Jack Goetz'

MAY 7, 1955

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JACK CORTEZ'

Fabulous LAS VEGAS *magazine*

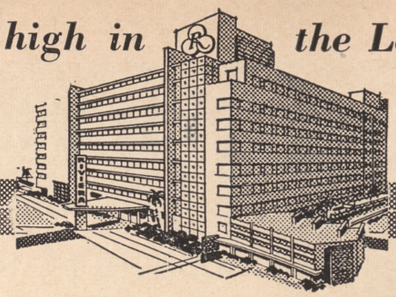
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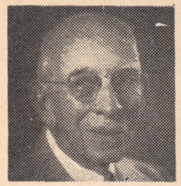
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OBSERVATIONS



by CHARLES "POP" SQUIRES

TO SOME of us it seems as if Las Vegas Helldorado had been going on forever. It is such a well established institution that it is hard to think of Las Vegas without our annual spring funfest.

Really, Helldorado is of comparatively recent origin. It was during the winter of 1935 that Elk's Lodge, 1468, seeking some means of stimulating the town, hit upon the idea of establishing an annual event which would serve to amuse and entertain our townspeople and attract tourists upon whom we were basing hopes of prosperity.

James Cashman, Sully Sullivan and Gus Blad were among the original promotors of the idea of establishing a spring playtime. After engaging a little help from the outside and making some rather pretentious plans, they set about the task of choosing a site. Since the bars would be called on for liberal donations to the fund they quite properly felt that the show should be located where they would have a chance to gain some patronage for their business, and so vacant lots at the corner of Ogden and First streets were selected as a site.

This seemed quite suitable until parents and school teenagers pointed out that the chosen site was next door to the redlight district and was a poor place and also too small for the big show we hoped to stage. There were a few days of violent argument when someone came up with the proposal that the Helldorado site be changed to the block on Fremont Street, between Sixth and Seventh streets where the Sears, Roebuck store now is. That block was entirely vacant affording ample room. Of course the downtown businessmen protested that Sixth street was so far out of town that people would not attend. But finally the new site was approved. The downtown businessmen withdrew their opposition and gave their loyal support. All was peace and sunshine.

After a little argument the date for the big event was set for three days beginning about April 26th. Several big tents were rented including one for a country style bar over which Chet Gilbert was to reign. A good sized tent was fitted up as a theatre and housed the "Girly Girly" show which school girls and their mothers and teachers arranged. It was a musical production and Mrs. Roy W. Martin produced and arranged most of the numbers, and played for several shows each evening. Needless to say that the "Girly Girly" show was a great success, really the big feature of the show.

But do not think that was all there was to the first Helldorado. There were all kinds of side shows which came from the outside, all of which were well patronized, and we were heartened by the fact that the affair attracted quite a number of tourists.

As I remember it there was but one real drawback. The April weather was cold and rather windy so next year and every year since the Elks Helldorado has been staged about the middle of May.

The Helldorado committee and the Elks Lodge have accomplished great things through what to some may seem a silly sort of show. The parades have produced many beautiful and spectacular floats. It has reproduced the pioneer life of the country and each year brings in the only remaining twenty-mule team, driven and guided by what is called a "jerk line" with a set of the great wagons in which, half a century ago, borax from the mines in Death Valley was hauled to the railroad.

And we really did raise whiskers. In the Las Vegas, April 12, 1935, I wrote the following "Observations":

Las Vegas, as a producer of whiskers, probably stands at the apex of the business today. The approaching "Helldorado" celebration is raising, not only the well-known activity indicated by the first syllable of its name, but a crop of facial hair entirely beyond expectations.

(Continued on Page 28)

there's nothing like it in Las Vegas
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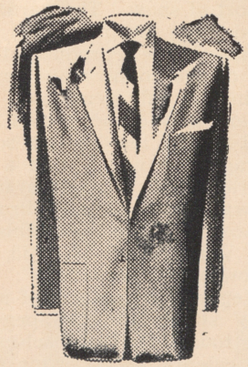




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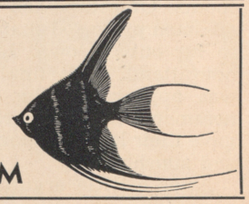
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FOR PEOPLE AND PLACES!

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THE WHEEL OF FORTUNE:

The wheel of fortune will spin for Anne Morrow Lindbergh, who will be voted the mother of the year by the Parent-Teachers Ass'n. for her active work in public affairs! . . . The wheel of fortune will turn again for Cornelius Vanderbilt, Jr., who will soon publish his own story in a bitter caustic but commercial manner in a sensational best seller! . . . The wheel of fortune will whirl for Hope Hampton, the silent movie star and diva, when she makes a triumphant return to the silver screen in a role based on the love affairs of a woman with three Kings and their three royal sons! . . . The wheel of fortune will stop for many bootleggers and label counterfieters due to a coming crackdown by our T-Men!

WOMEN WHO WILL MAKE HEADLINES

Shelley Winters will fight a winning battle in the complete custody of her child with Victoria Gassman, both in the American courts and the Italian courts! . . . Margaret Chase Smith, the senator from Maine, will be the first woman to occupy a bench on the Supreme Court! . . . Simone Simon, the French star, will return to American films, with one of the most spectacular build-ups ever given one personality! . . . Anita Roddy, recently married to Tommy Manville, will sell her life's story to J. Arthur Rank for filming in London! . . . Lili St. Cyr, the strip artist, will go very high hat with a concert in Carnegie Hall New York, and later with an art exhibition of fifty different poses by fifty different artists!

(Continued on Page 33)

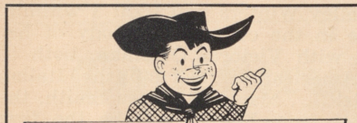
this week's cover... Our artist's depiction of Mother's Day. We hope you've remembered that special someone in YOUR life.

"each gift a masterpiece" . . . . . .
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that's for sure...

by JACK CORTEZ



TOMORROW is a day all families should set aside as a day to bring additional happiness to the women of the household. Whether the mother in your house is your wife or parent, why not take special pains to spark that twinkle in her eye? You don't have to spend a fortune to lighten a woman's heart. A carefully chosen card or a poetic verse you struggled through yourself oftimes means much more than something you can have your secretary purchase or order via the telephone. Women are sentimental creatures who will show greater appreciation for the personal touch, rather than the automatic, indifferent remembrance. It's about time we men realized exactly how much they devote themselves to us and attempted a bit of reciprocity. You'd be amazed at the glow you can inspire by a bit of thought for her feelings. Make this MOTHER'S DAY her day. She deserves it . . . and that's for sure.

A gala Backstage Party is planned for LIBERACE'S closing night at the RIVIERA HOTEL, May 10th. The affair promises to be a highly outstanding one and will be held in the Clover Room, following the final curtain call. Although we're not certain, we rather imagine it will be an invitation soiree.

After catching her striking performance at the NEW FRONTIER, we went backstage to visit our "sister," CARMEN MIRANDA. (The vivacious star seems to enjoy teasing this pillar about being her brother and rattles off her native tongue so rapidly, we never manage to keep pace.) Carmen treated Mrs. Cortez to a close-up of her fabulous costumes. On one of the Miranda skirts are 85,000 sequins. They were pasted on by hand, one at a time. It took three women countless hours to complete the task. The reason that Carmen didn't wish to have them sewn on was the dire fate that awaits a string of sequins, at the slightest tug. Incidentally, she designs all of her beautiful stage gowns herself. How about that?

Have you seen the new bingo cards at the SHOWBOAT HOTEL? Patrons no longer have to use separate cardboard markers. Instead, the new bingo cards have sliding plastic windows that are very easily moved onto the corresponding number as the caller recognizes it. It seems to save a lot of time and milady's dainty fingertips free from smudges.

Aside to DICK GERSH, our "Broadway Whirl" columnist: You've been misinformed, lad. HARRY BRENT did not pen the special material for LILLIAN ROTH (currently at the HOTEL EL RANCHO VEGAS). 'Twas two other guys by the name of BOBBIE KROLL and ELI BASS.

Another young sportsman came through to win the "Tournament of Champions" Golf Tourney, at WILBUR CLARK'S DESERT INN course. This time it was GENE LITTLER, a twenty-five year old champion. Wilbur presented him with ten thousand silver dollars and he received an additional bonus from FRANKIE LAINE. Frankie bought Gene in the Calcutta auction and was fortunate in having him alone. How sweet it is!

We're sorry that the thousands of tourists who came here to witness the Atomic tests were disappointed. Inclement weather conditions made it necessary for many postponements. It's just a modern version of the "watched tea kettle" that never whistled, don't you think?

A group who isn't postponing any of their atomic energetics is the RITZ BROTHERS, currently hatching a storm at the FLAMINGO HOTEL. On the same bill are the lovely BARRY SISTERS. They are the lovely singers who popularized the theme song for the New York City JOE & PAUL CLOTHIERS. (One of the gals married one of the bosses.)

Doing great in the Casbah lounge of the HOTEL SAHARA are LOUIS PRIMA and his outfit and LENNY

(Continued on Page 37)

THE EDDIE BUSH SHOW

Featuring the Stars of the

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THE TOPPERS
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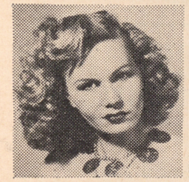
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Going Hollywood

with MAY MANN





JACK Kearns, the famed fight promotor whose management made Jack Dempsey the greatest champion of the world, is putting on championship fights again. "World events," he contends, "for the Valdez-Moore fight is for the Heavyweight Championship. Dempsey and I made nineteen million dollars together," he recalls.

Kearns is a remarkably youthful appearing man. More, he is filled with ambition. Not content to rest on fame of the past, he reminds you of Mr. Dempsey, whose body springs upward as he walks — as though (as Jim Tully once said) his heels are of highly resilient rubber. He is not muscle bound. He has things to do.

At the Riviera Hotel, where I was staying in Las Vegas, he came to see me. And he invited me to view the fight as a girl reporter. (Reminds me to add praises to hard working Joel Preston along with Marshall Wright and Michael Hayes for perfect handling of the premiere opening.)

"33 members of the British sports press are flying in for it — as well as the top American sports press," he said. "We expect a quarter of a million gate and the worlds' championship to be determined here."

"What about Marciano," I asked.

"In my opinion he forfeited claim to the title when he refused to fight the No. One contender Valdez," was the reply — his blue eyes grinning with the delight of a man who loves to meet a challenge — hundreds of challenges! It's just a case of billing," he concluded.

"Dempsey will referee. So will Max Baer and Jimmy Braddock. All have sent word they'll be there.

"I've had several long talks with Burt Lancaster who wants to play Dempsey in our life story," continued Mr. Kearns. "I think he's likely to be the one. Dempsey and I will determine that when we return to Los Angeles from here to get the picture rolling."

It looks like the two Jacks will make plenty of Jack — together again.

She was gorgeous. He was handsomely exciting. She was clothed from tip to toe in a tawny negligee by Jean Louis. And she was lying on a bed of yellow satin. Provocatively she turned her lithe figure to greet him, as he sat down on a corner of the bed. Reaching low he kissed her, and he made her feel it. Her hands playfully caressed his face — his cheek — his chin — and then her eyes widened with sheer delight. She saw the diamond bracelet! "You gave it to me as you said you would," she ecstacized. He bent over and took her in his arms. It was Rhapsody! Every man on the set of "Queen Bee" at Columbia Studios envied Barry Sullivan and wished secretly and openly to be in his place. She was Joan Crawford playing her most ravishing role to date with complete abandon. Me — I was fascinated — studying her technique — (for future reference?)

The nice part of my business is calling movie stars who appeal to me — and having them call back. Right in the middle of snoozing the telephone intercepted my shell pink ear, with Tab Hunter on the wire. "I'm just back from Europe," he said. "'Had a wonderful time. I went over to see the world skating championships." (I was so sleepy I don't remember "where" he said they were held.) Tab, who is the hottest new star in pictures said he hadn't been home long enough to date, but he will date Dorothy Malone for the Ice Capades. Steve Cochran, who is starting his new picture "It's Spring" called, but I didn't ask him "who" he was dating (because I'd read in a morning column that he had dated me! Huh?) Peggy Lee called that she was enjoying a day off from "Pete Kelley Blues" at Warner Brothers. "It is a wonderful experience playing opposite Jack Webb," said Peggy. "Honestly, May, I've been so busy working, I haven't had time for dates." And what a loyal, wonderful friend that Joan Crawford! Our talk shall remain strictly confidential. Joan did tell me that she leaves for Europe this

(Continued on Page 41)



"L'Huere Bleu"

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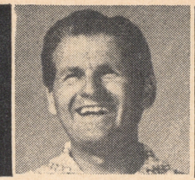
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PAGE "13"



by JOHNNY UHLMAN

LAS VEGAS is becoming a city of CHAMPIONS . . . !! . . . The "Tournament of Champions" golf tournament . . . The Valdez-Moore championship fight. . . . "Operation Cue" . . . the National AAA Championship 100 Mile Auto Race. . . . "World's Champion Entertainment Spot". . . Championship Rodeos . . . and when it comes to weather; . . . we hold an undisputed championship for the widest variety of changeability within any given period! . . . And yet, those of us who have lived here any length of time at all, wouldn't change this desert country weather, for any other place in the world!! . . . However, . . . the "unusual" weather we've been having lately can't be localized around Las Vegas alone, . . . it has been general throughout the western part of the United States, . . . and throughout the whole country, as far as that goes! . . . It just seems that whenever the "press" gathers here for an exceptional "A-bomb" blast, the weatherman has to nix the zero hour, repeatedly, until conditions are perfect, . . . and God bless them for doing so! . . . We DO have breezes here that average a little more than the "gentle" classification, but that is just about the worst weather condition we have to put up with, at any time of the year. . . .

It was all so simple, and so sudden, that the unbelievable proposition HAD to be a "phony"; . . . BUT, . . . five days later, RALPH GARI, and the members of his quartet, were in L. A. cutting an album for EMARCY Records (Mercury's jazz label). . . . Their first date and it was for an ALBUM, no less!! BOB SHAD (Mercury) had been listening to the Ralph Gari Quartet in the lounge of The El Rancho; . . . when they came off the stand he approached Ralph with, "I want you to record for me!" . . . and MEANT it! This was on a Thursday evening, and the following Tuesday they were in L. A., getting the job done, and with the whole studio flipping over the sound that was being put on wax. Now, here's the part of the story I like the most. Ralph could have gone down and hired some of the top men in the business to back him on the sides, but he chose to use the men of his own group, . . . AND, of the eight sides that were cut, FIVE of them were originals by BILL REDDY, and another was an original by EARL ZINDARS. . . . ALL of these men are local musicians!! Ralph was able to use all his woodwinds in the cuttings; . . . Sax, flute, clarinet, oboe and piccolo. The other members of his group are: HANK SHANK (piano), DANNY SHERRETT (bass), and EDDIE JULIAN (drums) . . . Local DJ's will have releases this month. . . . Ralph is handled by the NEVADA ARTISTS BUREAU (local). . . .

I met CARL BAILEY the early part of this last week! For more than three years I've been dealing almost exclusively with the SAVEWAY SERVICE STATION on South Fifth, which is one of the CASON-BAILEY chain of stations, but had never met Bailey. JACK CASON had been a friend of mine even before they took over their first station. I'd always pictured Bailey as a middle-aged man, and now I find that the reason I'd never met him was because, shortly after they formed the partnership, Carl was called by his "Uncle Sam," and had been doing a "hitch" until last fall. Jack and Carl are both handsome, personable young men who've certainly had Providence by their sides as they've built up this enviable business chain of service stations. Take it from one who knows, look to SAVEWAY STATIONS, if you would save money, and still receive the ultimate in service!!

"LITTLE PODNER" . . . ! Isn't that a gem of a name for a children's wear shop in such a city as Las Vegas?? Such a one now exists, and is located in the Market Town Bldg. where South Main and Fifth come together. It's the brain

(Continued on Page 40)

SILVER SLIPPER
CASINO

on the grounds of the *NEW* FRONTIER hotel

Opening Tuesday May 10th

"PARISIAN FOLLIES"

A SPICY RE-VUSICAL COMEDY

Starring

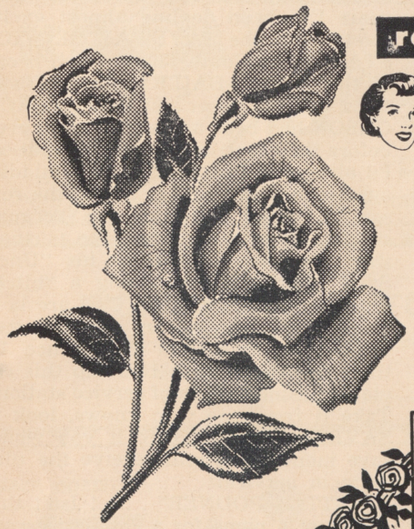
LEE SHARON ★ **the APPLETONS**
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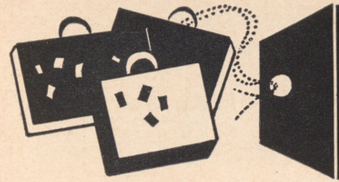


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Hillsmay

by ROLAND HILL



I HAVE spent hundreds of weekends in Las Vegas but never have I seen a more hectic one than this past one — all I can figure out is that Ike who takes a weekly vacation thinks that if he gives everyone in America a vacation and a trip then they will not notice all his golfing jaunts, his visits to his farm and other retreats, because surely half the country must have converged on this desert spa for the atomic blasts and all, I presume, at government expense. I wonder when some congressional agency will start investigating the "extra-curricular" expenditures of the Atomic Energy Commission and the Civil Defense or whatever it is — but then suppose anything done in the name of atomic energy is a "hands-off" affair same as the Marshall Plan was and which should have been investigated from the start and then maybe the money would have been spent correctly in Europe and we would have European armies all over the place instead of lush hotels and cocktail lounges and what-nots, all built at the expense of the Marshall Plan.

This visit to the city has been spent at the ELWELL HOTEL and I wish other tourists and visitors could be made to realize what a fine hotel this is. Bill Ellwell and his charming wife have done a great job here and I was sorry to see Bill defeated for the Legislature. He is one of our solid citizens. Johnny Beale and Ruby Herbel are two fine employees of his and deserve mention for their courtesies extended to this writer.

Have enjoyed gaming at the WESTERNER CLUB and also dining there. They have a dandy little restaurant in the back of this fine generous paying place. Two of my favorite dealers are here at the WESTERNER. Ed Richards and David Cochran, both of whom are very fine persons as well as being very personable, courteous and pleasant. David as many of you know had the unfortunate and sad experience of having his wife killed by one of the local businessmen last Christmas season and has been left with a fine four year old son to raise all alone. Go in and ask for Ed and Dave. I know you will like them as well as I do.

JACK DENISON hosted me to dinner at the lush new ROYAL NEVADA and what a show and dinner! And while this is not the most lush or the largest hotel on the strip, I predict that it will take its place among the newer hotels the same as the FLAMINGO'S reputation among the older hotels. With Morrey Brodsky, the originator of all the traditions in Las Vegas and the innovator (is there such a word?) of more things carried on by hotels than anyone else, because you see he used to be the driving power behind the El Rancho when it first started. I predict that this hotel will forever be at the top of the list in Las Vegas. And Jack Denison of course needs no plaudits from me. He will be known as the top man in dining room work in the country I am sure. He is ably assisted by another friend of mine, Johnny Morrelli, excellent maitre D'. Dick Chappell, the general manager, doesn't know me, but, I have seen him work at the FLAMINGO HOTEL and I understand, HE IS ONE VERY FINE HOTEL MANAGER.

AND HERE IS AN IMPORTANT TIP to Sid Wyman, Morrey, and Johnny. You have no right to keep anything as wonderful and breathtakingly beautiful as your DANCING WATERS for showing only during your nightclub exhibitions. I suggest that you instigate a "DANCING WATERS TEA" to be held every Sunday afternoon from 4 to 5 or 4 to 6 and allow the thousands who do not get into one of your regular shows to see this magnificent spectacle. You could serve a small plate of food, say a scone, a biscuit and jam, and a tea cake and either coffee or tea for a dollar or a dollar and a half and this would be the rage and sensation of Las Vegas. Every hotel serves hors d' oeuvres and cocktails in America but only a few of the resort hotels like the plushy ARIZONA

(Continued on Page 35)

Presenting in the PLANTATION ROOM

"ROARING 20'S"

featuring

Bert Wheeler

AND

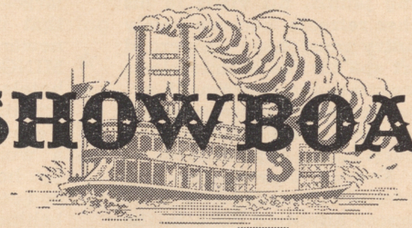
Gene Austin

("My Blue Heaven")

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

BINGO
2:30 P.M.
DAILY

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. . . 'Round the Town

with PAUL SPERLING

IT'S Variety Club's International Convention time again and this year the big doings are in Los Angeles. . . As usual, Las Vegas will be well represented at the four day meeting that started this past Wednesday. This is the one outside event that the boys really try to do up big. Variety is a showman's organization . . . and Las Vegas, being the showplace of the country, is honor bound to give this convention all it can. ERNIE CRAGIN, Tent 39's Chief Barker, is heading the local delegation . . . and the Ambassador Hotel in L.A. will act as convention headquarters. You can be sure that Vegas members will put on a show that will once again keep the rest of the country talking for the next year.

MR. and MRS. MURRAY WOLLMAN, left for Europe this week. They made their first trip last year and were so impressed that it looks like it's going to be an annual tour for them. A surprise party was held for them the night before they left at the home of their daughter, MRS. MEL MOSS, and attended by L. V.'s Four Hundred (and one half . . . That's me . . .) . . . to wish the voyagers a pleasant trip.

Congratulations are in order for BARBARA STAFFORD, (now Mrs. St. John) and CHARLES ST. JOHN, who took their vows yesterday "to love, honor, etc." They were married at Twin Lakes Lodge where they will probably spend their honeymoon (can't think of a better place) and then take up residence at Twin Lakes Lodge (can't think of a better place). By the way, Charlie is one of the owners of Twin Lakes Lodge.

LOU GAMBILL, General Manager of the El Cortez Hotel, is back in town and resting well after his recent operation. He spent three weeks in L. A. at the Cedars of Lebanon Hospital where SALLY, his lovely wife, was ever present to hold his hand.

The Calcutta Dinner, that was held prior to the "Tournament of Champions," golf classic at the Desert Inn, brought $202,500.00 into the kitty. This is an all-time high for any Calcutta. . . . FRANKIE LANE, the "Lucky Old Sun" kid, bought GENE LITTLER for $13,000. GENE won the contest hands down and helped FRANKIE add $72,900 to his bank account. Coming out on top, as usual, was the Damon Runyon Cancer Fund. . . . Their end of the deal is ten per-cent of the take (over twenty grand) . . . and with no investment other than a wonderful cause.

All of Hollywood is mourning the sad loss of BILL PINE, who passed away last week. . . . He was one of the "big" men of that town and made a wonderful name for himself in the entertainment field. When the name "A Pine-Thomas Production" flashed on the screen, the public knew it was in for quality. Well known in Las Vegas, a number of locals traveled to Los Angeles to pay him a final visit.

The DELTA RHYTHM BOYS are back in town appearing at the Sands Hotel. The demand for this group is terrific, not only in this country but overseas as well. They are here for a short engagement and then off to Sweden for a twelve week play-date. A true entertainer appeals to all types of people and The DELTA RHYTHM BOYS prove their worth by the popularity they enjoy in the foreign market as well as in their own back yard.

For you people who are "Cashmere Sweater happy" . . . I suggest you try Sara's Sportswear on South Fifth St. SARA SALTZMAN, owner-operator of this fine shop, will show you the very best selection of cashmeres and matching accessories you have ever seen. . . . Remember . . . before you buy . . . check with SARA.

Mr. and Mrs. HERMAN SIEGEL, celebrated their thirty-third wedding anniversary this week. HERMAN, is in the "pit" at the Sands. . . . The Happy couple have lived in Las Vegas for four years and in that time have made many, many friends who join us in wishing them well.

If you want to know why BILL

(Continued on Page 36)



"The bright spot in the heart of Las Vegas"





PARAGRAPHS ABOUT PEOPLE: Ever since the end of World War II, Johnny Desmond has had his ups and downs as a singer. Heavily publicized during his wartime stint overseas, Johnny, fresh crewcut and all other trimmin's, came back and went to work on a show designed for teens; he followed this with another radio deal that featured him along with Margaret Whiting and Jerry Gray's orchestra. For a reason known or unknown, the advertising chief connected with the sponsor didn't like Johnny or his singing. This power in the ad agency field wasn't content to harbor an opinion, but he backed up his personal criticism by closing doors to Desmond. Except for a small commercial and some minor record successes, Johnny, picked to be a song star, had a long communion with mediocre returns. This lasted until he was grabbed as the daily singing personality for the Don McNeill Breakfast Club. John's pleasant way with a tune caught on and in a year he was a name attraction with the cereal circuit.

A few weeks ago as part of an experiment on the Philco Playhouse, he was teamed with Joey Adams to play parts as a show business duo, not completely unlike Martin and Lewis — though the character studies may have been switched a bit to eliminate the exactness in comparison. Desmond was given a song to sing and reprise on the program. He had recorded it for Coral in advance. The platters were to be released right after the video show faded from the channel. It was called "Play Me Hearts and Flowers". In a short period, less than two months, the wax item has sold more than four hundred thousand pressings. Another example of how television has come of age as a medium for the song publisher. Desmond was telling us the coming method in these terms: "The importance of the disc jockey hasn't diminished, but now the platter pilot has a trailer to herald his spinning. It may take away the introduction of the artist and the song, but it gives him the opportunity to deliver the necessary follow-up. For my own feeling, this method is great. It means that vaudeville or old time song plugging has returned, if only in another form. It's good for the whole racket and it's been tremendous for me. Be willing to try the next one with slides at Coney Island if a teevee camera is covering the event."

A phase of humility hit us this way. At Romanoff's private party following the now ancient Academy Awards ceremony, a six man camera cordon swooped down on the table of Humphrey Bogart, Lauren Bacall, Buddy Adler, Anita Louise and Frank Sinatra. Bogie, who may have let a little of Bob Hope's humor rub off on him, peered up at the lens brigade and spouted: "It's nice of you boys, but there are no winners here."

Howard Keel, on giving advice to a friend on how to reach his home, followed the road directions with this final warning: "Before you get to the front door you'll have to beat your way through a whole contingent of kids and dogs."

The news that Don Ameche can and does sing in "Silk Stockings" is a laugh. Don used to handle a song or two in those musicals he worked in for 20th Century-Fox, when he wasn't inventing telephones, that is. Further proof for the short memory club is that one hour radio extravaganza which headlined Edgar Bergen and Dorothy Lamour along with Don in the late Thirties. This coffee klatch with music spotlighted songs by Ameche almost every week. Don's singing, bounced off his beautiful speaking tones, is no surprise, but this might be. Robert Armbruster, the show's maestro, had to keep a violinist, playing melody, standing near Ameche's ear, so that the actor would be able to start in key and on the right note. Apparently, the counter melodies and orchestrations threw him from time to time and he had to be within inches of the melody. This is not uncommon for the untrained musician and the person who lacks

(Continued on Page 41)

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"CURTAIN TIME"

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

Flamingo

(Not a Review)
May 5 Thru June 1

Show: The Ritz Bros.; Barry Sisters; Janik & Arnaut; Flamingo Starlets; Teddy Phillips & His Orchestra.

Those three loveable "zany" comedians are back in the FLAMINGO ROOM. AL, JIMMY and ("the guy in the middle") HARRY are performers whom you can't help but love from the moment they walk on the stage. When the RITZ BROS. go into their numbers you will see a bit of perfection in the lovable old art of vaudeville. Critics hailed them with rave notices, where ever they appeared and supper-clubbers couldn't see them often enough. They have a clever act, present novel and special material written solely for the "ZANY" RITZ BROS. . . . Appearing on the same bill, and great favorites of ours are the very lovely

(Continued on Page 43)

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 superb. Her instrumental group and many routines are the best, and are an excellent back ground 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 43)

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 43)

DESERT INN

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 with their amazing and unbelievable

(Continued on Page 44)



SAHARA

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 bewitch you. . . . Miss Carson's capable

(Continued on Page 43)

The Sands

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, is sensational. . . . Singer CHUCK

(Continued on Page 43)

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 43)

Riviera

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 Candelabra Ballet". All of this is a won-

(Continued on Page 44)

Thunderbird

Show: Sons of the Pioneers; Davis and Reese; Priest and Fosse; Thunderbird Dancers.

In true Western fashion, the SONS OF THE PIONEERS, take the spotlight each year at this time to add immeasureably to Las Vegas' Helldorado. This fine group of men have made a big name for themselves on the stage, radio and in motion pictures, as the nations foremost singers of Western folk-lore. PEPPER DAVIS AND TONY REESE, handle the comedy end of the show. Here is a team that rate high on the laff-a-second list. Also featured is a refreshingly delightful dance team, BOBBYE PRIEST AND AL FOSSE. The THUNDERBIRD DANCERS are on hand with some charming new routines staged by GAYLE ROBBINS.

EL Cortez

May 5 thru May 18

Show: The Three Riffs; Harry "Woo Woo" Stevens; Johnson and Madill; Sherman Hayes and his Orchestra.

The THREE RIFFS, Satirical songsters now appearing in the Pirates Den, offer a classic example of harmony and comedy combined into smooth song stylings. Everything from philharmonic to the latest hit tune is considered fair game for the good-natured taunts of these three masters of satire. . . . HARRY "WOO WOO" STEVENS, well remembered for his previous engagements in Las Vegas, returns to the Pirates Den with his infectious brand of humor. "The Singing Sheriff" and his twanging banjo demand and receive an enthusiastic response from any audience. . . . Also appearing are MIKE MADILL and GIL JOHNSON, who feature a refreshing style of modern tap dancing. Recently on tour with BOB HOPE, they have also ap-

(Continued on Page 44)

SHOWBOAT

May 6 thru May 26

Show: "Roaring 20's", Featuring Bert Wheeler and Gene Austin; also Gillian Grey; Turk Murphy and his Riverboat Band; Eight Lucky Girls and Cliff Ferre.

Continuing its policy of bringing yesterday's Vaudeville greats to Las Vegas, Captain Bill Moore's Showboat currently stars Comedian BERT WHEELER and Singer - Composer GENE AUSTIN in a "Roaring 20's" revue. Nostalgia is the key-note and none can bring it home better than

(Continued on Page 44)

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 43)

GOLDEN NUGGET

Show: Eddie Bush Show, Featuring; Eddie Bush; Prince Kawohi; Lei Aloha; Skippy Kekipi; Lani Letuli; Manu the Great.

The GOLDEN NUGGET can be very proud of the wonderful Hawaiian show it is now presenting to Las Vegas audiences. The above mentioned entertainers are all featured stars of the famous HARRY OWENS' TV and radio shows. They have no peer when it

(Continued on Page 43)

the HOTEL

Flamingo





YOUR
WARM
WELCOME HAS
MADE THREE LITTLE
GUYS FEEL LIKE
BIG MEN!

THE RITZ BROTHERS

WHY I ENJOY LIVING IN LAS VEGAS

I love this FABULOUS CITY. Why? Primarily because it is a friendly city with lots of wonderful people and an ideal desert climate. But then there are so many other reasons why I believe Las Vegas is such a grand place to live. There are the star studded shows presented at the many resort hotels, and the gaming casinos for those who choose to try their luck.

Why, a person could go to a different show every night of the week and see their favorite stars in grand productions with a fine supporting program of acts. Being a nature lover at heart, I find enjoyment in walking, driving, or horseback riding at all hours of the day or night. Each time of day has it's special significance, from the breathtaking dawn magic to the magnificent desert sunsets, and then on into the night. . . . Horseback riding at night can be great fun, particularly on a night with a full moon illuminating the desert pathways amid cactus and joshua trees. Occasionally a few friends gather together for a desert "feast" at three or four o'clock in the morning. After all, this is a town that "lives" round the clock. Then there is Lake Mead . . . abounds with fighting bass for the enthusiastic fisherman. Or boating, from canoe to stylish yacht. And water skiing is becoming increasingly popular. I guess I've seen just about every mood of this fantastic bit of solvent. I've noticed too that the surrounding hills reflect every change of the lake. Lake Mead at mid-day with a clear sky will present a deep blue coloring that is unmatched. With the setting of the sun the everchanging colors are multifarous and awe inspiring to watch. Of paramount interest is the great tribute to the efforts of man, Boulder Dam. I suppose I could best express my wondrous feelings about Las Vegas in capsule form.

Enjoy watching city grow . . . vast acreage turned into buildings and subdivisions almost overnight . . . golfing in the wee hours , , , rambling dude ranches . . . the unguarded informality . . . excellent hunting in nearby areas . . . Mount Charleston, so delightfully cool in summer and snow white winters . . . skiing, sledding, and ice skating around the lodge . . . perpetual sunshine and clear desert air . . . Uranium fever . . . desert blooms . . . the many swimming pools in the area . . . Valley of Fire . . . rock hunting . . . Helldorado Day! Jet planes soaring overhead . . . Yucca flats, and it's important role in modern history . . . great charity drives, and the willingness of townspeople and visiting artists to contribute . . . community spirit . . . talent saturated Strip . . . driving along the glamorous galaxy and gazing at the glitter . . . eyeing gamblers emotions . . . intrigue . . . international flavor . . . pulsating lounge tempos . . . and the ever present croupiers chant . . .

DR. R. John De Aragon
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COME IN, Mrs. Bipple. .Hang your May basket on the antlers of that Merino ram, and seat yourself bigly down. Just read an old Turkish proverb — "Man is harsher than iron, harder than stone, more delicate than a rose." Wouldn't that shoot your arrow and hang up the bow? Well, honey, let's bend a little news.

This hark-the-lark morn, when I was hoeing my strawberry patch (I use the matted bed system), Cholly Wood dropped by with a fifth of turnips. Oh, you know Cholly! Lives two corners down in that box-pleated house with the inverted insides. Real name's Moley Jones.

Cholly, the flack, was simply goose-pimpled with excitement over the 300-guest party given by Mr. and Mrs. Ray Stark of Beverly Hills. The affair, in honor of Aly Khan, was attended by motion picture celebrities, uranium-soaked millionaires, top press folks — and Cholly said Mrs. Stark, (Fannie Brice's daughter) was exquisitely gowned in royal blue beaded net, topped by diamond necklace. And Mrs. David Hearst, accompanied by her husband, had never looked lovelier. Decorations were fantastic: flowers in bird cages, bird cages on the tables, and stuffed white doves floating overhead. . . . No, Mrs. Bipple, not ducks. DOVES! Certainly I wasn't there. That's the night I fix my zippers.

Also, Cholly had been to Las Vegas and was in a state of paddle-pated collapse over the new hotels. Toured all nine floors of the 350-room Riviera, rode up and down in the five elevators, tipping his hat to M. M. Mason, Chairman of the Board, David Ginsberg, president, and Marshall L. Wright, the manager. Those building tycoons must have thought Jack Goldman, entertainment director, had booked him along with Liberace. All the time, Cholly is covering the 25 acres of that $8,500,000 hotel, Liberace is giving a crowd of thousands one of the best shows of his career. Seymour Heller, his personal manager, thought about issuing cards marked "Open Sesame" to the ten thousand who couldn't crowd into the Clover Leaf Room to hear Lee and his brother, George.

But me, you believe, Mrs. Bipple, when I say that with all that money invested they left out something. A new idea of mine: in each suite, constructing one window with telescopic glass. Think of the view from that skyscraper on the desert. Walk to the window and see for 25 miles. Hand me a lupine, for that idea honey. I'll crown my own head.

Lou Greene, of Greene & Hinkle Co., who did the decorating for the new Royal Nevada, says that the wrong color combinations in a place can make people uncomfortable, unhappy, unsleepy, and un-not nervous. Gad! the suites in that place are like a dream train; some done in violet, pink and white combinations, and some in pumpkin, white and charcoal. Pumpkin color — that's for me, if I don't kill my lust for peanut butter pie. . . . Lou thinks all women are wonderful. Guess that's why you feel like a Queen when you sit in the Royal Nevada Crown Room.

Forgot to tell you that while Editor Cortez collects old coins a new female union is trying to collect Clark Gable, Howard Hughes, Hal B. Hayes, Robert Q. Lewis, and of course, Aly Khan. A few other famous eligible men are included in this list. As a real good columnist would say, "Good luck, girls." . . . Oh yes, and Dean Martin's daughter, Gail, has her first motion picture role in "Anything Goes". She's a darling nine-year-old and a wonderful dancer.

Thought I might send this set of rules, posted in all rooms of an Arkansas Hotel in 1850, to MR. AL B. MOLL, PRESIDENT, and MR. SID WYMAN, MANAGING DIRECTOR of the new ROYAL NEVADA. Maybe they'll want to copy them for their plush and glittering crowned hostelry.

"1. Gentlemen will black their boots before leaving their rooms.

2. Gentlemen going to bed with their boots on will be fined a quarter for first offense.

3. Loud snoring not allowed, and a fine of a bit for every offense.

(Continued on Page 41)



the
SILVER QUEEN
BAR

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

IN THE Sands HOTEL

DELTA RHYTHM BOYS

★

FREDDY BELL
and His Bell Boys

★

TEDDY NOELL
And His Orch.

★

ERNIE STEWART TRIO

★

THE GUADALUPE BOYS

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

OBSERVATIONS

(Continued from Page 5)

In fact I notice that some of those seemingly sweet and gentle men quiet and soft spoken and not wont to provoke controversies when smooth-shaven, are now among the most desperate and damnable characters of the west, the entire difference being inducted by a crop of frightful, black whiskers with which they frighten their children into spasms and make their women folk cringe and fawn.

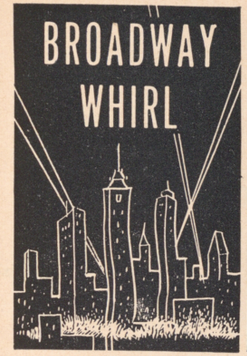
Simon Legrees are rampant. Those mutton-chop whiskers and straggly mustachios are changing some of our most sedate businessmen and financiers into the likeness of an old-fashioned methodist bishop gone insane and berserk.

And what a difference there is in men! The tough guy to whom we would naturally look for a crop of grizzled black brush comes forth with a poor little showing of grey fuzz and looks like a moth eaten edition of Mary's little lamb meek and retiring.

On the other hand, the fellow who never disobeys his wife who cringes in everyday life and shrinks from appearing in anyway conspicuous when he is all pink and white from the barber chair, shows a black stubble as rough as a lavafield. His voice becomes hoarse and peremptory and he is at once a bold, bad man. And the women who formerly thought of him as sort of a sissy-boy now crowd round with beseeching looks, hoping, secretly to be noticed and slapped down by the big brute.

Wedding Corsages
Room Bouquets
"In Fact Everything in Flowers"
Dot's Flowers
808 So. 5th St. Phone 811

EXCITING
and FANTASTIC!
DANCING WATERS
at the
Royal Nevada HOTEL





by
DICK
GERSH

JACKIE Gleason, tipping the scales at a fantastic 270 pounds has given up even trying to get back to his "normal" 180. Gleason has instructed his writers to omit any skits that are too strenuous and just make up their minds to preparing plenty of material on his weight. . . . The Hal Person's, he's the RADIO DAILY columnist, are expecting their second addition any edition. . . . Nat Hentoff, editor of DOWN BEAT, will be represented in the nation's book stores May 31st with the most complete jazz compilation ever written. Tome will be titled "Hear Me Talkin' " and will feature interviews with 150 of the top jazzmen in the business.

Pat Rooney's son operates a roadside hot dog stand in Lake Blaisdell, N. H. . . . The backers of "Pajama Game" are splitting a weekly take of $23,500. . . . Newark, New Jersey, according to show biz accountant Bob Eber, will shortly ban burlesque because of the influx of "undesirables" from New York City.

The "Midge Barber", whose novelty record of "Orange Suspenders" is the hottest new platter in the country, is really Barbara Leacock, her father is the Assistant Attorney General of the state of Michigan. Daddy is going to flip when he gets the word. . . . WHISPER, the chief competitor of CONFIDENTIAL, is put out by the same publisher. . . . Lou Stein's piano magic at the "Hickory House" is building his trio the most fanatic following in New York. You can't breathe while he plays.

Broadway's most startling sight is massive, red bearded, Burl Ives whizzing up "Mazda Lane" in a bright, yellow mortorcycle. Ives, star of "Cat On A Hot Tin Roof", has been waiting all winter to ride the 'cycle. . . . London's version of the musicomedy hit, "Plain And Fancy", opens in the West End in October. . . . Eddie Bracken and Carol Haney will star in a musical version of "Archie And Mehitibal".

Mitch Miller's article on popular music in the magazine section of the New York TIMES was the best that we have read in a very long time. . . . If anyone doesn't think that Frank Sinatra is the "Troubador Of Our Age", he should have watched Frankie save that "Spectacular". . . . Andy Griffith will repeat his video role in "No Time For Sergeants" in the legit version. . . . Al Martino is acting up again!

Frank Farrell's "Lunch At The Park Sheraton" show on WABC proves that columnists can talk, too. That's just in case you were wondering. . . . The New York HERALD TRIBUNE is planning a Sunday supplement magazine on television and radio that will be the most ambitions ever attempted by a newspaper. Columnist Hy Gardner will be the editor. . . . Due to sales worries, Coca Cola is leaving the D'Arcy ad agency to go with Young & Rubicam. . .

SEVENTEEN Magazine has a picture story on pianist Bobby Scott. . . . The inside-front-cover picture of Chris Connor in CHIC Magazine is pure art. . . . Photographer Burt Goldblatt, he took both pictures, may be the subject of a LIFE feature story.

Trudy Richards has a hit in her recording of "Don't Rush Me". . . . Sid Caeser's publishing firm, Flo Music, is stepping into high gear. Caeser, incidentally, will produce his own summer replacement. . . . Pat Ward has become the center of one of the biggest show biz hassles in a long time. Abel Green, VARIETY's editor, is the leader of the group that wants to deny her the right to perform. We feel that she should be judged solely on her merits as a singer and given a chance to make a decent life for herself if she has the ability.

Eddie Fisher and Debbie Reynolds make "Danny's Hideaway" their regular rendezvous. . . . We still claim the best steaks in New York are served in "Peter's Backyard" on tenth street in the "Village". . . . "Ankles Aweigh" is doing great business despite the bad reviews. A good part of the credit goes to Walter Winchell and Jackie Gleason. Not a bad pair to have in your corner.

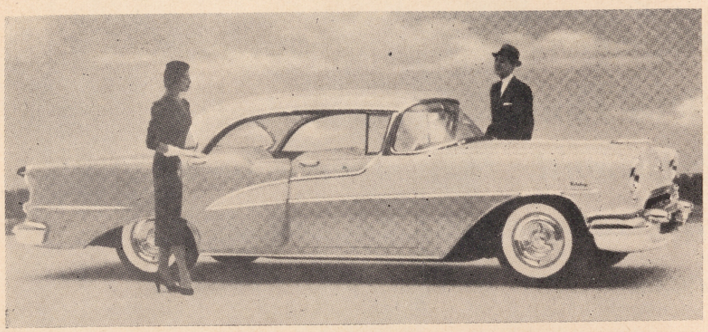


Liberace

Thank you Las Vegas! ***and the management of the magnificent*** **Riviera Hotel** ***for a wonderful engagement! Our sincere best wishes to you for continued success.***



Hardtop Grace in Sedan Space!



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Luxury-lounge comfort with lavish interior elegance —
the beauty of the "Holiday" plus the convenience of the 4-door.

SEE IT . . . DRIVE IT . . . BUY IT . . . AT

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Sands

DANNY THOMAS

CLARK BROTHERS

THE GREATEST SHOW IN TOWN

WE'RE OFF AGAIN — and leave our "Thanks" to Jack Entratter, and everyone for another successful four weeks engagement.

Clark Brothers

CRISWELL PREDICTS

(Continued from Page 7)

I REGRET TO PREDICT:

I regret to predict that the widow of one of our most famous Evangelists will be forced to go on public charity rolls, due to the generous heart of her late husband! . . . I regret to predict that the full story behind the sacrifice of the mother of a movie star will not be made known. This movie idol will cleverly conceal that this woman in the Charity Ward is his own mother, for he had changed his name many years ago to his present one, which is now world famous! . . . I regret to predict that one of the richest men in our nation will leave his entire fortune for the teaching of Atheism and the promotion of the Godless Theory in our Public Schools. This man's soul would have rested better if he had given this money to a children's hospital, or to have made the way easier for the aged and infirm of our land!

YOUR HEADLINES OF THE FUTURE:

British election riots quelled by army! . . . New wave of terror sweeps North African Ports in sleeping sickness epidemic! . . . Summer 1955 banner tourist period! . . . New way of treating alcoholism announced on west coast! . . . Long Island has worst summer storm! . . . Chicago faces new delays on Lakeside Highways! . . . Pittsburgh due for boom! . . . New Orleans plans World Fair! . . . Volcanic ore used for building materials! . . . Bitter fight in Congress over new tax legislation on liquor, tobacco and cosmetics! . . . Next food fad parched corn! . . . Los Angeles scene of first international fashion show! . . . Strange messages from outer space astound scientists! . . . Royal scandal shocks entire world!

WHAT PEOPLE WILL DO:

Thomas E. Dewey will enter private practice and will prosecute one of the large firms who insist on selling munitions to the Kremlin in a direct and profitable manner! . . . Baseball box-office receipts will toboggan next season due to the slicing of the advertising budgets and the cut back on public promotions! . . . Howard Hughes will face the critical questioning of many scientists when he propounds his new theory of jet passenger service! . . . Two major New York papers will merge within the next sixty days! . . . Mae West will appear at a Command Performance in London, where she will sing the songs from her Decca album "Come Up and See Me Sometime" including the juke box hit "Criswell Predicts"! . . . Three shocking Hollywood divorces will hit your headlines within the next three weeks, and all will be in very poor taste! . . . White slavery charges will be levelled against an international playboy by three Beauty Contest winners! . . . Serge Rubenstein, the slain draft-dodger and multi-millionaire, will "reach from beyond the grave", by making several posthumous gifts to several business employees! . . . Jean Arthur will return to the screen in new version of Homer Croy's sensational novel of the late 1920's "West Of The Water Tower". . . . Dictator Trujillo, dictator of the Dominican Republic, will make an official visit to Washington, D.C., this coming fall!

RUSS REYE
plays your requests nightly
At the New Piano Bar
HOTEL ELWELL
FIRST and CARSON

PRICES LOW ON SHOES **YOU** KNOW

LARRY'S SHOES

511 FREMONT STREET
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Latest Fashions in Women's Footwear

★

Men's Hi-Grade Famous Makes Shoes

★

AT SAVINGS UP TO 60%

PRICES LOW ON SHOES **YOU** KNOW

DAVE BARRY

PRIVATE I.O.U.



wrapping up the case of the ROYAL NEVADA Hotel, ... (a four week caper) — —thanking SID KULLER and EDDIE RIO for the layout, — and the F.B.I. (Flock of Bosses and Investors) for picking up the tab; — and for their confidence in assigning me to future capers.

BUD'S GIFTS
and
SOUVENIRS

209 FREMONT ST.
"DOWNTOWN"
las vegas





Present This Magazine At Our Downtown Store and Receive Your FREE — Miniature Slot Machine!
(it really works)

Nevada's Largest Selection of Gift and Jewelry Items

IMPORTS
CERAMICS
FINE
JEWELRY

SOUVENIRS
WESTERN GIFTS
COSTUME
JEWELRY

Royal Nevada
GIFT SHOPS
ROYAL NEVADA HOTEL
"ON THE STRIP"

HILLSWAY

(Continued from Page 15)

BILTMORE and the WHITE SULPHUR SPRING HOTELS serve tea. In Canada the Empress on Vancouver Island, the Fort Gerry in Winnipeg and the Frontenac, are noted for their afternoon teas, and of course in Europe you wouldn't think of not having tea at the Richmond Hotel or the Astoria or the D'Angleterre in Copenhagen, or in London at the Picadilly or the Regent Palace, or in Paris at the Palace, or in Finland at the Vaakuna, or in Spain at the Palace, or in Rome at the Excelsior, Grand or Regina Hotels, so why not here in Las Vegas. And couldn't this tea be in the form of rehearsal for the orchestra and Hans Hasslach at the console planning and practicing for future Dancing Waters shows on the stage. And at this hour on Sunday afternoon there is nothing else for visitors to do anyway — other hotels have their Chicken Every Sunday brunch and their English Hunt Breakfasts — why not this Royal Nevada Dancing Waters Tea Sunday afternoon. And then all the kiddies could see this spectacle too.

Leonard Motsay, the maitre d' at the ultra-ultra RIVIERA hosted us Friday evening and never have I had a better trout dinner with all the trimmings, and the very best apple pie I ever ate. Jack Ostendal is the head waiter here and of course Jack Goldman whom I have met in Miami of Hickory House and Clover Club fame, help to round out a fine staff and I predict great things for this skyscraper and I'll only say I was the most surprised person in the world when I realized what a terrifically fine show LIBERACE puts on. I have said things about him in the past the same as others, but I never will again. I thought the people in St. Paul were crazy last fall when they stayed on from 8:30 until nearly two in the morning demanding encore after encore from him at the civic auditorium — now I can see why.

Why doesn't BONNIE BEST give a by-line to Chili Williams when she models for their ads? I heard my sister and a couple of other women who went shopping there last week oh and ah when I told them afterwards that that was the great Chili Williams of Polka dot and movie and Life cover fame that had waited on them and they certainly would have liked to have known it. Also when I tell folks that it is she in the ads in FLV magazine they say, why doesn't she get credit so that all will know. It wouldn't cost a cent more to run her name under the ads the same as all other places who have famous models, and few stores in the country have any more famous or more beautiful.

Foxy's Restaurant and Delicatessen has caught on like nothing I have ever seen here in Las Vegas. And with food such as he serves it should. It is the closest thing to Pumpernik's and Wolfies places in Miami Beach that I have ever seen. No one should miss this fine food. Now if Foxy would get the recipe for Pumpernik's bite-sized sweet rolls and his out of this world brownies, then he would have everything.

Was saddened to learn of the death yesterday of Pop Fish's wife Dorothy. She had been a friend of mine for over 10 years and was one of the finest women in Las Vegas. Untiring in her efforts, altho she was not a Catholic then, she perhaps had done more to raise funds for Catholic Churches in Las Vegas than any other person, and her silver teas and parties were among the nicest affairs ever held in this town. Together, Pop and Dorothy were the nicest couple and the best liked couple in town.

JACK CORTEZ'
Fabulous
LAS VEGAS *magazine*
P. O. BOX 748
$8. PER YEAR

YOU MUST SEE THE
Fabulous
DANCING WATERS
at the
Royal Nevada HOTEL



San Francisco Brewing Corp.
San Francisco, California

'ROUND THE TOWN

(Continued from Page 17)

GREENE AND BUCK BLAINE, of the Golden Nugget, look so green and bland, stop their partner, GUY McAFEE, and he will gladly tell you the whole story. The trio just returned from a hunting trip in Alaska, where, it seems, they ran into more than just a few harmless bear. Traveling by boat from Seattle, they ran into some rough weather. Those of you who have ever been sea-sick will know enough not to laugh at what followed. GUY, maintains that he and the Captain were the only ones who "didn't lose their cookies". Next time BILL and BUCK plan to make the expedition by dog-sled. . . . "mush" . . . "mush" . . .

Understand that the Riviera Hotel is now serving Chinese Food in the Hickory Room. . . . The hotel is getting a fine reputation for its' food. However, when it comes to Chinese Food, they are going to have to go a long way to beat the Oriental Dishes that are dished out at the Sands.

Out again — in again JAKE KOZLOFF, is back on the job after resigning his General Managership of the New Frontier Hotel one day and taking it back on the next day. We're sure that it's just a temporary arrangement, but it's still nice to see JAKE at the helm . . . even if it is only for a little while longer.

For years now I've been hearing about how we needed an exclusive Maternity Shop for expectant mothers in the town. I know that my own wife had to go to L. A. to doll herself up for the coming event. Well someone finally got smart and rectified the situation. Congratulations are in order for CAL CHAPLIN and CARMEN (MRS. CLAY FELTS), who have opened the new Stork Bound Maternity Wear Shop, loacted in the eleven hundred block on Fremont Street. The decor of the shop is charming and they have the very

(Continued on Page 45)

IT'S TRULY
Fabulous
DANCING WATERS
at the
Royal Nevada HOTEL

THAT'S FOR SURE

(Continued from Page 9)

HERMAN with his mighty little band. The lounge is really jumping with the kind of rhythms that set your appreciation tingling.

What state are you from? Name it and HARRY (WOO WOO) STEVENS will sing a song about it in the Pirates' Den of the HOTEL EL CORTEZ. The Singing Sheriff has quite a repertoire of songs about home states. Behind his stage smile is a serious note. "Woo Woo" earnestly hopes he will soon see the day when another "Boys' Town" will be in existence. The location? Fabulous Las Vegas, of course!

Here's one for your "Oh, honestly!" department! Some gal bought a white mink coat for her French Poodle. Might as well put a toothpick in a forest!

GEORGE LIBERACE and his ORCHESTRA recently recorded a waltz for COLUMBIA RECORDS. From what we hear, it looks like another hit in the offing. While on the subject of the LIBERACES, we greatly admire the telegram LILLIAN ROTH (HOTEL EL RANCHO VEGAS) sent to the pianist LIBERACE for his RIVIERA HOTEL opening. It reads: "To the man who lit a candle of happiness in a million homes."

When JAKE KOZLOFF leaves the NEW FRONTIER HOTEL permanently, perhaps we'll be free to divulge the man's altruistic nature. He insists complete silence be given his generous actions. However, the day will come when we'll be able to tell all about the humanitarian, Kozloff.

The "Roaring '20s" are holding forth in the Plantation Room of the SHOWBOAT HOTEL. Starring is BERT WHEELER, the comedian of motion picture fame and GENE AUSTIN, who wrote, "My Blue Heaven."

Looks like LILI ST. CYR is an indelible favorite, hereabouts. She completed a six week engagement at the HOTEL EL RANCHO VEGAS, not too long ago. Come Wednesday, she will be back at the same bistro. This sort of repetition brings no complaints from supper club patrons of FLV.

This past week we ran into and renewed an old acquaintanceship with BUD WEIL, currently heading a disc jockey show at MARKET TOWN. Approximately six years ago, Bud won the title of "Favorite Las Vegas Disc Jockey." It was sponsored by us, in conjunction with the FLAMINGO HOTEL. He still has the trophy (and the memories).

EDDIE FOX will introduce a surprise production to SILVER SLIPPER audiences, next week. It is the "Parisian Follies" and will hold a great deal of interest for lovers of art. Of course, funster HANK HENRY will still hold down the lead comic spot.

We received a tip to take a good look at JOE W. BROWN'S HORSESHOE CLUB float in the Helldorado Parade. It is purported to be a terrific eye-catcher and we're looking forward to a good, long peek.

Localites will be pleased to hear that two of their favorite people are now pit bosses at the RIVIERA HOTEL. We have reference to PHIL ZAHLOUT and DICK SHERIDAN. They are both well known and have a terrific following.

We were very pleased to learn that SAMMY LEWIS is now one of the new owners of the NEW FRONTIER HOTEL. He has a wonderful asset in his lovely wife, PATTI MOORE. Patti is a marvelous hostess. She remembers everyone's name and is as gracious as the First Lady of any country. While on the subject of the New Frontier, we really admired their outstanding production, featuring motion picture actor DAVE KASHNER as "master of the bull whip." He is a very exciting performer and the cracks of his whip resound loudly throughout the room.

Salute of the week to TINY SMALL and his "Spotlight On Talent" show. TViewers in FLV are hailing him as the local Major Bowes. He gives youth an opportunity to display its talent and also provides a good hunk of comedy as he clowns with DON GRAVES on KLAS TV Channel 8.

We're running shorter than usual this week, out of necessity. Seems the old machine can't continue running so many hours without the required rest. You just can't argue with Mother Nature.

Over at the ROYAL NEVADA HOTEL, pleased patrons are commenting on the pleasant atmosphere set by SID WYMAN and JACK DENNISON. They greet their guests so warmly, everyone feels immediately relaxed and comfortable . . . and that's for sure.

It's NEW!

It's DIFFERENT!

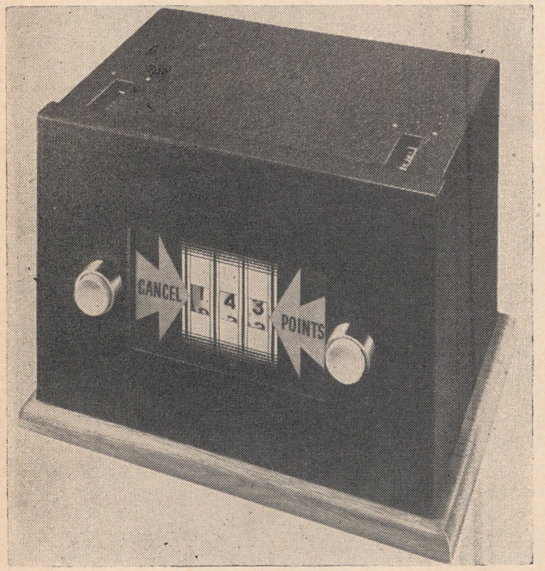
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A NEW MACHINE . . .

A BUCKLEY *First*

BUCKLEY'S *Electronic* pointmaker

The likes of which you've never seen before!



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NOW ON DISPLAY

AT

BUCKLEY'S

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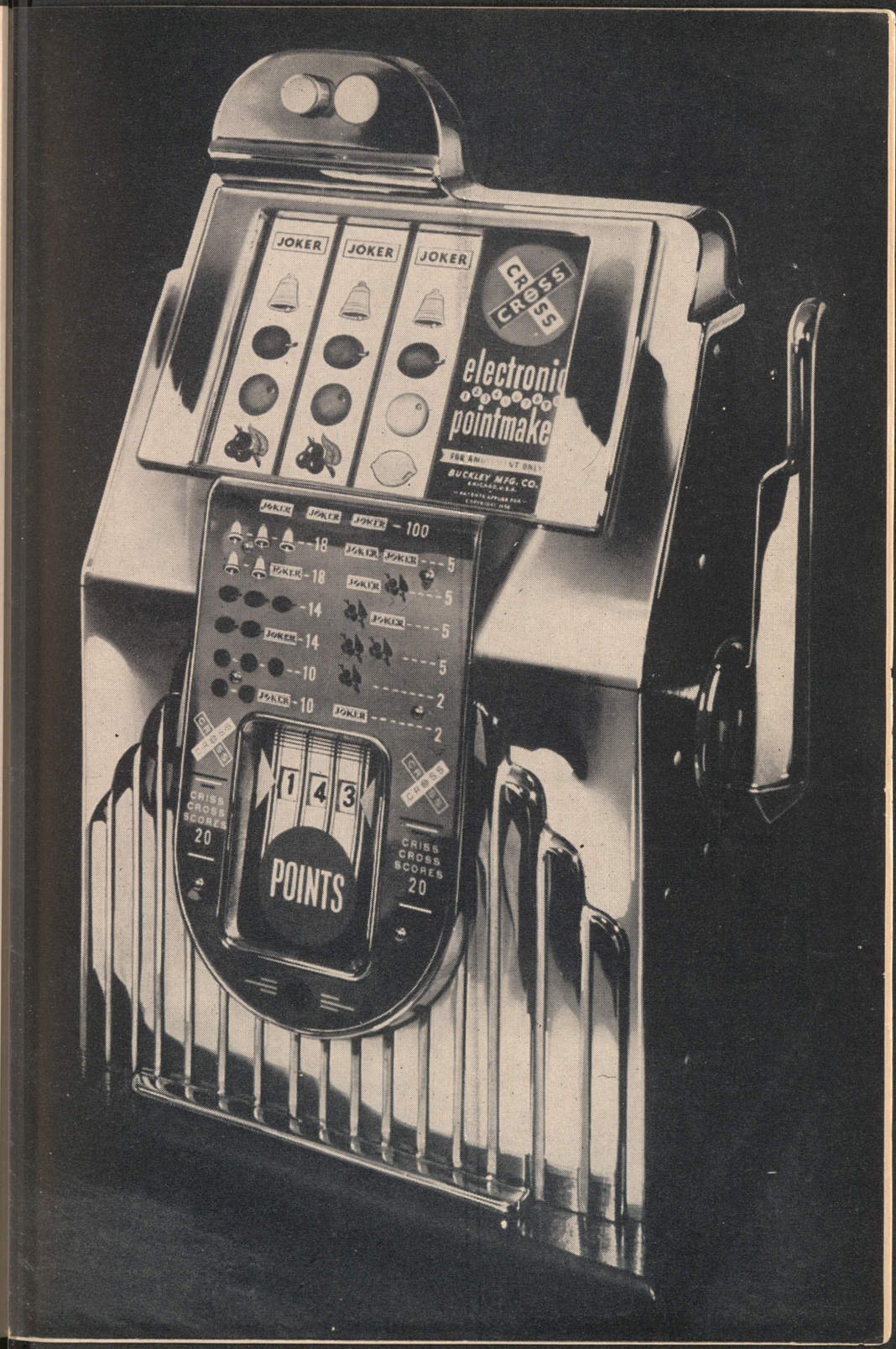
— DOWNTOWN —

For further information contact:

BUCKLEY MFG. CO.

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

Telephone VAn Buren 6-6636



PAGE 13

(Continued from Page 13)

child of GALE and MABEL SHOEMAKER, and they boast everything for the "Little Podner" in sizes from infants to size 14. . . .! Western wear and gifts; . . . complete layette supplies; . . . cute "summery" duds for "podners" and "podnerettes" alike!! You'll find their shop facing on Oakey Blvd., and well worth the while for you to stop in while shoppin' . . .! . . .

EVERYTHING for the ladies, from "mitey" Misses to the "meticulous" Mrs., is the boast of FRANKLIN'S, a downtown store where genial manageress, Mrs. VINCLER, and her staff, are making hosts of friends each day, in the pleasant manner in which they take an interest in the needs of every shopper who enters their shop. Theirs is a mighty convenient location, too; . . . 4th and Fremont. They contend that you can have "lovelier fashions for less" when you shop with them. . .!

NUNN-BUSH is a top name in fine shoes no matter where you go; . . . and now we have the DALMATIAN BOOT SHOP doing business in the 1100 block on Fremont, where you'll find the most complete line of these fine shose you've ever seen. The shop has been opened by a fellow who really knows the line, LEO S. WILLIAMS. . . The name of "Dalmatian" for a boot shop . .?? . . . Leo has a beautiful dog of this breed, and any man who loves animals to such a degree has to be a "right guy". You'll like the novel decor of his shop, too. . .! . . .

Did you know it was a "mistake" that brought AL LANDSMAN to Las Vegas for the first time?? He was on vacation from his home in Chicago, Ill, and, thinking he was on the road to Grand Canyon, suddenly found himself in Las Vegas! One look around and he "came west", bag and baggage!! This was NO mistake, as he will tell you. He went about buying out the NEVADA DRAPERY & UPHOLSTERY CO., on North Fifth St., and since has proven to local luxury houses that they needn't beckon to Los Angeles to get the highest quality in fine decorating and upholstery work. He's built up an enviable, and loyal, following of both residential and commercial accounts, in the short time of less than three years' operation. His crew dotes on plush hotel and theatrical drapery installations, but insists that no job is too small for the minutely detailed attention of his shop. The happy, and cooperative atmosphere between AL and his employees insures continued enjoyment of a reputation that has been built on honesty, fair dealings, and complete satisfaction of ALL customers. . . .

Expecting? . . . STORK BOUND? . . . which, incidentally, is the name of the store. . . . "Stork Bound" . . . ! If you or yours, happens to be awaiting the word of this wading bird, I'm sure you'll be glad to hear that here is a place where you'll find plenty of attractive, and comfortable maternity clothes, as well as the other items you need, or WILL need, when the "Little shadow" arrives. It was just recently that CLAY and CARMEN FELTS received their first edition of future "tax exemptions", and realizing there must be hosts of expectant mothers going through the same ordeals as they, in trying to find maternity things, set about the instigation of "STORK BOUND" in the 1100 block on Fremont. . . . Welcome, I say, . . . WELCOME . . !

By now you probably know that LOUIS PRIMA, and "mother" KEELY are back on the stand of the CASBAR at Hotel Sahara, and reelingly rocking the room each night. . . . Leaving us for a while are HERBIE FIELDS and ANN McCORMACK, to be back late this fall. After a week off, and a fast trek to New York, BILLY WARD and his DOMINOES are back and going opposite Louis and Keely. . . . I learned from NICKY DRAGO (Fields' trumpet man), that after a month or so of dates with Herbie, he and SHARKEY NADAOKA (bass), with RUDY CAFERO (guitar), plan to pick up accordionist JOE DILALLA, and reform the popular TUNE-TOPPERS QUARTET to open in Hollywood the end of June. . . . (wouldn't be too surprised to see them in Vegas a short time afterward). . . .

(Continued on Page 42)

Royal Nevada HOTEL
HOME OF THE
Fabulous
DANCING WATERS

ROCKING CHAIR GOSSIP

(Continued from Page 27)

4. Any gentleman found going to the ladies rooms will be fined in dollars, and perhaps turned out as the case is aggravating.
5. Liquors with white sugar, a bit a drink; with common brown sugar, five cents.
6. Country soap for washing given here; a bit a week for town soap.
7. A half dime will be charged for the privilege of the back porch on shady afternoons."

P.S. Mrs. Bipple. Now, when someone says "Quo Vadis", the answer is "Las Vegas". And be it here known that the name of Cholly Wood and Moley Jones is fictitious and refers to no person, place or thing.

GOING HOLLYWOOD

(Continued from Page 11)

week for six weeks. She has bought the entire wardrobe she wears in her new picture. It is sensational on Crawford who weighs 121.

Hank Henry is the big movie bet of Las Vegas. Star of the Silver Slipper show, (Yes, Mr. Jake Kozloff dear: "Howdy") — Hank invited me for a drink at the New Frontier along with adorable Patti Moore. Over buttermilk and orange juice, Hank recalls his New York days in amateur contests "before Major Bowes," he grinned. "I was in burlesque along with Gypsy Rose Lee, Lou Costello, Bud Abbott and Bob Alda (who rose to stardom in Warner Bros. "Gershwin") was my straight man. Yes," he admitted, "I tested with Beatrice Kay and Hope Emerson for the Wally Beery, Marjorie Main "Tugboat Annie" series at MGM. I'm waiting to hear if movie stardom beckons," he laughed. "Dory Schary used to write me up in his newspaper at The Grossinger. That is a resort and Don Hartman of Paramount was the entertainment director." Hank opened The Silver Slipper as star five years ago and is considered the funniest man in Las Vegas. He has also played musical comedy and operettas. "I played the gangster in 'Kiss Me Kate' singing 'Brush Up Your Shakespeare'." He also played leads in "Student Prince" and "Vagabond King" on Broadway. "Las Vegas is home and my hobby is gardening and my three children. The oldest is two and a half and the youngest eight months. There's 22 months between them." — (So it seems it is a full time hobby?)

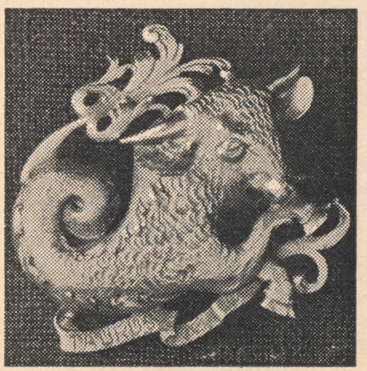
And that's Hollywood in Las Vegas this week.

MIGHTY MIXTURE

(Continued from Page 19)

perfect pitch, a gift at best. Eddie Fisher, one of the biggest singing stars of the past three years, is lost, and has been on television shows, if he cannot hear the melody and gear his singing voice to the same note in the same octave range.

Peggy King may play the Copa this summer. She's a great little performer. Jane Withers, once a child rival of S. Temple, can match items with Jane Russell and the other expansionists. Now you know you're getting old.



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.

NOW OPEN!

"MINNIE" CARDILLO
and
ROCCO'S

ITALIAN VILLAGE

"FOOD & CHARM OF OLD ITALY"

featuring

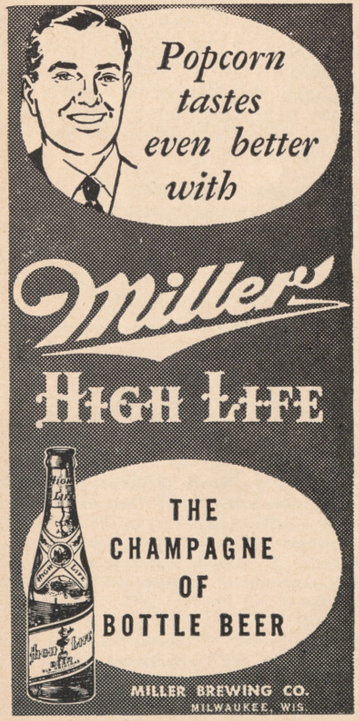
The finest and most complete cuisine in Las Vegas

SEA FOOD DELICACIES

All dishes prepared to order and PIZZAS "the way you like 'em"

(also orders to go)

ON THE BOULDER HI-WAY
(Across from Sky-Way Drive-in)



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(Continued from Page 40)

BONNIE BEST really shot the works during her recent sale; . . . a sale which proved to be a happy hassle for her regular customers who were well acquainted with the sensational values she was offering, . . . and took advantage of same! . . . Next time, YOU'LL listen when you hear me saying that she's blasting away with unbelievable bargains! This doesn't mean that she's out of stock by any means! Part of the idea for this gigantic sale was to make room for the terrific summer things that are coming in to fill the needs of you loveable, fashion foraging females!! . . .

Quote, " . . . Some hot news! . . . Flo and Art Johnson have moved into their new "Cliff May" Home. . ." Unquote . . .! This may not come as such a relieving missive of enlightenment to most of you, but this annonymous note was given me as an indication of the highly uncontrollable joy that overcomes those who signed up, . . . "ages" ago . . ., for a new home, and have had to stand by interminably, waiting for its completion. (I've been all through the ordeal). . . . Flo and Art are Donn Arden artists at the Desert Inn, and it's a pleasure to have them "near neighbors," so to speak! . . .

You got a fire place??? . . . In line of duty I stopped into the new CHIMNEY CORNER on South Fifth a few days ago, and was amazed at what I found. RALPH and RUTH CALMY were in this business in Glendale, Calif., before making their exodus from the "smog bound" to the "sand mound" (they welcome the latter). Their shop is loaded with ingenious gadgets and supplies for the fireplace; the barbeque pit; and exceptionally smart decorative items for the home. . . . Believe me, I'm not just "plugging a customer," stop in and give a look for yourself!!

The smart ladies dress shop, VEGAS VOGUE, is still going strong even though their attractive roof sign "went with the wind" a few weeks ago. It's a good thing it went down while BABE and KATHRYN were out of the shop, or I'm certain that neither of them would yet be back from wherever they would have gotten, before stopping to catch their breath! Their shop is on the South Main and Oakey corner of

(Continued on Page 45)

FLAMINGO

(Continued from Page 21)

and talented BARRY SISTERS. These gals excel in harmony and are song stylists supreme. These winsome brunettes are delightful to hear and see. . . . Also featured are JANIK and ARNAUT, a fabulous dance team. You'll be enchanted with their "Snake Charmer & Snake" presentation. . . . Once again, RON FLETCHER creates new production routines that enable the FLAMINGO STARLETS to "strut their stuff". . . . . Background music is handled very capably by TEDDY PHILLIPS and his fine Orchestra.

NEW FRONTIER

(Continued from Page 21)

and can be compared with Zeigfield or the best on Broadway. . . . Garwood Van and his Orchestra furnish the fine music for this magnificent show. . . . Opening MONDAY, MAY 9 will be those "FABULOUS DORSEY'S", Tommy and Jimmy — plus Buddy Lester, etc. etc. We suggest early reservations.

EL RANCHO

(Continued from Page 21)

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.

ROYAL NEVADA

(Continued from Page 22)

a miracle of color and design which we can only describe as awe-inspiring. . . . 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.

SAHARA

(Continued from Page 22)

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 22)

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.

GOLDEN NUGGET

(Continued from Page 23)

comes to bringing the Islands to the States. Steel guitars, Hawaiian songs, exotic Hula Dancing and a thrilling Samoan Knife Dance are all high points in this very fine show. We highly recommend the EDDIE BUSH Hawaiian Show for a very pleasant evening's entertainment.

SILVER SLIPPER

(Continued from Page 23)

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.**

Coming Attractions
ON THE FABULOUS STRIP

Flamingo

JUNE 2
ALL STAR REVUE

NEW FRONTIER

MAY 30 - THRU JULY 3
WILL MASTIN TRIO
STARRING
SAMMY DAVIS, JR.

El Rancho Vegas

EARTHA KITT

DESERT INN

MAY 10
JANE POWELL

SAHARA

MAY 17
DENNIS DAY

The Sands

MAY 11
ROSEMARY CLOONEY

Royal Nevada

MAY 17
MARILYN MAXWELL

Riviera

MAY 11
JEFF CHANDLER
ROSE MARIE

Thunderbird

COMING
SONS OF THE PIONEERS

RIVIERA
(Continued from Page 22)

derful 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!

SHOWBOAT
(Continued from Page 23)

these two artists. . . . WHEELER'S wonderful and unforgettable delivery and AUSTIN'S songs of years gone by, make up a show that is a must for all. . . . The youngsters will see and hear something new and the oldsters will get a thrill out of so much they remember out of the past. Held over is TURK MURPHY and his Riverboat Band, giving the audience an authentic taste of Dixieland and Riverboat music. . . . The EIGHT LUCKY GIRLS are still on hand with their unique specialty routines. . . . CLIFF FERRE is doing his usual fine job as M.C.

EL CORTEZ
(Continued from Page 23)

peared at the Desert Inn. . . . SHERMAN HAYES and his Orchestra take the musical bows with the acts.

DESERT INN
(Continued from Page 21)

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.

PAGE 13
(Continued from Page 42)

the Market Town Building. . . .

There's a new sound in the instrumentation of the JERRY VAUGHN QUARTET now appearing nightly in the lounge of the new Hotel RIVIERA; . . . guitar, bass, accordian, and alto. . . . Their arrangements are pleasant listening, . . . semi-modern, yet commercial. . . .

Under the guiding hand of MRS. LOCKWOOD, the smart shop of SYDNEY'S ORIGINALS is fast coming into its own as a fashion shopping spot on the Strip (north end). . . . Sydney only gets in from her Beverly Hills shop every two weeks or so, but needs hold little anxiety for the local shop while under the shrewd managerial ability of Mrs. Lockwood. Sydney's specializes in handknits, while also handling smart lines of sweaters, skirts, blouses, belts and jewelry. . . .

The two tow-headed Scandinavian sweethearts currently creating chaos atop the STAGE BAR of Hotel FLAMINGO, are the double-duplicate NILSSON TWINS, Elsa and Eileen, who are, by no means, newcomers to the Las Vegas scene. Uninhibited, these two wonderful gals put everything they have into every performance. In this appearance, a new departure from previous efforts, they are backed musically by a threesome consisting of FRED TAGGERT on drums, KEN CERVI on bass, and nimble digitted TOM McGOWEN on the piano. . . .

A little black haired Mormon from Price, Utah has dropped her noose on one of our local "eligibles", and, for the first time in his life, it's beginning to look as though DANNY CASSELLA is going to "front and center" at the altar 'long about the first part of June. The delectable doll is RUTH ANDERSON, who recently decorated the scenery of the Sahara as a cocktail waitress. Danny has the musical combo which plays nightly in the Cloud 9 Lounge of the New Frontier, opposite the fabulous piano stylings of NORO MORALES. . . . Danny, and Ruth, if you two find harmony while pulling the load of early married life up that first steep hill toward happiness, you'll coast down the other side into an eternity of contentment you've never known. . .

And I find myself approaching the end of another of these weekly chats which I hope you enjoy as much as I, and, although it shouldn't be necessary, may I remind those of you who might have possibly forgotten, . . . Sunday, May 8th, is Mother's Day. Once again I'm happy to say that my own Mother and Dad are here with Chili and ME, for one of their too-far-apart visits, and we'll enjoy the privilege of having them with us in church on that day which is devoted to Mothers far and wide. Join us, and share that happiness, whether you escort your own Mother, or any Mother who'd enjoy a day's adoption. . . . Your ever lovin', . . . Johnny.

ROUND THE TOWN
(Continued from Page 36)

top lines in maternity clothes including the very popular Page Boy line which is an exclusive with them. . . . Las Vegas mothers-to-be can now be among the very best dressed.

MRS. FRED DODGEN, who is the President of the Womens' Republican Club of Las Vegas, is a woman of great stamina and purpose. A tireless worker, she has made all the plans and directed all of the operation for the large card party that is being held at the Bishop Gorman High School this weekend. . . . All of this from a sick bed at the So. Nevada Memorial Hospital where she is recuperating from a recent operation. I want her on my team. . . .

This year, Las Vegas is celebrating ED VON TOBEL'S fiftieth year as a citizen of this community. Brother ED came here in 1905 and has in that time been one of our leading personalities. He typifies some of the "sterner stuff" and backbone that has made this area so great. Last week ED celebrated his own Eighty-second Birthday. . . . Belated Best Wishes to "MR. LAS VEGAS". . . .

DON'T MISS THE
Fabulous
DANCING WATERS
Royal Nevada HOTEL

... in the Fabulous COPA Room

JACK ENTRATTER
Proudly Presents

"Spring Fever"

STARRING

DANNY THOMAS

★

CLARK BROS.

★

Antonio Morelli
And His Music

The Most Beautiful
Girls in the West

Choreography by
ROB GILBERT and RENEE STEWART
2 Shows Nightly—8:15 & 11:15
FOR RESERVATIONS PHONE 7100



The Sands

LAS VEGAS, NEVADA





The fabulous hotel . . . .

Flamingo

PROUDLY PRESENTS

THE RITZ BROS.

THE BARRY SISTERS

JANIK & ARNAUT

FLAMINGO STARLETS
A RON FLETCHER PRODUCTION

•

TEDDY PHILLIPS
AND HIS ORCHESTRA

* * * AT THE STAGE BAR * * *

HAROLD STERN and HIS VIOLINS

GALLIONS & GINNY ★ THE NILSSON TWINS ★ BOBBY PAGE
& Musical Pages

CONTINUOUS ENTERTAINMENT 'TIL 6 A.M.

SHOWTIMES:
8:30 11:30

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PATTI PAGE

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DARVAS & JULIA

"NATION'S OUTSTANDING DANCE TEAM"

DEAN MURPHY

DONN ARDEN DANCE CREATIONS

ART JOHNSON, Singing M. C.

CARLTON HAYES AND HIS ORCHESTRA

the internationally famous

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THE GREATEST
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•

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THE COURT JESTER

•

Jerry Fielding
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The Coronet Dancers

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Entire Production created and staged by
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. . . . *"Home of the Dancing Waters"*