Jack Gutz!

APRIL 30, 1955

Fabulous

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Happy Birthday to OUR Fabulous COVER GIRL

EL RANCHO VEGAS
OPERA HOUSE
THEATRE RESTAURANT

LE ROY PRINZ PRESENTS
"AMERICA'S MOST BELOVED COMEDIAN"

Joe E. Lewis

AUSTIN MACK at the Piano
Billy Daniel & Georgine D'Arcy

EXTRA ADDED ATTRACTION

Lillian Roth

TED FIO RITO
And His Orchestra

★

The
EL RANCHO GIRLS

SAM LEWIS Presents

CARMEN MIRANDA

★

SENOR WENCES

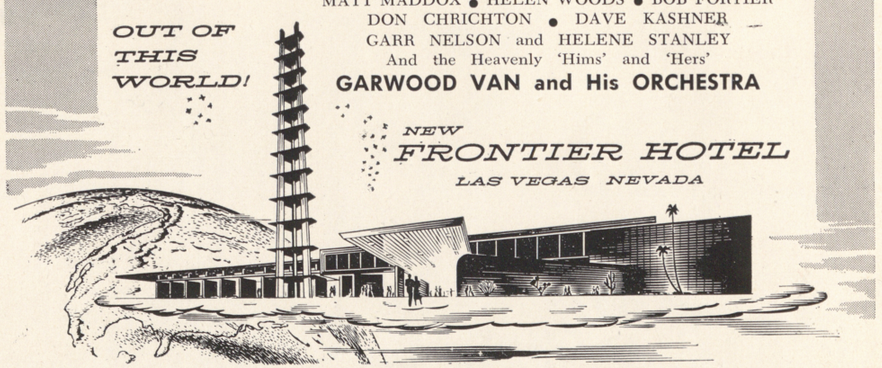
A ROBERT ALTON SPECTACULAR

FEATURING

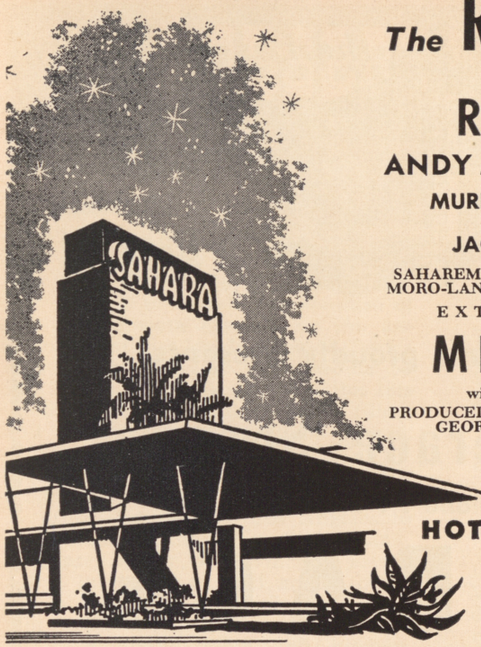
MATT MADDOX • HELEN WOODS • BOB FORTIER
DON CHRICHTON • DAVE KASHNER
GARR NELSON and HELENE STANLEY
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GARWOOD VAN and His ORCHESTRA

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LAS VEGAS NEVADA



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The RAY BOLGER Show

STARRING

RAY BOLGER

ANDY MAYO & PANSY THE HORSE

MURIEL LANDERS • SYLVIA LEWIS

JACK PRINCE — THE GUY FROM 'GUYS AND DOLLS'

SAHAREM DANCERS
MORO-LANDIS PROD.
•
CEE DAVIDSON
AND ORCHESTRA

EXTRA ADDED ATTRACTION

MINDY CARSON

with SHERMAN EDWARDS at the Piano

PRODUCED & STAGED BY
GEORGE MORO
•
SHOWTIMES
8:15 – 11:15

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RESERVATIONS • TELEPHONE 6800

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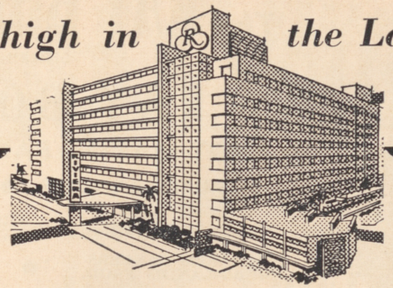
JACK CORTEZ'
Fabulous
LAS VEGAS
magazine

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. . . "a new high in the Las Vegas sky"



PREMIERE PROGRAM

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SALLY BLYTHE • BUCK YOUNG • EMMALINE HENRY

and

the Riviera Girls

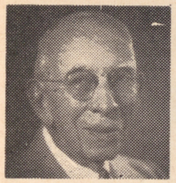
Produced and directed by **HAL BELFER**

Showtimes: 8:15 - 11:15 • For Reservations: Ph. 7640

LAS VEGAS

HOTEL Riviera

In the Heart of the fabulous Strip



OBSERVATIONS

by CHARLES "POP" SQUIRES



HARRIMAN VS. CLARK

FIFTY YEARS AGO just now, the few men who had been living in tents and shacks on land adjoining the proposed new townsite of Las Vegas, were cheered by the announcement that lots in Senator Clark's new townsite at Las Vegas would be sold May 1, 1905. Applications for lots would be honored in the order of filing, and the sale would be closed May 1, 1905.

I arrived in Las Vegas first on February 13, 1905 and after looking things over, had returned to Los Angeles to help organize the First State Bank, purchase lumber with which to establish a lumber yard, and among other things, to get the materials for a large tent hotel of thirty guest rooms, an office, a dining room and kitchen. John S. Park, whom we had chosen to be cashier of the bank, came with us, and was appointed by the railroad company to receive deposits on the sale of lots and keep a record of the transactions. It was my job to get Hotel Las Vegas ready in time to accommodate the large crowd.

The proposed lot sale we thought, would bring a large number of people to Las Vegas and we must provide a suitable place for them to stay.

In 1904, there had been the "right of way war." The Clark railroad was building through the canyon north of Caliente when, one morning, they came to a gang of workmen laying rails directly across the right of way on which the Clark forces were building. Then ensued quite a war, wordy, but nobody was killed. Senator Clark found that a branch of the Union Pacific railroad really had located a right of way through there some years before and was legally in the right. So the Senator went to New York to induce Mr. Harriman to let him through with his railroad.

Just what happened nobody seemed to know, but the crews of the new railroad resumed work and their rails reached Las Vegas on October 4, 1904. The crew from the east met the crew from the west on the dry lake, south of Jean, and there was a through railroad from Los Angeles to Salt Lake in January 1905.

The sale of lots in Clark's Las Vegas Townsite on May 1st would, we thought, mark the birth of the new Las Vegas. But a few days before that date J. Ross Clark, president of the new railroad, received a very disconcerting message from Mr. Bancroft, representing Mr. Harriman.

"We think it would be better to sell the lots at Las Vegas at auction to the highest bidder. Signed Bancroft."

Mr. Clark replied that wide publicity had been given the sale of Las Vegas lots and several thousands of dollars had been received in payments on lots, and it was too late to change the method of sale. The reply came promptly.

"We prefer that the lots be sold at auction. Bancroft."

Mr. Clark again explained that it was impossible to change the method of sale.

Promptly came the answer:

"Auction or nothing. Bancroft."

That settled it. Mr. Clark was directed to return the deposits and it was announced that it was necessary to change the date of the sale to May 15th, 1905, and that the lots would be sold at auction to the highest bidder. And that is the reason that Las Vegas was born on May 15th instead of May 1st, 1905. And that was the first inkling that the public had that Harriman, President of the Union Pacific, had taken 51% of the stock in the San Pedro, Los Angeles and Salt Lake Railroad as the price of allowing that railroad to build its line.

Senator William A. Clark, who conceived, financed and built the new railroad, and his brother J. Ross Clark, were in nominal control of the road until along in the twenties when the Union Pacific took over in name as well as in fact.

(Continued on Page 43)

there's nothing like it in Las Vegas
...the famous PIRATES DEN!

Little JACK Little
"THE INTIMATE PERSONALITY"

ALLEN & DeWOOD
COMEDY TEAM

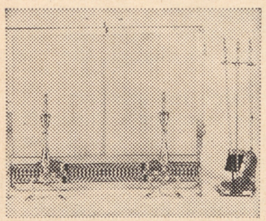
DOROTHY KRAMER & HER DANCERS
SHERMAN HAYES & HIS ORCHESTRA
SHOWTIMES: 10-12-2





EL Cortez HOTEL
DOWNTOWN PHONE 15 00

ANOTHER FIRST FOR VEGAS!

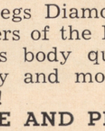


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An Accurate Glimpse of the Future
CRISWELL PREDICTS



WHAT PEOPLE WILL DO:

YOU will be shocked by the coming announcement that one of Hollywood's brightest stars recently gave birth to a set of Siamese Twins, boys, perfectly joined at the head! . . . President Eisenhower will personally present a one hour television and radio program direct from the White House each month, which will feature American music, with the first guest star, Liberace, with George and the orchestra! . . . Eric Maria Remarque, who wrote "Journey's End" will base his next novel on the adventures of Paulette Goddard in Hollywood! . . .

Fort Knox will be very much in the news with a special announcement of a second Fort Knox to be established in the Rocky Mountain area! . . . Diamond Jim Brady, the colorful tycoon of days gone by, will have his fabulous collection of diamonds auctioned off early in 1956! . . . The new Eisenhower Health Plan will include a free clinic for women who have skin and hair problems, which will be treated from a scientific and psychological stand point! . . . Leslie Piddington will broadcast from the haunted Tower of London over BBC, and will make every effort to interview a ghost! . . . The next television camera will weigh only five pounds, portable, and will give a clearer image! . . . The conquest of alcoholism will be made by D. B. Lewis through his Hope Harbor at Gardena, California, through a revolutionary chemical which controls the balance of the inner body and kills the desire for alcohol! . . . The coming issue of "Spaceways Magazine" will have Mae West making a scientific trip to the moon, fully reported!

FABULOUS PERSONALITIES:

J. Edgar Hoover, the head of our FBI, will astound the world with his next blast at narcotic sellers, white slave traders and juvenile delinquents, in which he will show a definite tie-up between the three! . . . Leo Guild (The Wizard of Odds) will soon issue a new edition of "You Bet Your Life" with a tabulated daily guide of your chances mathematically that day! . . . Queen Elizabeth II will not make the proposed world tour in 1956 due to growing colonial troubles and the coming crisis on the tight little isle! . . . Colleen Moore, one of the alltime movie greats, will write of her long career under the title of "Flick, And You're Gone". . . . Ruth Snyder, the convicted and executed murderess of her husband, will have her name cleared by new evidence given thirty years later! . .. Edward G. Robinson, Jr., will be the next young star to command attention from both young and old movie fans!

COMING HUSH HUSH EVENTS

A former burlesque funny man who graduated into stardom on television overnight, will be quietly sued by his landlord, his grocer, his tailor and psychiatrist for long overdue bills, plus many viewers who were invited to New York by a letter to visit him, but could not locate him to receive their promised contest prize of a free trip. This shameful high-handed method of not giving out prizes to the winners will break the TV and Radio industry wide open! . . . I predict that Joe Gould, one of the more colorful Bohemian poets of Greenwich Village in New York, will write of his exploits with the great and the near-great, which will cause many, many red faces! . . . Legs Diamond, one of the Big 3 gangsters of the Prohibition Era, will have his body quietly exhumed by his family and moved to another resting place!

FOR PEOPLE AND PLACES

Paris: You will soon export a most tantilizing perfume that has great effect over men's reason! . . . John Jacob Astor: The official history of your famous family will make most interesting reading in 1956! . . . Scientists: You will refuse to let the American public know the truth about an incurable disease! . . . Earl Carroll: Your famous bathtub party of 1925 will be central plot of a coming film! . . . Prophet Jones: Your next venture will be a world wide soul saving tour! . . . Barbara Hutton

(Continued on Page 45)

Presenting in the PLANTATION ROOM

MINSTREL DAYS

featuring:

PICK and PAT

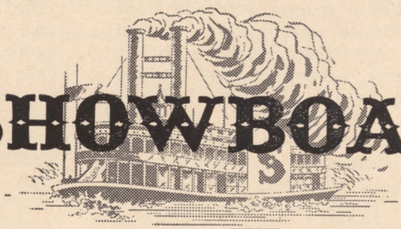
the ORIGINAL

"Molasses 'n January"

DINNER SHOW: 8:30 P.M.
LATE SHOWS:
11:30 P.M. -- 1:30 A.M.

BINGO
2:30 P.M.
DAILY

BOULDER HI-WAY
LAS VEGAS, NEV.

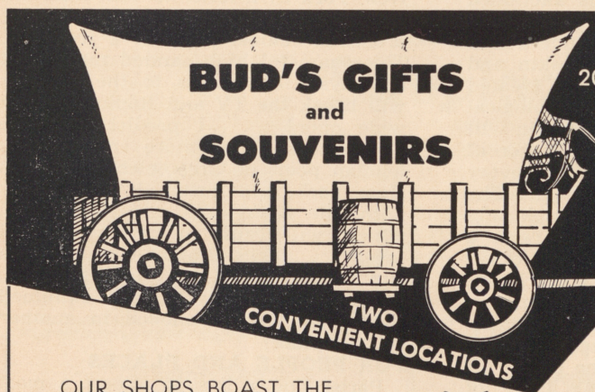


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"ON THE STRIP"

that's for sure...

by JACK CORTEZ



AS the time grows nearer, BUDDY GROVER'S pre-groom jitters have him walking in Mambo tempo. (He is one third of the GROVER SHORE TRIO, currently at the Lady Luck Bar of WILBUR CLARK'S DESERT INN.) On May 8th, Buddy's trembling toes will carry him to the side of his beloved, LEE KUNEY. From that day on, the Grover lad will have to shed his bachelor trappings. After seeing his future bride's adoration, this will definitely be no hardship. We wish them a multitude of happiness and a room full of small fry.

These past two weeks in Las Vegas have been the most hectic we've seen, to date. Within this period were two new hotel openings and three scheduled Atomic tests. Normally, the number of incoming tourists is exceptionally high. You can well imagine how the figures skyrocketted, what with a vast group of press representatives, A. E. C. agents, plus dignitaries from virtually every state in the country. (Many Governors and Mayors made the trek, solely for the A-tests. At this writing, one has been postponed, apparently due to the strong winds currently prevailing here. Three early a.m. telecasts were set for five and five-thirty in the yawning. FLV is definitely buzzing with activity.

This just might start a new trend for FLV. The RIVIERA HOTEL has employed LEON KRAMER as its Social Director. He is the first person to hold such a post in our town. Mr. Kramer hails from Florida and certainly knows how to keep the hotel guests entertained and happy.

Mr. and Mrs. JOE W. BROWN (of the HORSESHOE CLUB) are expected back in our midst, this coming week. They are completing a well-deserved vacation, spent in Hot Springs, Arkansas and terminated with a visit to New Orleans. These are two honored citizens of FLV and we'll be very happy to see the Browns around town, once more.

A great collection of talent has moved back into the Silver Queen Bar of the SANDS HOTEL. Of course, we are referring to TEDDY NOELL and his ORK. Teddy is an excellent violinist and can also play a mean sax and clarinet. The outfit just completed an engagement at CHARLIE FARRELL'S Palm Springs RACQUET CLUB.

We had a lengthy discourse with EDDIE LEVENSON at the FLAMINGO HOTEL. Naturally, the topic of discussion was the FREMONT HOTEL, in the process of construction. The foundation and garage are now completed and Mr. Levenson and his associates are hoping for a November 16th opening. It would bring a twofold cause for celebration in the Levenson household. On that specific day, Eddie and his wife will toast their Thirty-Fifth Wedding Anniversary. The Fremont Hotel opening is the only gift they crave, wholeheartedly.

You've never really seen a set of confusing twins until you've seen DAVE PEARL and his brother. Anytime you see them together, you can hardly distinguish one from the other. Whenever you see one alone, you invariably address him by his brother's

(Continued on Page 18)

this week's cover...

Featuring this week is our own favorite cover girl, BENITA GOFFSTEIN. Since her birth, we've displayed her beauty on our cover, each year. On April 24, Benita celebrated her Fifth Birthday. How could anyone help but spoil such a doll?

HELD OVER!
THE KATS AND KITTEN
FEATURING THE BENSON BROS.
★
HELD OVER!
CHARLITA AND HER MEN OF MUSIC
★
NITE-LITERS TRIO
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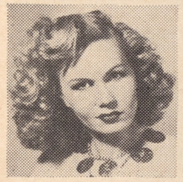
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IATSE 720

Going Hollywood

with MAY MANN





DATELINE — Las Vegas: I flew with the fabulous columnists of the fabulous world of entertainment to fabulous Las Vegas to indulge in the fabulous openings of the fabulous Royal Nevada and the fabulous Riviera hotels, which were fabulously fabulous!

It's lavish living with the endless billions pouring in new delight in this glittery glamorous modern Babylon! Shooting for the moon, the sun and the stars and any transitory luxury planets for new thrills are DAVID GENSBURG opening the deserts first skyscraper hotel THE RIVIERA, a hostelry of unbelievable luxury jutting out on desert flats and skyline like a dazzling Versallies; and Al Moll, Sid Wyman and Dick Chappell of the Royal Nevada topped with the Royal Crown of royalty and featuring the wonder of the world in show business or out, —THE DANCING WATERS!

More fabulous — these are not for the royal and the rich — but for all of us. There's no admission charge. No cover. And some of us are even furnished with silver dollars for the gaming tables. What else? What more? You name it. Las Vegas will hand it to you. It's all for free. If you must pay for your fun — and your dreams — that's strictly up to you! (I had a ball!)

My Western airline seat passenger was Dale Robertson 20th Century Fox star who had that afternoon returned to the ranks of Hollywood bachelors via a divorce decree. "I've just been picked clean as a chicken," said Dale, (he gallantly had provided his ex, Jackie with a settlement of a home, a car, plus several hundreds a month — in gentlemanly fashion.) "I loved my wife," he said quietly. "I never did know what it was all about. Someone put my name in a column with Rita Hayworth. Know something, I still have never met Rita Hayworth, but that started it. Now it's over." Dale's a real he-man, outspoken, nothing phoney, plain honest and from Oklahoma. In his college days he fought in the ring, so after the swank opening at the ROYAL NEVADA we slipped over to the SILVER SLIPPER to catch MAXIE ROSENBLOOM, funnier when he forgets a line and adlibs and HANK HENRY who should be in movies — he's so funny. (Thanks for those nice words from stage Hank.)

MET SID WYMAN at the ROYAL NEVADA who was pleased with the tremendous ovation of the opening night. (Mr. Sid Dear: Is it true that you and Mona Barrie were supposed to wed in the New Frontier Chapel and last second changed your mind? The chapel waited — I hear, with lighted candles.) THE DANCING WATERS is a 38 TON HEADLINER of lights and geysers of bursting shooting water operated from an elaborate console manipulated by co-inventor HANS HASSLACH. 19 motors utilizing 50,000 watts of power throw 38 tons of water through 4000 feet of steel pipes in an elaborate unbelievable routine timed to music. This is out of this world for sure. Each room in the ROYAL NEVADA is different with original paintings — and a different color scheme and decor. Mine was turquoise blue (a perfect match for my Lili St. Cyr unmentionables.)

THE RIVIERA is like nothing ever heard or seen in Las Vegas. It's elegant Park Avenue plus Miami Beach, Florida with the lush decor of multimillion dollar Hollywood movie sets. It was established in a boudoir of pale pink with touches of gray black and white accented with flame. Plus the luscious fragrance of pink carnations and gardenias set me in my "Marilyn Monroe" mood (she's my rival in Sidney Skolskey's affections — sigh). The view from my sixth floor window was a panorama of dazzling twinkling lights by night and blue sky dotted with incoming and departing planes which reminded me, due to the clearness of the sky and its ever changing colors and tones, of my home in Rome with planes overhead bound for Champino airport.

(Continued on Page 48)



"Him & Her"
poodle skirt

- with the individuality and style of a "bonnie best original"
- cotton quilted skirt available in various color combinations with blouses to match . . .

bonnie best
ADJACENT TO WILBUR CLARK'S DESERT INN

• OPEN SUNDAYS

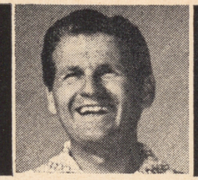
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by JOHNNY UHLMAN

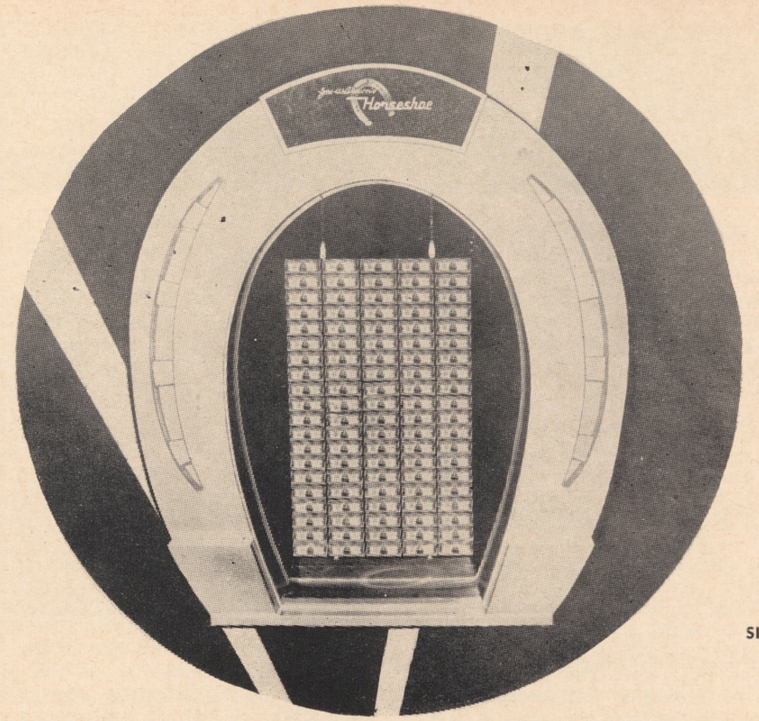
THE next two weeks should tell the tale, and point out to us whether the vast growth of Las Vegas is going to accept the "GO WESTERN" idea, during the two weeks enfolding HELLDORADO DAYS. . . !! Personally, I hope the "powers that be" can sell the idea right on down the line, to all the newcomers that 'just don't dig", . . . and I don't think I have to point out to anyone how many "tenderfeet" there are in our fair community. . . ! This Saturday will see the Kangaroo Kourt in action, and everyone will be having a ball . . . getting enthused about the whole thing, and all. But, . . . come the first of the following week, and the hustle and bustle of trying to make a living before the other fellow beats you to it, will once more take over, and the business of wearing western gear will be taking a back seat. By the time Kangaroo Kourt rolls 'round, I hope to have my middle minimized to a point where I can squeeze into my jeans, don my boots, and do my bit toward helping the members of the Elks restore the relaxed western theme that used to prevail; not only for these Helldorado Days, but for a good part of the year 'round these parts, as it were!! You don't need to spend a week's pay check for a western outfit, either!! If you put together an outfit that costs you less than mine, I'd like to know it! Jeans, a shirt, and a neck piece will do it. . . You needn't buy boots, . . . but let me say this to you, . . . once you start wearing boots, you'll wonder why you hadn't tried them before; . . . but get them to FIT . . . !!

I'm told statistics show that one out of every seven persons has at one time been a member of some scouting organization, whether that person be a man or woman. That should mean that in Las Vegas alone, there should be at least 6000 people who, at some point in their lives used to knock themselves out trying to do at least "one good deed a day" . . . !! Now has come a time for all those folks to rally 'round their banners, and offer a lending hand toward making a first class success of the upcoming "SCOUTORADO," which is to be held at Cashman Field on June 4th & 5th. This is a scouting jamboree where there will be the usual tests, and competition for honors, with participants from all around this part of the country. These "participants are YOUR KIDS!! A chance for all you good scouts to come out of retirement and "do a good deed". Call Stan Irwin or Gene Murphy at the Sahara and Desert Inn respectively. . . .

You've never seen the likes of the nightly congregations in the dressing room of the HONEY BROTHERS, back stage at the Flamingo Hotel. The place is usually packed with chorus girls, as well as other members of the show cast, . . . NOT because the fellows themselves are there, but because of a certain scientific instrument they have on hand, which they, themselves, use religiously. It was originally designed by a man named BURTON SKILES, as a reducing machine, . . . called a RELAXACIZOR. However, these Honey Brothers, being of a curious nature, experimented with the machine and have found it beneficial in myriads of ways; . . . to reduce, . . . for toning up sagging muscles, . . . relaxing stiff muscles, . . . curing headaches, . . . it will exercise muscles of which the brain has lost control (this is amazing). Actually, the possibilities of this instrument have, as yet, been untapped!! One of the most amazing things I've ever seen, for men and women of ALL ages. . . .

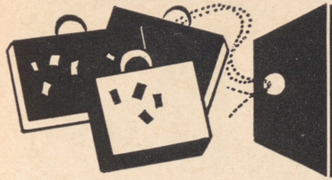
Those of you who have lived here any length of time have undoubtedly heard of the ADAVENS CLUB, (a service organization which has been organized on the Westside). Just a few weeks ago they opened their pride and joy, the Adavens KEY CLUB, located at 505½ Jackson Street. This is a supper club patronized only by members

(Continued on Page 46)



"The bright spot in the heart of Las Vegas"





Hillsway

by ROLAND HILL



HOTELS certainly are worried these days. The small town hotels and the hotels in midwestern and central states are all worried about the advent of the motels and the larger metropolitan center hotels are worried about being taken over by two great "octupuses" — the Hilton and the Sheraton chains. Hardly a hotel in New York city left that hasn't been engulfed. The COMMODORE seems to be the only major one left that hasn't been enticed into selling out and put into a "conforming" mood. I am wondering how Las Vegas has escaped being "Hiltonized" or "Sheratonized". Won't be long I'll be willing to wager. The Waldorf-Astoria used to be the height of everyone's ambition — just to get to walk through its Peacock Alley or dine in its coffee shop if one couldn't afford a room there, but now it is just another hotel — run well and efficiently, yes, but not swank and personified. I for one liked the old "America" when it was an event to have your girl friend or your mother wear an orchid once in a lifetime on a real occasion, when it was a thrill to ride in a Cadillac, when it was an event never to be forgotten to have dined at the Waldorf or the Astor, but today everyone does all these things as a matter of course — so what does life hold to look forward to.

People do have Las Vegas to look forward to and I get the biggest kick out of watching the plane or train passengers bound for Las Vegas. When the hostess or the conductor asks them where they are going they titter like an old maid who is about to be kissed or have her first date, and almost you can see them hiding behind their "fans" and saying, "tee-hee, we are going to Las Vegas. Aren't we devils though." To a man, woman or child, they all act the same way on their first visit — they really are 'living it up' and I am glad there is one spot left on this sordid and jaded old globe that holds such attraction for mankind. Vive Las Vegas!

Am happy Bill Moore has taken over the running of the entire SHOWBOAT because I am sure before he is through he will have again gathered together all of the wonderful employees he used to have when he so efficiently ran the LAST FRONTIER, which hasn't been the same since he left it. Pop Fish is back with Moore which makes all of us old-timers around Vegas very, very happy. And though not a former associate of Bill Moore's, Hank Schainck (formerly with the Golden Nugget and they will rue the day they ever let Moore take him away from them) is now the Restaurant Manager of the SHOWBOAT, and I for one will find myself dining here often now because I know that he is positively the best restaurant man in all of the west. We dined there the other evening and had the $1.95 steak dinner while seeing the "biggest little show in town" on its stage — it was positively sensational with the cutest chorus girls in town and doing a collegiate number that was the cleverest thing I have seen in many a moon. Cliff Ferre, the MC here, is a friend of long standing and am happy that he has been lured here to Vegas permanently. Understand he does arranging and writing on the side and is considered one of the tops in the business — aside from his stage talents. And he has looks and personality too. The oompah-type band in the background is different and nice to listen to. I predict the SHOWBOAT is going to be as popular as any hotel on the strip, and all this praise even though Art Force and Bill Moore do not think my sign of recommendation should hang outside their fine El Cortez or Showboat.

Am enjoying my vacation in L.A. Heard the Philharmonic Symphony do Verdi's Requiem the other afternoon ably assisted by the Roger Wagner Chorale of 150 voices. It was a tremendous production. And Saturday evening went to see the Jose Greco dance production at the Wilshire Ebell Theatre.

(Continued on Page 43)

SILVER SLIPPER

CASINO

NEW EDITION

"HILARITIES OF 1955"

STARRING

"SLAPSIE"
Maxie Rosenbloom

★

"THE ORIGINAL"
Dagmar

★

Hank Henry
FUNNIEST MAN IN THE WORLD

★

SPARKY KAYE
and the
SILVER
SLIPPER
STOCK COMPANY

★

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

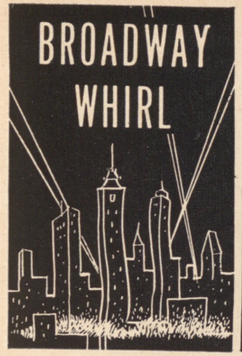
LAST FRONTIER VILLAGE

HI-WAY 91 • PHONE 1800



Bürgermeister
RESULT OF SKILL

San Francisco Brewing Corp.
San Francisco, California





by
DICK
GERSH

PAT WARD'S night club act is definitely NOT a gag! Pat is taking vocal lessons from top coach and special material writer, Harry Brent (he wrote Lillian Roth's comeback act). Brent reports that she has all the earmarks of becoming a really good performer. Her opening engagement will be at the "Celebrity Room" in Philadelphia for a reported $2500.00 per week. Though her debut as a performer will be the springboard for a raft of gags from columnists and comics, we feel that she will go a long way in overcoming the past and building a decent future if she has the stamina to see it through. . . .

Staid Connecticut seems to be the home base for the big new fad that has teen-age girls wearing orange suspenders. The new mania was kicked off by a recording with the same name, "Orange Suspenders". . . . Singer Frankie Day is a living example of the dizzy and bewildering pace in show business. Almost a year ago, Frankie recorded a tune called "Non Dimenticar" that was a strong seller and made quite a local reputation for him. Then, unaccountable, he just couldn't find another song that seemed to have the spark Now, with his latest, "When I Dream of Home", already a disc jockey delight, Frankie Day is one of the busiest young fellas in town. . . .

Sylvia and Danny Kaye have started their own music publishing firm, Dena Music. The company is being headed by Fred Raphael, brilliant, former head of the Walt Disney music publishing operation. . . . Trudy Richards is recording for Jubilee Records. . . . The new craze among the bubble-gum set is an item called "Paint Stiks" that can be used by the youngsters for finger painting, crayon or water color depending on how they apply it. . . .

"Safari" will not open at the President Theater as was originally planned. The producer, Alan Abel, tells us that he is putting off the opening for a few weeks to sharpen up the book. He's probably nervous about the reviews on "Ankles Aweigh", critics acclaimed the stars and hissed their material. . . .

Ernie Kovacs will shift to NBC-TV in the Fall. If they find the right format for him, they will have a very big star. . . . Peggy Lee will be Eddie Fisher's summer replacement on video. . . . Frank Sinatra's newest album, "In The Wee, Small Hours" is even better than his first two. . .

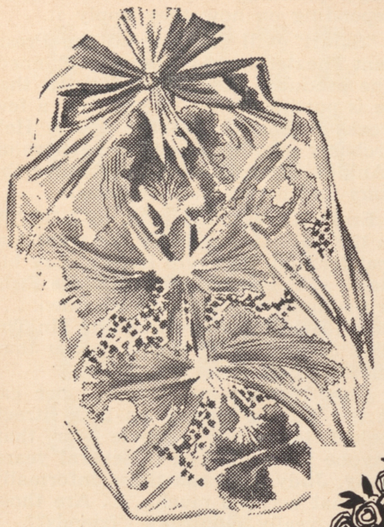
Judy Holliday, waiting for her car at the Temple Garage on 56th Street, looked less like a movie star than anyone we have seen in several years. Okay, Judy, you can dress informally but that was too much. . . . Are those people really Godfrey's "friends"? I think I'd rather be an enemy. . . .

Funniest moment in "Kismet" occurs when the maneuvering of hot-eyed Julie Wilson wins a delay of trial for the beggar Hajji(Bill Johnson). Her husband angrily storms out of the room and without further ado the two are locked in as passionate an embrace as we have seen since anywhere, on or off the stage. A few moments pass by and two guards walk on, they stare, and one throws the line, "I wonder what kind of sentence he got."

This is how hot the new "rock and roll" music craze is — Alan Freed, WINS deejay, broke Russ Columbo's long-standing attendance record at the Brooklyn Paramount with an all "r & b" show. . . . CONFIDENTIAL Magazine will be the subject of a half-hour television show on a major network. . . . Top photographer Jimmy Kriegsman has really been bitten by the songwriting bug. As his clients pose for their pictures, Jimmy serenades them. Switch is that Kriegsman has become so proficient ("Joey" and "Only You") the stars come to him as much for his tunes as his pictures. . . .

ABC-TV has become a powerful force in video thanks to the efforts of Bob Weitman. His latest move is to schedule another Disney show opposite "Howdy Doody". . . . WW's nickname for press agents, "Space Cadets". . . . "Three For Tonight" is building into

(Continued on Page 45)



Remember

Mother's Day

with

Flowers!

Sunday, May 8, 1955

Dot's

FLOWER AND GIFT SHOP

808 So. Fifth St. • Phones 811 or 6637

THAT'S FOR SURE

(Continued from Page 9)

name. It's really quite perplexing. (We said that, didn't we?)

The ROYAL NEVADA HOTEL has booked a new act into her lounge. They are known as the DUKES AND DUCHESS. The five guys and a gal hail from the original "blues town" and will appear here in May. On the same bill will be the very popular DINAH WASHINGTON. Incidentally, the biggest names in showbusiness are raving about the Dukes and Duchess so we're in for a regal treat, from all indications.

If you missed BILLY DANIELS' closing performance at the NEW FRONTIER HOTEL, you missed one of the greatest. The singer will return here in September at which time he will star at the RIVIERA HOTEL.

The RAY BOLGER show has been held over at the HOTEL SAHARA for two more weeks, making it six weeks in all. They will continue until May 16th and will be followed by DENNIS DAY.

Heartfelt condolences to POP FISH, day manager at the SHOWBOAT HOTEL. He lost his beloved wife on April 23rd, after many years of felicitous matrimony. They both resided here for many long years and this wonderful woman will be sorely missed by the store of friends she left behind.

Many out-of-towners will be regaled with a western version of the Mardi Gras. Our Helldorado will hold sway from May 12th thru the 15th. We expect some of the most spectacular productions ever presented over this period. This year, the Kangaroo Kourt (usually stationed on Fremont St.) will move through various sections of Southern Nevada and the hilarity will be greater than ever.

An hour before the opening curtain was to rise at the RIVIERA HOTEL, GEORGE LIBERACE was frantically informed that his lead trumpet player had split his lip and would be unable to perform. Because the musician played an integral part in the LIBERACE ORK, George must have flipped at the news. However, he managed to think calmly and immediately put in a call to Boulder City. At the other end of the connection was TOMMY NELSON,

(Continued on Page 34)



Liberace

HOTEL **Riviera**



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Thank You, "Fabulous" LAS VEGAS
for your wonderful reception.

Our current engagement in the luxurious
Clover Room of the Riviera Hotel is
truly a great thrill and experience we
will always cherish.



Liberace

HOTEL Riviera



. . . 'Round the Town

with PAUL SPERLING

The DESERT INN is in the spotlight this week with the third annual TOURNAMENT OF CHAMPIONS, golf classic. This tournament features the country's top Pros, (they must have won a P.G.A. round to qualify) swinging it out for $35,000 in prize money . . . with the winner walking off with $10,000 for himself. Aside from the fact that the golfers are very happy about the loot and a chance to visit Las Vegas . . . the DAMON RUNYON CANCER FUND, is the reason for the entire affair and they wind up with all monies collected in from this great event. . . . This is one more of the institutions that Las Vegans give their all for and the big success of this tournament helps to prove it.

The "Traveling" FAYMANS (Jeff, Nat and Stan) are back home again . . . probably only long enough to change clothing and check the mail. STAN, (owner & operator of BONDS JEWELERS) is trying to keep himself busy these days with a couple of hobbies . . . uranium and oil . . .

And speaking of uranium . . . What ever happened to Universal Uranium and Milling Co.??? The County Building Inspectors don't have to check that quivering left wall at the new Riviera Hotel . . . I have the answer . . . It's THE TRENIERS now appearing at the Starlite Bar in the hotel that are causing the structure to heat up like that. These boys take the big prize for making any audience "shake, rattle and roll". Our fair city is being honored this week with the presence of two MAYOR ROBINSONS. . . . The chief executives from San Francisco, California and Texas City, Texas, had a chance to rub elbows when they both attended the LIBERACE SHOW at the Riviera.

Local T.V. Viewers will be happy to learn that the Golden Nugget has booked the HARRY OWEN'S SHOW into it's new room for a limited engagement. . . . The entire cast, including EDDIE BUSH, PRINCE KAWOHI and the "Oh so very lovely" LEI AHLOHA, will be on hand to take you on a trip around the Islands.

We welcome ART and ELAINE TURK as new residents to Las Vegas. . . . ART has just taken over the General-Managership of the Market Spot, Food Center and Panorama Super Markets. We know that they will add much to our community. . . .

SAM and HELEN GREENWOOD, long time localite, have just associated themselves with SNAX 5TH AVE., Pit-Barbecue Restaurant. . . . These charming people have a following of their own that will add to the already popular dining spot.

One of the really nice 'new" people in town is LEON KRAMER, Host and Social Director of the Riviera. He has been connected with hotels and show business for many years and is very well qualified to fit his present position. In conversation, he talks about the services and attention he wants to give to the "not so important or big customers" . . . Looks like this boy is on the right track . . .

Congratulations to the "New Bosses" of the New Frontier. . . . These poor fellows really had to sweat it out for their license. . . . Now it's full steam ahead. . . .

The CLARK BROTHERS, now at the Sands, have been in show business for over twenty-five years. . . . This means that they were about three and four years old when they started. . . . These lads give their all to the audience at every performance . . . and this coupled with much talent has made them the most outstanding specialty dance team in the world. A crowd of several thousand merry-makers gathered at Wilbur Clark's Desert Inn . . . Sunday (April 24th), to celebrate the fifth anniversary of the plush Las Vegas resort hotel. . . . Highlight of the cocktail party was the cutting of a four foot cake by WILBUR and PATTI PAGE.

At this writing, the odds on the

(Continued on Page 45)

"CURTAIN TIME"

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

Flamingo

April 7 thru May 4

Show: The Ink Spots; Jack E. Leonard; Gene Detroy with Marquis & Family; Honey Bros.; Flamingo Starlets; Teddy Phillips and His Orchestra.

One of the nation's top singing quartets, THE INK SPOTS, are back and head-lining the new revue in the Flamingo Room. With their special blend of voices and inimitable style, they often tickle your heart-strings and sometimes your funny-bone. The incomparable way the Ink Spots offer their renditions has made their name a favorite everywhere for years . . . they never fail to please. . . . On the same bill is JACK E. LEONARD, with his mirth, girth and sharp wit! This funny man (who, incidentally, trips the **lightest** fantastic we've ever seen tripped), is an expert in the fine art of ad libbing and his audience-participa-

(Continued on Page 29)

NEW FRONTIER

Show: Carman Miranda; Senor Wences; A Robert Alton Spectacular with the Heavenly Hims and Hers; Garwood Van and his Orchestra.

CARMAN MIRANDA, South America's answer to the "H" Bomb, is back in Las Vegas. . . . More Terrific . . . more Bombastic than ever. . . . With her beautiful gowns, fruit salad hats and inexhaustable energy, she is better than ever. Her instrumental group and many new routines are the best, and are an excellent background for her unique type of singing, dancing and antics. . . . Held over is SENOR WENCES ("All right, all right") a wonderful ventriloquist, juggler and comic. . . . The two wonderful production numbers, staged and directed by ROBERT ALTON are a show in themselves

(Continued on Page 29)

El Rancho Vegas

Show: Joe E. Lewis; Lillian Roth; Austin Mack; Billy Daniel; Georgine D'Arcy; El Rancho Girls; Ted Fio Rito and His Orchestra.

Voo-voo-voo-voo-voom! The Master has returned! JOE E. LEWIS, dean of the nite club comedians, is once more rocking the "Opera House" with his own inimitable style. Joe E. can take the coldest audience and have it eating out of his hand in less than two minutes. With new material always at hand, Joe E. is the man to see. . . . AUSTIN MACK is the one at the piano accompanying Mr. Lewis and conducting the orchestra for him. . . . Appearing on the same bill are BILLY DANIEL, and lovely GEORGINE D'ARCY, two of the most talented dancers on the boards today. Bill is well-known for his screen and stage choreography and you can be sure his routines

(Continued on Page 29)

DESERT INN

Thru May 9

Show: Patti Page; Darvas and Julia; Dean Murphy; Donn Arden Dancers; Carlton Hayes and His Orchestra.

Magnificent!! is the one and only appropriate adjective to use with the name, PATTI PAGE. This lovely young songstress is the undisputed queen of the record realm. Any platter she turns out, no matter what type, (novelty, ballad or even hill-billy) is destined to become a "hit" and no wonder; for the beauteous Patti has an incomparable voice, a gracious personality and a warmth of delivery that register magnificently, even on a phonograph record. . . . On this great fifth anniversary presentation are DARVAS and JULIA, the world's finest and most outstanding dance team! These superlative dancers leave all audiences breathless

(Continued on Page 29)



SAHARA

April 6 thru May 2

Show: Ray Bolger; Mindy Carson; Sherman Edwards; Andy Mayo and Pansy the Horse; Muriel Landers & Jack Prince.

RAY BOLGER, the lanky dancing star with laughter in his feet, heads the new show in the Congo Room. The superior, relaxed ability of this fellow never ceases to amaze (and amuse) audiences. He can be a brilliant buffoon, a blase dandy, a melancholy clown or just Ray Bolger — the greatest! . . . Appearing with Ray as an extra added attraction is MINDY CARSON. This beautiful young lady is "Springtime" personified. Her voice, her manner, her presentation and her lovely person are so delightfully refreshing you could swear you smell lilacs when she appears on the stage. Mindy's wholesome, charming style will

(Continued on Page 29)

The Sands

April 13 thru May 17

Show: Danny Thomas; The Clark Bros.; The Copa Girls — featuring Chuck Nelson; Antonio Morelli and His Orchestra.

Impressario JACK ENTRATTER has a knack for booking the nation's "Greats". In his new show, "Spring Fever" he has as his star the great DANNY THOMAS. We cannot say enough about this man. Not only has he received laurels for the "Best Actor" and "Show" on TV, but he has also become one of the best box office names on the silver screen. . . However, Danny began his career in clubs and it is here that he really shines, for it is here that you can actually feel the warmth that is Danny Thomas. . . . On the same bill are the popular and nimble-footed CLARK BROS. Their latest number, a tap-jitterbug routine,

(Continued on Page 29)

Royal Nevada

Show: Helen Traubel; Dave Barry; Dancing Waters; George Tapps Dancers; Jerry Fielding and His Orchestra.

Majestic Opera Star, HELEN TRAUBEL reigns over this regal and beautiful new show-place. Miss Traubel has brought to the nite-club entertainment world one of the most beautiful voices and personalities to ever appear on the stage. Her selections vary from Grand Opera to the "Blues" — You must hear her rendition of "St. Louis Blues"! . . . Appearing also on the bill is our boy, DAVE BARRY, the comic's comic. Aside from being a very funny man, his impersonations will wow you! Adding to the glamour and spectacle of the Royal Nevada is the fantastically beautiful display called, "DANCING WATERS". You will simply have to see this extravaganza to believe it — it is

(Continued on Page 29)

Riviera

April 20 thru May 10

Show: Liberace; George Liberace and Orchestra; Hal Belfer Prod.; Ray Sinatra and His Orchestra.

The one and only LIBERACE, master showman and first pianist of our time, is accompanied by brother GEORGE and his internationally known orchestra. LIBERACE'S acting, dancing and singing will delight you. This is a new LIBERACE, bigger and better than ever. . . . The show, conceived and produced by HAL BELFER is done in two parts — first, the audience is treated to "The Riviera Story", which explains the hotel operation in musical comedy style. Then comes the LIBERACE Prologue", which has various scenes such as "LIBERACE at 8 Years", "A Dream Sequence, with Dancing Octaves and Notes" and "The Candel-

(Continued on Page 31)

Thunderbird

Show: Wilbur Evans with Victoria Sherry; Chuck Mitchell; Thunderbird Dancers.

One of Musical Comedy's all-time "Greats", WILBUR EVANS, is currently the headliner in the Navajo Room. . . . This famed artist is fresh from his triumph on Broadway in the hit musical, "By the Beautiful Sea", in which he played opposite Shirley Booth. Mr. Evans also starred in the London Company of "South Pacific", with Mary Martin. . . . A performer with such a distinguished background should be proficient — and a "must see". . . . Appearing with Wilbur Evans is delightful VICTORIA SHERRY. Miss Sherry is an extremely gifted soprano who has sung with the St. Louis Opera in many productions and has estab-

(Continued on Page 31)

EL Cortez

Show: Little Jack Little; Marty Allen and Mitch DeWood; Dorothy Kramer Dancers; Sherman Hayes and His Orchestra.

Old and young alike will love and appreciate the talents of LITTLE JACK LITTLE, whose non-stop entertainment trek started 'way back in the turbulent Twenties. LITTLE and his intimate song styling get the same enthusiastic reception today as they did at the height of the Charleston craze era. He was one of the first "big" stars of radio and with his orchestra held the limelight for many years. He is no newcomer to Las Vegas and has royaly entertained many patrons here in the past few years. . . . Also on the same program are MARTY ALLEN and MITCH DeWOOD, with their refreshing brand of songs, dances, pantomime and satirical comedy. Held over are DOROTHY KRAMER and Her DANCERS, who have been adding

(Continued on Page 31)

SHOWBOAT

Show: "Minstrel Days"; starring "Pick and Pat"; A. Robins; Ben Yost Royal Guards; Turk Murphy and His Riverboat Band; 8 Lucky Girls; Cliff Ferre.

What better choice of stars for a "Minstrel Days" show than "PICK and PAT"- These two great showmen have been a team since the early days of radio when they endeared themselves to the American people by creating the roles of "Molasses 'n January" on the Maxwell House Showboat Hour. . . . Along with "Pick and Pat" is A. ROB-

(Continued on Page 31)

SILVER SLIPPER

Show: Slapsie Maxie Rosenbloom; Hank Henry; Dagmar; Silver Slipper Stock Company.

The cauliflower ears and the subnormal wit belong to SLAPSIE MAXIE ROSENBLOOM. Paired with the incomparable favorite, HANK HENRY, Slapsie Maxie turns every night at the Silver Slipper into a guaranteed funfest. . . where anything can happen and usually does! . . . The "Original" DAGMAR takes the dancing spotlight

(Continued on Page 31)

GOLDEN NUGGET

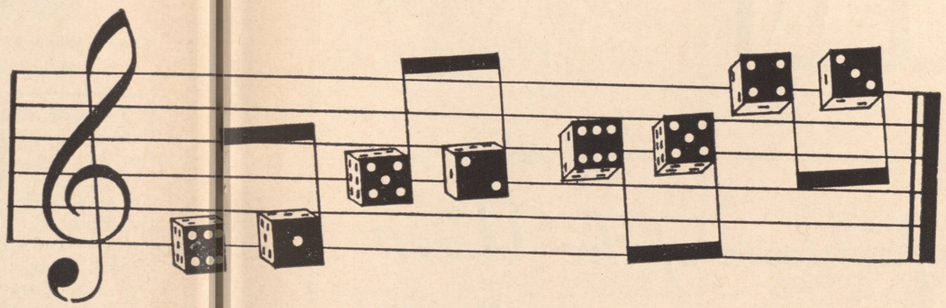
Show: The Kats and Kitten; Charlita and Her Men of Music; Nite-Liters Trio.

The Nugget Room is currently featuring three young men and a very attractive young lady, THE KATS & KITTEN. These four youngsters with the feline moniker, offer a fine combination of mirth and music. It is a very versatile little band with a comedy flair. They feature the well-known

(Continued on Page 31)



MAN! this Riviera Hotel is 'Real Gone'





★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

(Dig this crazy arrangement)

WE'RE SURE GLAD
TO BE BACK IN FABULOUS
LAS VEGAS

Stop in and say Hello!

(STARLITE ROOM — RIVIERA HOTEL)

THE TRENIERS

PERSONAL MANAGEMENT

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★ YOU MUST SEE THE ★

"Fabulous"
DANCING WATERS
At The
Royal Nevada HOTEL

FLAMINGO

(Continued from Page 23)

tion comedy routines would provoke even the Sphinx to laughter. His material is always fresh and original . . . we guarantee you'll like him — heck no, you'll love him! . . . Laughter and merriment always prevail when the zany HONEY BROS. stagger into the spotlight. These boys are adroit and clever dancers and their tumbling routines are a marvel of perfect timing. . . . Also on hand to add to the hilarity is the amusing monkey act, GENE DETROY with MARQUIS & FAMILY. . . . The RON FLETCHER Production offers the FLAMINGO STARLETS in striking new routines and TEDDY PHILLIPS and His ORCHESTRA back the show in their usual commendable way.

EL RANCHO

(Continued from Page 23)

are the best. . . . As an extra added attraction, Producer LE ROY PRINZ presents LILLIAN ROTH, the "I'll Cry Tomorrow" girl. This talented and courageous lady has twice reached the pinnacle of success and is back once more to thrill you with her songs. Miss Roth, truly a great star, should be a "must" on your list. . . . The EL RANCHO GIRLS are in all their magnificent splendor in both production numbers. . . . Famous TED FIO RITO and His ORCHESTRA offer excellent background for the entire show.

DESERT INN

(Continued from Page 23)

with their amazing and unbelievable feats in choreography. They are one of the most impressive and precision perfect acts in Show Business. . . . And once again, we are happy to welcome back DEAN MURPHY, comedy-impressionist supreme. This talented fellow enhances his act with startling exhibitions of memory and amazing take-offs on famous personalities. Dean Murphy is an acknowledged genius at mimicry. . . . The DONN ARDEN DANCERS are fascinating in their exciting routines and the stage effects are wond'rous. Donn is a master. . . . CARLTON HAYES and His ORCHESTRA provide faultless musical background.

NEW FRONTIER

(Continued from Page 23)

and can be compared with Zeigfield and the best Broadway Shows. . . . Garwood Van and his Orchestra furnish the fine music for this magnificent show.

SAHARA

(Continued from Page 24)

bewitch you. . . . Miss Carson's capable accompanist and Musical Director is SHERMAN EDWARDS. . . . Also on stage, furnishing hilarious equestrian comedy is PANSY THE HORSE (ANDY MAYO and SPOUSE). This original act is a sure-fire laugh-getter. . . . MURIEL LANDERS and JACK PRINCE (two of the **funniest** human beings we've seen in a long time), emerge from the audience and provide one of the most hilarious routines in the show and we were really impressed with the fine voice of Mr. Prince. . . . The SAHAREM DANCERS are at their usual best and CEE DAVIDSON and His ORCHESTRA offer the fine musical backing necessary for this show. P.S. Bring the family. The Ray Bolger Show is entertainment galore for young and old.

SANDS

(Continued from Page 24)

is sensational. . . . Singer CHUCK NELSON and the beautiful COPA GIRLS team up once more to make the production numbers first grade. . . ANTONIO MORELLI and His ORCHESTRA do their usual fine job.

ROYAL NEVADA

(Continued from Page 24)

a miracle of color and design which we can only describe as awe-inspiring. . . . At the console will be HANS HASSLACH, the man who conceived the idea for his fantasy which took 12 years to perfect and cost approximately ½ million dollars. . . . The superb GEORGE TAPPS DANCERS will add to your enjoyment with dance routines as only Mr. Tapps is capable of perfecting. . . . JERRY FIELDING and His ORCHESTRA will provide the background music for the entire production.

NOW THE TALK OF LAS VEGAS

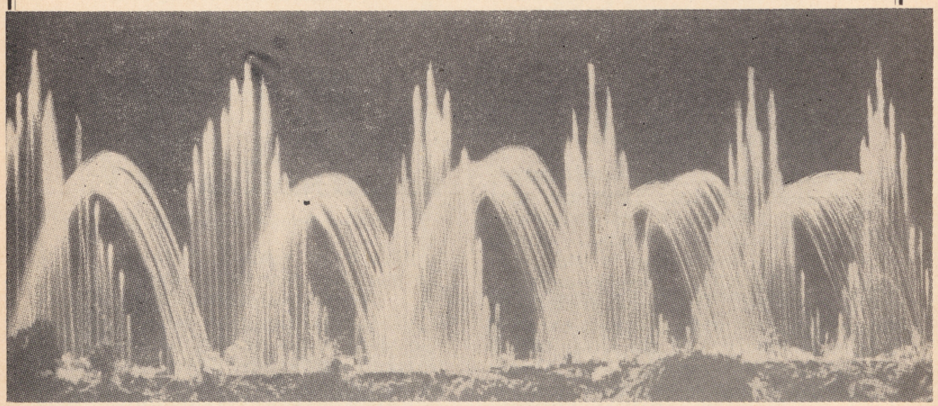
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The Royal Nevada Hotel

for having the foresight, and being the first hotel in the world to install this sensational display as a permanent feature attraction in their magnificent

Crown Room

"HOME OF THE DANCING WATERS"



DANCING WATERS, INC.

HAROLD STEINMAN — HANS HASSLACH — SAM SHAYON

1775 Broadway, Suite 824
New York 19, N. Y.

EL CORTEZ

(Continued from Page 25)

greatly to the Pirate's Den productions for the past weeks. SHERMAN HAYES and his group of fine musicians add a fitting musical background for a very enjoyable show.

THUNDERBIRD

(Continued from Page 25)

lished an enviable reputation. . . . Also welcome back in Las Vegas and a favorite hereabouts is comedian, CHUCK MITCHELL. This clever fellow does impersonations, sings, employs repartee . . . in short, does "everything" to insure the patrons of a well rounded and balanced show. . . THE THUNDERBIRD DANCERS bring you new routines staged by GAYLE ROBBINS.

SILVER SLIPPER

(Continued from Page 25)

and thrills audiences with her unique styling. . . . The original and slap-stick comedy offered by the SILVER SLIPPER STOCK COMPANY features JOAN WHITE, MAC DENNISON, BILL WILLARD and JIMMY CAVANAUGH, who offer their usual wonderful variety of lively comedy skits. . . . GEORGE REDMAN and His ORCHESTRA are the lads in the pit who "cut" the show as if they wrote the original score.

SHOWBOAT

(Continued from Page 25)

INS, the "Old Banana Man", who can pull more junk and old fruit from his coat than "Fibber" McGee can find in his hall closet! The BEN YOST ROYAL GUARDS, four fine voices, add to the show theme with a repertoire of southern songs as does TURK MURPHY with His RIVERBOAT BAND and Dixieland music. . . . Added to all of this are the 8 LUCKY GIRLS, who put on some very new and fresh type of line routines. . . . Handsome CLIFF FERRE presides over the production as a most able interlocutor.

RIVIERA

(Continued from Page 24)

abra Ballet". All of this is a wonderful introduction to the LIBERACE CONCERT. Idol of millions and master-showman — the world's most famous pianist then does his stuff as only he alone can do. The FABULOUS LIBERACES, Men without peer. And that's for sure!

GOLDEN NUGGET

(Continued from Page 25)

comedy impressionists, THE BENSON BROS. . . . The piece de resistance is exotically beautiful CHARLITA and Her MEN OF MUSIC. Senorita Charlita sings in Spanish, French and English and is backed up by some of the finest Latin-American musicians in the country today. This proficient aggregation also features excellent fox-trots, and waltz and tango tempos. . . The NITE-LITERS TRIO will brighten up •our nights with pleasant music and your favorite requests.

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COCKTAILS
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LAS VEGAS NEVADA

"A Las Vegas Club for Las Vegans"

Jeane V. Costello and Al R. Good

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At Naples Drive

Swimming Pool — Delicious Food

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Hello Everybody!

It is so-o-wonderful to be back in LAS VEGAS.

You will come and see us in the VENUS ROOM, Yes?

CARMEN MIRANDA





the
SILVER QUEEN
BAR

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

IN THE Sands HOTEL

NELLIE LUTCHER
and her RHYTHM

★

FREDDY BELL
and His Bell Boys

★

TEDDY NOELL
And His Orch.

★

THE GUADALUPE BOYS

★

ERNIE STEWART TRIO

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

"The Taste of the Town"
You owe yourself this treat . .
CHINESE
FOOD
Served in the Garden Room
From 6 P. M. to Dawn

THAT'S FOR SURE

(Continued from Page 18)

an old Navy buddy of George's. Tommy made the stage of the Riviera just five minutes before showtime. There was just sufficient time to place the music on the stand in front of him and Tommy cut the show as smoothly as if had rehearsed for hours. This is one of the backstage occurrences of which audiences are unaware. Tommy played in the Navy Band, which George directed, while in service. Now, Mr. Nelson is an electrician at Boulder Dam. However, he keeps up with his music when he and his local orchestra play dance rhythms at the RAILROAD PASS CASINO, on weekends. A salute to a true showman!

Our humble thanks to MITCH De WOOD (of ALLAN & De WOOD, currently at the HOTEL EL CORTEZ). Mitch wrote a song titled, "Fabulous Las Vegas." We didn't know his talents extended beyond singing. This lad is pleasantly versatile.

On May 1st, the LAS VEGAS SYMPHONY at CASHMAN FIELD (2:30 p.m.) will be sponsored by the LION'S CLUB, as a benefit for the sightless. On that day, a special, movable platform and shell for the orchestra will be dedicated. The program is one to meet with the complete approval of every music lover.

The DUNES HOTEL has set its Grand Opening for May 23rd. VERA ELLEN will be the premiere star in the Arabian Room. Director of Entertainment is GENE MANN, formerly Director of the Los Angeles Greek Theatre. Music will be supplied by JAYE RUBINOFF and his recording orchestra. JOE SULLIVAN, BOB RICE and AL GOTTESMAN are on twenty-four hour schedules, working diligently in order to be ready for the circled date on the calendar. We wish them success in not only opening on the selected day — but — also in capturing the loving smile of Dame Fortune.

We literally ran into HARPO MARX at the DESERT INN. Harpo came in to FLV for a short visit and can't stop boasting about the RIVIERA HOTEL, of which he is a shareholder. He and his brother will appear there, sometime in September.

JOE W. BROWN'S HORSESHOE

(Continued on Page 37)



let's visit awhile..

with JIM KIRKPATRICK

HOWDY, Folks! Thanks for the invitation to drop in and tell you about some of the interesting people I met this week.

Talk of the town is the tremendous influx of visitors, resulting in SRO signs at practically every hostelry for miles around. Many of these folks were here for the much publicized 'open shot" scheduled by the AEC. It makes you think. Already HANS HASSLACH is delighting everyone with his breath-taking display of the Dancing Waters at the ROYAL NEVADA — is it too incredible to wonder how long it may be before some Strip bistro bills the "Waltzing A-Bomb"?

Ran into BILL WILLIS of UNITED MORTGAGE & INVESTMENT CO., looking mighty refreshed after an Easter visit with his daughter at the University of Oklahoma. United is another of those organizations that's really growing with Las Vegas. They finance many of the housing developments just beyond the city limits, outside local bank territory.

And speaking of the Night Beat, have you dropped into the revamped cocktail lounge of the HOTEL ELWELL lately? The piano stylings of RUSS REYE at the new piano bar are attracting a growing throng of fun lovers.

Many Las Vegans who have visited the CHIMNEY CORNER in Glendale, Calif., will be happy to know that owners RALPH & MARY CALMY are now permanent residents here. Like so many before them, they came, they saw, and were conquered by FLV. So now the CHIMNEY CORNER is at 1330 South Fifth — a welcome addition to the Las Vegas scene, specializing in fireside fixtures and other decorative necessities.

Next Monday marks the official opening of another Las Vegas first — TEENAGER COSMETICS, INC., manufacturers of "cosmetics for the discriminating Miss". Their products will be available locally, May 2, and soon are to be distributed nationally. Heading the new company is WALTER A. PAGE, who brings with him years of experience with the Charles Antell organization. A great guy, this Walt.

This has been an especially lucky week for at least one of the EIGHT LUCKY GIRLS currently appearing at the SHOWBOAT. Pert JUDY PETITE was slated to walk down the aisle with handsome M.C., CLIFF FERRE. The stars never shone brighter than the eyes of these love-birds. Best man at the ceremony was to be PAT PAGET, the Pat of PICK & PAT. This famous "Molasses 'n January" team are bringing a real breath of the old-time Minstrel Days into the Showboat's PLANTATION ROOM.

Another newlywed is MAS IKEDA, operator of the DESERT AQUARIUM, 1114½ Fremont, who was married Sunday to Miss LANDA ISHIMARU of Los Angeles. The Desert aquarium, by the way, is one of the most fascinating spots in town. There are well over 100 different species of the most exotically colored tropical fish you ever saw, ranging in price from a few cents to $500 for the rare Aranua.

You fellows who like NUNN-BUSH shoes — and who doesn't? — will be pleased to know that this famous line of footwear is now available in Las Vegas at the DALMATIAN BOOT SHOP, 1118 Fremont. The store is under the direction of LEO S. WILLIAMS who comes to FLV from the Nunn-Bush shop in Mullen & Bluett's on Wilshire Boulevard. The Grand Opening is scheduled for today, Saturday April 30.

If you're one of those who likes to sing as you drive, bear these songs in mind. At 45 m.p.h sing: "Highways Are Happy Ways;" at 55 m.p.h. sing "I'm a Stranger Here, But Heaven Is My Home;" at 65 m.p.h. sing 'Nearer My God To Thee;" at 75 m.p.h. sing "When the Roll Is Called Up Yonder I'll be There;" and at 85 m.p.h. (if you're still with us) sing "Lord, I'm Coming Home."

RE-ELECT

C. D. BAKER

MAYOR

•

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(PD. POL. ADV.)

95 Octane

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Complete wash in 3 minutes

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

DRIVE WITH **KRAM**

THE STATION MORE PEOPLE LISTEN TO MORE OFTEN

It's Been A Pleasure To Appear At THE SANDS

NELLIE "Real Gone Gal" LUTCHER

LATEST SMASH HIT "IT'S BEEN SAID"

THAT'S FOR SURE

(Continued from Page 34)

CLUB was given an unexpected call by L. A. Treasury Dept. agent, Mr. X. The T Man informed General Manager HARRY DORSETT the government didn't care for the circulation of photos taken of real money. Seems there's a law against such goings on. So, there shall be no more souvenir photos of people posed next to the million dollar display. Instead, patrons will have to be satisfied with being shuttered at one of the various games of chance, or slot machines.

A hearty pat on the back for the ALCORN ADVERTISING AGENCY. JACK MELVIN (big brass with the co.) and his associates have established an enviable reputation in the short time they've existed as the AAA. Just to name a few of their accounts—LUCKY STRIKE CLUB, HOTEL SAHARA, DUNES HOTEL and MARKET TOWN. Need we say more?

The town was electrified at news of the tragic death that befell ART SCHELANG, of the LAS VEGAS CLUB. We offer our condolences to his widow and loved ones.

A few months back, they both offered feeble denials when we united JERI JALLEN and JACK SNYDER in print, as matrimonial prospects. We had the last grin on April 16th when JUDGE HENDERSON officially welded their union. (He owns SNYDER'S SLACKS and the bride recently sold her interest in SMALL FRY.)

We're delighted to see MAE PARKER doing so well with her HOTEL EL RANCHO VEGAS BEAUTY SALON. The damsel looks positively radiant with happiness and she's one person on whom the sun should shine — but long.

FLORENCE JENKS and BARBARA DEER have their Interior Decorating headquarters in the new addition of SHEPPARD'S FURNITURE STORE. They left town awhile back. As ever, the call of FLV was too strong to ignore and they returned. STEVE JENKS is now a cashier at the RIVIERA HOTEL and LEE DEER is a co-owner of the BIRD.

Sizzling, sparkling CARMEN MIRANDA is in town and is a standout in the midst of show business luminaries. She and her hubby, DAVE SEBASTIAN were relaxing in Rio De Janeiro and flew back to the states just so she could fulfill her engagement at the NEW FRONTIER HOTEL. We just love these two people. They're tops in anyone's book.

We admire the gesture made by NICK KELLY, assistant to JACK ENTRATTER at the SANDS HOTEL. He arranged a special Memorium Mass at ST. ANN'S CHURCH for DANNY THOMAS' brother. Many show people attended to pay their prayerful respects.

Visited with BERT KNIGHTON at the FLAMINGO HOTEL, the other day. He is the National Representative for the PEPSI-COLA COMPANY. A few months ago, Mr. Knighton suffered a heart attack and received strict medical advice on the desirability of relaxation. That's just what he is doing here now, filling the doctors' orders. He will remain another week and then will head to Los Angeles and the VARIETY CLUBS CONVENTION. Bert's company has planned an authentic Hawaiian evening, replete with Island dishes (food) and entertainment, for 1800 Variety members at the AMBASSADOR HOTEL.

One of these days, we may get the green signal to give our readers some of the highlights on a fabulous fellow: BILL KLISKA, staying at the ROYAL NEVADA HOTEL. He is a very good friend of SID WYMAN and has been a frequent visitor here. From our view, it looks as though Bill is seriously considering a permanent move to FLV.

We suggest a trip to the NEW FRONTIER HOTEL, to listen to BOBBY REED, the "Atomic Pianist." He appears in the Cloud Nine Room until Midnight, at which time the dynamic MARY KAYE TRIO takes over.

This past week, KEELEY SMITH and LOUIS PRIMA returned to the Casbar, for an unlimited engagement. CHARLES BOYER may have convinced a few women of the merits of the Casbah — but — Louis and his wife have convinced an untold number that the HOTEL SAHARA lounge is the place to visit. A great ovation greeted them when they opened. It was fantastic to watch their many fans and friends attempt to crowd into spaces that were already taken. Incidentally, lest you've forgotten, Louis and his lovely wife brought the new Prima addition (their two month heiress) along with them.

(Continued on Page 39)

LAS VEGAS IS NOW A BIG CITY —
LET'S MAKE ITS' POLITICS THE SAME

•

-ELECT-

GEORGE E.

FRANKLIN, JR.

FOR MAYOR

(PD. POL. ADV.)

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EASIEST
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Taurus

APRIL 21st — MAY 20th

Taureans have a singleness of purpose which is the envy of all who know them. Their instincts are powerful and usually right. They make extremely affable companions, strive to make their surroundings as attractive as possible and demand little of others. Their conscious or subconscious objective is security, emotional and financial, and they will pay any price for it.

The Bull is the symbol of Taurus; the jewel is an emerald or an agate; the flower is an iris.

THAT'S FOR SURE

(Continued from Page 37)

A big old smooch to adorable SALLY ANN COHEN, who celebrates her Ninth Birthday, May 2nd. Doting Dad is ED, bellman at the SANDS HOTEL.

It's always good to see a familiar face back on the "Strip." DUNCAN Mac RAE, former box man of the SILVER SLIPPER, returned to Highway 91 as a "21" Dealer at the RIVIERA HOTEL. With all his experience and savvy, it probably won't be long before Dunc becomes a box man at this spot.

A favorite comic here in FLV is JACKIE KANNON. Hence, it isn't surprising (to us) that the lad received rave notices for his Chicago CHEZ PAREE engagement. Jackie makes all critics sit up and take notice.

AL GARBIAN (General Manager of the LUCKY STRIKE CLUB) has been 'batching it" for a few weeks. His wife LILLIAN attended the Washington D. A. R. convention. While dining with the political bigwigs, she monopolized the conversation with Las Vegas boosting. (Now, we can expect an invasion from that quarter, any day.) Mrs. G. has informed her lonesome hubby that she will stop off at Oklahoma to visit with her folks. Good Lord! Can you imagine the piles of unwashed pots and dishes that will greet this vacationing wife upon her return?

We always get a smile out of orchestra leader RAY SINATRA, whenever he is looking for his everloving, PRIMA. He never fails to locate her, working at her hobby — blackjack! Follow Ray sometime and you'll see what we mean.

Patrons of BUCKLEY'S JACKPOT CLUB miss JUDGE MADISON HILL, a retired District Judge of Nevada and veteran of three wars. An attack of indigestion proved fatal. The judge had taken a position as Day Manager of Buckley's. His vacated post is being filled by PAT BUCKLEY'S sister, RITA.

Who's exaggerating? The crowds are really jamming the Opera House-Theatre Restaurant of the HOTEL EL RANCHO VEGAS. Drawing the entertainment lovers are JOE E. LEWIS and LILLIAN ROTH. Here's a combo that could pack any room — in any locale. They're terrific!

WILBUR CLARK (of the DESERT INN) added a donation of $35,000 to the RUNYON FUND. At this writing (due to the old debbil, Early Deadline), CARY MIDDLECOFF and GENE LITTLER were ranged as co-favorites in the star-studded field of 21, scheduled to tee off this past week in the Tournament of Champions Golf tourney.

What a terrific tan is being sported by JAKE FREEDMAN, the "Little General" of the SANDS HOTEL. He insists he doesn't know how he acquired it for he doesn't happen to loll in the sun, by the pool's edge. Now, we're wondering who will have the deepest coloring. It's a tossup between Jake, GEORGE CAPRI (of the FLAMINGO HOTEL) and STAN IRWIN (of the HOTEL SAHARA). George is the only one who confesses to being a sun worshipper.

MARIE and HARRY DORSETT (of JOE W. BROWN'S HORSESHOE CLUB) received a visit from MAYOR LEE ROBINSON. He flew in from their hometown of Texas City.

Visiting SID WYMAN at the ROYAL NEVADA HOTEL is handsome DEAN SHENDEL. You should watch the unattached damsels drool over him! Oh, to be young again! (That just slipped out, honey! Ouch!)

Whatever else you do, don't miss the TRENIERS, currently at the Starlight Room of the RIVIERA HOTEL. The group is headed by the Trenier Twins whom we've known for a decade. They are booked so solid, the only free time they have is spent traveling in between engagements. You should take a squinted glance at the Cadillacs they own. They are, we believe, watermelon, in color. You'd better squint or wear your dark glasses. Those Caddies are real sharp!

The next headline attraction at the SANDS HOTEL Silver Queen Bar will be the DEEP RIVER BOYS. This will

(Continued on Page 49)

★ DON'T MISS THE ★
"Fabulous"
DANCING WATERS
Royal Nevada HOTEL

It's NEW!

It's DIFFERENT!

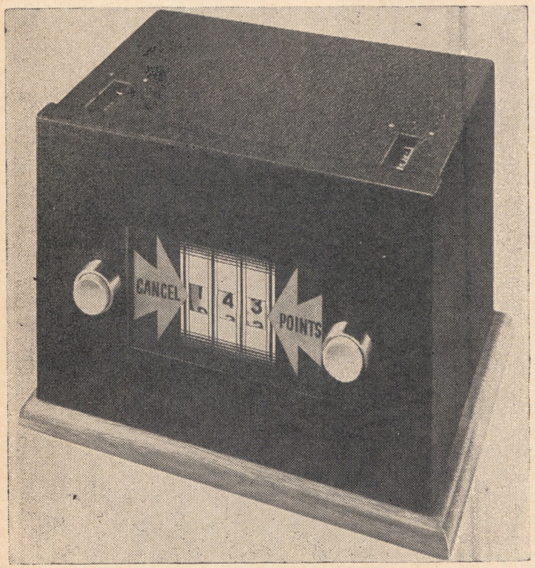
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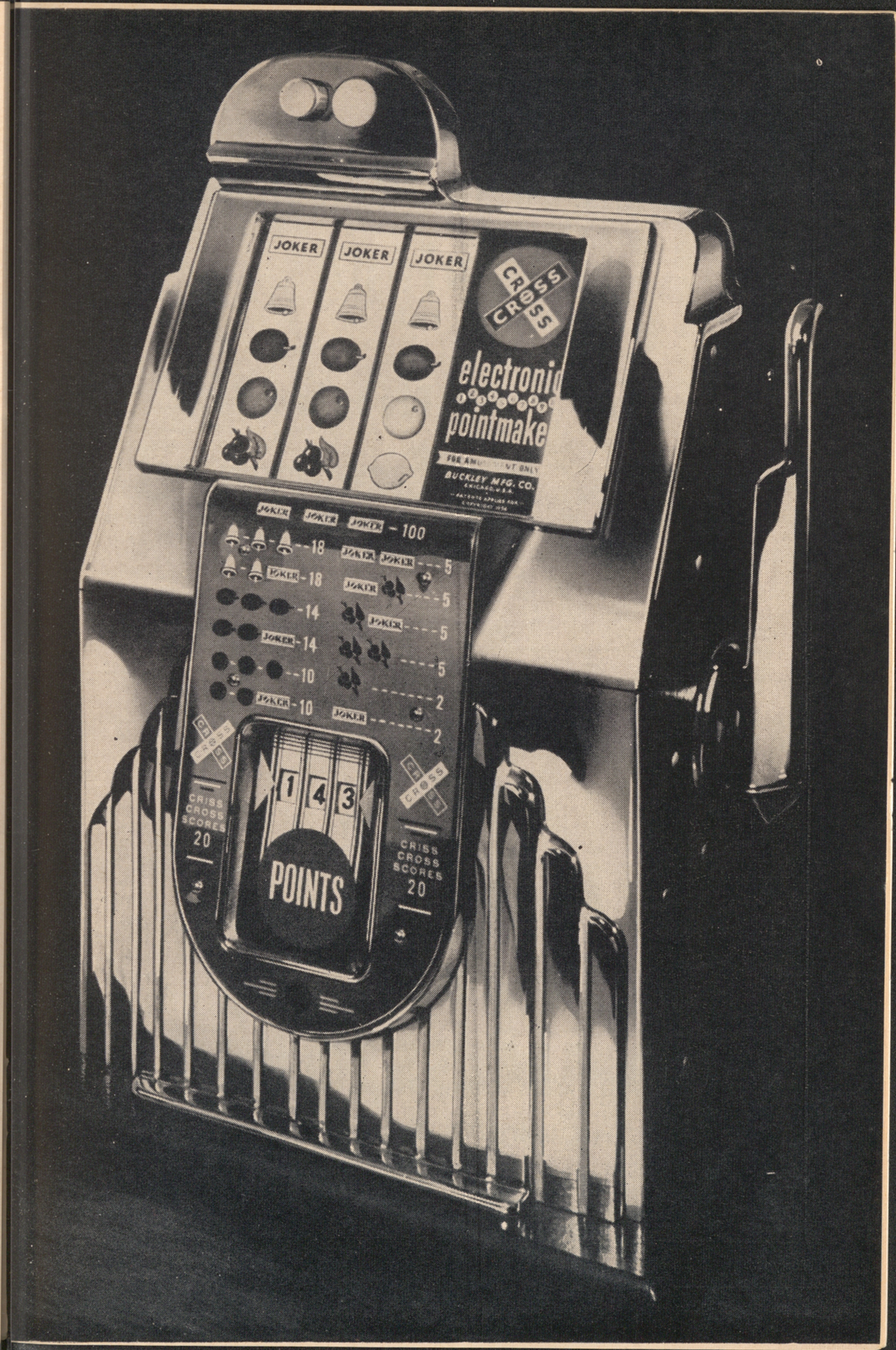
— DOWNTOWN —

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COMMISSIONER

— THIRD CLASS —

"A COMMUNITY BUILDER"

(PD. POL. ADV.)

OBSERVATIONS

(Continued from Page 5)

I am reminded that April of 1955 is modeled somewhat after the style of April, 1905 as far as weather is concerned. We have all been complaining of the persistent wind and cold which have continued through the month. As I recall it, the April of 1905 was much more unpleasant than this month.

We had fifteen carloads of lumber on the railroad siding and wished to lay out our lumber yard on some lots in the new townsite. This the company would not permit, the rule being that nobody would be allowed on the townsite until after the lot sale. This made the situation bad for us. If we left the lumber on the cars we would have to pay a high rate of demurrage or unload our lumber about a quarter of a mile south of the ice plant. I found the wind so fierce and the cold so biting that I bought a woolen cap with ear laps, and wore it steadily until early in May. I can't remember that we have had so disagreeable April as that of 1905 since then.

Well, that little correspondence I told of between Mr. Bancroft, president of the Oregon Railway and Navigation Company (a subsidiary of the Union Pacific) and Mr. J. Ross Clark, which delayed the opening of the townsite until May 15, was in some ways an advantage to us who were trying to get our canvas-covered hotel Las Vegas ready for the rush.

We were building the big tent on the corner of Main and Stewart streets just off the townsite. The big floor, 40 by 130 feet in size was ready and we had big bundles of canvas, bales of bedding, 30 bedsteads and mattresses and boxes of dishes and other equipment, scattered over the ground ready to be unpacked just as soon as the tent was up. We thought we were getting along very well.

Then one evening, just before dark, we saw a black cloud advancing toward us from the southeast. It came on us with a wall of dust and a roaring wind, followed in a little while by a quiet and steady drizzle of rain which continued all night.

I hired what men were available and we worked frantically all night trying to cover some of the more perishable things. It seemed that every bale of bedding had been unloaded into a low place in which water collected. And when the grey dawn broke over Las Vegas I was cold and tired and about the most completely discouraged person in the whole United States. So I sought my bed in Ladd's Hotel for a full eight hours of rest.

Late in the afternoon I awoke to find the sun shining brightly and the day warm and pleasant. At our big Hotel Las Vegas I found things not as bad as they had seemed and the soaked bedding and mattresses pretty well dried out.

HILLSWAY

(Continued from Page 15)

I had seen them perform at the SAHARA last spring and I hope they will have a return engagement soon. I think they are the greatest dance performers in the world today. Also have seen a few movies and for once in my life I find myself agreeing with Lolly Parsons — I went to see THERE IS NO BUSINESS LIKE SHOW BUSINESS and why they let M. Monroe louse it up with her obscene act I will never know. Was surprised Lolly thought it bad too, because she has a way of condoning anything that is "Hollywood" and especially any person who has attained stardom, being it by way of nude posing, immoral acts, or what not — if they have arrived they are o.k. And by the way, speaking of Lolly, May Mann will you get the dope on whether or not Lolly and her Jimmy are not that way any more, are not holding hands under the tables, aren't smooching in public, aren't thinking thoughts of love, and all that other unmannerly in public rot, because she is mentioning him less and less in her columns — missed three days last week — or can it be that the Hearsts are paying some attention to our letters telling them we are sick of such and getting her to be less personal and more objective in her reporting — a thing I think will be impossible, however.

IT'S TRULY

"Fabulous"

DANCING WATERS

At The

HOTEL *Royal Nevada*

"You've All Been So Great"

THANKS TO

Maxine Lewis and Abe Schiller

for three fine weeks at the Flamingo



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UNIVERSAL ATTRACTIONS
2 Park Avenue
New York City, N. Y.

CRISWELL PREDICTS

(Continued from Page 7)

and Rubirosa: A very saucy French comedy based on your romance and marriage will be a huge hit in Paris! . . . Paul Robeson: Your next venture will be a motion picture for the Communists, in which you will play a martyr when attacked by ministers as being atheistic! . . . Merchants: Your next move will be to individualize your store, and to create personal good will! . . . Elizabeth Hiatt Gregory: Your latest book "Without My Rubbers", the life of the late John Murray Anderson, will be filmed with an all-star cast! . . . Pulitzer Prize Committee: You will award Jim Bishop for his "The Day Lincoln Was Shot". . . . Francis Two-Gun-Crowley: Your life as a gangster, ending in the electric chair, will be the next dramatic hit on Broadway! . . .

BROADWAY WHIRL

(Continued from Page 17)

a great personal success for Marge and Gower Champion and Harry Belafonte. . . . Bill Johnson exits the road version of "Kismet" to take a lead in "Pipe Dream", new musical due next season.

Van Heflin will start in the two one-act Arthur Miller plays opening on Broadway in the Fall. . . . Closed circuit TV is a long way off due to the fiasco of the "Anta Album" telecast. . . . The statue of Gertrude Stein in the Modern Museum is so life-like it actually chills you. This may well turn out to be Jo Davidson's masterpiece. . . . Thrush Rita Constance is turning into the real star of the off-Broadway show "Meet The People." . . .

Royal Nevada HOTEL

HOME OF THE

"Fabulous"

DANCING WATERS

ROUND THE TOWN

(Continued from Page 22)

MOORE vs. VALDEZ Champion Fight are running about eight to five for MOORE. . . . I watched VALDEZ train at the Silver Slipper the other day and in my humble opinion he looks like an even bet. . . .

Happy Birthday to GARY PAUL VAN, who was a big two years old this week. . . . His Daddy, GARWOOD VAN, Orchestra leader at the New Frontier, is also to be congratulated. . . . He cleared the Tax Commission this week and is now one of the hotel's new bosses. . . .

The Las Vegas Press Club held it's annual Branding-Iron Dinner at the Frontier this week with the usual great success. . . . The show, made up of skits and acts that pan people and events of the past year, brought many a red face and nervous giggles from individuals who were raked over the coals. . . .

This fellow LIBERACE, doesn't miss a thing in the way of showmanship . . . even his car is a rolling advertisement . . . It's a Cad Convertible that has his name and a candelabra engraved on the side. . . . On the inside, the upholstery is fashioned like a piano keyboard and also has his name and the candelabras designed right into the seats. . . . It's needless to say that it turned me green with envy. . . .

FLORENCE JENKS and BARBARA DEER, two very lovely ladies, now have the Interior Decorating Department at Sheppard's "new" Furniture Store. Sheppards has just finished remodeling and enlarging their headquarters. . . . FLORENCE and BARBARA will be on hand to help you with any of your decorating needs and ideas . . . and these ladies know how. . . .

It's good to hear that HARRY LEVY, local Market Owner and recent recipient of Variety's Humanitarian Award, is now at home after being in the hospital for some days . . . and feeling lots better. . . .

A reminder to Las Vegas voters that Tuesday, May 3rd, is Election Day. . . . Just remember that if you don't get out to the polls and try to get the job done the way you see it . . . then you can't squawk if you don't like the outcome. . . .

(Continued from Page 13)

who are given a key when they are accepted as members. To become a member you must be recommended by an existing member in good standing. ANYONE and everyone is eligible to fill out an application for membership in this exclusive supper and social club. At the moment they have entertainment by the PERRY BLACKWELL TRIO; consisting of Miss Blackwell at the piano-organ combination, and backed by guitar and vibes. Although they only opened on March 5th, they already have close to 700 members. Applications can be obtained by contacting FRANKLIN MASON, Pres., or "Popeye" POWELL, head porter at the new Royal Nevada Hotel. . . .

Finally tied FLOYD COPE down long enough for a chat a few days ago at his popular BOTTLE HOUSE LIQUOR STORE. He and his wonderful wife, LOUISE, are planning a trek in the direction of Ellsworth, Wisconsin, along about the latter part of June, for a summer visit with their kids, and the grand-children. Their BOTTLE HOUSE has become something of an institution on South Fifth, with a good steady business which is the envy of many like businesses. . . . If you meet them, you'll know why. . .!!

Unhesitant, we recommend your visiting the ROYAL NEVADA GIFT SHOP when you find yourself in the position of needing a fine gift for that "someone" at home, . . . even if that someone happens to be yourself!! "Bud" HARRIS has finally completed stocking the shelves and cases in this shop, which is a boon to browsers, and there's something there to fill your EVERY need. If you don't find just what you were looking for, . . . you'll find something BETTER. . . .!! Bud also has a huge souvenir shop downtown!! In these two shops you'll find the widest variety in this part of the state. . . .

JACK E. LEONARD (Flamingo) tells me that Las Vegas is getting to be so big that even HE is beginning to feel small in comparison. . . . This mountainous mirth mint is doing a big job with every show, and has been held over for an additional week because of it. . . . The agility of the gigantic laff grabber is unbelieveable; even as you watch!!

Folks are beginning to flock to the friendly atmosphere of LA VISTA during the freedom of their "off" hours; . . . not only to enjoy the congeniality of everyone at the club, but to take advantage of their invitation to anyone to use their fine swimming pool at any time they wish, . . . day or night. . .!! LA VISTA, the brainchild of JEANE and BILL COSTELLO, along with AL GOOD, is located on Paradise Valley Road between Flamingo and Bond Roads; . . . A place dedicated to catering to the people of Las Vegas. . . ! The FOOD is good, too!! . . .

If you could but get a close look at the cleverness of HANS HASSLACH, and his artistry, as he operates the DANCING WATERS in the Crown Room of the Royal Nevada, you could only admit to yourself that here is truly a phenomena of workmanship, and inventive ingenuity. Great plans are being made for special showings of this entertainment feature, for those who find it impossible to be on hand during the regular nightly display of this animated aqua, amid floods of lighting changes. . . .

Speaking of lighting changes; . . . the next time you find yourself enjoying one of the great shows on our Strip, take particular notice of the unheralded efforts that go into these shows, which is supplied by stage crews, light and sound men. You only see the RESULTS of their efforts, . . . not the amount of work that goes into it to bring you flawless production work. . .

DAVE BARRY (Royal Nevada) says he finds it kinda hard to realize why Lanza didn't show up for his appearance locally, because he (Barry) personally knows the psychiatrist who drew up the contract. . . !!

It was almost two weeks ago that MARGIE LANE took over the destination of SMALL FRY Children's Shop, at the Sunland Shopping Center. She and spouse, JOHNIE, came about this business following the event of the wedding of previous proprietor, JERE JALLINS, to an old friend of ours, JACK SNYDER, of Snyder's Slacks (they trod the center aisle on Saturday, March 16th). . . . Margie plans to maintain the present personnel (which is a smart move), 'cause FLORIDA LEWIS has been with Jere for practically the whole time the shop has been in existance, as has MOZELLE MOORE; the personable maid who manages to maintain a semblance of order in the back room of this busy shop. Jere's sister, ANN PERKINS, plans to leave soon for Saratoga Springs, New York, to over-see operation of a sulphur and mineral bath business they have there. This all amounts to a lot of important changes in the immediate futures of a lot of folks we know real well, and we have but to wish the best to each and every one of them. . . .

Maintaining their peak popularity are those old favorites of yours and mine, THE INK SPOTS (Flamingo), with the beautiful voice of JIMMY HOLMES taking the high lead that has always been a marking feature of this group. HAROLD JACKSON sings and plays the bass, when not grossly engaged in some famous deep-voiced recitative. ESSIX SCOTT is the "hep" member, with a wide background of singing and playing with name bands prior to joining the Spots. CHARLIE FUQUA is the unassuming fellow with the guitar, and is one of "the" original Ink Spots. Collectively they comprise a group that is destined to go on and on into infinity. . . .

You'll find a familiar figure behind the cases of CHARLIE ROSSON'S new KNICKERBOCKER, Ltd. Men's Shop at the Royal Nevada. This would be JOE BRINIG, who has been sales personnel in some fine shops in town, but swears that Charlie has some of the finest shirts he has ever had the pleasure of showing to a customer. If they all measure up to the ones I saw, . . . I'll go along with the statement. . .!!

And now, if you happen to notice, in the next few days, that I walk a little straighter, full of pride, and sporting a big happy grin; . . . you might further notice that I'm most likely surrounded by a wonderful couple in their later sixties, and between them, my beautiful wife, CHILI, . . . 'cause by the time you read these lines, I'll have my Mom and Dad in town again, for their annual visit during Helldorado Days. . . . The reason I'll be standing a little straighter, and walking a little spryer, will be because I'll be trying to keep up with my Dad. . . .!! When you meet them, you'll KNOW the reason for my pride; . . . ev'rybody loves 'em. . . !! . . . 'Bye now! . . . Your ever lovin', . . . Johnny.



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It is a sobering fact that cancer may strike anyone tomorrow: strike back today with a gift to the American Cancer Society. You may mail it, simply addressed CANCER, c/o your local post office.

GOING HOLLYWOOD

(Continued from Page 11)

Hollywood and Los Angeles' distinct loss is Las Vegas' gain in MARSHALL WRIGHT formerly of the Ambassador and Cocoanut Grove who now heads the RIVIERA as general manager. Opening night he was completely at ease and unharrassed playing host to the great and celebs and press of the world just as though the elevator hadn't stuck for an hour between floors and hundreds of requests were begging for entree into the gorgeous CLOVER ROOM for the opening where there was no more room, etc., etc., and the thousand details that would surely plague any lesser experienced. Of great assistance is Michael Hayes, also formerly with the Grove.

The Louis Sobels, Earl Wilsons, Constance Bennett in gold lame, the Warde Woolards of the L.A. Examiner, Abe Schiller, the Milton Prells, Stan Irwin, Herb MacDonald, Vi Taylor, Gern Nolan, Bill Girard, Bill Layne, Chic Cobina Wright, Paul Sperling, Carl Erbe, Bill Layne, Sammy Lewis saving a seat for "Lanza?", Beldon Kattleman, and more and more were present for the grand opening. More furs and jewels and opera length gloves were in sight than witnessed any former opening. (Bob Silverman, Los Angeles furrier told me he had sold twenty white mink pieces for it. I counted more than twenty). Two of Liberace's ex-girl friends were out front. Joan Rio soloed and left with tears in her big brown eyes. Sonja Henie smiled and dated El Rancho Vegas greeter Dick Sinclair.

LIBERACE wore a silver lame suit with shoes and tie to match then switched to a solid blue bugle beaded jacket. HIS WARDROBE COST HIM $7500.00 for the opening. Quipped Lee, "You paid for it. You better like it." Then, "I'm the first one to get $50,000 a week here you know. I OPENED!" He recalled, "George and I can remember when we pulled a coaster wagon to take groceries from relief home to Mom." Besides his superb piano he soft-shoed a solo and tossed in a Hillbilly parody running, "Since it's Liberace, my wife don't speak to me. Oh, in her dreams what you've done to me!" JACK GOLDMAN, GEORGE LIBERACE, HAL BELFER, LEONARD MOTSAY and CHEF FREDRICK BORMANN are also due praise for a great night!

LIBERACE'S managers GABBE, LUTZ and HELLER and wives were present with SAM on Cloud Twelve — making the first big winnings at the Riviera opening with a $23,000.00 win. Texas oilman topped it with a $60,000.000 draw at the Royal Nevada. . . . Jon Hall and Linda Danson told me they'll wed in a month. . . . Vivian Blaine showed me her new six karat emerald diamond from Manny Franks — 'cause she's one of few to create and star in a Broadway hit role and repeat it in a Hollywood movie. It's Goldwyn's "Guys and Dolls". Rosemarie showed me her fur stole enscribed, "Ex-Child star" and is happily wed eleven years to trumpet player Bobby Guy. . . . Larry Finley at the swank cocktail party in the Hickory Room was grinning. David Gensburg took one look at Larry's white dinner jacket and mistook him for a waiter. Vera Ellen and groom Vic Rothschild were excited about her opening in the lavish revue for the Dunes Hotel May 23rd.

So a whirl of Las Vegas after hours: To the Black Magic Club to listen to magic piano. . . . Cousin Hal Pritchard leaving ten dollars change on the bar of the Royal Nevada and returning two hours later and an honest barman returning same. . . . To Grace Hayes, and Lou Irwin and Gracie conferring on son Peter Lind Hayes who now is exclusively with the Arthur Godfrey show expect those eight weeks in Vegas with Mary Healy. And Sister Becky Hayes and MGM scenario writer Hoppy Hopkins who wrote "San Francisco" among others, and Gracie, her eyes as shining as the bright lights playing on them as she sang hits of her yesteryear and ragtime with "Walkin' the Dog" and "Ball and the Jack". Next big epic Las Vegas way — the Moore-Valdez fight May 2nd. And that's Las Vegas and Hollywood!

EXCITING
AND FANTASTIC!
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Coming Attractions
ON THE FABULOUS STRIP

Flamingo
MAY 5 THRU JUNE 1
THE RITZ BROS.

DESERT INN
MAY 10
JANE POWELL

Royal Nevada
COMING
ANNA MARIA ALBERGHETTI

NEW FRONTIER
MAY 9
TOMMY & JIMMY DORSEY

SAHARA
MAY 17
DENNIS DAY

Riviera
MAY 11
JEFF CHANDLER
ROSE MARIE

El Rancho Vegas
EARTHA KITT

The Sands
MAY 11
ROSEMARY CLOONEY

Thunderbird
COMING
SONS OF THE PIONEERS

THAT'S FOR SURE

(Continued from Page 39)

be their first engagement in a lounge. Previously, they've always played supper clubs and theatres. From the line-up of talent in the "Strip" hotel lounges, we'd say they are giving serious competition to the stars appearing in the main dining rooms.

Wishes of success from FLV to Mrs. TONI LEE BREWER, who works at the Fremont St. WHITE CROSS DRUG STORE. She was selected by representatives of INTERNATIONAL NEWS PHOTOS to enter the MRS. AMERICA CONTEST. Two sons (twelve and fourteen) insist their "Mom" is the best.

A wonderful note from SOPHIE TUCKER brings regards to her many local friends and fans. She is now again breaking all records at the LATIN QUARTER, in New York. She has a completely new repertoire but always fulfills requests for old favorites. The "last of the red hot mamas" wouldn't feel right without winding up her delivery with the sensational, "Some Of These Days." We thought she was absolutely superb when she appeared with MILTON BERLE, on KLRJ-Channel 2, last week.

Our good friend JAY EDSON is now Public Relations Director at the ARIZONA MANOR, in Phoenix. He writes he is quite pleased with his new post and is STILL waiting for that souvenir piano from LIBERACE.

LIBERACE is currently establishing records that will probably never be equalled at the RIVIERA HOTEL. When we say Liberace, we mean both brothers — GEORGE and LEE! Their business agents (GABBE, LUTZ & HELLER) are currently negotiating with the management of the YANKEE STADIUM for a September concert in New York. Apparently MADISON SQUARE GARDEN has become too small to supply the demands of their fans. Although the Liberaces were extremely successful at this latter spot, we predict (forgive us, CRISWELL) their Yankee Stadium turnout will make their Garden appearance a mere memory . . . and that's for sure.

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