

Jack Botz

MARCH 26, 1955

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LAS VEGAS Magazine

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JACK CORTEZ'

Fabulous
LAS VEGAS
magazine

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OBSERVATIONS

by CHARLES "POP" SQUIRES



By DELPHINE SQUIRES

IT was in the spring of 1915 that E. W. Griffith purchased 80 acres on which is located the Kyle Spring in the Charleston Mountains and which he named Charleston Park. The tract is about 35 miles from Las Vegas and Mr. Griffith immediately began a road to connect the resort with the Tonopah Highway near Tule Springs. For years the road was rather difficult to travel but we were glad to have it such as it was, as it enabled Las Vegans to leave desert heat behind and, in a short time, reach the delightful coolness of the pine covered mountains. It also kept many families in Nevada through the long, hot summers who had heretofore gone to Southern California.

How well we remember the coolness and beauty of the place. It seemed just like a bit of heaven as you came into it after the heat of Las Vegas which in those days was much hotter than during the past few years. The trees, lawns and cooling systems have been the means of lowering summer temperatures and made living here more comfortable.

A few cabins were hastily built and additional tents provided housing for those who decided to enjoy mountain life. A lodge made a pleasant gathering place and especially enjoyable was the blaze in the fireplace during the rainy July days. On such days everyone gathered at the lodge and sometimes we stayed all day enjoying the good food, which Mrs. Bray served at luncheon time. We sewed and played cards but we had to place ourselves in just the right spot as the roof leaked. It was made of corrugated iron that had been used before and had nail holes in it which let the rain through. So we would scan the roof and seat ourselves in what looked to be a dry spot. We didn't mind any sort of discomfort so thankful were we for the cozy fire and friendly atmosphere. Our husbands would arrive for the weekends and their journey was indeed a "pleasure exertion"

as the highway was still pretty bad.

The first privately owned cabin was built by C. P. Ball and it was the envy of all. I remember how palatial it seemed and the good food Mrs. Ball used to cook on her stove. She had an oven and the things you can cook in an oven fairly makes one drool — the baked beans, the bread and johnny cake to say nothing of the apple and berry pies.

The Ball cabin was quickly followed by the Von Tobel and Rockwell homes. These cabins are still there but have been made over so one can hardly recognize the originals but we still remember the hospitality we enjoyed in them. How very civilized we felt when the electric light plant was installed and the wires were strung to the cabins but I can also remember how we watched the clock for the time to arrive when the light would give a blink which meant that the juice would be turned off in five minutes. Then it was that we struck a match and lighted the old reliable kerosene lamp. Who wanted to go to bed at nine o'clock in the mountains — it was just the shank of the evening.

There was much more wild life at Charleston then. The deer were there as at present but not nearly so tame. A red squirrel used to live in a tree beside our cabin, the first and only one I have ever seen. A skunk lived across the road under a bridge across a gully but we were careful not to disturb him. He was lovely to look at from a distance but that was about all you could say in his favor. Occasionally at night a mountain lion would wander down the canyon emitting blood-curdling screams and then the men would get out their firearms and try to get a shot at it, but they never were successful.

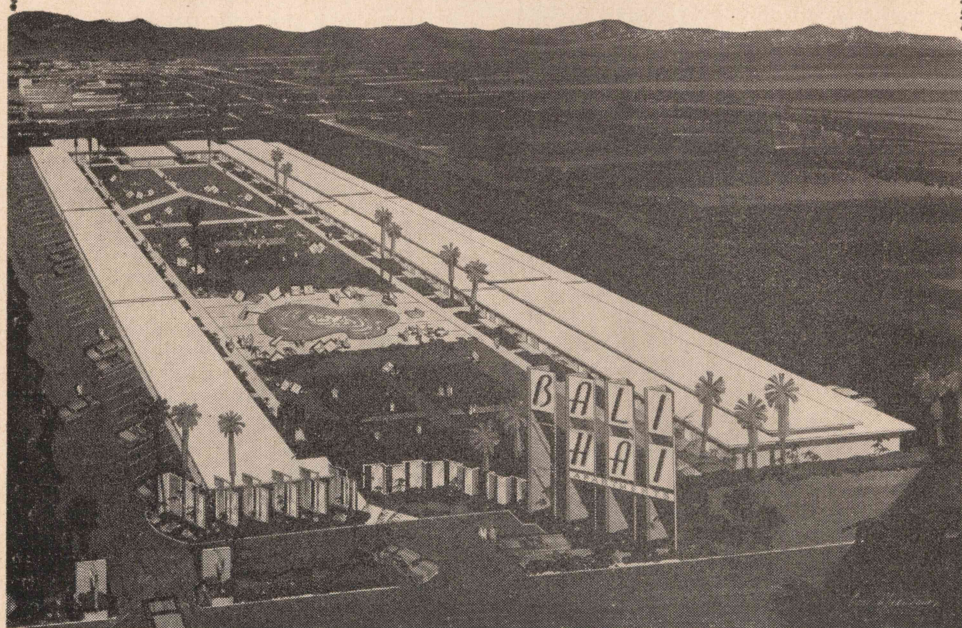
There were porcupines that delighted to avenge onslaughts made by the dogs by leaving numerous quills in their tender noses, which their masters would patiently pull out with tweezers. The dogs always looked so ashamed of themselves for having

(Continued on Page 29)

Bali Hai

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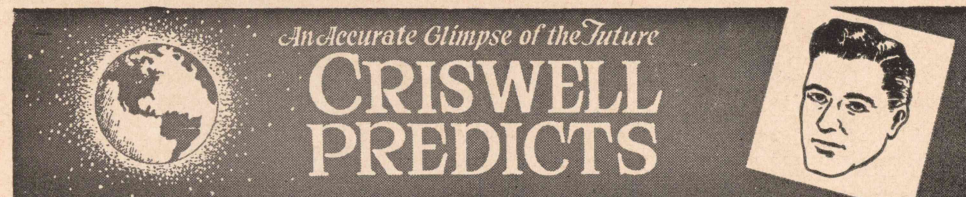
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WHAT PEOPLE WILL DO:

MAE WEST will pay a tribute to this column and the television-radio programs in her newest Decca album "Come Up And See Me Sometime" (No. 87123) when she sings "Criswell Predicts!" I am very grateful to this magazine for helping me make this possible, and to you readers for your interest, and to Mae West, her male chorus and the Eddie Oliver orchestra. The words and music to "Criswell Predicts" were written by Mae West, who we personally wish to thank also! . . .

President Eisenhower will soon talk to the American public on the coming "After 45" benefits of the newly planned social security set up, which will guarantee peace of mind for those of that age and beyond! . . . Emperor Haile Selassie and his wife, the Empress Manen, will soon embark on a world-wide tour to establish foreign markets for Ethiopian products! . . . The Dolly Sisters, famous dancing team of the early 190's, who scored heavily in the Ziegfeld Follies, will have their lives filmed by J. Arthur Rank, in London, which will be one of the top English musicals of the year! . . . Tom Douglas, noted interior decorator and designer, will feature a 20th century version of "The Acropolis" in a chain of million dollar hotels soon to be constructed coast to coast! . . . Senator Jenner of Indiana will open one of the most extensive investigations and will uncover subversive activities in three top Eastern Universities, which will result in a series of arrests and convictions by late summer! . . . New York City will build a new civic center in 1956 where the City Hall now stands, removing a century of memories and events!

WOMEN WHO WILL MAKE NEWS:

Perle Mesta, Washington hostess and former diplomat, will write with an acid pen of what she really thinks of the way men are running the nation, in her coming auto-biography! . . . Line Renaud, the French singer, will introduce a new type of cafe entertainment in America, based on the

German beer songs! . . . Mamie Eisenhower will insist that each and every stick of furniture in her new home at Gettysburg, Pennsylvania be manufactured in America! . . . The Fontana Sisters, the new fashion leaders of Europe, will build the largest dress factory in the world at Rome, Italy! . . . The diary of Julie Opp, the actress wife of the late William Favershame will have her intimate diary of the theater published! . . . Jayne Libera will personally autograph her book "Music Was Our Mission" a factual record of the tours concerning her husband and her famous brother-in-law, in 25 key cities!

JUST FOR YOU GIRLS:

Your local Rotary Club will soon sponsor an afternoon dance class, which will give you grace and at the same time aid in weight reduction! . . . A new protien dinner will soon be on the market, which will come prepared in a platter, which can be defrosted and heated in three minutes! . . . Complexion lights will be the next innovation for the home maker. These lights are pinkish bulbs, which give a radiance to the skin, and will be much easier on your eyesight! . . . A new depilatory, mild in form, but strong in action, will remove any hair from the face without harm. This new formula will be based on the process now used by our Veterans Hospitals for removing heavy hair before operations, and I predict will also find greater favor with the men than you think! . . .

FOR PEOPLE AND PLACES:

All newspaper editors: The biggest story of 1955 will be the location of three children belonging to Adolph Hitler and Eva Braun, who will be found in England! . . . California: Expect a land boom due to the coming increase in population! . . . Ministers: A huge international scandal will break in the United Nations when it will be found that the Communists have seized many millions of dollars worth of Church property connected with foreign missions! . . . Engineers:

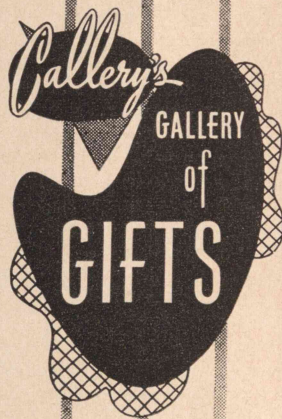
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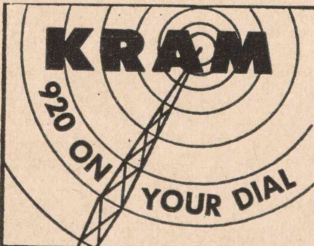
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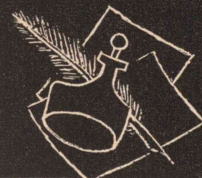
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that's for sure...
by **JACK CORTEZ**



LOCALITES can't help but be cognizant of the tremendous activity in our midst. However, for the benefit of those who like to keep pace with us in their out-of-town homes, we'd like to mention a few of the new places, soon to be seen in our FLV. April will bring with her three or four "Strip" hotel openings. On April 4th, the **NEW FRONTIER** will open its ethereal portals, through which the multitude will clamor to greet **MARIO LANZA**, who will star in the "Venus Room." All of the rooms in this new bistro will bear "out-of-this-world" nomenclature. The very popular **MARY KAYE TRIO** will be on hand at that time to open in the "Cloud Nine" Room. The **LAST FRONTIER** architecture and decor dwelled on the old western motif. This new edifice will house a radical change in interior. It is ultra modern and futuramic. Italian Marble is cleverly arranged in prominent positions and the appointments are superb. The "Venus Room" is truly magnificent. The seating will meet everyone's approval for uncomfortable tables have been dissipated in favor of booths. The arrangement bears strong resemblance to the amphitheatre. The elevating tiers make every attendee a ringside viewer. The Third Dimension murals on the signs of the Zodiac are breathtaking. Patrons of the Last Frontier will find the transition incredibly beautiful . . . and that's for sure.

Now — on to other proposed openings. The management of the **Regal ROYAL NEVADA HOTEL** has announced Tuesday, April 19th as its Grand Opening Day. The **RIVIERA HOTEL** is scheduled for an April 20th unveiling. Two other places readying for an early union with the "Strip" association are the **DESERT SPA** and **DUNES HOTEL**. This past Monday, ground was broken for **LA MARTINIQUE**, next door to **GRACE HAYES' LODGE**. **STAN HARRIS** is in charge of this construction. (He built the **DESERT INN**.) Within thirty-sixty days, ground breaking ceremonies will

take place for the **TROPICANA HOTEL**, with plans calling for three hundred rooms, a lake and a Lagoon. This hostelry will be erected on the Southeast corner of Bond Road and Highway 91 and will be a **BEN JAFFEE** enterprise. (He is one of the owners of the **FLAMINGO HOTEL**.) It will be constructed by the **TAYLOR CONSTRUCTION COMPANY**, now completing the **RIVIERA HOTEL**. The Taylor outfit will begin the **Tropicana** at the same time it becomes active with the building of **EL MOROCCO**. This will be a 500 room bistro, standing ten stories high. **ROBB JOHNSON**, 31 year old Superintendent (truly a genius in his field), with the Taylor Construction Co., is and will be one of the busiest men you'll see hereabouts for quite some time to come.

A future beauty queen entered the human ranks at 10:17 p. m., March 22. At that hour, the stork answered **IRWIN** prayers and brought into their household **JODY PAM**, a seven-and-one-half pound adorable girl. Our heartfelt congratulations to **RUTH** and **STAN**. (He is publicist of Hotel Sahara.) Now the family circle is complete—or is it?

Las Vegas keglertes returned from their **NEVADA STATE WOMEN'S BOWLING TOURNAMENT**, which ended March 20th. The weather up Hawthorne-Babbit way was slightly chilly and the gals were happy to return to the FLV sunshine. We don't have a complete listing on the final standing but can manage to pass along some of the results. Taking over the first place standing in the A Division is the **NEVADA LAUNDRY Quintette**. Strangely enough, the girls were extremely elated about their accomplishment for their sponsor's sake. **DOUG RATHER** (owner of the Laundry) has been such a good sponsor, the girls felt they had done something to really show their appreciation for his past and present support. Outshining all competition in the B Division were the five gals

(Continued on page 35)

The Greatest \$ \$ Value in Town!

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

FIRST GAME . . . \$100.00

NEXT 14 GAMES . . . \$25.00 EACH

FINAL GAME \$650 Guaranteed

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OR LESS.

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Sally Korby Trio

THE ZANY MADCAPS

BOB & MARIA

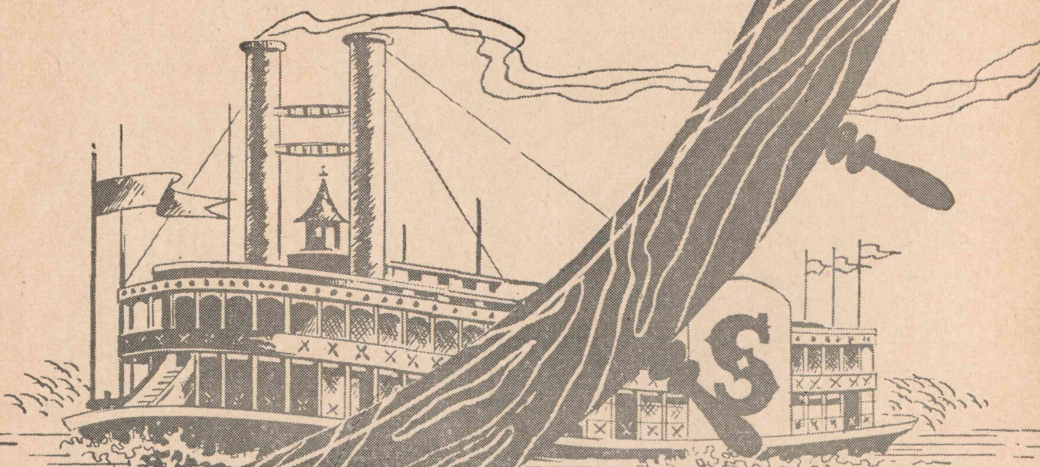
SANDO DEEMS

THE TATTLE-TALES

HILARIOUS HALFBACK TRIO

BUS SERVICE
TO
SHOWBOAT

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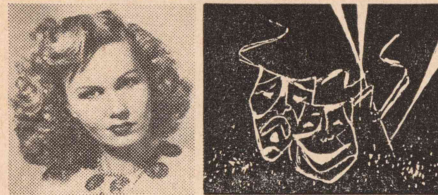
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Going Hollywood

with MAY MANN



FRANKIE LAINE was hosting a party at his Beverly Hills home to celebrate. He's so lucky he could celebrate "most anything"! For instance, that A.M. he and his "Adorable" (wife Nan Gray once a movie star at Universal) had just flown in from Honolulu and a three weeks honeymooning vacation.

"I flew to meet Frankie there," said Nan. "He was returning from his Australian 28 concert tour (where I hear he scored greatest box office records of any performer). It was the first time a DC-7 ran out of gas, and I landed on Hilo, and Frankie on Figea where he was made a tribal chief. But we got together," she laughed.

Nan had a gold bronze tan to prove she'd been an Islander. And Frankie? Well, where was Frankie?

"He should be home any minute," Nan explained. "He dashed out this afternoon to cut commercials at the studio!"

The party at the Laines' dream house carried on without the host—until two hours later when Frankie arrived. His new record "Strange Lady in Town" was on the recorder. So Frankie was singing—before he arrived.

His biggest seller is "I Believe," but my favorite is his "Lucky Old Sun." I'm a Laine and Tony Martin fan and collect all of their records. Frankie wasn't home for long, just overnight, for next night he opened at Wilbur Clark's Desert Inn in Las Vegas. (The Painted Desert Room is my favorite—maybe because Frankie was singing there when I was there—and just before show time with hundreds of people being turned away—Frankie sneaked me in!)

"It'll be May 31st before I get back home here," he said, looking at the blooming sweet peas growing in his garden—plus all the other flowers and the comfort of his luxurious home. Mel Alexander (he's Frankie's business investment manager and also Perry Como's) at the party said he didn't know two happier people in show business than Frankie and Perry! Nuff said! His T.V. show continues on film.

Frankie is certainly not like the story, "I just made a record that sold 100,000 copies. If you want one—see me. I got a hundred thousand copies!" That was a joke on Larry Finley's show.

Audrey Hepburn and groom Mel Ferrer are signing picture deals as co-stars in Hollywood.

Frank Sinatra's a sweet guy! Writer Vivian Cosby (who has fought illness for years) called Sinatra Productions to submit her new screen play and Frankie answered the telephone. "I'll be over in fifteen minutes and pick it up," he said. Her neighbors were fascinated with his sleek black Cadillac.

Fifi Dorsay has begun rehearsals in the Gant Gaither's Bill Bacher's Broadway musical version of "Seventh Heaven." As Madame Boule, Fifi has three songs to sing written by Victor Young, "When a Woman Falls in Love," "How Did I Get You Papa" and "Three Ladies of the Evening."

The Biltmore Theater's opening night for Edith Piaf was packed and brilliant. She's there for two more weeks . . . The Huntington Hartford's "Caine Mutiny" finds Barry Sullivan home for the first time in a year. Also John Hodiak and Lloyd Nolan from the long Broadway run. Looks like this one is here to stay at Hollywood and Vine for months . . . April 10th finds Marsha Hunt and Howard Duff opening in "Anniversary Waltz" at the Carthay Circle. Franchot Tone is in town readying for "Oh Men, Oh Women" same place opening May ninth.

Max Baer called to say he is happy with his deal to be official host at the Tradewinds Hotel opening soon in Las Vegas. The former champ draws a hefty salary and an expense account plus lining up plenty of T.V. in Hollywood.

To dine with Mary Pickford and Buddy Rogers at famous Pickfair. This is the most elegant place in Movietown, and Mary and Buddy have

(Continued on Page 29)



● "Creme de Menthe"

.....imported white cashmere
sweater-blouse, smartly trimmed
in cool green with beguiling
belt, and luxuriously full
pleated skirt.....

● for your *Easter* allure!

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Delicatessen
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foxy's



Just North of Sahara Hotel

— 12 —

MARCH 26, 1955



by
**JOHNNY
UHLMAN**

I'M wondering if the south city limits border on the north, or the south side of the intersection of San Francisco Street and South Fifth Street. This is between the Hotel SAHARA and the SUNLAND SHOPPING CENTER! Is it the responsibility of the city, or the county, to install a traffic control signal system? Judging from the number of motor accidents that have occurred at this busy corner, it would pay all the insurance companies to band together, and donate enough money for the purpose of this installation! The Strip traffic presents one of the most dangerous safety situations to ever arise in this area, in our estimation. It's almost impossible to judge oncoming traffic, until you find that you've inched your vehicle right out into the middle of it. If signals are an impossibility (which is beginning to appear the case), perhaps the highway safety authorities might take heed of such a suggestion as this . . . post "No Parking" signs, and paint the curbs RED, for FIFTY FEET in that area where "on coming" traffic approaches an intersection, or traffic entrance to the highway . . . a simple solution for letting a motorist know when it is safe to enter the fast moving traffic, or TRY to CROSS it . . . ! This column has offered safety measures along these lines before, regarding USE of the "islands" for safety, but so far the results have been "nothing done," and INCREASING accidents! The whole thing is a "scramble system," without benefit of signals!

And now the "NEW" . . . GOLDEN NUGGET SALOON is opened to the public . . . remodeled into one of the coziest and most congenial rooms to be found anywhere . . . locally or elsewhere . . . Filling the bill for entertainment are "THE CAT & THE KIT-TENS," (sahelva name, ain't it?) However, these "felines" are a female and three fellas who DON'T play cat and mouse with good entertainment! . . . You'll also hear CHARLITA and her Rhumba Band, as well as bug your

eye-balls at "THE CUTEST LITTLE NUDISTS." (If you can't guess it . . . go see it!)

FOXY is finally going to get finished with his now famous food foundry, and if all goes according to "Hoyle" this week end, he plans to open his doors for business this coming Tuesday, March 29th! FOXY'S is located in the SUNLAND SHOPPING CENTER just north of the Hotel Sahara and, in this instance, we really mean it when we say that there's "ample parking space in the rear" (drive into the area off San Francisco Street) . . . What a place this is going to be! Mainly, it's a delicatessen, but Foxy is going to offer complete restaurant facilities and service. He has also installed a bakery that is complete in every detail. Now, all you Joes and Janes who put in your "eight and over" on the Strip, can stop in Foxy's for either a snack after work, or to order a "take out," for relaxing in the privacy of your own home! "Foxy," is all you'll ever need to know, but his name is ABE FOX, and a real likeable guy! He has spared no expense in equipping his establishment with the latest and best of all he'll need to offer you the best in service, and reputation building quality!

Now that Spring has sprung, and your dormant lawns are beginning to poke their sleepy green slivers toward the sun (along with assorted weeds), you may be looking for "someone ELSE to do this %½&?/ job" (like you promised yourself last summer). We have found JUST the guy for you! Who could be more closely associated with greenery than "son o' tha auld sod," with such a name as MIKE O'CONNOR? . . . This man is a "worker" from the start of a job 'til the finish, and you can either call him at 4488, or drop him a note to 1808 Canosa Ave., L. V. . . . NO job is too rough for this fella!

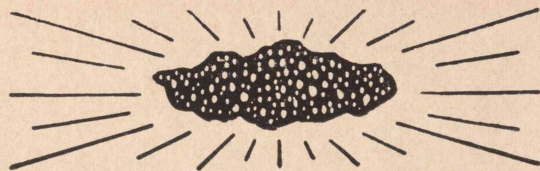
I wonder if all of you realize how close we are to Easter Time? April 10th may sound like a long way off, but it's only TWO WEEKS away! If

(Continued on Page 31)

FABULOUS LAS VEGAS

— 13 —

MARCH 26, 1955



CUTEST LITTLE NUDISTS

Posing Models

THE KATS AND KITTEN

Versatile Band Loaded with Laughs

CHARLITA AND HER MEN OF MUSIC

Smart, Suave, Sophisticated

SANDY'S TRIO

Musical Entertainment

Continuous Entertainment from 6 p.m. to 6 a.m.

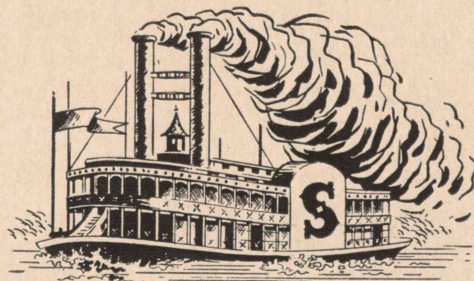
GOLDEN NUGGET

GAMBLING HALL

DOWNTOWN — LAS VEGAS

Success to

Mr. BILL MOORE and ASSOCIATES



SHOWBOAT GIFT SHOP



Hillsway

by **ROLAND HILL**



WISH you all could see the wonderful views I got out my eighth story windows here at the **CALHOUN BEACH HOTEL** in Minneapolis. One way I look I can see Lake of the Isles with its fashionable residential district and the skyline of Minneapolis in the distance which is unique with its Foshay Tower built like the Washington Monument in Washington, D. C., and out the other window I overlook Lake Calhoun which still has ice-boating on its icy surface although the snow is nearly gone and surely the ice must be on its last legs too. If you ever come to Minneapolis I suggest you stay at this hotel.

Have a few notes to clean up on my Florida sojourn. The room rates in Miami Beach started falling like a ton of bricks on March 1st and most of the lush hotels and motels on Collins and the Ocean were advertising rooms for \$5.00 double. Everyone tells me that summer is the time to spend your vacation here when you can enjoy air-conditioned comfort in \$50 a day rooms, swimming pools, hotel service and all, at the low rates of \$5.00 per day double.

The traffic was terrible on Sunday afternoon and it took me nearly two hours to get through Fort Lauderdale alone. Bumper to bumper traffic which moved only inches in minutes. Florida surely will have to build toll highways and speed-ways and do it shortly. I couldn't take more than four hours on highway 1 and then I saw a road leading to the left at Fort Pierce and took it cross state to Sarasota.

Sarasota is a beautiful town and there is much going on. I stayed at the **JOHN RINGLING HOTEL** which was very interesting. The Boston Red Sox were there and I enjoyed meeting most of them including Ted Williams. On Wednesday and Sunday evenings the circus performers come into this hotel and put on a show that is literally out of this world. It is too bad that the Hotels in Las Vegas cannot inveigle some of this talent on their

floor shows. Everyday you can go to the circus grounds and see them rehearse for their summer season under the big top and these performances draw huge crowds. Daily there are exhibition games between the Cardinals and the Red Sox, etc., and when not in exhibition you can watch them train. Lido Beach on Lido Isle is very fine with all facilities including hotel, night club, restaurants, and pools, all city-owned. Tennis is popular out here also. The Ringling Museum is well worth while and the **CARS OF YESTERDAY** is an exhibit you will not pass up.

There is an abundance of fine eating places in and around Sarasota. Besides the hotel dining rooms in the **JOHN RINGLING**, the **ORANGE BLOSSOM HOTEL**, the **SARASOTA TERRACE HOTEL** and the **SARASOTA HOTEL**, the **PLAZA RESTAURANT** right in the heart of town is very popular, large and serves excellent foods and drinks. Then there is **ZINN'S** out on the highway. Understand **RENFER'S** is also good. **BISHOP'S** Cafeteria is always good. Motels in Sarasota are plentiful and very fine. I recommend the **DRIFTWOOD**, **BEL-AIR**, **HILDERBRAND**, **MONTERREY VILLA**, **UNUS SOUTHLAND MOTEL** (Unus is the man who stands on his fingertip on a huge ball in the circus), **TROPICAL POINT MOTEL**, **HOLIDAY MOTEL**, **FLORIDORA MOTEL**, **SUNSET TERRACE MOTEL**, **BAY BREEZE MOTEL** and many others. Sarasota gets the less flashy crowd, but nonetheless substantial business and retired people who come year after year and they all claim the climate is the best here of anywhere in Florida. And the prices certainly are more in line than in Miami.

Bradenton is only 10 miles away and the Milwaukee Braves are in spring training here. The **HOTEL DIXIE GRANDE** and the **DUMAS COURTS** here are very good. You will thrill immensely when you drive over the new bridge between Bradenton and St. Petersburg. It is one of

(Continued on Page 29)

BELDON KATLEMAN

Presents

LILI ST. CYR



EL RANCHO VEGAS

"CURTAIN TIME"

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

Flamingo

March 17 thru April 6

Show: The Keefe Brasselle Show, 5 De Marco Sisters, Slate Bros.

Line: Flamingo Starlets

Orch.: Teddy Phillips

Handsome KEEFE BRASSELE has added another brilliant chapter to his tome of outstanding successes. It's difficult to believe that so young a performer can possess the timing, finesse and general "know-how" that usually only seasoned artists can boast of. Keefe is a clever performer with a sense of timing that is virtually uncanny. He delights supper-clubbers with old favorites and adds just the proper amount of new material to be completely entertaining . . . the young man at the piano giving Keefe such excellent accompaniment is JACK ELTON. The 5 DE MARCO SISTERS provide excellent support to the star

(Continued on page 22)

LAST FRONTIER

March 14 thru April 3

Show: Jack Carson, Connie Towers, Gypsy Rose Lee and Her Royal American Beauties, Deep River Boys.

Line: Last Frontier Girls

Orch.: Garwood Van

Hollywood's JACK CARSON, sparked the new show in the Ramona Room with explosive results. That man, the one with the wry humor in his face and laughter in his eyes, is affording patrons the same comedy treat on this stage that they've enjoyed on the screen through many movies. Carson, armed with a battery of splendid and exceedingly funny material and flanked by beauteous CONNIE TOWERS, succeeds in pairing their talents to the delight of Las Vegas' critical audiences. . . . Ever-

appealing and vivacious, GYPSY ROSE LEE, with her ROYAL AMERICAN BEAUTIES, manages to keep the audiences on the edge of their chairs awaiting the eventful "take-off." An anticipation that justifies their every expectation, for Miss Lee and her R. A. B.'s have brought a new kind of act to Las Vegas . . . the very popular

(Continued on page 22)

El Rancho Vegas

Show: Lili St. Cyr, Lenny Kent, The Crew-cuts.

Line: El Rancho Vegas Girls

Orch.: Ted Fio Rito

This Theatre-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 LE ROY PRINZ PRODUCTION of "SADIE THOMPSON." Your own imagination should be able to take it from this point. The settings which accompany the performances of this talented gal are lavish, spell luxury and are traditional to the letter "T". What a blonderful, delightful morsel, Miss Lili St. Cyr. . . . LENNY KENT. . . . No one is able to restrain

(Continued on page 22)

DESERT INN

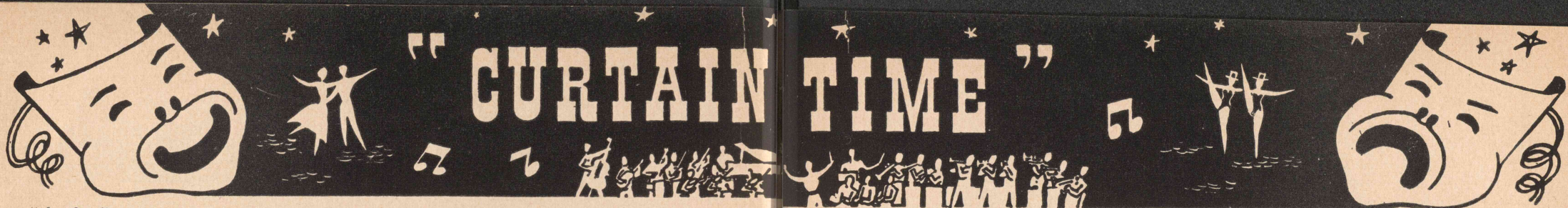
March 15 thru April 11

Show: Frankie Laine, Bobby Sargent, Zippy the Chimp.

Line: Donn Arden Dancers

Orch.: Carlton Hayes

FRANKIE LAINE, singing greater than we've ever heard him! What can we possibly say about "Mr. Rhythm" that all of you don't know. He is the nation's outstanding song stylist and truly a superb artist. His selection of



CURTAIN TIME

"rhythm" tunes as well as the ballads he presents, appeal to all ages. Frankie is also acknowledged as the No. 1 interpreter of modern Folk Song. He literally brings the house down with each selection . . . and when he sings the all-time favorite, "That's My Desire," the applause is thunderous . . . On the same bill is BOBBY SARGENT, a clever comic and a great favorite on the nite club circuit. His various impersonations, and situation comedy, bring gales of laughter . . . ZIPPY, THE CHIMP, often seen on Ed Sullivan's "Toast of the Town," will amaze you. His antics are amusing and rib-tickling. Darn clever, this chimp . . . THE DONN ARDEN DANCERS have outdone themselves in these productions with their new-

(Continued on page 22)

SAHARA

March 15 thru April 12

Show: Edgar Bergen, Charlie McCarthy, Teresa Brewer, Four Hurricanes.
Line: Saharem Dancers
Orch.: Cee Davidson

Headlining this show in the Conga Room is the ever-popular star of all media, EDGAR BERGEN and his "wise-racking side-kick," CHARLIE MCCARTHY. They've always been (approximately 25 years) sure fire hits on any bill on which they appeared. The pleasant, easy humor of Mr. Bergen and the "bad time" he gets from Charlie almost have the audience taking the side of Bergen. The material and skits presented are funny and as sharp as the word itself implies, Charlie pulls one surprise after another with his clever quips and clever repertoire . . . and when MORTIMER SNERD makes his appearance . . . well, just hold on! No matter how many times we've seen them, it's always a treat to watch Bergen and McCarthy perform . . . As an added, extra attraction, Bill Miller

(Continued on page 23)

The Sands

March 16 thru April 6

Show: Marguerite Piazza, Tony & Eddie.
Line: The Copa Girls
Orch.: Antonio Morelli

"Live Dangerously" is the name of this new production, starring the beautiful, gracious, MARGUERITE PIAZZA. The very exciting Metropolitan Opera star has scored naught but triumphs in cross-country cafes. She is the personification of beauty and talent and her magnetic charm inspires all to bow to her power over we mere mortals. Call forth every superlative at your command and you will still fall short of the accord this singer deserves. Miss Piazza is the mistress of showmanship . . . and that's for sure. . . . Lending a sizable amount of comedy to this bill are TONY & EDDIE. Many a year has passed since we saw these lads but our enjoyment for their performance

(Continued on page 23)

Thunderbird

March 17 thru April 13

Show: Winged Victory Chorus, Irene Ryan, Jaye Brothers.
Line: Thunderbird Dancers
Orch.: Al Jahns

Just toss a group of male singers together and what do you have? A group of male singers! BUT, pick the finest of the crop of male singers, title them the WINGED VICTORY CHORUS and what do you have? The results are pretty sensational. Their last appearance in this town made encore contracts a definite must. These gentlemen of song have sprung into popularity and their rating increases with every vocal rendition. They are highly skilled singers that blend their outstanding voices to pro-

vide music such as your ears have never heard. Don't miss them! An extra-added attraction is the lovable IRENE RYAN. Here is a stellar comedienne who will never want for a full house on any night of her presentation. The gal is just full of the

(Continued on page 23)

EL Cortez

(Not a Review)

Show: Frisara & Reynolds, The Four Guys, Dorothy Kramer Dancers.
Orch.: Sherman Hayes

FRISARA & REYNOLDS are known as the "Mad Men of Mirth," which we understand is a weak description. We have heard that these boys advocate a "no holds barred" policy when it comes to comedy . . . so watch out, a riot might break out! . . . THE FOUR GUYS are two sets of brothers who have been a team since childhood. You can believe us when we say that it really shows up in their complete harmony when they begin to vocalize. They are Mercury recording stars and have a wonderful musical background. Besides possessing fine voices, they are also accomplished musicians. . . .

(Continued on page 23)

SHOWBOAT

The Showboat Lounge shows, continuous from 6:00 p. m. to 6:00 a. m. and "medicine the Doctor ordered." The Boat's rocking with the SALLY KORBY TRIO . . . a very personable group. Instrumentation is Accordion and Bass with Sally vocalizing and playing stand-up drums. Also on hand are those ZANY MADCAPS. . . . they jive, they sing and joke with the customers and in short, turn the place into a riot. And currently playing to a jam-packed Show-bar is a group known as THE HILARIOUS HALF-

(Continued on page 23)

SILVER SLIPPER

(Not a Review)

Show: "Hilarities of 1955," Slapsie Maxie Rosenbloom, Hank Henry, Arlene, Sparky Kaye and Silver Slipper Stock Company.

M.C. Jimmy Cavanaugh
Orch.: George Redman

The cauliflower ears and the sub-normal wit belong to SLAPSIE MAXIE ROSENBLOOM. Paired with the incomparable favorite, HANK HENRY, Slapsie Maxie will turn every night at the Silver Slipper into a guaranteed fun-fest. . . . The Gal in the Gilded Cage, ARLENE, is still soaring over the heads of excited patrons . . . and the matchless SILVER SLIPPER STOCK COMPANY, featuring JOAN WHITE, MAC DENNISON, BILL WILLARD and JIMMY

(Continued on page 23)

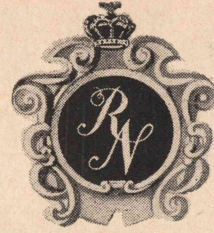
GOLDEN NUGGET

Show: "The Cutest Little Nudists," The Kats and the Kitten, Charlita and Her Rhumba Band.

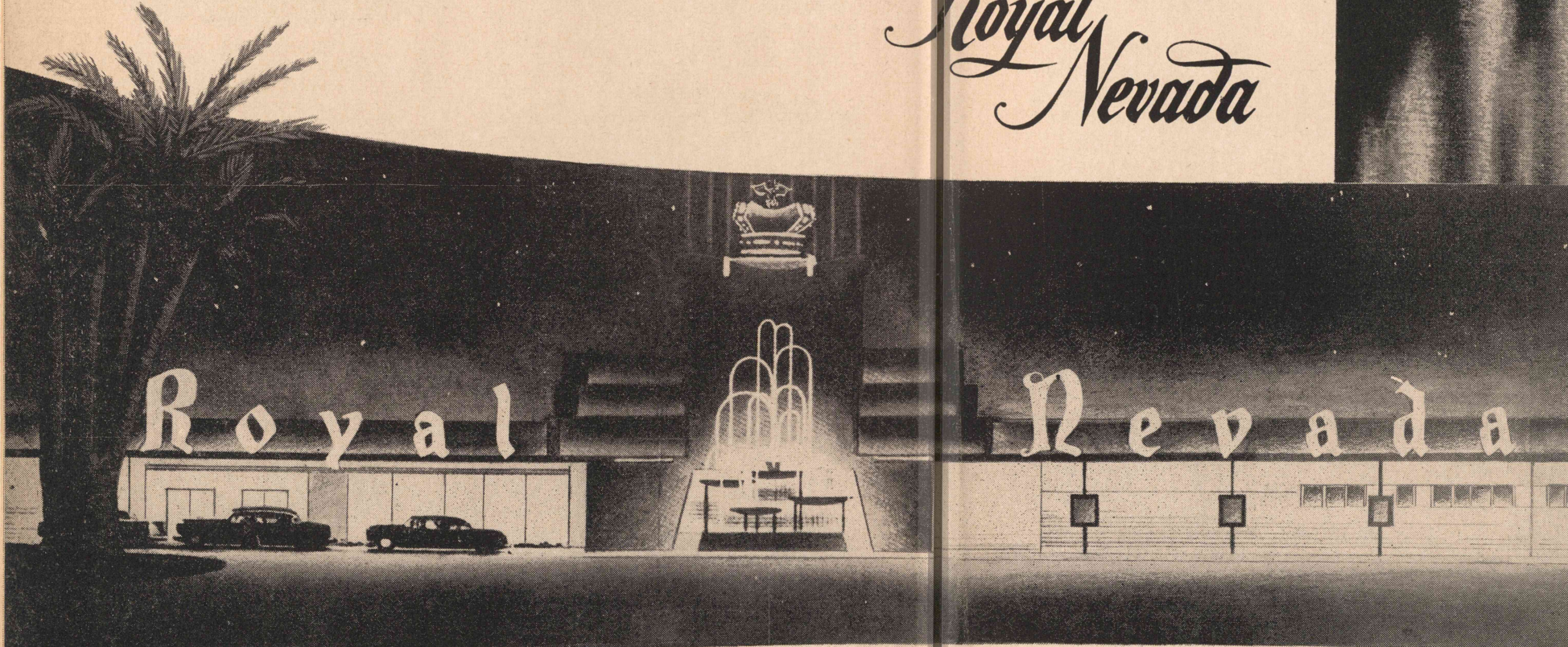
Last Thursday, March 24th, the completely renovated Nugget Room opened. Featured on the all new stage are "The Cutest Little Nudists" . . . an innovation in night-club entertainment. These five examples of feminine pulchritude are "posing models." For something "new," see this quintet of charmers who refuse to let "costuming" detract from the artistic appeal of their presentation. . . . THE KATS & THE KITTEN, (3 guys and a gal) . . . are four youngsters who offer a fine combination of mirth and music. It is a versatile little band with a comedy flair. The group features. The Benson Bros., well-known

(Continued on page 28)

AN ADVENTURE IN *Regal* LIVING AND ENTERTAINMENT



Royal Nevada



... Opening Tuesday, April 19th

HOME OF THE DANCING WATERS . . .

FLAMINGO

(Continued from page 17)

with their delightful harmony and gratiating personalities. . . . Rib-tickling comedy is furnished by the amusing SLATE BROS. The lovely FLAMINGO STARLETS offer two precision perfect routines, filled to the brim with color and clever choreography by RON FLETCHER. . . . TEDDY PHILLIPS and his Musicians round out an evening of perfectly balanced entertainment.

LAST FRONTIER

(Continued from page 17)

DEEP RIVER BOYS are always a treat here and have proved again that their success in Show Biz. is warranted. Combining the old with the new, the boys continue to impress with as fine a blend of voices as has been heard around these parts. . . . THE FRONTIER GIRLS, smartly attired, pace the show to a climax of satisfaction. . . . GARWOOD VAN and His ORCHESTRA capably assist the artists with complete musical support.

EL RANCHO VEGAS

(Continued from page 17)

guffaws when this great comedian lets go with his "Texas" bit. One of the funniest acts in show biz. And his incomparable run-down of the show for the inevitable late-comers is a show stopper every time! . . . The CREWCUTS are a group of 4 who have rolled up quite a reputation for themselves in a short space of time. They achieve a fine blend and their all-out exuberance soon spreads throughout the audience. . . . the EL RANCHO GIRLS, a collection of cuties, bring clever, eye-catching routines and receive well deserved rounds of applause. . . . TED FIO RITO and his musical organization back the show with all-important music.

DESERT INN

(Continued from page 18)

est "Stolen Love." Original and creative. We salute each member of this hard-working group of guys and gals for their great showmanship. . . . ART JOHNSON is the gent with "the Voice" in both routines. . . . CARLTON HAYES and his wonderful ORCHESTRA offer the finest in show-backing for this entertaining presentation.

SILVER SLIPPER CASINO

NEW EDITION

"HILARITIES of 1955"

STARRING

"SLAPSIE" MAXIE ROSENBLUM

★

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

SAHARA

(Continued from page 18)

contracted one of the greatest in her field, MISS TERESA BREWER. Her infectious vocal interpretations and vitality are truly amazing. She possesses a style and quality that know no duplication. Teresa sings with a distinctive beat and pours forth personality that endears her to all music lovers. . . . both stars are ably supported by an adagio dance team named THE FOUR HURRICANES, a most accurate description. The speed with which they work is unbelievable! . . . THE SAHAREM DANCERS take a big part in the success of this fast-paced production. . . . CEE DAVIDSON and his ORCHESTRA are to be commended for their usual flawless musical back-ground. . . . most beautiful voices in the WORLD! . . . On the same bill are TONY & ED-DIE, a comedy, record-pantomime act. This is their first return to our town in approximately 4 years and it's always a pleasure to watch their precision of lip movement and mugging. Their style is completely refreshing and highly entertaining. Tony & Eddie's comedy antics are appreciated by all audience. . . . The beautiful COPA GIRLS and GUYS, outdo themselves in both production numbers. . . . and the costuming is truly magnificent. . . . ANTONIO MORELLI and his music provide smooth, accomplished musical background.

THE SANDS

(Continued from page 18)

is as strong as ever. The duo provides record pantomime that is clever. Their lip movements are incredibly accurate and their facial contortions enough to make Lady Prim howl with glee. They are refreshing. . . . The lovely COPA GIRLS provide a goodly portion of dancing, formulating a couple of sequences that are incomparable. . . . ANTONIO MORELLI and his ORCHESTRA provide the elite background music which has won them local acclaim.

THUNDERBIRD

(Continued from Page 19)

comedy that draws you back for repeated visits. For some wonderful reason, one can't tire of her terrific sense of humor. You've seen her in

the movies and her stage wit is even superior to that, although it doesn't seem possible. Miss Ryan tops herself with every curtain call. . . . Rounding out the bill are the JAYE BROTHERS, a song and dance team, heavy on the comedy and offering some highly entertaining impressions and impersonations. . . . The THUNDERBIRD DANCERS offer their usual, colorful and eye-deal productions, originating from the versatile talents of Miss Gayle Robbins.

EL CORTEZ

(Continued from Page 19)

The delectable DOROTHY KRAMER DANCERS, (Beauty en masse), offer routines that are beautifully costumed and perfectly performed. . . . SHERMAN HAYES and His ORCHESTRA supply the excellent musical background for the show.

SHOWBOAT

(Continued from page 19)

BACKS. This is the Halfback's first engagement in Las Vegas; but we predict the public will see to it that they return again and again. These three fellows offer all the musical entertainment you could ask for. Their vocals are some of the finest we've heard, musically, they're terrific (really fine instrumentals) and they offer some of the most original and nonsensical comedy you'll find anywhere. THE TATTLETALES, 4 guys and a gal, continues to treat the patrons to their special musical concoctions and the SANDO DEEMS TRIO, big favorites locally as well as with the tourists are still giving out with loads of singing, music and laughter. Featured singer with this excellent group is lovable LYNN DAVIS. 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 (till 6:00 a.m.), we suggest a visit to the Deck Lounge of the Showboat.

SILVER SLIPPER

(Continued from page 19)

CAVANAUGH are offering their usual wonderful variety of lively comedy skits. . . . GEORGE REDMAN and HIS ORCHESTRA continue to furnish excellent backing musically.

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— VISITORS WELCOME —

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AMPLE PARKING IN REAR

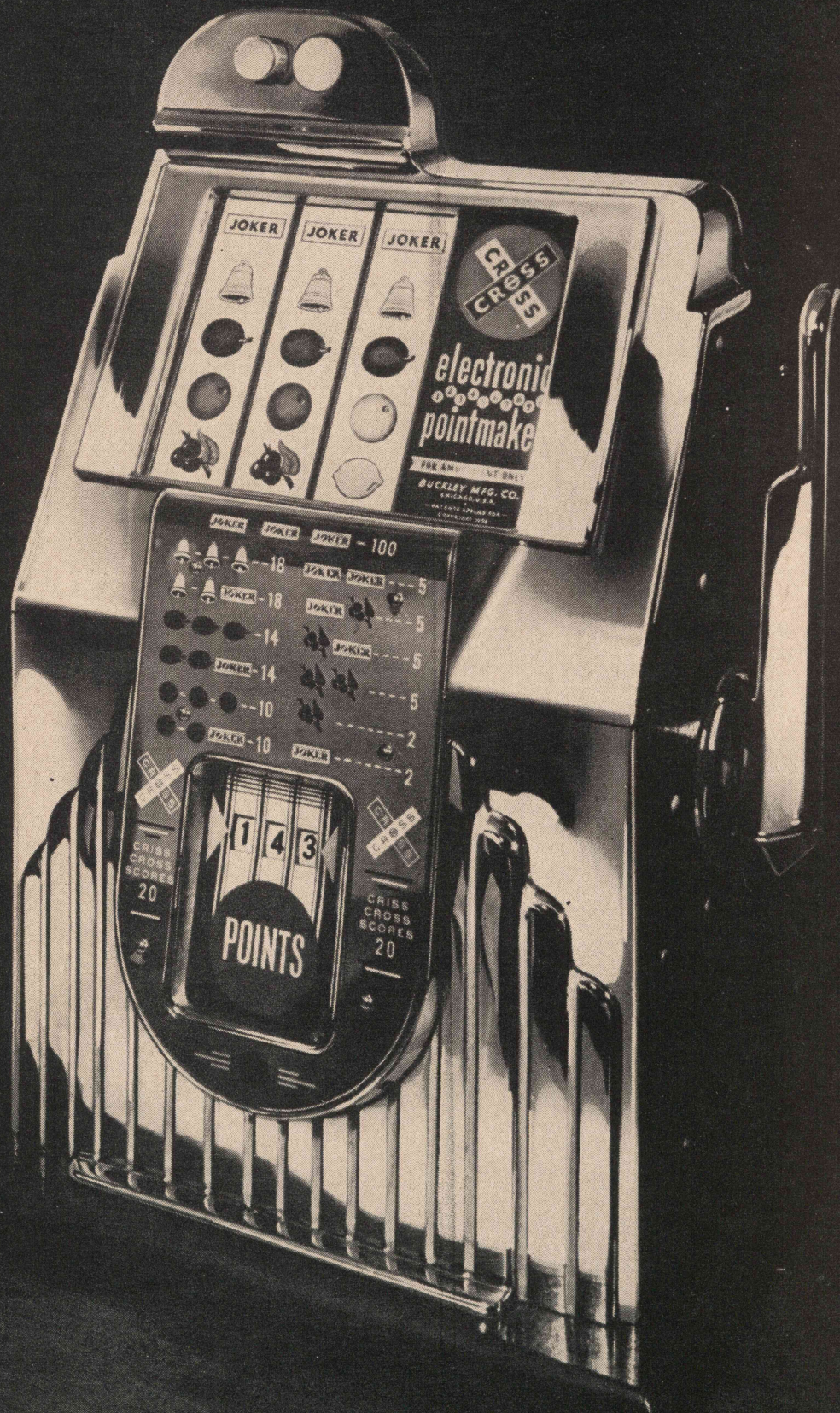


RANDOMEMOS: Donald O'Connor can't take the lucrative personal appearance dates being offered him. Has five months of movie arrangements ahead. "Francis" at U-I and "Anything Goes" at Paramount . . . Donald Novis, once the custodian of some of the best high notes below the Himalayas, has etched for himself a new career. Don will play a character part in a teevee Western . . . Don't know whether it will get to Broadway, but "The Lady With Red Hair," despite certain writing distractions, proffers some interesting and exciting theatrics. We caught it, theatre in the round style, at the invitation of the star, Barbara Britton, the pretty one from the Movies. Miss B., who is an enterprising thesp. running from movies to television to radio and still never passing up a chance to emote in front of a live audience, gets a good exercise in this play. The vehicle also served to acquaint us with a young man named Jan Merlin, who comes across as a potential Richard Widmark. You should hear more about him. Found this out while viewing the histoionics. Jane Russell enjoys a chiller-diller best while wrapped warmly in her lush mink. When the plot thickens, Jane snuggles more closely in her mink. Still later in the evening, supper with Barbara and her hubby, Dr. Eugene Czukur to learn that they married ten years ago on our natal date, April 2nd. Which led to somebody saying that Jack Webb was born on the same day about thirty-five springs ago . . . Wanna cheap intoxication thru rich literary style. Re-read or read "Then Sun Also Rises," early Hemingway, but very advanced novel form. Tops either "Lost Weekend" or "I'll Cry Tomorrow"

row" in the dispersement of alcoholic beverages. An average of better than a drink a page.

Opinionaired: This has been a murderous season for "pops" on video. "Trouble With Father" has bowed out. "Father Knows Best" has lost its sponsor, "Life With Father" has had time changes and bankroller problems and "Professional Father" doesn't seem long for its channel position . . . In this day of sound improvement, how's about calling fiddle perfection for the ear — "Hei-fit-tz"? When you see "The Student Prince" playing in the movie theatres and realize how long this tuneful Romberg operetta has been going, knowing full well that it has been playing for over twenty-five years as the touring happy ground for the Shubert gypsies, you come to the conclusion that here is the longest matriculation of a scholar and in these days, a pretty hefty run for royalty, too . . . "Silk Stockings," the critics have voted a hit, we've read. It was shaky during most of its out of town engagements. In girl language and not lisping, we wired Messrs. Feuer and Martin this accepted thinking on the proper wearing of silk stockings. "Your theme's not straight" . . . Louella Parsons' amazing memory and appreciation of little favors make her the power she is . . . Word to describe a happy presentation in the theatre. A proud production . . . Marguerite Piazza's recent smash at the Pierre and her subsequent triumph at the Grove in L. A. brings this to mind. On Easter Sunday in '53, we were among the judges of a hat contest at the Cotillion Room. Maggie was a winner and when we gave her her prize we whispered this encouragement: "You'd do well in this room" . . . Quick after thought on "Carmen Jones." "Fine and Dandridge" . . . Muzzy Marcellino, who heads the music group on Art Linkletter's daily teevee-radio stanza, is one of the most distinguished whistlers in the music biz. He is famous this year as the gent who dubbed lip puckering sounds for John Wayne in "The High and the Mighty." He did similar chores for Bing Crosby, quite a whistler himself, when the Groaner couldn't get back from his Elko ranch to re-do whistling effects for "The Emperor's Waltz." And Muzzy, the mite, did the shrill trilling in Clifton Webb's in "Cheaper by the Dozen." What we started to say was not about whistling at all. It was why Marcellino smokes

(Continued on Page 33)



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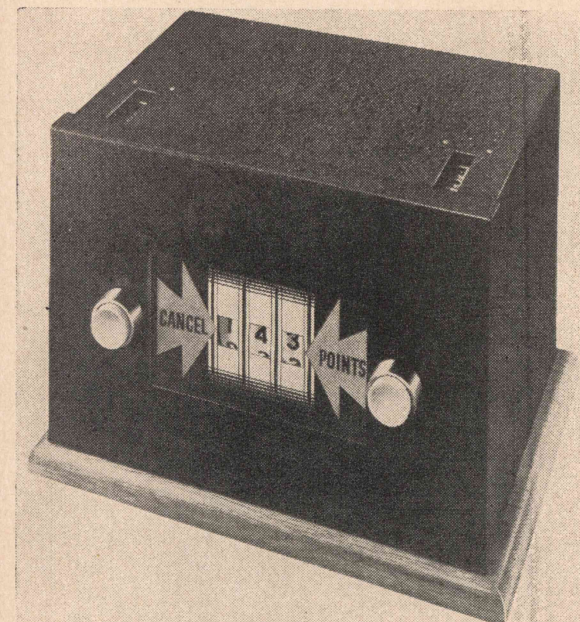
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CRISWELL PREDICTS

(Continued from page 7)

A new way to pour roadways will revolutionize and speed up highway building with the use of the new rubberized cement! . . . Oregon: Expect severe coastal storms! . . . Pentagon: You will designate several islands of the Pacific for testing grounds for the new H bomb! . . . Margaret Mitchell: A huge memorial will be built to you in Atlanta for your famous book on the South "Gone With The Wind" . . . Kansas: A new frozen food plant will soon be built in Wichita, the largest of its kind in the world! . . . Salvador Dali: Your new 20th-century art will suddenly become outdated with the new urge for classic design! . . . Nevada: The volcanic lava rock found in your area will be commercialized into a new million dollar industry by grinding it and making a stronger-than-steel cement, at a very low cost! . . . Invalids: You may soon avail yourself of a service from your public library where any book you wish can be delivered to you at a small cost! . . . Hollywood: A new trend in audience participation will be introduced by Halo Meadows in her intimate theater in the Hollywood Hotel, which will be novel, new and exciting!

GOLDEN NUGGET

(Continued from page 19)

comedy impressionists. . . And for added filip, the management is offering CHARLITA and HER RHUMBA BAND. The Beauteous Charlita sings in Spanish, French and English and is backed up by the finest Latin-American musicians in the country today. This unusual band also features fox-trot, waltz and tango tempos. Suffice to say, the show in the new Nugget Room has something to suit everyone's fancy!

Wedding Corsages

Room Bouquets

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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

GOING HOLLYWOOD

(Continued from Page 11)

the same butler and staff of servants they have had for years. Mary, in a bright red dress wearing a fortune in diamonds, sat on the floor like a little girl, after the elaborate dinner and said she is making big plans for vid-film production if she takes over the Sam Goldwyn Studios, of which she is part owner. "T.V. is the child of motion pictures," Mary said. "I have in mind production on a series dealing with the beautiful things in life and the American home and family. Mary is much impressed with Eleanor Powell's Sunday School T.V. show which won her an award, also is going national. "I don't mean to be a Pollyanna, but there is a real need for this type of entertainment."

All Hollywood is wondering who will play Mary in her life story. Shirley Temple and June Haver are popular nominees. Buddy said an unknown would be the most likely choice. Mary said, "I don't want my life story filmed now, but it is being done anyway." Mary looked so much like a little girl sitting there on the floor, everyone said, "Mary, you should play yourself." And she should and could. It will be difficult to find an actress with her cute legs to typify America's Sweetheart.

And that's Hollywood!

OBSERVATIONS

(Continued from page 5)

been so simple as to mix with a porcupine and then would repeat the performance the very next time they had an opportunity.

Then there were oodles of chipmunks—bright and cunning and so easily tamed.

The animal we disliked was the rat. Those at camp were what are called kangaroo rats and have ears that are large and stick up like a kangaroo's. They used to run around the room on a log close to the ceiling and pause ever so often and peer down at you. Of course we expected that they were going to jump so we would get ready to dodge. They destroyed so much food that we decided that we would have to do something to get ride of them. I put out some "rough on rats" after carefully reading the directions, but the results convinced me that the rats had never read them. They died in the most inaccessible places — one in the chimney and another under the

HILLSWAY

(Continued from page 15)

the world's great bridges, just new and cuts many, many miles off the trip between these two coastal cities. Called the Skyway bridge, I believe, and there is a \$1.75 toll charge but worth every penny of it.

St. Pete, Florida, is of course an old standby for the less-rich elements and the people who are on pension and retired. I am not trying to say it is not very nice and fine, but only that it reminds me somewhat of Long Beach, California, where many folks come just to wait and die. The million-dollar pier is a dandy and much activity is planned for visitors. A center of town park with a wonderful band-shell that provides daily and nightly entertainmen and is loved by all. The VINOY PARK HOTEL is the most elegant. There are restaurants and hotels galore, and of course you will not want to miss WEBBER'S DRUG STORE, which must surely be the most unique one in the world.

Getting out of Florida by car is a problem and I am sure you will be happy to be over here on the "gulfside" where there isn't so much traffic. Highway 19 into Tallahassee is very good and thinly populated. Stop at Homossassa Springs for lunch, either at the HOMOSSASSA SPRINGS MOTOR LODGE or across the street at HINSON'S new restaurant. They are both good. One the way north you will notice WEEKEWACHEE SPRINGS and you will not miss stopping and taking in an under-water show where you actually sit six feet under water and watch human mermaids cavort. The boat trip into the jungles with all its wild life is exceedingly interesting and enjoyable.

Next week I shall tell you about some places and things to see driving north, but was amused at a radio program I heard emanating from Tuscaloosa, Alabama, where they were bragging of their volunteer fire department which surely must be the world's most efficient, because last year they answered 29 fire calls and spent a total of 23 hours fighting fires — can any other city equal this record?

floor of the dining room. We had to fairly tear down the chimney and take apart the dining-room to get at their remains and their scent lived on for days.



GYPSY ROSE LEE

AND

Her Girls

CURRENTLY

HOTEL LAST FRONTIER

REPRESENTED BY

YATES ARTISTS, INC. AND JOE ROLLO

PAGE "13"

(Continued from page 13)

you plan to parallel the people next door in the Easter Parade, you'd better borrow from the budget and spend a spot of it for some "Spring and Summer jive," as Vada would call it! (Vada's the hep little maid who is such a help to BONNIE BEST, and the rest of the sales girls in the shop). BONNIE has on hand some of the finest Spring fashions we've ever seen in her shop; which should take care of you ladies! . . . As for you men, just trundle on down the avenue a little further, and you'll come upon Bert COURTNEY'S MEN'S SHOP, located in the COLONIAL HOUSE. Bert's duds are always the sharpest in town. He, too, is loaded for Spring outfitting. Here's where my ever lovin' got me the new suede jacket you've seen me wearing. (I think most of you will agree I NEEDED a new one, if you've noticed my old one lately.) Turn in to Courtney's, and you'll turn out in class and fine fashion . . .

A few more weeks and the ROYAL NEVADA will be having it's big opening (April 19th, if on schedule) . . . There will be some of the finest shops located here, too! . . . In the men's department there will be Charlie Rosson's KNICKERBOCKER, Ltd., while the ladies will be served by Goya and Florence Richards' attractively stocked MILADY SHOP. The beauty shop will have a new and novel offering for their customers! The shop will be that of MAURICE, and he brings you his "Magic Mirror," which is a marvelous arrangement showing you how you will look with assorted hair-dos, as well as the same in various shades . . . no more guess work! You'll almost have to see, and experience this sight to appreciate it's possibilities! . . . BUD HARRIS will have the gift and novelty shop, along with the smoke shop concession . . . In the CROWN ROOM you'll view one of the most marvelous mechanical achievements ever accomplished; the colorful, and musical display of "THE DANCING WATERS" . . . an amazing wonder brought to life through the creative genius and talents of HANS HASLACH. . . .

BOB BASKIN'S RESTAURANT got off to a flying start last week end, and folks have found already, that the combination of he, and co-owner, GARLAND MINER, is one hard to defeat! Their long years of experience business stands them in good stead

for being able to hold to a consistant reputation for high quality food. Some time ago they bought out the then, Swiss Village Restaurant, and have opened a completely remodeled place with a seating capacity beyond belief . . . and they're open all hours.

Now, if the winter winds have decided to call it quits for the season, we should be heading into one of the greatest summer seasons Las Vegas has ever known. It was about four years ago, I believe, that FLOYD and LOUISE COPE foresaw this growing possibility of our town, and decided they wanted to become a part of it. They sold out everything in ELLSWORTH, WISCONSIN, and took up a permanent stand in Vegas with the purchase of THE BOTTLE HOUSE Liquor Store on South Fifth Street, opposite the Anderson Dairy. They've built the Bottle House into one of the most stable stores of it's kind in Las Vegas, and are admired and respected by the many, many friends they've made since their coming. With the warm weather coming, they'll be doubly busy, but never too busy to make everyone feel at home when they enter the store . . .

EDGAR BERGEN is a master showman! Such an accomplished technician when he manipulates his mechanical troupers that folks in the audiences forget completely the fact that they are anything but actual human beings. This man is also fast with the ad libs! . . . You can see his shows over and over, knowing that something will invariably happen to alter the usual routine, and present a happy humorous situation. Our favorite of his little people has always been the simple, and suddenly sharp, Mortimer Snerd, with a little leaning to the uninhibitive Effie Klinker. Bergen's voices, and timing, for these wooden wonders is so immaculate, they are actually made to LIVE! . . . I count it a personal pleasure to know EDGAR BERGEN, the man . . .

A couple of short months ago, GERTRUDE and MARTIN van LONDEN opened their BAGDAD RESTAURANT, in the motel of the same name, on the Strip. In this comparatively short period of time they have established themselves as one of the finest little restaurants in town. Ask anyone who has eaten there, and a lot of people have found themselves returning many times for "more of the same."

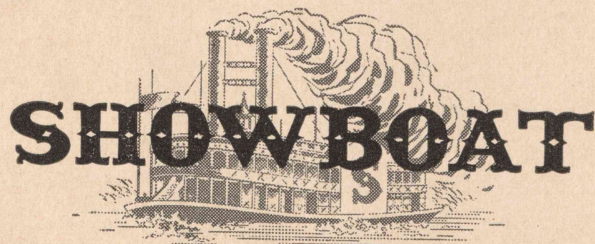
(Continued on page 33)

*Good Luck
and Smooth Sailing*

to

**BILL MOORE,
His Associates**

and the



**RUBY KOLOD
and STAFF**

PAGE "13"

(Continued from Page 31)

Helpings are more than ample, flavored just right . . . and the bakery items . . . all done personally by MARTIN himself; gran'ma couldn't have done better (and my gran'ma did ev'rything "best").

Red tape! . . . Some weeks ago, IRENE'S APPAREL SHOP was robbed by someone who knew just what they were about! They took only the finest of dresses and sweaters, as well as jewelry from the cases. Eventually the insurance company will run out of forms to be filled out and turned in, but in the meantime, IRENE had to reorder to replenish her stock with the fine things she had on display, and which most of her customers wanted. She was telling me just a few days ago that most of this new stock has arrived, and things are getting back to normal. Her shop is located among those in the new shopping center in the 1100 block of East Fremont . . .

Had a long talk with GYPSY ROSE LEE this past week, and here is an interesting woman with which to converse . . . very devoted to her son, ERIC, and ingeniously devising solutions to the problems of having two huge Siamese cats along during her globe-girdling travels. You can imagine the stories that have come out of going from one country to another, all over Europe. Miss Lee is currently appearing at the Last Frontier, along with Jack Carson, Connie Towers, and the Deep River Boys . . .

I like the line used by R. C. REYNOLDS to describe the bustling activity in connection with his offices for the MT. ZION URANIUM CORP. He said, in effect "ALL of the ATOMIC INTEREST in the Las Vegas area is not confined to the Government tests at world renowned YUCCA FLATS, Northwest of Las Vegas." Mr. Reynolds is President of the corporation, and even though they've only been open a short time, he and his attractive wife, LILY, (the corporation's Sec'y.-Treas.) have been swamped with the pleasant task of welcoming TOP uranium and oil magnates to Fabulous Las Vegas! Their offices, located in the Sunland Shopping Center just North of the Hotel Sahara, have become a veritable well of information to these people, as to financing, and organization of corporations dealing in uranium and oil properties . . . Mr. Reynolds offer this tip to those who

would take heed: "Watch for major developments in uranium in Las Vegas area, Southwest of the city, in Tonopah area, and the Southwestern corner of Utah, near Zion Park and Leeds . . .

Little JAMIE STANFORD was late on his "time of arrival," and had to come in on instruments, but he got here in time for breakfast last Tuesday morning (March 22). Although small in size, (7 lbs. 3 oz.) he lost no time in loudly proclaiming that he was holding his mother, ANNA-BELLE, and his pappy, JERRY, fully responsible for all his actions in the years to come. It's a tall order, but I think they'll be able to handle it as any good parents should! . . . Congratulations, kids! Signed: Envious . . .

So there we have another weekly epistle to posterity coming to a close on a happy note for others . . . and it'll be a happy note to me, if you'll drop around these pages again next week, and greet your ever lovin' . . . Johnny.

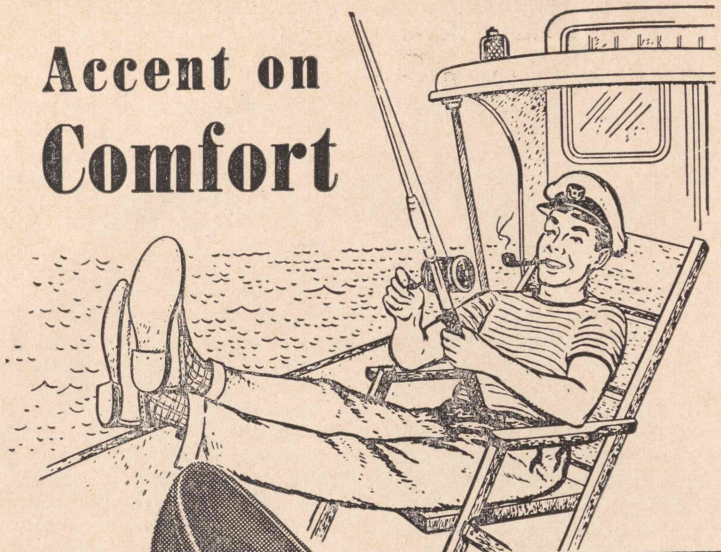
MIGHTY MIXTURE

(Continued from page 25)

Virginia Rounds cigarettes. It is not the commercial endorsement we seek to develop. The story is cute. It seems Muzzy was featured with Ted Fio-Rito's great band, Ted, who smoked more than two packs of cigs a day would always ask Muzzy for a butt. He smoked about an eighth of the length and put it out. Five minutes later he was grubbing another. In those days, Muzzy was smoking Luckies or some such name brand. He devised the plan of switching, sole purpose being if he could come up with an off-beat brand that Ted didn't like the "bumming" would stop. He picked on Virginia Rounds. One or two puffs and Fio-Rito threw the ciggie away in disgust. Marcellino's plan worked. Never again did Ted ask for another cigarette. That was over fifteen years ago and Marcellino is still smoking them, now telling himself that the corn tip is great for his lips and great for whistling.



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THAT'S FOR SURE

(Continued from Page 9)

wearing the banner of THE THREE LITTLE PIGS, sparked by BERNICE CLAFFEE. The Las Vegas City Bowling Association Secretary, MAXINE McMICHAEL, missed out on duplicating her City All-Events title by a few sticks, caused by a low opening game. However, last we heard, she held down second spot in this contest, followed by DOROTHY MACE, in Third. Landing in top spot for their efforts in B Doubles were MARGE PITTS and DOROTHY BRAY. Lovely CLARIECE TESSMER was leading in the B singles, at last report. And, taking over Second in B Doubles were JUNE TOTH and POLLY HANSMANN. JOE W. BROWN'S HORSESHOE CLUB team were in Third Place in A Division, followed closely by the ANDERSON DAIRY Five. All told, we think the Las Vegas girls made a very good showing in the State contest and deserve a rousing cheer from all.

BING CROSBY arrived in town for a visit and checked into the SANDS HOTEL. He then headed for his favorite dish at the PIONEER STEAK HOUSE, where he encountered an old friend, AL FIRESTONE. Al happily introduced him to the folks at the spot and then ushered Der Bingle over to JOE W. BROWN'S HORSESHOE CLUB, Al's place of employment. Al couldn't help but wonder why the singer stopped to gaze at the million dollar display. Upon being queried at his action, Bing replied he had never seen a million on display. (With the loot you have, lad?)

Sincere congratulations are in order for Mr. and Mrs. KEEFE FLECHAL. (He is a "21" dealer at the SILVER SLIPPER.) On March 21st, MARIE presented her proud hubby with a brand new pink bundle of joy and the buttons just popped from the Flechal chest.

We would like to take this time to announce our staff has been swelled by the addition of a new member. Joining our publication as Business Manager is PAUL SPERLING. Paul needs no introduction to Las Vegas and his past affiliations have made him a familiar figure to luminaries of showbusiness. Welcome to the fold, P. S. (Now, we probably won't be able to rib the lad in print, as was our wont, in the past.)

Last week, we were greeted by MONIQUE DE MONTIGNY at the

HOTEL SAHARA. The "Mad Hatress" was accompanied by her mother, visiting the States as she vacations from France. They spotted JACK TRACY (who has the FARMER'S INSURANCE office here) and Monique and Jerry renewed a friendship that had had a nine year silence. The group then headed for the FLAMINGO HOTEL Cocktail Lounge, where the DE MARCO SISTERS held sway. Jerry and the singers played summer stock together, six years ago. What an evening of reminiscing that must have been. It was also another example of how small this world is, especially when all roads lead to FLV.

It really doesn't seem possible that so much time has elapsed but RED'S ROLLER RINK will celebrate its Second Anniversary, April 1st. To provide cause for celebration among the patrons, prices will be slashed in half on that day. The festivities will continue for one week and will be culminated by the cutting that MR. HEDIN (proprietor) will give for the SKATS SKATING CLUB. It will involve a hayride with a wienie roast. Sounds like lots of fun!

At this writing, we're looking forward to the opening of the new show room in the GOLDEN NUGGET. It is slated for March 24th and our issue "goes to bed," a day prior. There is a new schedule for entertainment and it really sounds exciting. ART BRICK is the Entertainment Director for the club. He is a co-owner of the Nugget who is now taking an acute interest in the machinations of the popular spot.

We still say you'd have to look far and wide to find a nicer person than ALEX GOLDFINE, Casino Manager of the HOTEL EL RANCHO VEGAS. No matter when you visit the Rancho, Alex always has a pleasant smile and a hearty handshake ready. From our personal observations, Mr. Goldfine never experiences any but the finer moods.

A letter arrived from DON REYNOLDS, postmarked Istanbul. He is the publisher of the LAS VEGAS RE-

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THE INK SPOTS
JACK E. LEONARD

DESERT INN

APRIL 12

PATTI PAGE



LAST FRONTIER

APRIL 4

MARIO LANZA
(NEW Frontier Hotel)

SAHARA

APRIL 5th thru MAY 2

RAY BOLGER
MINDY CARSON

Thunderbird

APRIL 7

WILBUR EVANS
with
VICTORIA SHERRY

El Rancho Vegas

JOE E. LEWIS

EARTHA KITT

The Sands

MARCH 30 THRU APRIL 20

BILLY ECKSTINE



VIEW-JOURNAL and owner of TV station KLRJ. Knowing our inability to get away from this desk for a desired vacation, our "buddy" teased us unmercifully about his long distance jaunts. We're just waiting for him to return. Somehow or other, we'll have a way to retaliate!

The BALI HAI APARTMENTS COLONY are being met with tremendous response. The units are renting quickly. It's no wonder. Each section is gorgeously decorated and furnished. If we were looking for an apartment, this is the place we would settle.

Visitors who are interested in really seeing our FLV should make a point of signing up with BROOKS TOURS. They will be made comfortable in one of the limousines and will be treated to a thorough inspection of our town. What more could a sightseer request besides comfort and a complete tour?

On April 1st, BILL MOORE and his associates will take over the new management of the SHOWBOAT HOTEL. The entertainment will be reinstated in the Deck Room. The first showing will be a Mardi Gras revue. Just as

food is served in the HOTEL EL CORTEZ Pirates' Den, so will it be in the Deck Room. On that same day, MARTHA DAVIS and her Spouse will open in the bar at the "Boat." We'll miss Ruby Kolod and his associates, the sellers and wish the new management smooth sailing.

Due to previous commitments, MYRON COHEN was unable to complete his four week stint at HOTEL EL RANCHO VEGAS. Completing the final two week contract is LENNY KENT. Here's one comedian who is a definite favorite in our FLV.

AL B. MOLL, President of the ROYAL NEVADA HOTEL, SID WYMAN (General Director) and JACK DENISON (Operations Manager) are huddling together in an effort to tie up all the loose ends before the proposed opening of the bistro, April 19th. Reservations are being handled by General Manager DICK CHAPPELL and Hotel Manager, MURRAY GLASS. This is one opening localites and tourists have long been awaiting and should leave an indelible memory in the minds and hearts of all who share it . . . and that's for sure.

The BROADWAY WHIRL



By DICK GERSH



ANN PETERS, beautiful, girl-Friday to Les Paul and Mary Ford, is doing her figuring with show biz accountant, Bob Eber . . . There's Plenty of Life Left in Radio Dept.—More than 25,000 people jammed Madison Square Garden to see John Gambling celebrate his 30th anniversary on WOR . . . With all the talk about comedy shows, television's most startling rating climb has been "Rin Tin Tin" . . . Hal March may exit the Imogene Coca show for his own program.

Recording industry is so worried about the off-color lyrics moving in with the new "rock and roll" raze, they are mulling a musical counterpart of Hollywood's Breen Office . . . Next Latin dance mania, after the mambo, will be an import from the Dominican Republic called the "Cha-Cha-Cha."

"Lunatics and Lovers" has already earned over \$35,000 in its thirteen weeks on Broadway . . . Rex Barney, who pitched for the Brooklyn Dodgers for eight years, is now managing a radio station in Florida.

Gloria De Haven will co-star with Ricardo Montalban in a musical version of "Seventh Heaven" . . . Abe Burrows will have just enough time to read all the reviews on "Silk Stockings," and say hello to his children, before he starts writing a new musical, "Top Ten." The comedy will be based, naturally, on Tin Pan Alley . . . Sales of beer dropped in 1954. Oddly enough, this is going to result in more Summer TV sponsorship by the brewers as they fight to maintain individual sales volume . . . Speaking of beer, National Can Opener Week is set for May 1st. We can hardly wait.

In Swedish music shops, each record buyer may not only listen to a recording before he makes a purchase, he can also dance to the tune with a clerk . . .

Walter Winchell will switch to NBC. In our book, WW is still tops by a very comfortable margin . . . If Giselle McKenzie isn't the cutest girl in television, we'll eat our set . . . Understatement of the Week Dept.—Mickey Jelke

confided to pals in the Copa Lounge, "I'm in a lot of trouble." What was your first clue, Mickey?

Bernice Allyn, chosen the "Most Photogenic Girl of the Year" by the New York-New Jersey Photographer's Association, being paged by tycoon Milton Rackmil for a combination U-I movie deal and Decca Recording contract. Bernice is our talent tip to Las Vegas.

Lee Sharon and comic Joel Grey are laughing it up . . . Sheila Bond, lunching at Lindy's has the local wolf pack neglecting their chopped liver . . . The Victoria Hotel was the scene of a near-murder when a top girl singer's husband walked in on her and her songwriter boy friend. The "friend" came close to leaving via the window.

Radio producer Charlotte Lord is back in town now that her Coast marriage has run into static . . . There's a new vending machine on the market that will deliver hot pizzas at the drop of a coin . . . Morey Amsterdam commented on his recent night club date with Betty Hutton, "It was her first appearance after having retired from show business for several seconds."

With all the major video shows introducing songs, Billy Williams tells us that he has been selling more records now than when he was a regular on "Your Show of Shows" . . . Disc jockey Norm Prescott commutes between Boston and New York radio stations daily. What's the matter, Norm, can't you get a steady job?

Gorgeous Gussie Moran, the tennis star who parlayed a pair of lace panties into the biggest crowds in the history of England's Wimbledon tourney, is now a sportscaster at WMGM. Would an appropriate toast be "Bottoms Up"?

A local water supply firm is planning TV film shorts to demonstrate that it's the water, not the soap, that does the cleaning. If this means nonsensy soap operas, we surrender right now . . . "Father Knows Best," the TV program that started a hassle when its sponsor and CBS tried to drop it, is going to NBC and will be bankrolled by Scott Paper Co.

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"LIVE DANGEROUSLY"

with

**MARGUERITE
PIAZZA**



TONY & EDDIE

Antonio Morelli

And His Music

Written and Staged By

SID KULLER

*The Most Beautiful
Girls in the West*

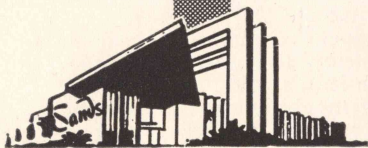
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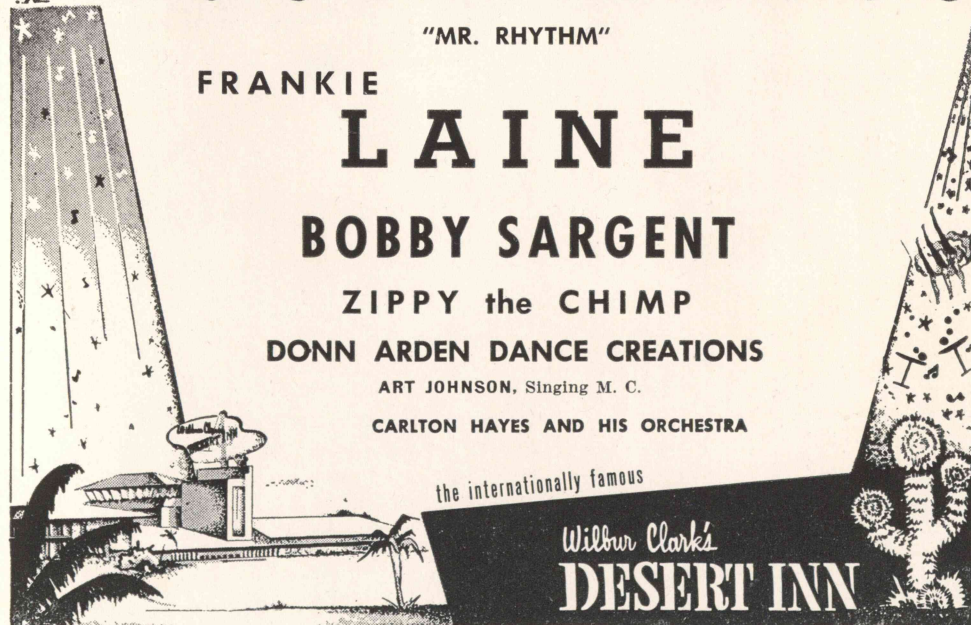
BOBBY SARGENT

ZIPPY the CHIMP

DONN ARDEN DANCE CREATIONS

ART JOHNSON, Singing M. C.

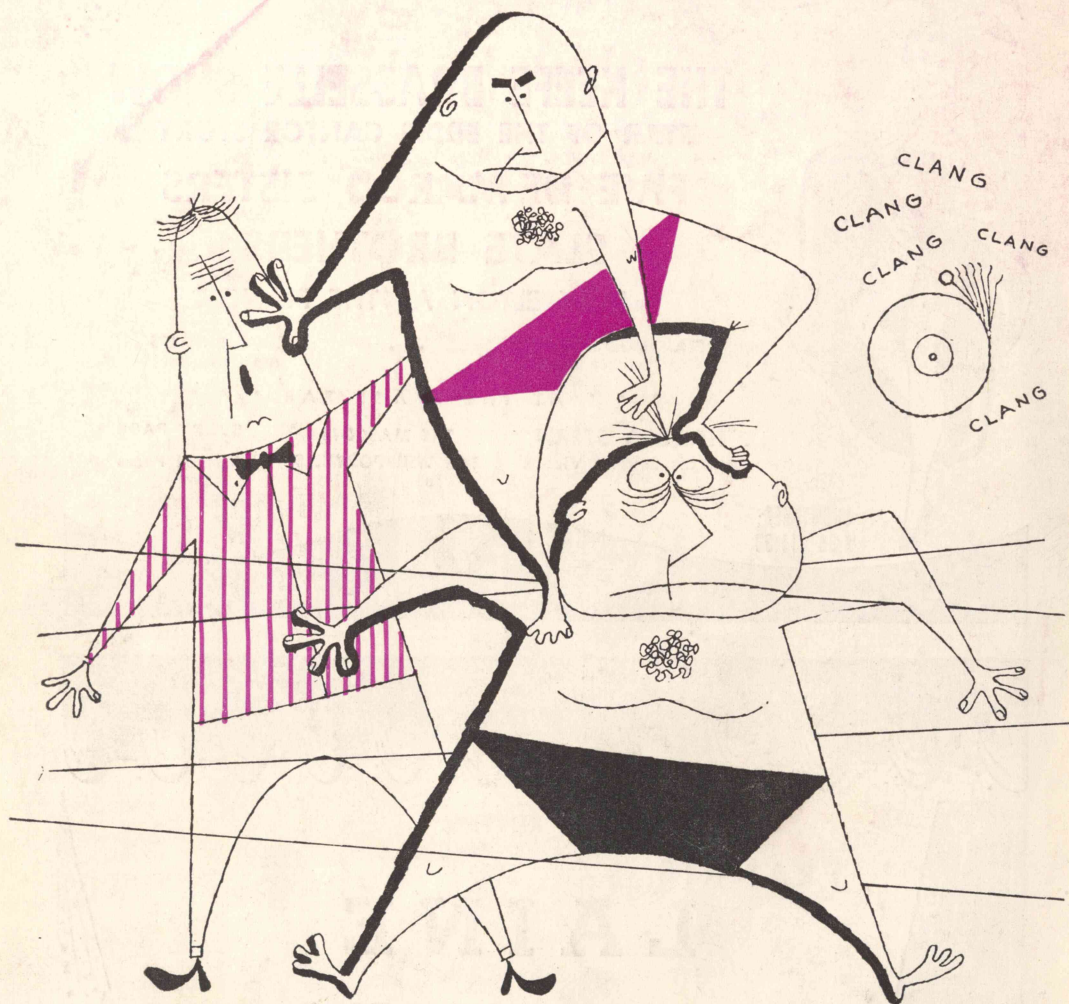
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