a happy high of fame. Miss Gibbs is possessed of a powerful pair of pipes which, when unleashed on a number requiring a heavy dramatic presentation, allows her to produce in a manner seldom equalled. . . . Yet, , , her marvelous control enables her to offer a sincere, and feeling-filled rendition of such difficult selections as, "Yiddisher Mamma" . . . Hal LeRoy is here again; with a flashing flourish of fancy foot-work such as only he can provide. Hal has a dancing style that is strictly his own, and "old limber legs" will throw you a load of taps like you'll seldom see and hear. Hal is soon to go into production of a teevee series as "Dagwood," of the famed "Blondie" comic strip, to be filmed at the Hal Roach Studios in Hollywood. . . . Bob Gilbert and Renee Stewart have come up with a highly entertaining production number for the COPA GIRLS & GUYS which is of the western motif, while holding over their "Calypso" for closing. . . . ANTONIO MORELLI and his MUSIC continue with provision of proper musical phrasings.

EL RANCHO VEGAS

(Continued from page 17)

tion to the letter! . . . We are indeed happy to welcome back the silk salesman whose silk and satin selling of a story has brought him to the acclaim of being one of the finest story tellers in the business today. . . . MYRON COHEN; . . . a lovable guy who merely stands at the mike, and talks of incidents from life which he has found to be most amusing. These amusing incidents become uproarious, when the telling of them is in the hands of Myron Cohen. . . . THE CREWCUTS is a group of young men who have rolled up quite a reputation for themselves in the vocal department, themselves in the vocal department. These four young men achieve a fine blend, and their all out exhuberance soon spreads throughout the audience. Their presence adds greatly to the attractiveness of any bill of fare. . . . Now we have the EL RANCHO VEGAS GIRLS; a collection of cuties who never fail to bring clever, and eye-catching production routines to this stage, for well deserved rounds of applause. . . . Here we extend the hand of welcome to TED FIO RITO, who bows in once more at the head of the musical organization which is to back these shows with the all important phase of proper music. . . .

DESERT INN

(Continued from page 18)

this comedian, bringing with it the humor that has branded him tops along the supper-club route. We can't think of anything we'd rather do than sit and listen to Jackie's unending repertoire of witty tales. His softly spoken punch lines are invariably met with blatant hilarity. Need we say more? . . . Rounding out this fast-paced bill is RUDY CARDENAS. He is one of the quickest jugglers you've ever laid eyes upon and we're not just talking! At times we wonder why our orbs cannot keep pace with his actions. . . . The DONN ARDEN DANCERS are exquisitely gowned and their elite production sequences never fail to make spectators marvel. . . . CARLTON HAYES waves his skilled baton to create perfect rhythm among his music men.

THUNDERBIRD

(Continued from page 18)

A treat to see and hear. . . . GINO & GERARDO are a smooth ballroom dance due. They perform flawlessly. Their interpretations of exotic and modern dance moods are most colorful. . . . The THUNDERBIRD DANCERS, under the direction of Miss Gayle Robbins, offer intermittent production numbers that are filled to the brim with color and clever choreography. . . .

JACK CORTEZ'
Fabulous
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Mailed anywhere in the United States . . . . . .

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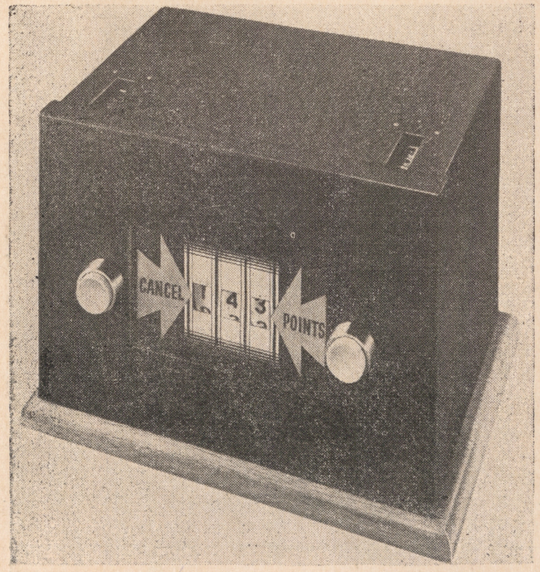
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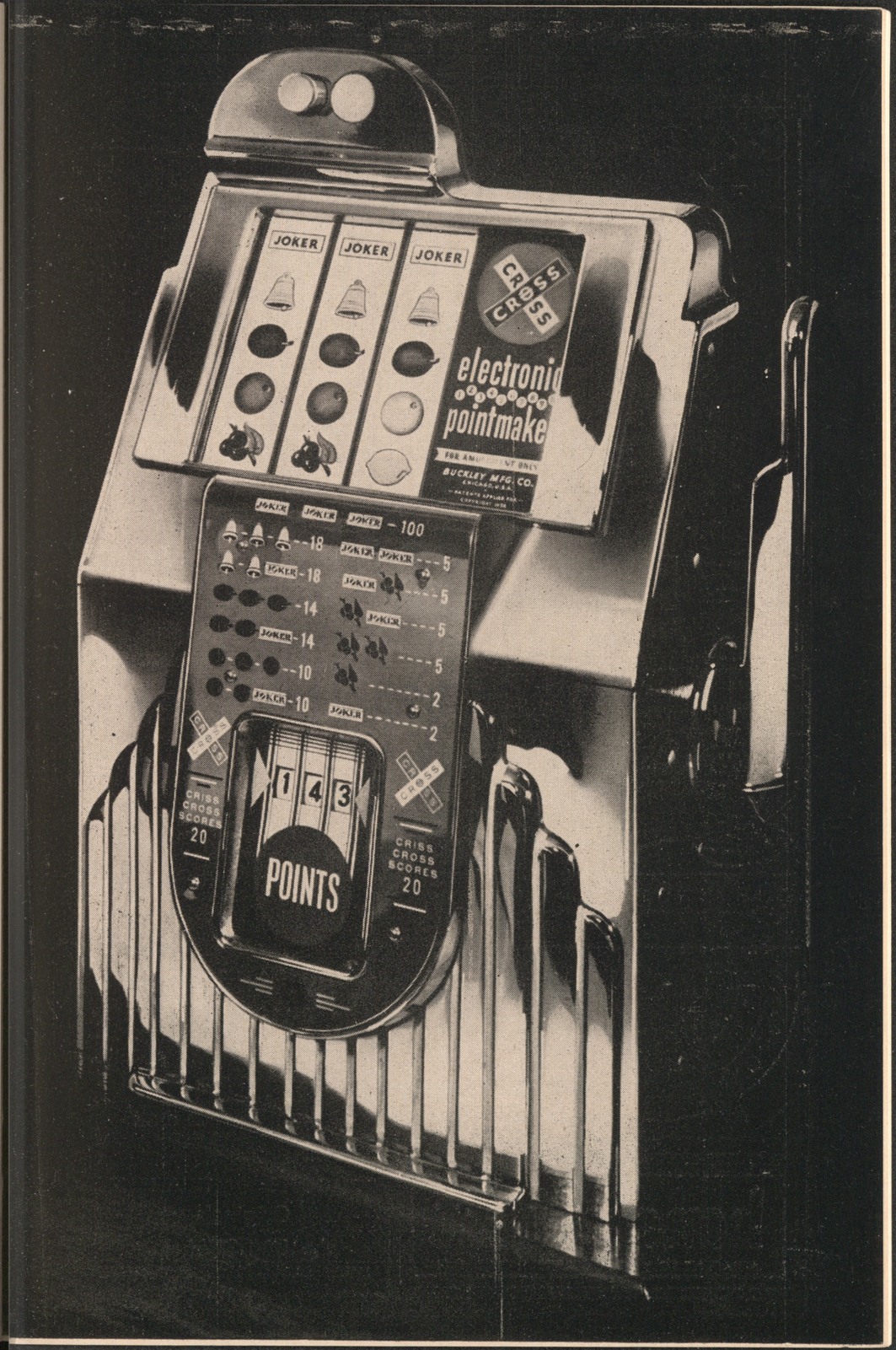
— DOWNTOWN —

For further information contact:

BUCKLEY MFG. CO.

4223 W. Lake St., Chicago 24, Ill., U.S.A.

Telephone VAn Buren 6-6636



Once again!

THANKS...

to Jack Entratter and everyone at the

— Sands —

for three weeks that's been another

HAPPY RETURN ENGAGEMENT

HAL LeROY

Bond's Jewelers

"HOME OF QUALITY DIAMONDS"

300 FREMONT ST. LAS VEGAS, NEV.

EASIEST CREDIT TERMS IN AMERICA

KRAM 920 ON YOUR DIAL

Pleasant Driving!

ON YOUR WAY TO OR FROM LAS VEGAS TUNE IN YOUR RADIO TO **KRAM** — 920 ON YOUR DIAL — FOR THE BEST IN MUSIC, NEWS AND SPORTS.

DRIVE WITH KRAM

THE STATION MORE PEOPLE LISTEN TO MORE OFTEN

bonnie best

ADJACENT TO WILBUR CLARK'S DESERT INN

DON LOPER TINA LESER

Originals

the UNUSUAL in day and after five wear

MAY MANN

(Continued from Page 11)

Jennifer Jones' maid, Veda, worked for Grace Moore until the latter's plane crash. Veda insists that Jennifer wear something else besides her favorite yellow. So now days it is pink. . . . Suzzane Dodolle, Gable's French model gal friend, has signed a contract with Hollywood designer Marusia. . . . Barbara Ruick has taken the apartment vacated by Beverly Tyler so is now a bachelor girl . . . which makes Bob Horton a bachelor!

Dick Contino stag, planted himself next to me at the Cocoanut Grove opening night. Madly he applauded Kaye Ballard's witicisms. Such as, "I was standing in front of the hotel waiting for the elevator to the second floor when a woman said to me, 'My goodness Kaye, what did you do to your hair? It looks like a wig." I said, 'It is a wig.' Said she, 'You'd never know it'." Another was about the woman who just inherited forty seven million dollars and reacted with, "I'm not going to let money change me. No, sir! Forty seven million! Whooooo! I'm not going to move out of the old neighborhood. No, sir-eee!!! I'm just going to buy it!" Shows at the Grove are tops in the world these last few months. Mitzi Gaynor, she's dazzling, Dorothy Arnold, Joe's ex, introducing her new fiance, Jean Stinchfield, society public relations director, beaming for her job of getting General Motors cars on the front pages of society in the newspapers, Joseph Hoenig of the Ambassador beaming and Joe New, his assistant, confided his romance with Estralita is iced until she decides whether her reconciliation with Grant Withers takes. Joe Reith danced so much with me, he complained, "Whooo, am I warm." "A compliment," said me. Said he, "I'll send you my cleaning bill."

Jeanne Crain was posing in the gorgeous new Cadillac at the big General Motors party with her red hair and matching eyes in a matching red car. Beauties — both! President Harlow Curtice and Paul Garrett, and Harley Earl, vice prexies hosted the biggest party this town has seen with orchid corsages for the ladies and boutenieres for the men. Everyone drooled over the cars. Richard Anderson was buying his bride a Cadillac featuring white mink seats and a T.V. set in the back. Lex Barker and Lana Turner, Clair Windsor, Debbie Reynolds excited about her trip to London with Eddie Fisher and chaperoned by her mom, Larry Mitchell, Jack Carson, Rhonda Fleming were mentally buying Cadillacs like crazy!

To Pierre's House of Crepe Suzzettes in San Marino for Papa Pierre's party for the Met's Grecian opera-star Elena Nickoladi, and chatting with Dr. Phillip Kalavos — handsome as a Greek god!

And that's Hollywood!

Artist's Destiny

(All Rights Reserved)

Born to know fame
To taste poisoned acclaim
To yearn for seclusion
Yet if alone go insane;
The prize, and the penalty
All in one note
Such is the destiny
Of Artist and Poet.

See Life if you can
Through the eyes
Of the calm business man
The Picture's the same
But the Rapture is gone
Back then you go
To your colorful view
A King yet a slave
To the Artist in you.

Heart of the artist
Soul of the Poet
From the depths of Despair
To the Pillars of hope
All things in Extreme
From revenge to remorse
In Hatred or Love
Now Blessed then accursed.

And when Life's Adventure
Journeys along
From the Palace of Right
To the Dungeons of Wrong
Self Betrayed and Despised
You Stand all alone
Yet never Condemned
There must be some other Artist
Understanding the Kind
After all, Who was it
Created Artistic Mankind?

Elizabeth Grahame.

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Venetian Boatman



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THAT'S FOR SURE

(Continued from Page 9)

BOAT HOTEL, and HAL PERRY, a salesman at COOK'S MOTORS. Couple took the vows about a month ago and are still floatin' around somewhere in the stratosphere. Never saw any two people happier that Sisco and Hal and know they'll enjoy many blissful years.

HELLAN C. LORD, owner and operator of GAY ROBERT'S PERSONALITY CENTER, is the only authorized practitioner of the FERNALD system of Face Lifting in our Fabulous city. Hellan's teacher was the master, DR. FERNALD. She studied under her able guidance in San Francisco before coming to Las Vegas. So, don't fret ladies, now that Miss Lord is in town, there's no reason for a wrinkle on your brow . . . she makes them disappear like magic.

It's been proven many times in the past that the obvious is very often overlooked and a different path taken . . . the following proves that 100% again. AL GARBIAN, General Manager of THE LUCKY STRIKE CLUB, has searched without success since the club opened for something catchy and new to do in connection with the club's advertising program. With the aid of the ALCORN ADVERTISING AGENCY, (JACK MEVIN, they discovered the obvious . . . L.S.M.F.B. (Lucky Strike Means Finer Bingo). Now, their advertising is being planned around those letters (with a slight alteration), which were made famous by the American Tobacco Co. They spent many millions of dollars for this slogan which the club can use. Real clever, fellas. . . .

The following should be of great interest to Localites and Tourists alike. . . . When driving on The Strip, turn onto the DESERT INN Road and drive approximately 2 or 3 minutes . . . you will see . . . directly in back of KLAS-TV Station a new project, almost completed, which merits your inspection. It's the BALI-HA-I, new Apartment Colony. 96 units . . . and furnished luxuriously. The BALI-HA-I will be "THE GREATEST" in Desert Living. They furnish the Maid Service . . . and all Utilities. For Recreational purposes there will be two Badminton and two Tennis Courts and one of the largest Pools in the area. Rentals are surprisingly low for this "in the heart of the Strip" location. Manager and co-owner is HARVEY BERNHARD. If you're seeking an apartment, we suggest a visit to BALI-HA-I and see Harvey for further information . . . living at the BALI-HA-I will be truly Fabulous. An oasis on the desert. The Furniture, draperies, rugs and interior decorating of the BALI-HA-I is being done by AL PARVIN, co-owner of the FLAMINGO HOTEL, and the man responsible for decorating quite a number of hotels in Las Vegas.

As soon as HERMAN D. HOVER, owner of CIRO'S in Hollywood, returns from his Florida vacation, he will start the ball rolling and build a CIRO'S in Las Vegas.

EL CORTEZ patrons who frequent THE PIRATES' DEN are in for a treat with their new presentation. Headlining is BILL HALEY and His COMETS, of Decca Recording fame. One of their records, "Shake, Rattle and Roll" is currently No. 2 on the National Hit Parade. There are 6 men in this group, all champions at vocalizing, harmony and all fine musicians to boot. We predict that Bill Haley and His Comets are bound to soar to fame and fortune in Show Business.

T'was a day before deadline. But who cared? The "Emmy Awards" were being televised over KLRJ last Monday and it was the show that tops all shows! The Fabulous "Soup and Fish" get-together was held at FRANK SENNES' MOULIN ROUGE in Hollywood. Never have we witnessed anything so magnificently done and presented. Can't help wondering who the Screen Actors Guild can outdo "Emmy" when they meet later this month for the "Oscar" presentations. The award that really warmed our heart was the choice of DANNY THOMAS as the best T. V. Actor. Then, a half-hour or so later, his T.V. show, "Make Room For Daddy," won the "Emmy" as best Comedy Program on T.V., out-classing "I Love Lucy," "The Jackie Gleason Show," etcetera. Yes siree, class will tell!

Aside to GEORGE GORDON, convalescing in Cleveland, Ohio. . . . Get well fast, fella, your many friends at The SHOWBOAT and in FLV miss you and your happy-go-lucky manner. Remember, you just can't keep a good man down!

A superb musician and pianist in our midst is BOBBY STEVENSON, currently at the DESERT INN'S LADY LUCK BAR. Bobby's style is really extraordinary and his near- authentic imitation of a Nickelodeon is

(Continued on page 35)

"each gift a masterpiece" . . . . .

CERAMICS BY
World's Most Famous Artist
Sascha Brastoff

EXCLUSIVE!
Exquisite creations
in sweets by
MARY CLARKE

... a fabulous gift spot for all the family!



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ON THE FABULOUS STRIP

Flamingo

MARCH 17
KEEFE BRASSELLE

DESERT INN

MARCH 15
FRANKIE LAINE

★

LAST FRONTIER

APRIL 4
MARIO LANZA
(NEW Frontier Hotel)

SAHARA

APRIL 5th thru MAY 2
RAY BOLGER

Thunderbird

MARCH 17
WINGED VICTORY CHORUS
IRENE RYAN

El Rancho Vegas

JOE E. LEWIS
EARTHA KITT

The Sands

MARCH 16
MARGUERITE PIAZZA

★

THAT'S FOR SURE

(Continued from page 33)

about the finest you'll hear . . . bar none.

Best wishes to MATT GREGORY, now owner of the Gift and Tobacco concession at the SHOWBOAT. Matt has been manager of this concession since the hotel opened. When the management decided to lease the place, Matt was the first to be asked if he wanted to rent it on his own. Naturally . . . what a question? Does a fish want to swim?

When comedian DICK SHAWN first appeared in LV, his salary was $2,000.00 a week. Now, two engagements later at the HOTEL SAHARA, Dick receives $11,000.00 a week. Nine Thousand Dollars a WEEK more than he earned at the same hotel approximately Nine months ago. "There's No Business like Show Biz"! Yes Siree!

Ring-siding a few nites ago at HOTEL EL RANCHO VEGAS and enjoying those very humorous stories by the Master Dialectician, MYRON COHEN and then enthralled with the "peeling" of LILI "The Fabulous" ST. CYR, were the Mesdames TONI CLARK, TINY KRAUSNICK and MARGE MENDOTTE. Nice to see three such charming women having such a grand time.

Wonder if co-owner JACK ENTRATTER, General Manager and Producer of Shows at The SANDS HOTEL is negotiating to sign lovely screen star and songstress divine, DEANNA DURBIN for the COPA ROOM. Could Be? Know Miss Durbin would be delighted to get a Las Vegas engagement.

Many of us would love to see pianist, JAN AUGUST in our town. It's been over four years since this excellent artist has appeared at one of our hotels. We realize Jan is a mighty busy man in the East . . . but what say, fella, squeeze in some time for our town. . . . soon!

It seemed as though the entire state of Nevada was overjoyed by the Commission's stamp of approval and the granting of their licenses to the HOTEL RIVIERA, the ROYAL NEVADA HOTEL and the DESERT SPA. All three are now working at 'high speed' and expected to open their doors to the public within 5 or 6 weeks. Shortly there-after (perhaps 2 weeks later,) two more hotels will be preparing for their openings. They are the DUNES and the STARDUST HOTELS. **FIVE** Fabulous openings within **TWO MONTHS!** Where else can such happenings occur but in FLV? . . . Incidentally, mark this date on your calendar . . . April 4th, exactly 4 weeks from this Monday, the NEW FRONTIER will officially bid you welcome to their "Out of this World" atmosphere in their "VENUS ROOM." Opening show stars MARIO LANZA. . . . sooo . . . what more can we say? To those of you who haven't visited FLV and to the great many who have, we say. . . . Come and visit the World's Greatest City, where there is fun and enjoyment 24 hours a day . . . 7 days a week! FABULOUS Las Vegas, now and always, the "SHANGRI-LA OF THE WORLD" . . . and that's for sure!

CRISWELL PREDICTS

(Continued from page 7)

have a great chance of coming to pass! Time will tell!

FOR PEOPLE AND PLACES:

Lawrence Tibbet, Deanna Durbin and Helen Kane: You will all make a spectacular comeback with your musical talents! . . . Boston: A new civic auditorium will be yours in 1956! . . . Monte Hale: Your cowboy wilfhsem Monte Hale: Your cowboy films will make television history! . . . New York: Watch for a local political scandal to become national! . . . James Warner Bellah: Your next novel will deal with the personal life of Brigham Young and the founding of the State of Utah! . . . Anderson, South Carolina: You will be chosen as the number one testing spot for merchandise by the Advertising Clubs of America! . . . Jesse Crawford: Your new five-minutes-by-ear course to play the organ will revolutionize the entire industry! . . . Mona Lisa: Your famous portrait will be honored by a special Italian postage stamp! . . . News stands: Three well known movie magazines will fold within the next three issues! . . . Florian Zabach: Your musical life will be filmed with you playing yourself! . . . College Graduates: 5 new professions will loom for you in which there will be unlimited opportunities (1) merchandising analyst, (2) scientific teaching and instruction, (3) public medicine and welfare, (4) food and nutrition and (5) new methods of heating and cooling! . . . Dogs and Cats: 1955 and 1956 will be the biggest pet years to date, and the pet population will grow by leaps and

(Continued on page 37)

THE Flamingo HOTEL



"Four Boys and a guitar"

of all our Las Vegas engagements during the past ten years, these four weeks have been the most pleasant . . . THANKS to all of you — for having made them so!

●

MILLS *Brothers*

CRISWELL PREDICTS

(Continued from Page 35)

bounds! . . . Indiana: You will have a "Herb Shriner" Day to honor one of your most popular sons! . . . Fanchon DeVoe: Your "Rocking Chair Gossip" will soon be a top tv-radio show! . . . Washington, D. C.: One of your greatest and most shameful local mysteries will be cleared up with the confession of an ex-Judge!

COMING HUSH HUSH EVENTS:

San Francisco will quietly clean up its most unsavory nite spots and the more lurid cafes within the next six months! . . . A famed French politician, deposed, will be arrested and convicted as a modern Bluebeard, for the five women he married have all mysteriously disappeared and are confessed to be murdered! . . . Juarez, Mexico, will quietly undergo a change of name, due to the bad reputation suffered by this city during the war, which is now keeping tourists away and causing many businesses to close! . . . One of our most famous society leaders will fade from public view due to his unmanagable dope addiction, which makes it most dangerous for him to be in public! . . . A famed Cafe, known the world over will be closed by the Los Angeles Board of Health for unsanitary reasons and four deaths in the past year traced to their food poisoning! This cafe will close for this reason, but other excuses will be given, but don't believe them!

WOMEN WHO WILL MAKE NEWS:

Clara Bow will become the First Lady of Nevada, when her husband, Rex Bell, becomes the next Governor! . . . Betsy Ross, the creator of the American Flag, will be immortalized in a coming musical by Halo Meadows and Rex Ford! . . . Alice Marble, the former tennis champion, will write of her exciting life, with no punches pulled! . . . Marilyn Monroe will retire from Hollywood films in 1956! . . . Charlotte Greenwood will make a hit of her career in the coming film "Oklahoma" in which she will play Aunt Eller! . . . Thale Wilson, the Hollywood designer, will be the first American to stage an international style show for the woman past 35! . . . Nell Brinkley, the famous artist of the 1920's who portrayed all her girls as "candy box blondes" will be in the Hall of Fame! . . . Janet Gaynor will enter the cosmetic field!

POP SQUIRES

(Continued from page 5)

Then came what to us as we look back upon it, was a sort of a nightmare — the use of substitutes.

The bread which we made out of gluten flour was simply awful. Try as hard as we could, first one recipe and then another, the result was the same — a sticky mess not fit for human consumption. Then the hens went on a strike and eggs were like gold nuggets so we made "eggless cakes" which were in the same category with the bread. Sugar was doled out in infinitesimal doses and if you went out to dine and used sugar in your coffee, you took yours with you. We didn't complain and gladly would have undergone real privations if it could have done any good.

A chapter of the Red Cross was formed and a room set aside for its use in the Courthouse. There we worked harmoniously together doing whatever was suggested at headquarters. We made hospital garments, rolled bandages and knitted in all our spare moments making sweaters, socks and helmets.

When the troop trains began to go through Las Vegas we met them with great pots of coffee and baskets of sandwiches and doughnuts. We were all fearful of the time, which we well knew was in the offing, when our own boys would have to go. When that time came we went to the depot with them with smiling faces but with heavy hearts. For the first few months they were stationed in camps in this country but later when they went overseas how eagerly we awaited letters and with fear in our hearts scanned the lists for names of the missing, just as parents are doing today.

That summer Dr. Roy Martin planned and executed a noteworthy improvement for Las Vegas in the building of an up to date hospital. He purchased the old Palace Hotel on Second street between Fremont and Ogden streets and converted it into a modern structure. It contained, when finished, all of the essentials of a much needed hospital, with beds for twenty patients. Architecturally, it was suited to this desert country. The house next to it was used as the doctor's residence. On the lawn in the rear stood the first tree planted in Las Vegas which had grown from a cottonwood post placed there to hold up a clothes line.

... in the Fabulous COPA Room

JACK ENTRATTER
Proudly Presents

"the Laugh Parade"

STARRING

Billy Gray

MISS

Georgia Gibbs

Hal LeRoy

ANTONIO MORELLI AND HIS MUSIC

Written and Staged By
SID KULLER

The Most Beautiful Girls in the West

Choreography by
ROB GILBERT and RENEE STEWART

2 Shows Nightly—8:15 & 11:15

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BOBBY PAGE
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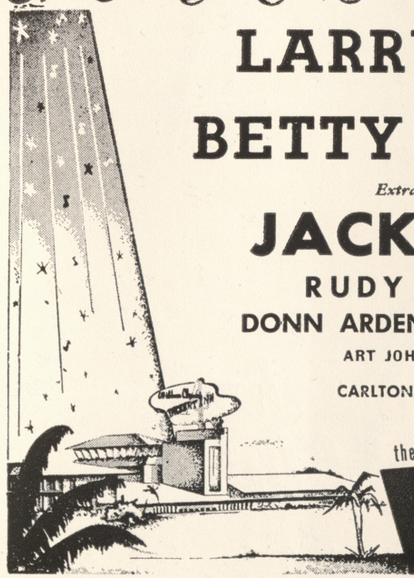
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ART JOHNSON, Singing M. C.

CARLTON HAYES AND HIS ORCHESTRA



the internationally famous

Wilbur Clark's
DESERT INN

sure-an' It's to the
HORSESHOE I'm goin'-



Joe W. Brown's
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