Jack Gortz

APRIL 2, 1955

Fabulous

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JACK CORTEZ'

Fabulous

LAS VEGAS

magazine

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OBSERVATIONS



by CHARLES "POP" SQUIRES

THE THOMAS BUILDING

THE Thomas Building, after nearly fifty years of service, has been demolished. I well remember when I first saw that building while it was in the form of a brick kiln in the process of burning. That day we were invited out by Peter and Frank Buol to see the brick kiln and have dinner. Peter had been a famous chef in New Orleans. It was a bitter cold and windy day and I rode out on an open buckboard. Looking over one side of the road, I saw a jack rabbit under a bush. I had the team stop and went over to the jack rabbit which seemed to be numb with cold. I picked him up by the ears and put him under my overcoat. He seemed quite contented and made no effort to escape. Then we went on to the Buol residence which was about a mile south of where the ice plant now is and turned the rabbit loose in the room. I saw the brick, but did not think well of them. They seemed soft and crumbly, but the Buols declared that when mortar was placed on them they hardened.

The next Sunday we were invited again to the Buols. When we went in the door of the cabin, I looked around for the rabbit, but could not see him. I said, "Where's Jack?" Peter mysteriously pointed his finger into a pot simmering on the stove. We had rabbit stew for dinner.

Judge Thomas bought the bricks and built that building with a hexagonal little tower on the corner of First and Fremont. We had no idea that it would live to be 50 years old. It was first occupied as a drug store by Wilson Drug Co. The upper floor was from year to year used as a lodging house, Dr. Martin's hospital and finally the Oak Hotel.

This first building just demolished by no means completed Judge Thomas' building in Las Vegas. In 1908 or 1910 he built diagonally across from the first building where the California Club now is. Along about 1917 Judge Thomas announced that he would build a fine hotel on his property at the corner of Second and Fremont Streets where the Apache Hotel is located. He put teams and scrapers at work and excavated quite a large hole for the basement and built foundation walls all around. Then continuing, he put the floor joists on the basement walls for the first floor of the hotel. Then for some mysterious reason, probably ill health, operations entirely ceased. Water percolated into the big hole and soon we noticed sprigs of willow sprouting in the water on the floor of the basement. It was not known until those willows grew right up through the floor joists and formed quite a grove of willow trees right on that corner where the Apache Hotel and the Horseshoe Club now are.

In the early 1920s our old friend, Peter Silvagni, came down from Price, Utah to look Las Vegas over. He liked the place and bought Judge Thomas' corner and started in immediately to build the three story Apache Hotel. The lower floor of the hotel is now practically entirely occupied by the beautiful Horseshoe Club, one of the attractions of which is $1 million in cash on display all hours day and night in the main room.

Going back to the Buols, Peter Buol became the first mayor of Las Vegas when the city was incorporated. Among his other enterprises, he went to London, England to interview Sir John Murray about investing in lands on which there was artesian water. Sir John came over and looked at Las Vegas and invested quite a large sum with which Peter drilled several wells and accumulated considerable land. He died about twenty years ago without having seen Las Vegas reach its glory.

Frank Buol is still living in the Pahrump Valley and comes to Las Vegas occasionally to renew old acquaintanceships. He especially likes to see the Twenty Mule Team in our Helldorado Parades each year in May.

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CRISWELL PREDICTS



WHAT PEOPLE WILL DO:

THE American Legion will soon conduct a nationwide survey to see if any of the Gold Star Mothers are in need of clothing, food or shelter, and if they are, the Legion will personally see to it that they are taken care of. This complete survey will be paid for out of the Legion treasury! . . . Astronomers and Scientists will be quite uneasy about the new comet they have discovered in the mid-Heavens, for it is not acting in a normal manner at all! . . . The Mayo Clinic will soon announce the perfected control of high blood pressure, which will extend the life of any one who is afflicted! . . . Polly Adler, who penned the best seller "A House Is Not a Home" will write a sequel based on her own personal experience in obtaining her college degree at the age of 50, which will be an inspiration to many older persons who would like to complete their education! . . . Winston Churchill will see his government fall within the next 90 days and be replaced by his political enemies! . . . The musical recordings of the Liberace Family will be placed in the Smithsonian Institute, including one of his two hour public concerts! . . . Willie Sutton, one of the many public enemies now in prison, will not permit his life to be dramatized on Broadway nor in motion pictures, by claiming the "right of privacy" . . . Fernan Coty will be the next head of the French government, and will change the present trend of anti-German feeling! . . . Charlie Chaplin will be divorced by Oona O'Neil by the end of this summer.

WOMEN WHO WILL MAKE NEWS:

Billie Burke will recreate the "Ziegfeld Follies of 1909" and the beauties of that day, Nora Bayes, Ruby Lewis, Clara de Beers, Elise Hamilton, Vida Whitmore, Virginia Marshall, and Edna Chase, and will reveal what happened to yester-years darlings, in a coming motion picture musical! . . . Katherine Kaelred, the vampire woman in "A Fool There Was" which later served Theda Bara as a vehicle in silent films, will be remade with Vampira, the present TV Queen, which proves, there is nothing new under the sun! . . . Eleanor Roosevelt will be required to watch her health a little more closely than she has been due to her rigid schedule! . . . Queen Elizabeth II will make a shocking announcement to the world the day her sister, Princess Margaret reaches the ago of twenty-five, which will stun and shock you!

COMING HUSH HUSH EVENTS:

One of our most famous primadonnas of the Metropolitan Opera House in New York, will quietly retire from public life to a convent in Rome. Her next public appearance will be in the choir of St. Peters three years from now. This woman is known for her spiritual rendition of "Ave Maria" and her many charities! . . . One of the Munition Kings of the world will soon come before the Court of Justice on the charge that he enslaved seven women at one time in his huge estate and kept them captive for three years! . . . When the will is read of a famous Lord in England, it will be found that his entire estate will be assigned to the advancement of the philosophy of free love, which in time, he hopes to tear down and destroy our present marriage structure and divorce it completely from the Church!

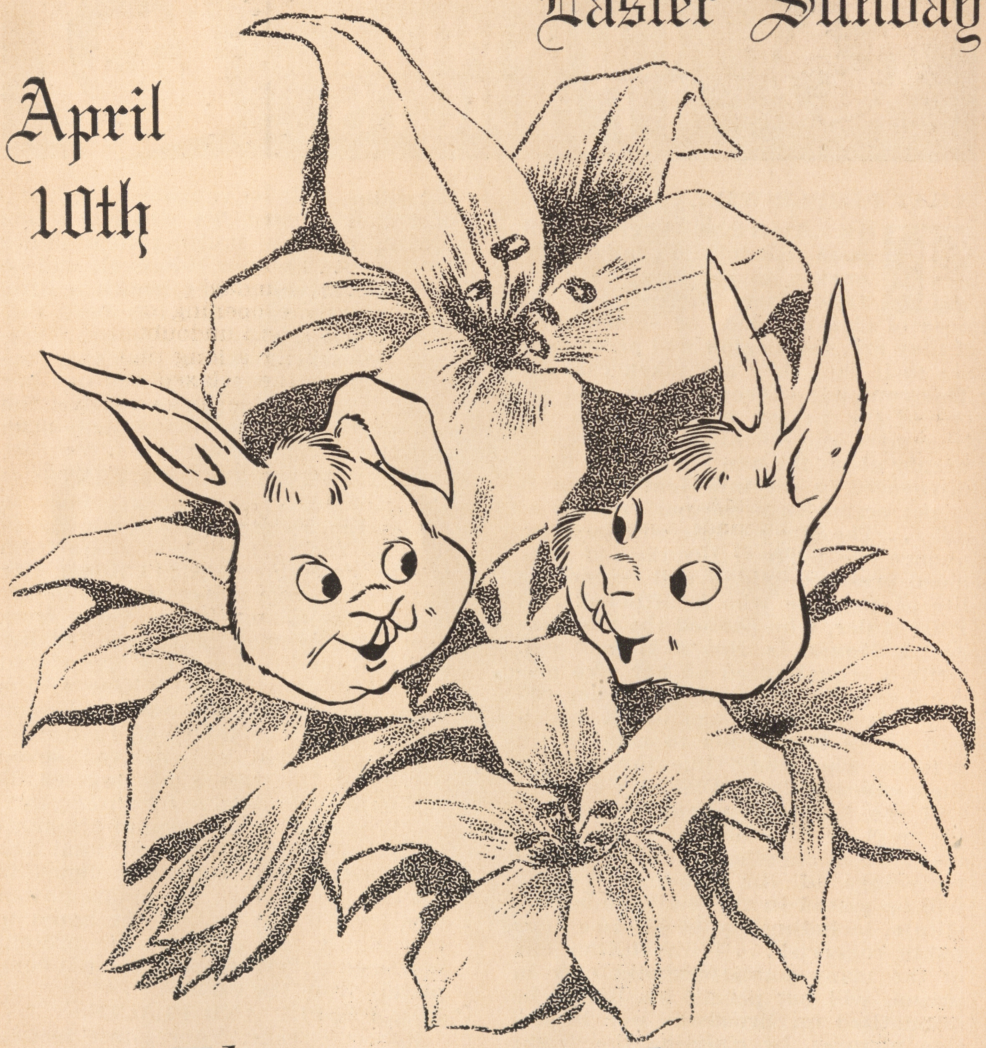
FOR PEOPLE AND PLACES:

Robert Greene: Your latest factual book "Calvary in China" which describes the tortures of men of the cloth for their faith in God, will win a very high literary award! . . . Paris: You will silence your taxi-cabs for one month in memory of one of your great leaders! . . . E. H. Sothern and Julia Marlowe: Your lives will be filmed and your great theatrical roles recreated by Rory Calhoun and Susan Hayward! . . . Las Vegas: You will become the Convention City of the West in 1956! . . . Blanche Ring: Your recordings of "Ta-ra-ra-boom-de-ay" will be the new juke box rage! . . . Aviation: You will honor the birth of Father Bartholomew Laurent as the

(Continued on page 35)

Easter Sunday

April 10th



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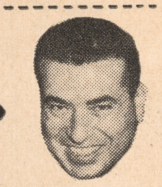
by JACK CORTEZ



ON April 11th, our local VARIETY CLUB TENT NO. 39 will hold its Fifth Annual Induction Dinner. Every one of the "Strip" bistros displayed interest in hosting the affair. In order to be equitable about the ultimate choice, names of the hotels were written upon separate slips of paper and a drawing was held. The ducat selected bore the name of HOTEL EL RANCHO VEGAS and arrangements are being made for this stellar event. BELDON KATLEMAN, owner-operator of El Rancho made a magnificent gesture in behalf of the organization. He announced he will pick up all the food tabs so that the monies taken in can be turned over completely to the Club's charity fund. Many people will breathe a prayer of thanks to Mr. Katleman for his altruism . . . and that's for sure.

Ye Editor and his Princess took time out from work and domestic chores to spend a highly enjoyable evening (at the SANDS and SAHARA HOTELS) with DOROTHY and MORT GOODMAN. (He is among the top advertising agency men on the coast.) Also in the party was MARSHALL WRIGHT, General Manager of the RIVIERA HOTEL. Surprisingly enough, very little conversation about business entered the evening. Instead, we all compared notes on the growing pains of children. Seems we have a great deal to look forward to in the future. Our youngster is just eight months old and the other parents in the group had a lot to say about their teen-agers. (ncidentally, the Riviera plans an end-of-April opening.)

A few weeks ago, we prompted you to make your reservations for this particular event. Now, we inject another reminder. The last show to be presented by the HOTEL LAST FRONTIER, Sunday evening (before it bows to the opening of the NEW FRONTIER), will undoubtedly be one to remember for a long time to come. You've seen the relaxed humor that emanates from performers on their usual closing nights. A touch of imagination will inform you of what can happen when a hotel plays its final performance.

Our friends, DOROTHY and JOE W. BROWN (of the HORSESHOE CLUB) have left for a three-week vacation. They are off to their favorite spot, Hot Springs, Arkansas, where they plan to indulge in the health-giving baths and catch up on a lot of rest.

Operation of the HOTEL SHOWBOAT, April 1st, with WILLIAM J. MOORE, Jr. at the helm as General Manager, will bring to Las Vegas an entertainment era reminescent of riverboat days, when life on the Mississippi was spicy and romantic. Mr. Moore will inaugurate a new policy, with food being served for the first time in the "Plantation Room," with stage shows nightly at 8:15 p.m. — Midnight and 2:00 a.m. Party Bingo with large cash prizes will be a feature attraction, games beginning at 2:00 p.m. and 10:00 p.m. MILTON DEUTSCH, who has so successfully booked the Pirates' Den of the HOTEL EL CORTEZ, will provide the Showboat's entertainment in the Plantation Room and the Sazerac Bar. (The latter will feature MARTHA DAVIS and SPOUSE and the CARSONS,

(Continued on page 43)

this week's cover...

This Sunday will see the shuttering of the familiar HOTEL LAST FRONTIER. When these famous portals close, the NEW FRONTIER will hold its Grand Opening, Monday. Lady Luck smiled on the out-going bistro and we trust she will switch her affections to the new one. It is an exquisitely decorated entertainment center that will bring further laurels to our FLV.

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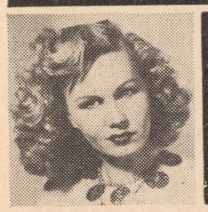



LIBERACE'S heart condition is forcing him to take more and more rest. And his brother George Liberace is taking over for him in many engagements now. Lee's romance with Sonja Henie is not serious. Just friendship say his folks. And Lee's about the most folksy man I know. He has and features his entire family including all his in-laws in his act. Not a jealous bone in his body.

Edith Piaf at the Los Angeles Biltmore wore her traditional plain black dress with long sleeves and a high neck. She looked like a middle aged housewife until she sang. With her voice she blossoms to beauty.

Such songs as "La Vie En Rose," "Hymne A L'Amour," and "Autumn Leaves" in English makes you feel and see what she sings — even when they are in French and you don't understand the words. "I love being in the theatre, where I know people are here to see just me. And there is no clatter of night club dishes and glasses and waiters," she said. Her husband is Jacques Peals a French singing star. He is with her in the show. I understand they have been married three years.

"She doesn't care for her success in terms of money," he said. "She gives it away to people. She loves to sing. Appreciation is reward enough for her."

She wore a tiny diamond cross on a thin platinum chain on her neck, and her tiny diamond band wedding ring. She was literally born on the streets of Paris where she was raised. It is said that her father was an itinerant acrobat. And that two gendarmes acted as midwives at her birth.

Most of her songs are stories told to music. They are much longer than the American songs. She loves to sing of the midinette, the char-woman, the poor student, the factory worker, the millions of pale thin girls who live grey toil worn lives in cold water flats. Her moaning is for all of them. When she finds a lover who holds her in his arms and turns her miserable room into a palace you can hear the sighs of happiness from everyone in the audience. Including Rock Hudson with Phyliss Gates, Marilyn Marwell with her Jerry, Eddie G. Robinson alone and not talking about his divorce with Gladys.

After the American tour she returns to her little Paris apartment. Much of her time is still spent roaming the streets of Paris as she did as a young girl of sixteen. Only now — she gives money from her pockets to the less fortunates. "Give your heart and soul to me, and life will always be 'La Vie En Rose'," says she.

The terrific French revue that accompanies Piaf is outstanding. Some of the lines, popular in Paris and spoken in American: "Adam and Eve were in the Garden of Eden when she said to him, 'You're the first man in my life. And he was sure she was right. No man has ever been since.' And 'the French woman who died and her husband and her lover attending the funeral. Her lover cried even harder than the husband, 'Pierre,' comforted the husband, "Don't take it so hard. I may get married again." And "Maybe you don't know how to come back from Paris with a small fortune. Go there with a large fortune."

Walter Winchell's Damon Runyon Cancer Fund drive is on for four weeks. Every penny goes for cancer research. Not a penny elsewhere. Too bad it can't be that way with all of them.

Larry Finley runs a radio marathon with stars and records Thursday to celebrate K.F.W.B.'s thirtieth anniversary. Radio's been here a long time.

Press Agent Russell Birdwell will produce and direct his and Ann Baxter's first movie for B. and B. productions. Are they marrying soon? John Hodiak out here for "Caine Mutiny" at the Huntington Hartford visits Anne only as the father of their child.

Tony Curtis, writes Richard Wilkes from Japan, is the Jap boys idol. They all have Tony Curtis hair cuts.

And that's Hollywood!

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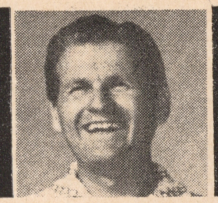
IN THE TOWN AND COUNTRY SHOPS
ADJACENT TO WILBUR CLARK'S DESERT INN

PAGE "13"



by JOHNNY UHLMAN

I must be approaching that promontory summit which is oft referred to as "that place in life when mere man reaches, and passes, his peak." That station in life when he begins to realize that the boundless capabilities he'd accumulated, and gloried in, during younger years, are now beginning to wane and wander away into eternal oblivion!! (. . . "over the hill" . . .) As of last Sunday afternoon, the existance of this fact came as stark realism to your poor old "ever lovin' . . " ! ! Until then I'd gone lurching ahead, chest out, back straight, unwilling to acknowledge the truth that the distance around my middle was holding to a full four inches more than it's youthful girth . . ! THEN, . . I mowed my LAWN for the first time this Spring!! After not more than two or three laps with that Sears-Roebuck lawn lopper, I was ready to toss in the towel! I seriously toyed with the thought of buying a few sheep, and turning the trimming of my turf to them! (However, the army ruined me for any form of mutton!) Maybe I could talk some small boy into performing this task for me, in return for some of my "Long Ranger" funny books!! . . .

Just around the corner comes the opening of the NEW FRONTIER!! You can take it from this scribe, too, that they've struck up a "new frontier" in plush elegance! To this you'll agree when you've seen the interior of this new palace. The exquisite decor of the huge dining room makes it a show place almost beyond description. The stage has been equipped with the finestest obtainable, for the producing of productions such as have never before been possible in this area; . . . lighting; revolving stage; hydraulic lifts; powerful spots; and ample storage space for scenery flats. We could rave on regarding other features incorporated into this ultra addition to our fabulous Strip, but most of them would be beyond belief. You'll see for yourself when they open their doors to you the first of the week. Our personal greeting to the owners, and every wish for continued, and mounting success!!

SAVE-WAY SUPER SERVICE STATION is all set to swab the sand from your automobile's be-smudged exterior, and send you away in record time with a wash job that will have you singing the praises of their new wash equipment. By the first of the week they should have the last of the minute details all ironed out, and will be able to turn out a complete, immaculate job every THREE MINUTES. You'll find this installation at their No. 1 station, located at 1736 South Fifth Street. This location is right between the Garden Center, and the new Strip Shopping Center, which will have it's big opening within a very few days. Save-Way has entrances on both Main St. and South Fifth, in case the widening excavation might stymie you! . . .

NOW . . !! You lads and lassies of Las Vegas who've been wishing you had a warm, intimate club, where you could congregate with your friends, and almost feel as though it were your own; . . . you've GOT it!! JEANE COSTELLO and AL GOOD have done just that for you! For some months now, they've been planning, and building, . . . and now comes the event of the opening of their finished product; . . . LA VISTA . . . ! Located on PARADISE ROAD at Naples Drive (between Flamingo Road and Bond), this fine gathering spot has put to use many features that should prove most enticing toward your comfort and the desire to return many, many times for an evening of fun with your friends. It's a "Las Vegas Club for Las Vegas people." Open all hours for "Fun Around the Clock," and offering a beautiful swimming pool for your use at no expense to you whatsoever. Just go out and go swimmin' . . . ! SURE you can get something to eat out there! PIERRE DE LA VAULE has the food foundry, and plans to present a menu of a variety, capable of satisfying any an dall comers. You'll find the bar-

(Continued on Page 45)

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

LAST FRONTIER VILLAGE

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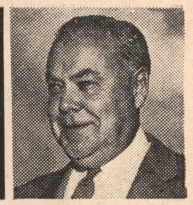
Hillsway

by ROLAND HILL



CHICAGO. — Why did I ever leave Miami Beach so soon? Got to Minneapolis through 80 degree weather, the warmest March weather in the history of Missouri and Iowa, and for a few days the weather was nice, brisk and invigorating, and then the fury hit. So I took myself off to the east with a stopover in Chicago. And last night the snows came and with the Chicago winds it really turned out to be blustery and cold. There is something about standing on a corner in Chicago and watching the thousands of people finding their way home in the wind and snow that is exciting. One thing about Chicago is that you can find so much to do in such a short distance from your hotel that weather doesn't make much difference.

My stopping place of course is the SHERMAN as per usual. Dinner is the PORTERHOUSE or the WELL OF THE SEA, both in the basement and adjoining each other with a profusion of bars thrown in for good measure is an experience that you will like. You really feel that you are "out" when you dine here. There is so much pageantry that it gives you a lift you cannot get in most restaurants of the upper strata. You really are treated with personal service such as few restaurants give in the country. All the foods are served flaming or over flames, a captain takes care of you and is ably assisted by waiters dressed in cowboy outfits. There is never a minute something doesn't go up in flames around you to further intrigue you, and as if that isn't enough, Frank York and his PORTERHOUSE ORCHESTRA are there to personally entertain you with their violins, same as Harold Stern did recently at the Flamingo out in Las Vegas. The music is exquisite and I understand after dinner hour they double with a real dance band that is tops. All in all I would say that dining in the PORTERHOUSE is comparable to dining in the SAVOY in London, or almost so. The menus of the WELL OF THE SEA and the PORTERHOUSE are interchangeable so you can have the very best in seafoods if you prefer, instead of steaks.

Of course you know the SHERMAN and the AMBASSADOR EAST AND WEST are all under the same ownership and managerships and the BUTTERY and the PUMP ROOMS are even more on the elegant side than the PORTERHOUSE if that is possible, and they are the rendezvous of the show people and stars from both the east and west coasts.

This three day stop over in Chicago has been given over to play-going, and last night I saw the one and only Tallulah Bankhead in DEAR CHARLES, which is as lively a comedy as I have ever seen. The cast is one of the few that has really nice people throughout — you do not feel that they are "arty", "stagey" or "temperamental" at all— that is all excepting Tallu herself. Was sorry to see Patsy Kelly used so little — she only appears in the very last part of the last act, but when she does appear she really does her stuff. Spicy but nice is this play and I wish all my readers could have seen it with me.

If Las Vegas only had a legit theatre then it would have everything. And I presume it won't be long until that is an accomplished fact too. All the old wild-west towns of long ago had a theatre so why not Las Vegas. Have to cut this short to be able to take in the gigantic HOME SHOW on the Navy Pier this afternoon and get back in time to dress for dinner at the PUMP ROOM before going to the theatre. And tomorrow I fly to New York and Washington for a week before coming back to Las Vegas in time to take in the opening of the new LAST FRONTIER HOTEL, or is it the NEW FRONTIER HOTEL. Next dateline will be New York and hope to have some news on the theatrical front from there as well as some political news from Washington, D. C. where I understand an invite to the WHITE HOUSE is in the offing for yours truly.

MARDI GRAS REVIEW

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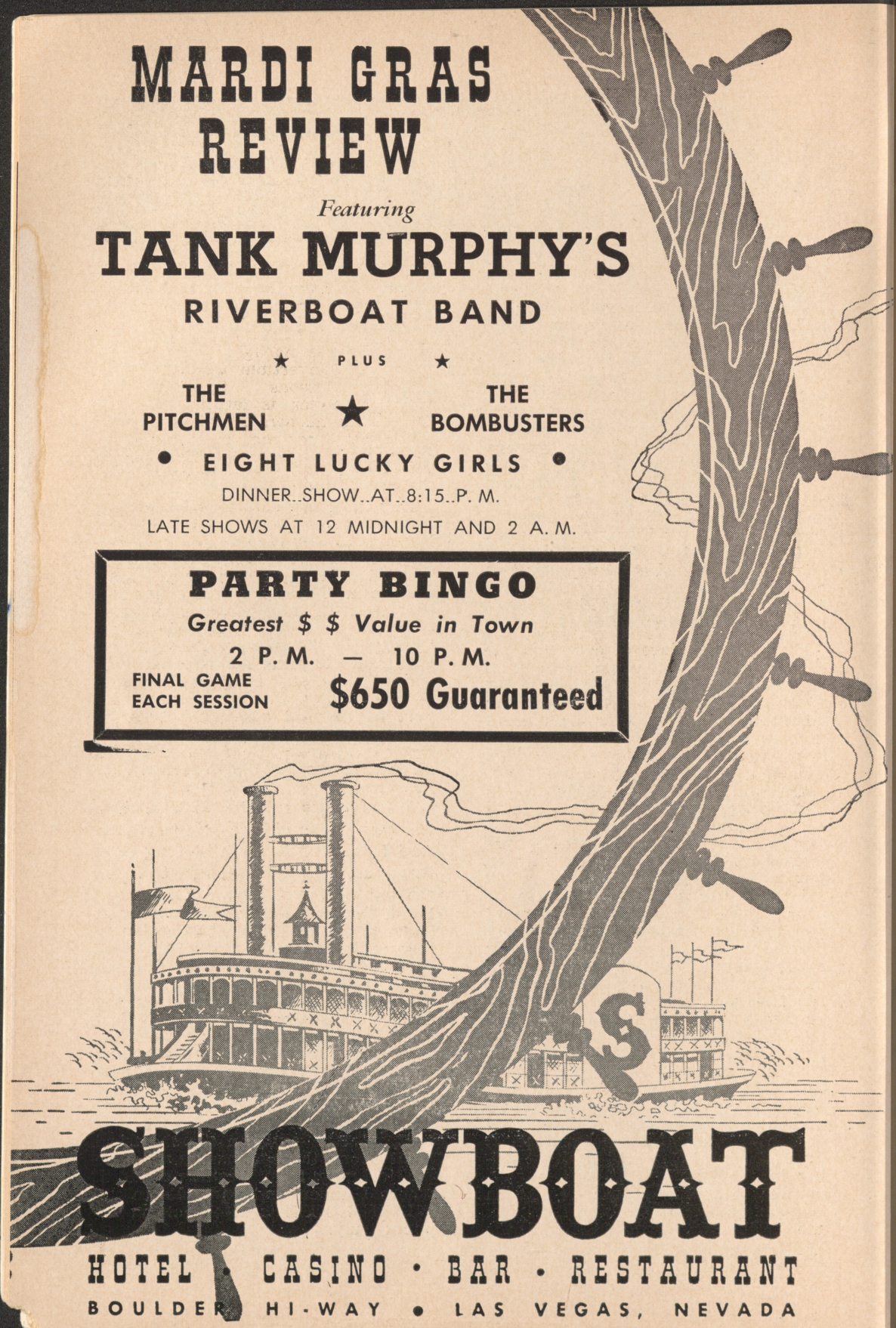

SHOWBOAT

HOTEL • CASINO • BAR • RESTAURANT

BOULDER HI-WAY • LAS VEGAS, NEVADA

The BROADWAY WHIRL

By DICK GERSH

TED HUSING exited WMGM after eight years . . . Trudi Richards has signed a recording contract with Jubilee Records . . . Eartha Kitt will play the Copa in April . . . Billy Williams in town to reorganize his quartet . . . Joan Low ankled the Gleason chorus to form her own dance act . . . Fran Warren is a smash hit on the road with "Pajama Game." Look for Fran to have a very big year on Broadway in musicals . . . Shirley Booth will be back on the White Way in Fall in a new comedy titled "The Desk Set" . . . "Kismet" goes on the road April 23rd.

If those ads of Lili St. Cyr ran on the front cover we predict that FABULOUS LAS VEGAS would outsell WHISPER . . . Nelson Algren will deny Otto Preminger the screen rights to his best-seller "The Man With the Golden Arm." Algren wants first crack at a dramatization to go to Broadway with Gant Gaither producing the Ralph Meeker in the lead . . . Jackie Cooper is due back from Florida the end of April for a new show.

Mark Towers, the firm that supplies musical units ranging from a society orchestra to an accordionist, will go into the talent field and deliver packaged shows to suit any function . . . Backers of singer Frankie Day may start their own record company for him. The boy is that good.

Mitch Reed, WOR's night time record spinner, and Helena Saroy, formerly with the Hamilton Trio and now set for the upcoming "Seventh Heaven" musical, will do the marriage bit in June . . . MAD, formerly a comic booklet, will go into a slick, magazine format. It will continue to be satirical.

Recording star, Bill Heyer, will appear in a revue at the Phoenix Theater . . . Broadway is appalled by the highly uncomplimentary picture and story in a national, Negro, pocket-sized magazine on a famous, well-liked, colored songstress. Though she will not sue, her agent describes her as bitter and deeply hurt by the unprovoked slur . . . Ted Mack is starting a daytime, variety show on NBC-TV.

Trying out the steaks at the Harwyn Club the other night were Art Carney (Gleason's "Norton"), Bob Farrell of the late, lamented Brooklyn Eagle and disc jockey Norman Prescott . . . Dick Gabbe, Liberace's manager, sporting a new Cadillac convertible. Quick, Watson, the piano lessons . . . Speaking of automobiles, Buick is letting Jackie Gleason design his own car which they will then make for him as a gift. So far, there is a television set and a bar for the back seat. This, kiddies, is known as "roughing it" . . .

June Valli is in town for recording sessions . . . Bill Hayes is all smiles over his hit recording of "Davy Crockett" . . . Madison Avenue is up in arms over New York State plans to abolish "bait advertising." The pro's and con's are almost equal . . . Now that the ad agency lads have become the style setters in men's fashions, another major men's clothing store is moving to Madison Avenue for the "prestiege value."

Three major New York City newspapers are in financial distress . . . Johnny Mercer will head a variety show for CBS-TV . . . Agent Roy Gerber and songstress Dolores Dahl were a duet at Ray Shaw's the other evening . . . No Business Like It Dept.—Jake Wakefield, after a lifetime as a comedian, will be TV's new, comedy "find" of the year . . . Irving Berlin, lunching at Lindy's with Milton De Lugg, Phil Silvers and "Fat" Jack E. Leonard, signed more autographs that they did. "The Fat Jack" advised that he is waiting for wide-screen TV before starting his own show.

Rodgers and Hammerstein's new musical, "Pipe Dream," begins rehearsals on Sept. 22 for a Dec. 1 premiere . . . Vocalist Karen Chandler presented hubby Jack Pleiss with a son . . . Patrice Munsel's baby is due April 25th. Anyone got a stop watch?

New parlor game out called "Stock Market." Players will use basic Wall St. principles. Took us six months to figure out "Monopoly," I quit on this one already . . . New York State is discussing hiring a Public Relations

(Continued on page 43)

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LAS VEGAS • NEVADA

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REPORT ON THE *NEW* FRONTIER

By BILL YATES . . . DESIGNER DIRECTOR OF ALBERT PARVIN & CO.

The Package

ANOTHER HOTEL — Gambling Casino in Las Vegas . . . on the Strip . . . it's got to be different. . . . Owners say it's got to be . . . "OUT OF THIS WORLD". . . .

Senior partner AL PARVIN says it's got to be years ahead of it's time . . . senior partner HARRY GOLDMAN says won't limit ourselves . . . split up the design staff — "send them all over the country" . . . PARVIN says, "I'll pay the bills"! **Design Talk . . .** ten men — all chiefs — thousand man hours . . . artists — welders — muralists — seamstresses . . . drawing and nightmares . . . upholsterers and cabinet makers . . . enough material and research for twenty hotels. O. K. let's freeze it! What have we got . . . **A lobby** . . . black and white marble floor . . . brought in from Italy . . . a thick cushiony charcoal grey carpet woven for the room . . . twenty-five feet of sofa . . . covered in white and pink leather. Every new material we could get our hands on, chairs in hand woven materials, a thousand Mosaic chips cover one level of a coffee table . . . man who put the chips together . . . ARTHUR AMES, considered tops in Mosaic design. And on the wall facing you . . . a raised brass and glazed ceramic mural, six little men from outer space . . . all making a beeline for the gambling casino! The artists? . . . two prize-winning jewelry-designers turned muralists — CHARLES PIPER & CLIFFORD NELSON. . . . Amusing . . . just begins to describe this sensational piece of craftsmanship. . . . And around the corner and into the Cocktail Lounge . . . where else would you find a bar called "Cloud Nine" . . . and what a bar! White padded leather front . . . shiny black leather seats . . . a bar foot rail . . . of all things . . . a hundred feet of serpentine brass . . . looks like a huge necklace. And a place to sit in chairs at a low bar . . . to watch entertainers on a circular stage or look out the windows through an exquisite hand woven curtain at the pool. In case you haven't spotted it, there's at least seventy-five feet of mural, there in front of you behind the bar. It's really "OUT OF THIS WORLD." Thousands of beautiful pieces of metal . . . silver polished brass . . . breathtaking color combinations, all assembled and the theme is, naturally "Outer Space." Our artists: BERNICE POLIFKA and GENE FLEURY . . . The fabricator DON CLOUSE. **Over your head,** that soft light, comes from huge white stars at least it's the ALBERT PARVIN COMPANY'S conception of a star. Actually it's a chandelier you'd like to own. Perhaps your taste runs to the group of lighted flying saucers. They are at the end of the bar, by the lobby and they soar upward toward a circular ceiling well dotted with luminous pink plastic bowls. Looks like planets from "OUT OF THIS WORLD." **Right next to you,** is a cocktail chair. There are one hundred and forty-nine more . . . pink ones and light purple ones . . . gives a nice effect and a flattering background. **After you've one or two** and looked at the murals, you walk into the casino and look up at the six chandeliers. You'll enjoy them, for the headaches they caused the A. PARVIN CO. in designing them and redesigning them and redesigning them are over now . . . and we like them too. Six foot luminous plexiglass bowls encircled by illuminated polished brass and frosted lucite spinning . . . all new shapes . . . and most exciting. **The gambling equipment** is not radically different in shape. No one wanted that, but it is beautifully designed by us, with the help and advice of all the managers of the New Frontier and most of the managers of every other hotel on the Strip . . . and a croupier from Downtown Las Vegas. . . . It is a terrific blending of charcoal walnut and polished brass. **Now that you've made a fast buck** gambling on the tables designed by us . . . The A. P. Co assisted by the gentleman from Downtown Las Vegas, come into the Planet Room for a bite to eat or a cup of coffee. Black and pink terrazzo floor, charcoal colored

(Continued on page 39)

AS SEEN IN VOGUE



ROCKING CHAIR GOSSIP

By FANCHON DE VOE

COME in, Mrs. Bipple. Place those vacuum-packed pedal ushers in the racing rocker, and bridle the oral cavity. Space is too small for the two of us to be saying at once above the other.

That sack of doughnuts indicates frustration. Or maybe you're depressed. Such folks eat the same foods over and over. Why don't you try something simple like "Cassoulet Toulousain," rather than "Papillotes De Veau" five days a week?

Well, Venus, the Roman goddess of Love, born of the seafoam and "carried in a conch to the Island of Cyprus" has reached FLV. I know because I saw the Venus Room at the New Frontier Hotel. It's breath-taking beauty is an enchanting setting for goddesses and men of the Golden Age. They'll be there, too, from all compass points, when Mario Lanza opens the night of the April 4th . . . Never again will I doubt the story that in 1403 a Dutchman, named Meyer, captured a mermaid off the coast of Haerlem, kept her alive for years on bread and milk, and taught her to spin. She never talked. (What a woman!) Compared to the Venus Room, a mermaid is a mere truffle.

Mr. and Mrs. Harry B. Jameson of Beverly Hills will be among the noted first nighters. Mrs. Jameson, one of the best dressed women of cafe society, will wear an evening gown by Howard Greer. Specially designed for the occasion, it is fashioned of hand-painted Japanese silk, obi style, and rates as the only one of its kind in the world. Each flower is outlined with gleaming rhinestones, and these are in 17 shades of red on white background. The slim, slit-to-the-knee skirt offsets the delicate beauty of its lovely wearer.

No, dearie, you couldn't copy it in 17 shades of red plisse. Plisse has its place, but not on you. You know, Mr. Jameson was in lumber, like Larry Crosby and papa, but comparisonly to the Dorothy Jameson wardrobe, mama's bespoke The Flea Market at the Porte de Clignancourt. Some men just have bigger woods, I guess.

Science and genius mingled at a swank dinner party given by Mr. and Mrs. Baron Long of the Biltmore. It honored Mr. and Mrs. Barney Allis of the Muehlebach Hotel of Kansas City. Guests included Mr. and Mrs. James McCabe (He, Vice President of the Statler chain), Mr. and Mrs. Don Starling, Warner Bros. Colonel and Mrs. Bert Tuttle, Film director David Butler and his wife, Dr. and Mrs. Larry Emmons, Mr. and Mrs. James Van Trees, Dr. and Mrs. Arthur M. Hoffman, Dr. and Mrs. Joseph Peluso, Mr. and Mrs. Tom Bergen of the Horseshoe Tavern, and Mr. and Mrs. Julian Blass.

I don't know what they discussed, Mrs. Bipple. It's difficult to hear when one attends under a slice of cheese. But I'm sure someone mentioned hotels.

The buffet dinner dance at Romanoff's, with Ruth and Ray Lee and 150 guests, was a gay affair. Haven't enough breath to name all the guests. Mr. and Mrs. Jay Stuchen attended, also Mr. and Mrs. Mel Hirsch, Mr. and Mrs. Jay Wilson, Mr. and Mrs. George Thompson (He's President of the Board of Cedars of Lebanon Hospital), Dr. and Mrs. Marcus Rabwin, and many other noted medical men . . . And before you inquire, Mrs. Bipple, I presume they discussed "How-to-Make-It-Yourself" an esophagus. Some talked with that entertaining 74 year old gentleman, John D. Hertz. He breeds finest race horses in these parts, and is one of the 10 richest men in the world. Why do you always want to know what people discuss?

Learned that Doris Duke gave $175,000 to Cedars in memory of her brother. She does many things like that which are never made public.

A new attempt in cultural education, headed by Mrs. Marcus Rabwin and other civic leaders, through the Beverly Hills Department of Education, is now in full swing. At the small fee of $3, hundreds of interested men and women signed for the seven-weeks

(Continued on page 39)



the
SILVER QUEEN
BAR

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

IN THE Sands HOTEL

Pee Wee
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★

EL GRINGO
and his **Latin Rhythms**
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★

THE GUADALUPE BOYS

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ERNIE STEWART TRIO

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SERVED AT 5:30 P.M.

"The Taste of the Town"
You owe yourself this treat . . .
CHINESE
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Served in the Garden Room
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PARADE: You'll be hearing more and more about Anita Ekberg and Ty Power . . . The release date of "Blood Alley" is being rushed because of the topical quality of Formosa — the Straits of Formosa being the legit tag for "Blood Alley." It comes off as high powered William Wellman, an ace of a director . . . The way Ethel Smith plays an organ, you'd think the instrument was as Latin as castanets or maraccas . . . Janis Paige's most ardent admirer, currently, is a writer very recently separated from his frau . . . Even to this day, you run into people who ask why Carl Ravazza never made the big, big time . . . Sometime we'd like to see Judith Anderson and Agnes Moorhead cast as villainous sisters . . . Stan Kenton didn't join that organization of dance band leaders, which has Les Brown, Harry James and Freddy Martin in the officer posts, because he admits his music doesn't encourage people to dance . . . A women's group in the mid-west has started the ball rolling trying to get the Gabor sisters deported on the grounds that they are bad examples for American womanhood . . .

Strictly for Laughs: Joe Frisco, the legendary comic whose fund of race track stories are priceless, was telling about the jockey who suddenly had dreams of himself as a horse. He consulted his psychiatrist and asked for help. He related the strange dreams, but the mind doctor offered no advice or cure. Finally, the call he was waiting for came. It was his psychiatrist. "Say, kid," began the couch owner, "when you think of yourself as a horse — are you a long shot or a favorite?" . . . When Anna Magnani was in New York at the Sherry-Netherland every dinner invitation she received was slanted so that her escort was doing her a big favor by suggesting Italian food. She got so fed up with this patronizing attitude that on her fourth night in town she gave vent to her own desires and called room service. Her feast was fried chicken, ice cream and fresh fruit . . . The conversation got around to studio audiences at television shows and how ridiculous that annoying hand waving is. Walter O'Keefe, an old pro at quiz shows and working with audiences, had this to say: "I don't mind the hand waving too much, but when some man takes out semaphore flags and tries to signal his wife that he'll be home an hour late, well that's carrying a good thing too far."

Addenda: Charlie Chaplin always had his new employees screened and tested as to their loyalty to him . . . George Liberace's recipe for pork chops is worth a try. Write him if you want a copy . . . The Knowland-Nixon battle will get louder between now and convention time in '56 . . . Clark Dennis' nice platter of "Granada" is more proof of how great he tenors . . . Maureen O'Sullivan has joined Betty Furness, Janis Carter and Margaret Lindsey as former movie queens who now sell commercial products on video . . . Paulette Goddard is as secretive about her marriage to Remarque as Chaplin was about his marital status with her . . . Too bad that Jack Smith gets this bad break. His record of "How Important Can It Be" is getting heavy play from the disc jocks around the country. But it is only punching up the song's popularity and making more sales for Joni James, Connee Boswell and Sarah Vaughan on the big labels. Smith did his waxing for a minor label called Major. Unfortunately, they have no distribution. This has a parallel. About eight years ago, Harry Cool and his orchestra with a vocalist named Mindy Carson recorded a song called "Rumors Are Flying" for an indie firm known as Signature. The song broke wide open and there was a strong demand for the tune and the rendition. Sad, tho, the distribution was faulty and time went by, so that Columbia was able to put out a biscuit by Frankie Carle and his orchestra. This shellac job became one of Carle's biggest and Cool eventually went into obscurity . . . Nice switch on this. Greer Garson, who is

(Continued on page 39)



"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 BRASSELLE 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 33)

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, sparks the 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 delgiht 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 33)

El Rancho Vegas

Thru April 12

Show: Lili St. Cyr, Lenny Kent, Guy Cherney
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

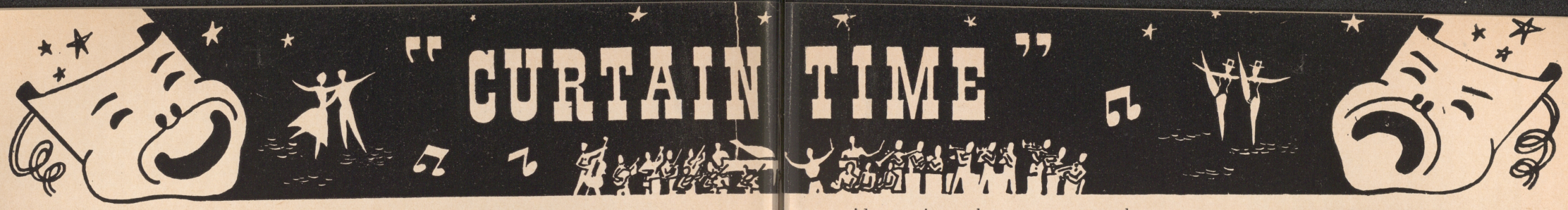
(Continued on Page 33)

Wilbur Clark's 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



"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 33)

SAHARA

March 15 thru April 4

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 35)

The Sands

March 30 thru April 12
(Not a Review)

Show: Billy Eckstine, Henny Youngman, Tony & Eddie.
Line: The Copa Girls
Orch.: Antonio Morelli

This new production, "Romance and Rhythm" stars "Mr. B" . . . BILLY ECKSTINE himself! We'll wager that this artist has more imitators than any other vocalist in the country today. Billy has an unusually keen ear, which allows him to sing variations that are almost unheard of. His program consists of old and new favorites, each song a special thrill. . . . Also on the bill is HENNY YOUNGMAN. This marks another return engagement for this comedian, of stage, radio and etc. He works with a fiddle and has a most unusual style of delivery. . . . HELD OVER and contributing their share to the hilarity

(Continued on page 33)

Thunderbird

March 17 thru April 6

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 33)

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 35)

SHOWBOAT

April 1 thru April 14

Show: Mardi Gras Revue.
Line: Eight Lucky Girls
M.C. Cliff Ferrer

We are happy to say the new management re-opened their show-room, calling it, "The Plantation Room." Headlining this Mardi Gras Revue is TURK MURPHY and His RIVERBOAT BAND. Murphy, a world-famous trombone player, belts out traditional jazz in a style all his own. We are certain that people of all ages

(Continued on page 35)

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 subnormal 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 . . . where anything can happen and usually does! . . . They say "the Greeks had a word for it," and that word is "TYRA MONA"! This young lady brings to the stage a completely new type of exotic dancing that will thrill Slipper audi-

(Continued on page 35)

GOLDEN NUGGET

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

The show in the Nugget Room features "THE CUTEST LITTLE NUDISTS," (they're not little — they're pretty tall and beautiful gals!) 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 very versatile little band with a comedy flair. The group features THE BENSON BROS., well-

(Continued on page 33)

Out of this world...

PREMIERE

MONDAY, APRIL 4th

in the futuristic **VENUS ROOM**

SAM LEWIS
presents

MARIO LANZA

with

LARRY STORCH

A ROBERT ALTON Spectacular

featuring

MATT MADDOX • HELEN WOODS • BOB FORTIER • DON CHRICHTON
DAVE KRASHNER • GARY NELSON and HELENE STANLEY

and the heavenly 'Hims' and 'Hers'

GARWOOD VAN and his Orchestra

THE
MARY KAYE TRIO

CLOUD 9 LOUNGE

OUT OF THIS WORLD!

NEW

FRONTIER HOTEL

LAS VEGAS NEVADA

Jeane V. Costello and Al R. Good

announce the opening of

"A Las Vegas Club for Las Vegans"

Good Drink!

Bart Houde

Bill Riley

Walt Jerricoff

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WHAT'S HE *Really* LIKE?

By VI TAYLOR

ANTONIO COCOZZA, a disabled veteran of World War I and one of the most decorated heroes of that conflict, and his wife, Maria, sat in their humble home listening to their fine collection of Caruso records.

Alfred Arnold Cocozza, their son, was intrigued. Night after night the trio listened attentively to the great Caruso and the boy yearned for music lessons, for which there was no money. Maria was proud of "both her men," and had to become a wage earner in her struggle to keep her family together.

Although there was no money for Alfred's music lessons, occasionally there would be enough for a new record — records of the great symphonies, beloved Neapolitan folk songs by Caruso, as well as operatic arias sung by other Metropolitan greats such as Gigli, Melchoir and others.

In the meantime, Alfred indulged in his other love — sports. He became one of Southern High's (Philadelphia) outstanding athletes, starring in baseball, football, boxing and weight lifting. Following his graduation he played semi-professional baseball and football, but always keeping his ear attuned to the finest in music. Extra coins in Mama's kitchen bank went toward Alfred's fund to attend Philadelphia symphonies — no work was too much for Mama if her boy could study music by listening to Caruso records and going to the opera house. Alfred's parents could have no greater thrill than listening to him sing, note for note, with the immortal Caruso as his records were played.

"Sing for us, Alfred! Sing like Caruso!" demanded friend and foe alike, so that he became much in demand at parties.

"Let them rave about Alfred's voice!" shouted Alfred's grandfather! "But I say put his muscles to work! He should be moving pianos, that one!"

Alfred took his grandfather's advice and it was the turning point of his life, for his first assignment was to deliver a piano to the Academy of Music in Philadelphia where a concert was scheduled for that evening.

The great symphony conductor, Serge Koussevitsky, was in his dressing room when he heard singing — and what singing! Half dressed, Koussevitsky rushed out to see who was making such magnificent noise and was shocked to discover the piano heaver. Right then and there Alfred's one and only job came to a quick end.

The conductor arranged for Alfred to join him in the Berkshires where each summer he conducted the Berkshire School of Music Festival. Studying, eating, sleeping and living music, Koussevitsky's faith in his protege was so great that he permitted Alfred to make his professional debut that summer, singing with such musical celebrities as Christine Johnson, Mack Harrell of the Metropolitan, and Irma Gonzales, South America's greatest diva.

"A star is born! The greatest tenor voice since Caruso!" the criticis agreed unanimously.

Then came "Greetings from Uncle Sam." Alfred was in the Army until 1945. By then, he knew that no one, not even his doughty grandfather would insist on his giving up music as a career.

A contract with Victor Records, and appearances on the Columbia Concerts program followed during which time he met New York business man Sam Wiler, who had the foresight to recognize the boy's need for additional training. He took the young singer to Enrico Rosati, the great Gigli's one and only teacher.

In 1947 Alfred appeared in the Hollywood Bowl. His aria from "Andre CShenier" created applause lasting 12 minutes. A long term contract with Metro-Goldwyn-Mayer studios resulted. He made his screen debut in "That Midnight Kiss," co-starring with Kathryn Grayson and Ethel Barrymore. And his first role? A piano mover!

"You see," he grins, "grandfather

(Continued on page 43)



It's our pleasure to be appearing once again in the

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Dee — Billy
Larry

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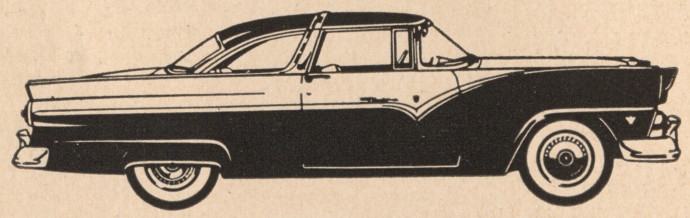

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FLAMINGO

(Continued from page 25)

with their delightful harmony and ingratiating 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 25)

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 . . . and starting Monday, April 4th . . . MARIO LANZA and LARRY STORCH in the NEW FRONTIER'S VENUS ROOM and MARY KAYE TRIO in the CLOUD 9 ROOM. Did you make YOUR reservations?

EL RANCHO VEGAS

(Continued from page 25)

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! . . . and Sophie Tucker's young protege, GUY CHERNEY has returned. In addition to his really fine voice, Guy has an effervescent personality and an enthusiastic presentation that are helping to push this young man rapidly up the ladder to stardom. . . . 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 25)

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.

THE SANDS

(Continued from page 26)

are TONY and EDDIE. Many a year has passed since we saw these very clever lads but our enjoyment of their performance is greater than ever. The duo provides record pantomime that is real great. Their lip movements are incredibly accurate and their facial contortions enough to make Lady Prim howl with glee. They are refreshing and a wonderful act. . . . 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.

GOLDEN NUGGET

(Continued from Page 27)

known comedy impressionists. . . . And for added filip, the management is offering the exciting and beautiful CHARLITA and HER RHUMBA BAND. The gal sings in Spanish, French and English and is backed up by some of the finest Latin-American musicians in the country today. Also, the lovely Senorita Charlita and her Orchestra feature many fox-trots, and waltz and tango tempos. Suffice to say, the show in the new Nugget Room has something to suit EVERYONE'S fancy!

THUNDERBIRD

(Continued from page 26)

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.



CRISWELL PREDICTS

(Continued from page 7)

father of aircraft for his expert drawings of 1709! . . . Africa: You will be the new boom continent from the 1960 to 1970 period! . . . Maude Adams: Your personal diary will be made public, and will reveal for the first time the hopes and fears you once had for the triumph of American art! . . . Vice President Nixon: You will be voted the ideal father for 1956! . . . New York: Expect a waterfront strike which will paralyze your city! . . . Senator McCarthy: Congress will ask your forgiveness and will offer a personal apology, for it will be found that you were correct in your charges of subversion in the armed forces! . . . Wyoming: A new method of freezing meats will make Cheyenne a second Chicago! . . . Emily Post: Your new rules of etiquette will astound the public for they will be most liberal in view and a radical departure! . . . Television: Your new stars will be Nazimova, Thelmas White, W. C. Fields and Wallace Beery, due to the release of old films!

SHOWBOAT

(Continued from page 27)

will get a tremendous kick out of this presentation. His unique style is not to be confused with Dixieland, Jump or Bop music. At a recent record-breaking engagement in New York City, Turk played nothing but authentic spirituals, blues, barroom ballads, gambling songs, rags, stongs riverboat tunes and cakewalks and had them begging for more . . . and we are certain that Las Vegas audiences will be doing the same. . . . Also in the Revue are the PITCHMEN, two slick salesmen from any street corner — they sell musical instruments . . . and believe us, they'll sell you too! . . . THE BOMBUSTERS, two dancing stars who feature New Orleans Rhythms, add deep-south flavor to the revue . . . real southern-fried entertainment! . . . and we are very happy to welcome back in our midst, those champions . . . EIGHT LUCKY GIRLS. They are an excellent acrobatic dancing troupe. These "Lucky Girls" recently returned from a tour of Europe where they "set them in the aisles." They will enchant you with their breath-taking flips, can-cans and outstanding dance routines. We know you'll love them.

SILVER SLIPPER

(Continued from page 27)

ences. New to Las Vegas, she is sure to become a top favorite here as did KALANTAN. The matchless SILVER SLIPPER STOCK COMPANY, featuring JOAN WHITE, MAC DENNISON, BILL WILLARD and JIMMY CAVANAUGH are offering their usual wonderful variety of lively comedy skits. . . . GEORGE REDMAN and His ORCHESTRA continue to furnish excellent backing musically.

EL CORTEZ

(Continued from page 27)

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.

SAHARA

(Continued from page 26)

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.

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MARY KAYE TRIO



FRANK HUDEC
At the Drums

★

RAY BROWNE
At the Piano

P.S. *Bring your friends . . they are more than welcome!*

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SEXTETTE

— featuring —

Ann McCormack

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REPORT ON THE NEW FRONTIER

(Continued from Page 19)

brick walls, middle toned wood walls, pale pink ceiling with mad pink chandeliers. Our design staffs conception of planets spinning around the world, . . . a long wall of windows. Looking out at the pool, in a damp bathing suit . . . you know that you're not damaging the property of the New Frontier because the seats are plastic and shed water very easily. All around you are plants, huge specimen plants and lush is the word. **A gal will tell you** the ladies' powder room is quite the nicest room in the New Frontier. You probably can't see it . . . the gals will say "all soft tones of gold." Some early morning, when the traffic is light, you'll knock on the door . . . and tell the lady attendant that you are a designer from the ALBERT PARVIN COMPANY . . . and that you want to see that everything is satisfactory in this room that our staff designed. The beautifully painted wall decorations . . . by MARCELLA NELSON, are in good shape, and they are. You test the luxurious custom made sofa and the chairs. You admire the tables and intricately c o n t r i v e d screens and straighten your tie in the flesh colored mirror. A tip to the lady attendant is in order . . . for keeping her foot against the inside door leading to the lavatory. **Now it's show time** and you walk through the foyer leading to the Venus Room. This is something . . . in front of you is the stage, big enough for the "Rockettes." The curtain is closed . . . but we of the design staff . . . can tell you that it took 400 yards of a specially designed, hand woven gauze just to make the front curtain. "There's no business like show business" . . . ask our Ben Mayer . . . who with his wife's assistance . . . and the help of some neighbors . . . and a couple of guys he picked up downtown, Las Vegas, managed to secure his hundred and seventy-five murals to the walls . . . on the sides of the theatre. The theme . . . for all this artistry, . . . signs of the Zodiac. Again something from "OUT OF THIS WORLD." It is so artfully handled by MAYER, that even the skeptics will find it delightfully fresh, colorful and a real joy to look at. I haven't mentioned . . . but you will see as you sit down, . . . in one of the sixty-eight booths that they are wonderfully comfortable and we sincerely hope that all of our efforts gives you nothing but pleasure . . . as it does . . .

My senior partner, AL PARVIN.
My senior partner, HARRY GOLDMAN.
My most able assistant, HARRY McCAGUE.
The design staff and . . . yours truly

MIGHTY MIXTURE

(Continued from page 23)

English and now lives in Texas has a new picture coming called "Strange Lady in Town." It is about New Mexcio. It was filmed in Arizona . . . Try this for a memory course. Name the front tags of Eddie Cantor's daughters. Give up? They are Edna, Janet, Marjorie, Marilyn and Natalie . . .

ROCKING CHAIR GOSSIP

(Continued from Page 21)

course which is an Introduction to the Arts. Discussion panels, held each Monday evening with MGM Producer John Houseman as Moderator, feature leading names in music, art, film and drama. These celebrated guests donate their time free of charge.

The first panel on Music had discussions by Franz Waxman, Jacob Gimple, George Antheil and Johnny Green. The next panel included guest speakers Rico Lebrun, artist, Vicent Price, collector, Frank Peris, Gallery Dealer, and Richard Brown, Museum Curator.

On the Drama and Literature panel were Samuel Taylor, Irving Stone, George Seaton and Robert Ryan, while the panel on Ballet and Decor will include Michael Kidd, Trudy Schoop, Harry Horner, Preston Ames, and Irene Sharaff, who is a Paris costume designer. Panel No. 6 will bring interesting talks by Gregory Ain, architect, Bernard Rosenthal, sculptor, and Wm. Brice, muralist. The last will be a symposium with one speaker from each succeeding week. A great project and worth highest praise.

P.S. Mrs. Bipple: Wait for the wagon.

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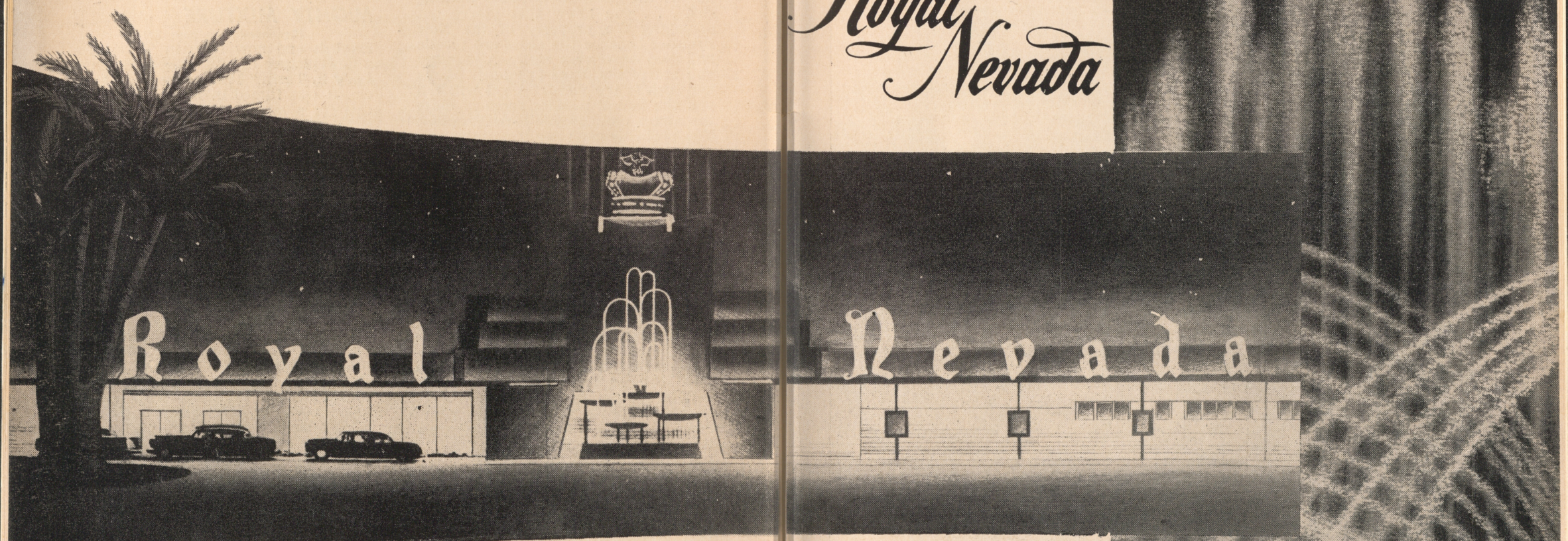

. . . Opening Tuesday, April 19th

HOME OF THE DANCING WATERS . . .

They say that the Greeks had a word for it!



. . . that word is

TYRA MONA

Grecian Goddess of the Dance

CURRENTLY . . .

SILVER SLIPPER

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MILES INGALLS & DAVE COHEN — New York, N. Y.

WHAT'S HE REALLY LIKE?

(Continued from Page 31)

was right. I'm just a piano mover at heart."

His lifelong dream came true when he was starred in "The Great Caruso," heading the greatest array of singing talent ever assembled on a Hollywood sound stage.

Alfred broke record after record on his concert tours. Stimulated by these successes he is planning a European tour, which will follow the making of "Serenade" for Warner Brothers this summer — but first comes his phenomenal night club debut at the NEW FRONTIER April 4!

Yes, by now you know that "Alfred" is Mario Lanza, the celebrated singer whose glorious voice will christen the maiden flight OUT OF THIS WORLD of the NEW FRONTIER. Excited? Yes, he is excited about this night club debut — he's been training like a fighter for it, vocalizing, dieting (he's down to a neat 180 pounds!) and more vocalizing. Ever since the news broke that Lanza would open the New Frontier at the highest salary ever paid an entertainer — $100,000 for two weeks — that hostelry has been deluged with requests for reservations.

Alfred has come a long way. Besides fame and money, he has a wonderful wife, pretty Betty Hicks, whom he met during the war — a sister of one of his Army pals, and four wonderful kids — ages 7, 5, 3, and 1. They'll all be with him in Las Vegas, cheering him on to what is anticipated to be the greatest performance of his career.

Mario's life has not been all fun and glory. There are those who would have you believe he is overly temperamental, difficult to get along with, and many other distorted stories. Many agree and many disagree — but EVERYONE AGREES ON ONE THING — Alfred Cocozza has the most glorious voice that God ever gave a human being — and we should be forever grateful and humble that we in Las Vegas will have the privilege of hearing him in the most magnificent setting ever contrived by the genius of man, THE VENUS ROOM at the NEW FRONTIER.

BROADWAY WHIRL

(Continued from page 17)

man to represent this prison system. Before we apply we have one question; is this an inside job?

THAT'S FOR SURE

(Continued from Page 9)

two boys and two girls in vocal-time.)

Here's good news for FLV housewives and mothers. JIMMY GAY and NORMAN JONES are preparing to open a PERSONNEL SERVICE center, specializing in Domestic Help. They will personally screen all applicants for positions and select the type of help that local femmes have been seeking.

The DESERT AQUARIUM has a new shipment of Tropical Fish. Sixteen new species have been added, bringing the total to about one hundred different varieties, in fifty separate stock aquariums. This new shipment included a pair of rare Black Angel fish, the result of many years of careful breeding.

The management of the FLAMINGO HOTEL managed to contact PHIL BAKER during one of the rarities of his professional life. The comedian finally was able to arrange his time to fulfill an engagement at that spot. He was brought in as an extra-added attraction and will do his famous radio show — the $64.00 question quiz. There will be a lot of laughs in store with many cash prizes. We'll be there to watch the fun!

Never — never in the entire existence of this scribe has a busier man been watched in action as AL. B. MOLL, President of the ROYAL NEVADA HOTEL, Inc. This is the most energetic gentleman on the face of the earth (with the exclusion of young mothers). He is supervising every facet of the hotel, virtually single-handed.

SARA'S SPORTSWEAR, distributor for the famous Dalton Cashmere sweaters, specializes in dying skirts and slacks to match. This is really "the little store with big values." Although space is limited, every inch of it is packed with a colorful variety of sportswear.

H. W. KELLICK (head of a large advertising agency in Gotham) was seen at the DESERT INN, in the company of sports scribes, among whom we recognized TOM HANLON and RUSS HODGES (of PABST BLUE RIBBON fame).

Drama critic WARD MOREHOUSE is due in FLV sometime this month, to go lion hunting (?) with local photog MARK SWAIN.

Also on the expected-in-town list (this week-end) is Oilionnaire and ho-

(Continued on Page 51)

WELCOME

TO THE WONDERFUL NEW INSTITUTIONS THAT ARE MAKING LAS VEGAS THE UNDISPUTED RESORT AND ENTERTAINMENT CENTER OF THE WORLD!

Our Fondest Best Wishes to

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(Continued from page 13)

tenders are old friends of yours, too! BART HOUDE, BILL RILEY, WALT JERRICOFF, and also taking their turns will be AL GOOD and BILL COSTELLO, whose Las Vegas days date back to the old "Casa Vegas" era; . . . remember?? Their GRAND OPENING is MONDAY, April 4th and I'm planning to see you there!!

No doubt you've already lent an ear to the top musicianship displayed nightly by the HERBIE FIELDS SEXTETTE in the CASBAR LOUNGE of Hotel Sahara; . . . and if you haven't . . . you've been gathering lint in the wrong places! Herbie hails from the eastern regions, and brings us a host of talent in the members of his Sextette. . . . The dynamic doll doing the featured vocal spots is shapely ANN McCORMACK, whose enthusiastic interpretations are a complete sell-out! Ann confided to me that she's never before had such inspiring musical backing, as that supplied by Herbie and his men! Here's a group that really works together!! Members making the remainder of this fine organization are: NICKY DRAGO, trumpet; "SHARKEY" NADAOKA, bass; JOE BLACK, piano; RUDY CAFARO, guitar; and HARRY LANG on drums. They've been held over, . . . so hear them!

One of the busiest shops in the downtown area at this time, prior to Easter, is that of FRANKLIN's which deals exclusively in women's and children's wear. From the day they opened, Manager, MRS. VINCLER, tells me they've been doing a phenomenal business, which sort of seems to prove the statement that there are "Lovelier Fashions for Less," and Franklin's invites you in for a visit at 4th and Fremont St.

The best location I've seen yet, in any of the hotels, for advantageous display of merchandise, is the shop in the new ROYAL NEVADA HOTEL which will house the MILADY SHOP operated by our very good friends, FLORENCE RICHARDS, and GOYA. Theirs is the all glass front you'll see on the right of the main entrance as you enter this "homey feeling" hotel. MILADY, in charge of these two wonderful people, and displaying the sensational creations designed by exceptionally talented, GOYA, . . . should grow to be one of the finest and most popular shops on the Strip.

Our good friend, TOMMY GUMINA, opened with his own Quartet last week, on the highly popular stage of the CASBAR LOUNGE. We first met Tommy in his role as featured accordion soloist with the all-time great organization of HARRY JAMES and his MUSIC MAKERS (Flamingo and El Rancho). Then he branched out on his own not too long ago. Prior to opening here he had appeared at the Crescendo in Hollywood, and at the Biltmore Hotel in L. A. It was during all this that Tommy was given the honor of being the FIRST guest star to appear on the LIBERACE program, with a definite request for the same, in a repeat performance, at some not too distant future date. (Maybe it's because they both hail from Milwaukee, Wisconsin). Membership of his quartet is as follows: . . . "Funny Man" BUDDY HAYES, on bass and vocals, JOHNNY BIBB, the guitar-vocalist, and it's GENE GAMADGE on drums. . . .

I imagine that by the time you get around to reading this, FOXY'S Delicatessen, Bakery and Restaurant will have been open, and doing a thriving business for all of a couple of days, or so! At least I know it would have to be something plenty big to keep him FROM opening. Personally, you can call me "anxious," right along with Foxy, himself, 'cause I've a feeling that this 24 hour eatin' house is gonna offer food stuffs that are out of this world. If you've driven along the Strip, you have undoubtedly seen his sign on the front of the new Sunland Shopping Building!

Yes, they're really two sets of brothers; . . and they've been entertaining together ever since they were kids; . . . on street corners, then in school, and finally into the professional field. They now call themselves "The 'Original' FOUR GUYS"; adding the "original" a short time ago when they found that there was another professional group that had taken the name (an instrumental group). The CARROLL brothers are: BERT and DEE, while the AUSTIN brothers are: LARRY and BILLY . . . ! Versatile, these fellows! Each has a definite job in the organization, business-wise, and when it comes to show-wise, they run the gamut of singing, dancing, and the playing of musical instruments. They're now appearing at the EL CORTEZ HOTEL, downtown, and are in for another two weeks. (They

(Continued on Page 50)

'STAYING ON'

with the

BILLY ECKSTINE SHOW

The Sands

TONY AND EDDIE

All our thanks to Jack Entratter and Sid Kuller—



A FLIGHT... OUT OF THIS WORLD!

By VI TAYLOR

TIME: April 4, 1955 — 7:00 p.m. PLACE: NEW FRONTIER HOTEL — on the Fabulous Strip, Las Vegas.

For thirteen years the Last Frontier has been known as the "Old West in Modern Splendor." On the above date a drastic change will take place, when the maiden flight of the NEW FRONTIER takes you OUT OF THIS WORLD!

Las Vegas is unquestionably the new frontier of America and the Last Frontier has been an integral part of her fantastic growth. Thus, in making such a drastic change from the Old West to futuramic, it was considered important to project that fact in every facet of the transition. Once again, the FRONTIER sets the pace for the fabulous growth of Las Vegas!

All aboard! Here's a preview of some of the wonders you will see on your flight OUT OF THIS WORLD!

You're entering the hotel into a spacious 48 foot square lobby, the floor of which is magnificent black and white Italian marble. On that wall facing the entrance are SIX LITTLE MEN FROM OUTER SPACE, a raised brass and glazed ceramic mural. Look above you now! Huge white stars — and there at the end of the lobby, LIGHTED FLYING SAUCERS above a circle of magnificent tropical plants.

Take a panoramic view of the vast CASINO, the CLOUD 9 LOUNGE, the PLANET ROOM and the VENUS ROOM. This was accomplished by the use of tapered steel girders.

You're in the CASINO. Look above you! Those gigantic chandeliers are symbolic of FUTURAMIC SPACE TRAVEL, a replica of SPACE SHIPS.

Now where else would you stop on a trip OUT OF THIS WORLD but on CLOUD 9? With a 112 foot sloping bar, yet! That circular stage in the center is where the MARY KAYE TRIO, NORO MORALES and the CHUCK LEONARD QUARTET will entertain you from dusk to dawn! There in front of you is a three-dimension mural composed of beautiful pieces of metal, silver, and polished brass in breathtaking color, symbolic of OUTER SPACE. Now that you've partaken of Cloud 9 nectar and joy, let us take you to the PLANET ROOM for some celestial cuisine.

A veritable tropical garden of plants and waterfalls, overlooking the swimming pool and patios, this luncheon-dining room is something right out of Eden! The decorative pink and black terrazzo floor is exciting, as is the thrilling color scheme throughout, Daphne pinks — raspberry glace and charcoal walls!

Time for a detour! MILADY'S POWDER ROOM! All soft tones of gold, flesh colored mirrors, flattering to blonde, redhead or brunette. That painted wall decoration — could it be VENUS having a ball in cosmic space? That candelabra — it out does "you know who!" So help me, this is one time you gals won't resent tipping the maid for drying your hands. In fact, you'll go "nouveau riche" and over-tip!

It's SHOW TIME! No, no! That's earth language. It's COSMIC CARNIVAL TIME! You've really reached HEAVEN now on your flight OUT OF THIS WORLD! You're in the VENUS ROOM, the most futuramic theatre-restaurant in the world, with every table ringside. Ringside to the greatest show to ever take place on a Las Vegas stage — starring MARIO LANZA in a Robert Alton spectacular! And what a stage! Thirty-eight feet in diameter, with the revolving section 30 feet in diameter, with 24 microphones throughout the stage and hydraulic orchestra pit! The most futuramic sound equipment in the world — even a soprano can hit the high notes without fear! There's 400 yards of gauze in that front curtain! Those side stages are 5 x 20 feet. This striking stage is large enough for every type of production from circus through comedy to opera! Every innovation of lighting and special effects possible have been accomplished, with

(Continued on page 51)

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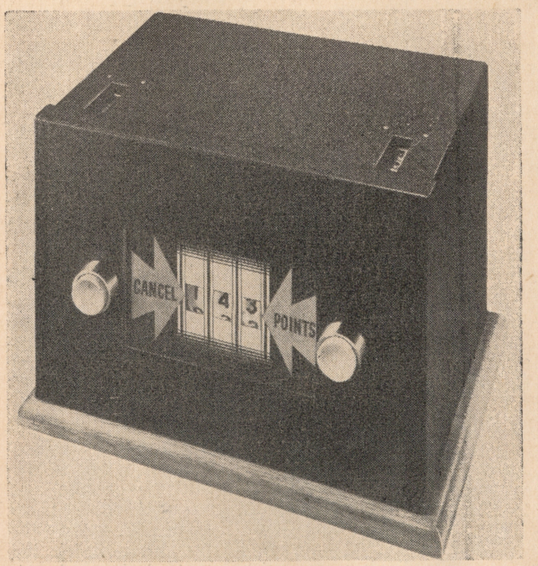
BUCKLEY'S *Electronic* **pointmaker**

The likes of which you've never seen before!



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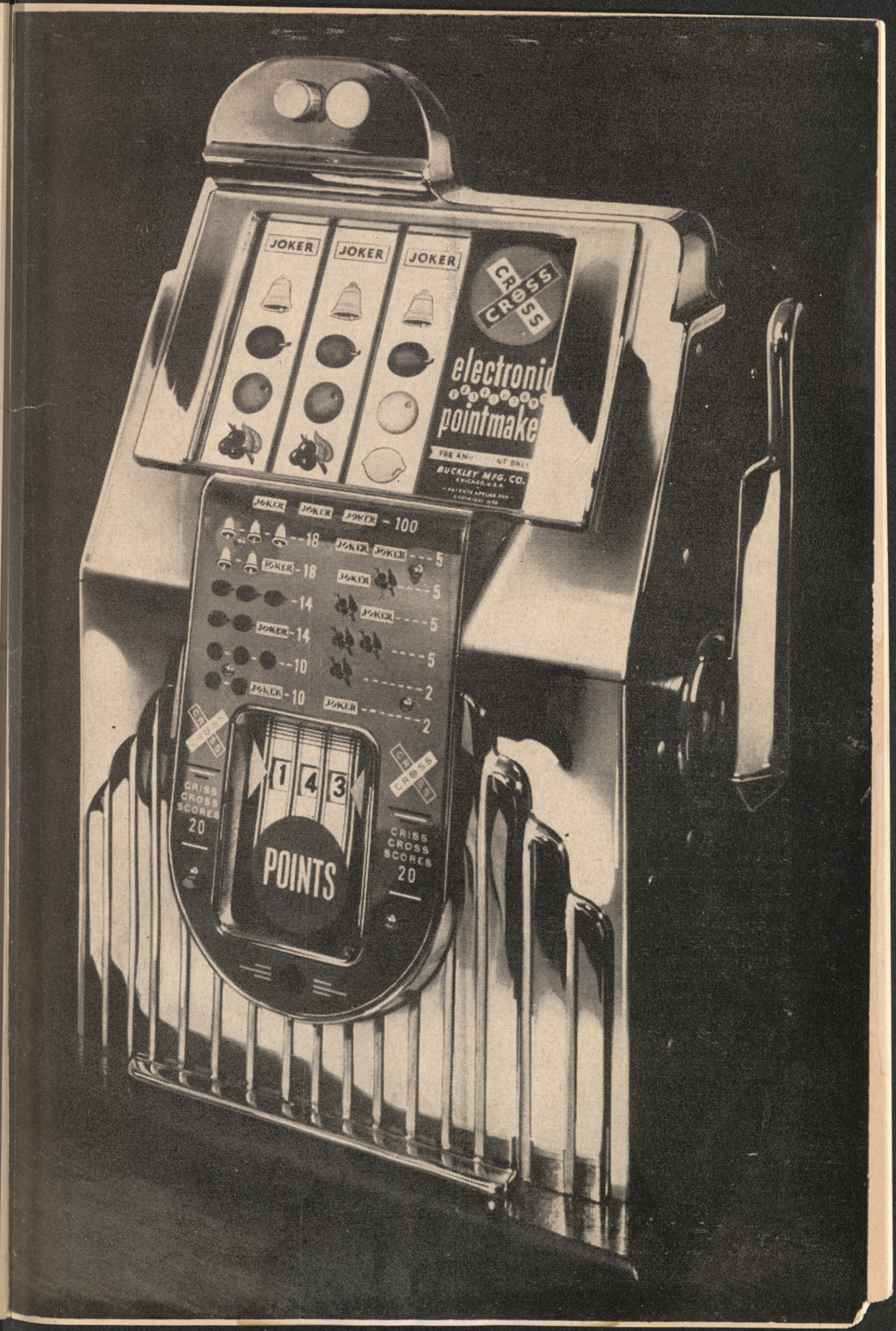

Coming Attractions
ON THE FABULOUS STRIP

Flamingo

APRIL 7 THRU MAY 4

THE INK SPOTS
JACK E. LEONARD

NEW FRONTIER

COMING

TOMMY & JIMMY DORSEY

El Rancho Vegas

JOE E. LEWIS
EARTHA KITT

DESERT INN

APRIL 12

PATTI PAGE

SAHARA

MAY 3

DENNIS DAY

The Sands

APRIL 13

DANNY THOMAS

Royal Nevada

APRIL 19

HELEN TRAUBEL

Riviera

COMING

LIBERACE

Thunderbird

APRIL 7

WILBUR EVANS
CHUCK MITCHELL

record for Mercury). Also appearing on this fast action bill are FRISARA & REYNOLDS with music and comedy; . . . and colorful, concise productions by DOROTHY KRAMER and Her Dancers! Orchestral backing by Sherman Hayes orchestra.

We spoke of the new STRIP SHOPPING CENTER a bit ago (soon to open on OAKEY Blvd., between So. Main and So. Fifth). Occupying one of the shops adjoining, will be one of Las Vegas' newest and smartest ladies shops, with "Stylish Modes for the Las Vegas Woman." Operators of this new shop are two wonderful gals who have been around these parts for a long, long time, and are known to many of you: KATHRYN DOUGLASS, and BABE RONNOW . . ! Kathryn was connected for quite some time with the ladies shop at the Desert Inn. We know you'll want to stop in to see them; . . and we know you'll stop in again, and again when once you see the smart styles they're offering!!

A lot of people are coming to Las Vegas for the very first time these days! One, in particular, whom we have been looking for for quite some months now) joined these happy throngs last week end. Although TINA JOY CONINO was quite small (7 lbs.) and wouldn't have taken up much space, she had to check into So. Nevada Memorial Hospital for a few days before moving into the room promised her by a couple of VERY close relatives, JOY and TONY CONINO . . !! Tina's Aunt JUNE was on hand from Denver, Colo., to see that she was well taken care of when she arrived, and has decided to stick around for awhile to see that everything is handled as per "schedule", even thought Tina and her mother are enjoying perfect health. Her Dad is gradually getting back to normal after the anxiety of her trip, which took all of nine months! My warmest congratulations to all three; . . . each is fortunate in having the other two. . .

I wonder if Charlie Bain realizes how fortunate he is, in having such a merchandiser as DICK NAHOUSE in charge of the shoe department of his BAIN'S APPAREL SHOP here in Las Vegas?? The job this seemingly small department is doing is nothing short of phenomenal! He's done such a great job on one unit in particular, "Barely Yours," that the really big time operators in Los Angeles are beginning to hold his accomplishments in wonderment! Through his smart, and high-style advertising he has received MAIL ORDERS from all over the country, and even from as far as Saudi, Arabia, and also from South Africa . . !! Very FEW operations of this size could EVER make such claims. Bain's is at 223 Fremont Street. . . .

Now that the "whopper" A-bomb is a thing of the past (last Tuesday ayem), I think I'll "bombs away" to Barnard Drive for a little RE-past; . . thusly to replenish my dwindled energies toward meeting the tasks that lie ahead during these short hours that always precede the "locking up" of another week's edition of "Fabby" . . . Perhaps all of you could drop around this way next week, and we'll hash over a few more items of interest to just you and I . . !! . . . Your ever lovin', . . . Johnny.

A FLIGHT . . . OUT OF THIS WORLD

(Continued from Page 47)

spotlights the only ones of their type in use today!

Look to the left wall! You'll have fun LOOKING FOR YOUR BIRTH SIGNS! Six of the twelve signs of the Zodiac are represented in these futuramically conceived three-dimension murals, with the other six on the opposite wall! The Moon mural (left of stage) and the Sun (right of stage) shine in all their glory as they control the cosmic world!

LOOK ABOVE YOU! The COSMIC CARNIVAL runs riot! Festive and colorful are the multi-colored umbrellas spilling gaily from star cages!

Let's return the way we came, go out through the Casino, into the lobby and outside again! That magnificent lighting is controlled by a cyclorama dimmer — bathing the front of the building in all colors of the spectrum, horizontally and at the same time vertically on the 126 foot trylon-marquee! The tallest beacon in Las Vegas, it can be seen from every entrance into Las Vegas valley for miles around.

Yes, the FRONTIER HAS COME INTO ITS OWN! For the past few years she has been the stepchild of the Strip, watching new modern edifices mushroom around her! Like Cinderella, the thirteen year old hotel has discarded her rags for the brightest jewels in the Las Vegas firmament! Our flight is over, but their's is just beginning! GOOD LUCK, NEW FRONTIER, the newest frontier of America.

THAT'S FOR SURE

(Continued from Page 43)

telman RAY RYAN. We never can avoid raving about this fine chap. He has a wonderful personality and a list of friends to make the President envious. Ray owns the RYAN OIL CO. in Evansville, Indiana, AND the EL MIRADOR in Palm Springs, Calif.

The DUNES HOTEL is readying its edifice for an opening toward the end fo May. According to our informant, this new place should be welcoming the Decoration Day celebrants. We were delighted to note the layout of the rooms. Each unit has its own balcony, facing the exquisite pool. You will admire the beauty of this bistro, once you see it. Whose opening onstage at the Dunes? Shrug! Shrug! Shrug!

The LAS VEGAS SYMPHONY will present its initial concert Palm Sunday (April 3rd) at the LAS VEGAS HIGH SCHOOL AUDITORIUM, at 2:30 p.m. On the program is their orchestral accompaniment to Dubois' "Seven Last Words," which will be performed by the first time by the COMMUNITY CHORUS OF LAS VEGAS. There is no charge. Early arrivals will get the seats. There are 45 members in the Symphony, under the direction of DON FERRERA.

Mr. and Mrs. MOE BERNHARD are in FLV, visiting their son, HARVEY. He is the Manager and co-owner of the BALI-HAI APARTMENTS. Although this center of accommodations is not officially open as yet, there are forty to fifty families in residence, at end of this week. (This proves that there ARE people who know the merits of good living facilities.)

ALSO, in town last week to visit their good friends FERN and JAKE KOZLOFF (of the HOTEL LAST FRONTIER) was LOU GLAZER, and charming frau of Philadelphia. This wonderfully personable gentleman is the King of JANTZEN Knit and Sportswear. You've never heard anyone with such a hearty laugh as his. It never fails to break up the onstage performer.

Good lord! What a mess our streets are in. A fine greeting for tourists and a sad state of travel for localites. We understand the old cliche of "ugliness before beauty" applies here — but — need it take so long? When are we going to be able to travel FLV without having to detour and without having to worry about the rattles that

(Continued on Page 53)

SUCCESS

to the

Magnificent

NEW
FRONTIER

HOTEL

Truly,

Out of this world!

RAY RYAN

RYAN OIL CO.

EVANSVILLE, INDIANA

THAT'S FOR SURE

(Continued from Page 51)

will be settling in our chariots as a result of pitted roads? It's enough to make a man swear off driving!

It's grand seeing CHARLIE RESNIK back in town, and at the SILVER SLIPPER casino. (He was a co-owner of the CAL-NEVA LODGE in Lake Tahoe and also LA PAZ in Palm Springs, California.) Charlie is working with BILL KOZLOFF at the Slipper. Incidentally, we sincerely hope Bill will remain at that spot. He has a great amount of friends and has always ingratiated himself with the clientele. We're also pleased to announce that EMIL RESNIK (another FLV favorite personality) will be in the pit at the NEW FRONTIER.

CECIL LYNCH has introduced a "Pot o' Gold" (Bingo) series at JOE W. BROWN'S HORSESHOE CLUB which promises to be a great attraction. The series will take place twice daily, at 4:00 p.m. and 8:00 p.m. Cards are twenty-five cents each and will be retained for each complete series, which includes a special $2500 blackout game.

Our sincere thanks to PETE, box man at the SANDS HOTEL. This amiable gentleman has helped us obtain many desirable coins for our collection and we are inded grateful to him. Let's go, fella . . . We ned more . . . MUCH MORE.

Natives of FLV should remember CHUCK MITCHELL, the comedian who last appeared here at MILTON PRELL'S CLUB BINGO (now the site of the HOTEL SAHARA). Chuck will open at the 'Bird, come April 7th. He arrived in town earlier in order to spend some time with his lovely wife, the exotic Grecian dancer, TYRA MONA, now at the SILVER SLIPPER. Gal is terrific. A must see . . .

Last Sunday, a benefit for the Handicapped Children was held at the HOTEL SHOWBOAT. The entertainment was provided by the SANDO DEEMS TRIO, featuring the delightful singing of LYNN DAVIS. A real treat for the kids and what a time they had. Lynn was like a mother to them when not singing.

Well, lookee here! When the CAL-NEVA LODGE opens in Lake Tahoe on Decoration Day, PETE BRADY will be Casino Manager. He was chosen for the post by the new owner, WINGY GROBER and his associates. We're happy for Pete and hope he will be successful up north. Fair warning to all the gals out thata' 'way . . . Pete's a heart-breaker. A very modest guy. But the attraction he holds for the fairer sex is unbelievable. We repeat . . . what's wrong with Hollywood? PETE'S A NATURAL.

MANY TEXANS support the theory that our FLV is the place for relaxation and entertainment. However, you can't blame them for their objection to the lack of a direct flight between here and the Lone Star State. It would be a very clever move for some airline to introduce this aero-connection. Musn't neglect our Texas friends.

The wallpaper for the GOLDEN NUGGET Showroom had to be brought in directly from London. The shipment was made Air Express in order to arrive in advance of the grand opening. The paper is a substance termed, "Flux" and feels velvety to the touch. It's a thing of beauty.

A new shopping emporium, MARKETOWN, will open here the second week-end in April. It is a magnificent staple center and will feature a four-hour disc jockey show (it could only happen in FLV) from midnight to four ayem. The place is located at South Fifth and Oakey Blvd. and will remain open 24 hours a day. We believe it won't be to long before these enterprising gents from L.A. erect a similar center in another locale. Best of success to MERV ADELSON, young owner and his associates!

There's such a great difference in her stage personality, we barely recognized ANN McCORMACK as the bouncing singer with the HERBIE KAY group. (They are appearing in the Casbar of the HOTEL SAHARA.) Her last appearance here was at the GOLDEN NUGGET. She was formerly married to "The Kid," JACKIE COOGAN. From here, the energetic gal goes out into the professional world as a single act and we predict tremendous accomplishments for this vibrant personality. On or off the stage, Ann "hops" and "jumps" all the time. The songstress certainly loves her work and shows it every second on stage and with every tune.

A word of caution to those of you parking in the downtown area. We were bitten by a couple of parking lot attendants who charged more than we understood the rate to be. Just make certain you choose a reliable place to park your car. Most of them are but the old bad apples still manage to creep in . . . and that's for sure.

...in the Fabulous COPA Room

JACK ENTRATTER

Proudly Presents

Romance and Rhythm...

STARRING

"Mr. B"

BILLY ECKSTINE

★

HENRY YOUNGMAN

TONY & EDDIE

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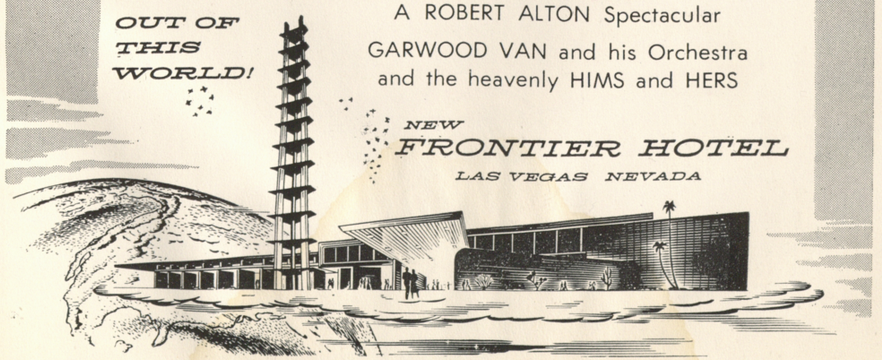
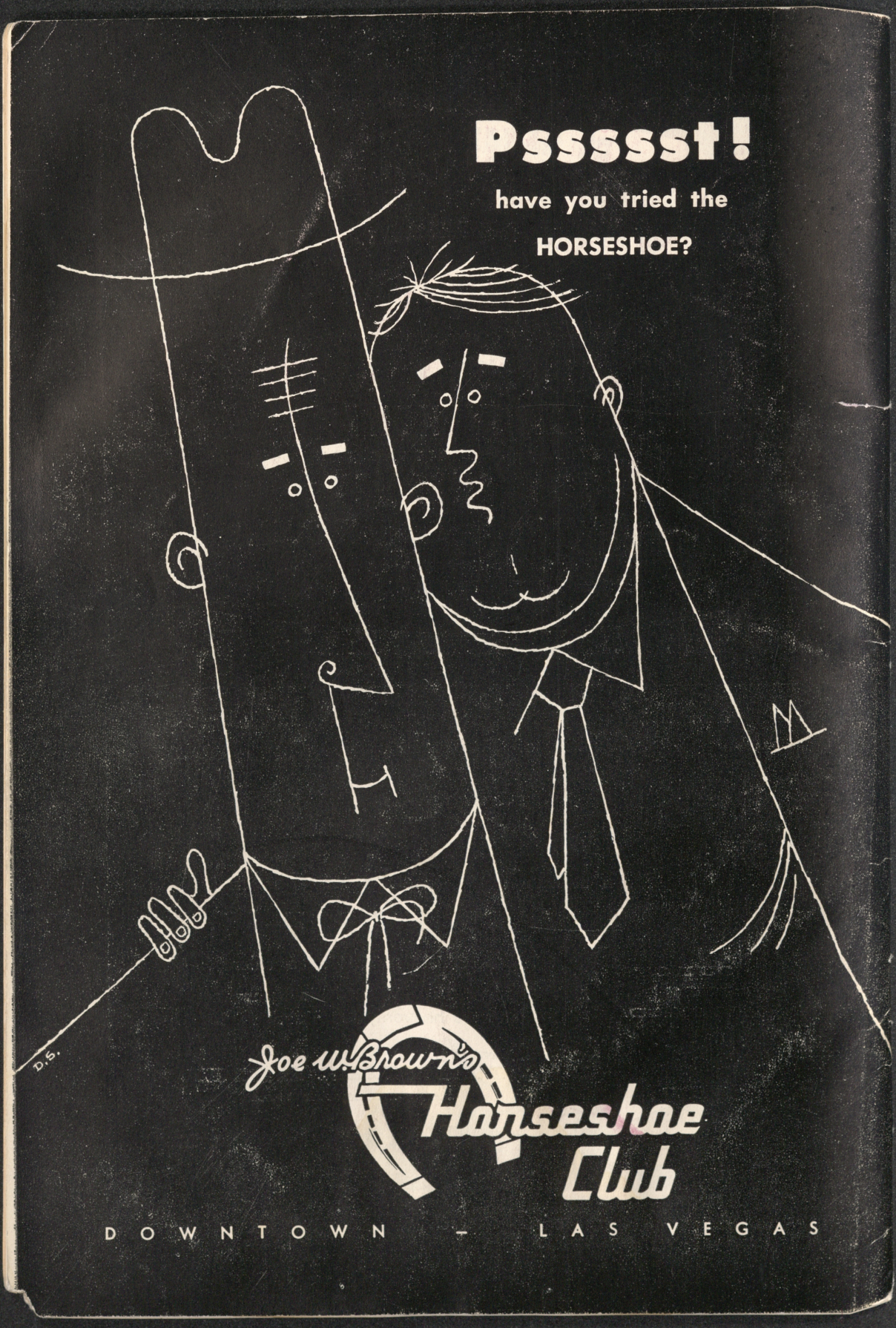
OUT OF THIS WORLD!

NEW FRONTIER HOTEL

LAS VEGAS NEVADA

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