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MARCH 24, 1956

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LAS VEGAS Magazine



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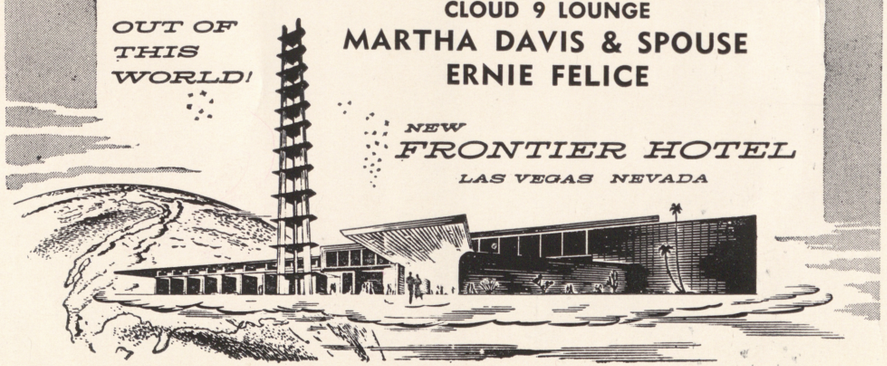
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"Main Tourist Attraction in Las Vegas"

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JACK CORTEZ'
Fabulous
LAS VEGAS
magazine

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OBSERVATIONS

by CHARLES "POP" SQUIRES



I have been wondering about this alleged lull in activity in Las Vegas. Of course we realize that of three great hotels opening about the same time, each with their hundreds of guest rooms, would naturally divide the patronage into smaller portions for each.

Then there are the many great and beautiful places where the finest shows in America are produced and the food served is on a par with the finest to be obtained in New York or anywhere else. Have they declined in patronage?

I wonder about our amusement features. Have the slot machines ceased to grind and pour out their coins (always keeping the proper **percentage** for the proprietor)?

Have the casinos with their more expensive games of chance, stopped luring our visitors so they have decided not to try their luck a little bit after all?

Have our wonders of nature (which we had believed to be among the most glorious and beautiful in the whole wide world) suddenly turned drab and lost their attraction?

Has our climate, with its winter warmth and brightness, the most pleasant and livable the whole year round of any in America, suddenly lost its glory and beauty and comfort?

And now, getting down to brass tacks has anyone in Las Vegas, with a properly financed enterprise conducted in a business-like, straight forward manner, failed to get along well?

Are our families suffering from lack of employment and are our school children going ragged and cold and hungry and without automobiles in their quest for knowledge?

Are any of our great markets or department stores standing waiting for customers and business which just does not come?

Are any of our great labor organizatitons cutting wages in the hope of providing bread for their starving members?

Are any of our banks closing their doors or discharging their employees because of bad business?

Have any churches and fraternal organizations been losing members and limiting their activities because of loss of population?

Have our building contractors gone out of business because there are no people in Las Vegas wanting new homes?

Well, I observe that I am asking too many questions—although there are still more which might be asked and answered with pleasure and profit. Let's first talk a little about the business of creating great resort hotels. The first fellow in the picture is the promoter. He probably has had some experience in the hotel business and, judging from what he hears, Las Vegas is a very fertile field in which to exercise his talents. So he goes to a clever architect and gets him to make some plans and draw some alluring plans. He has seen the phenomenal success of the established resorts and is sure he can do the same.

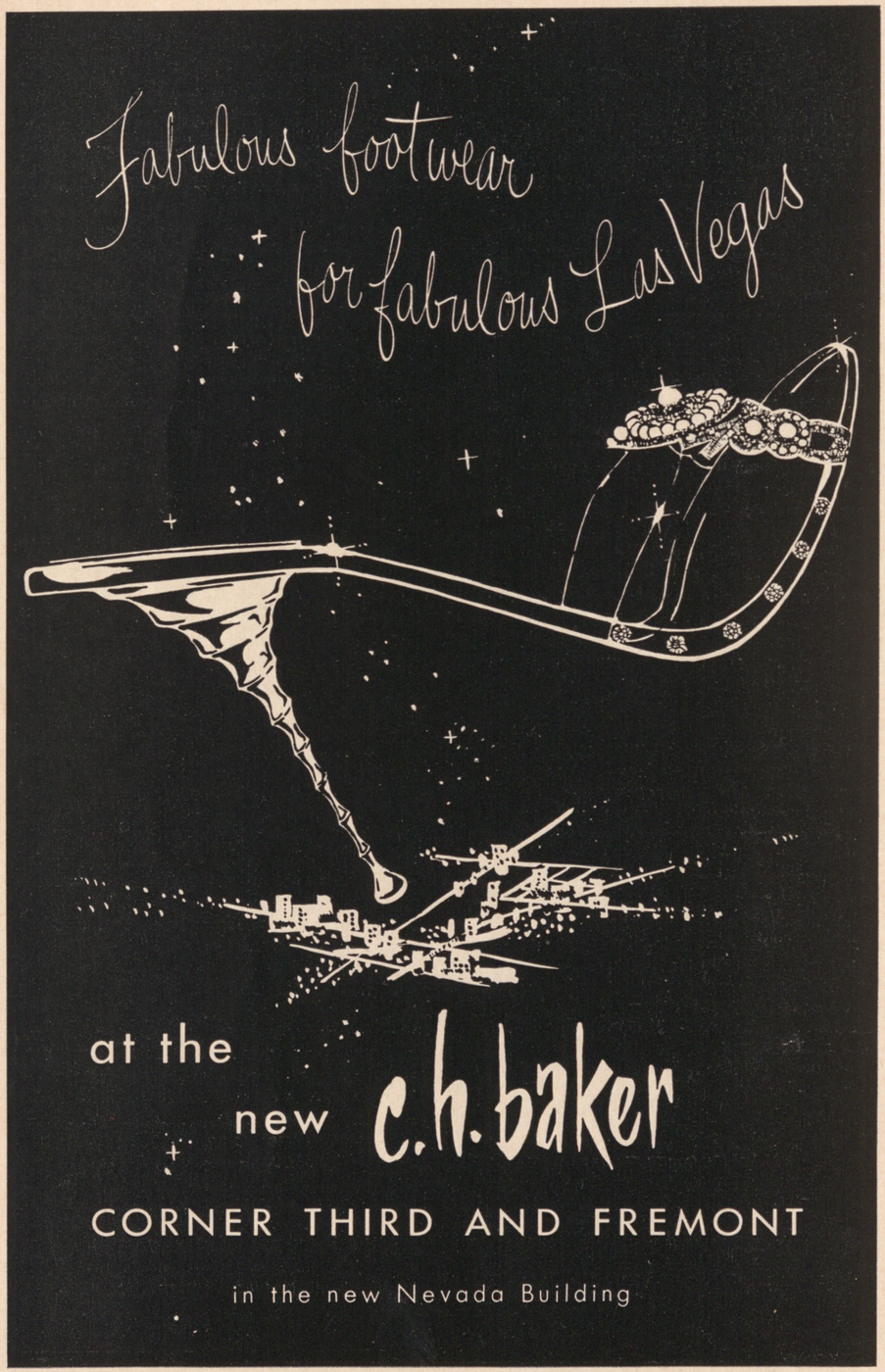
The architect tells him the approximate cost will be, say three million dollars and so our promoter sets out to get his capital. He figures, conservatively, that he will need $2,900,000 more than the one hundred thousand he has and approaches his wealthy friends and finds them agreeable and willing to assist. Perhaps he secures two million

(Continued on Page 32)

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CRISWELL PREDICTS



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I PREDICT it will be entirely possible to freeze all vegetables in their natural state, such as corn on the cob, watermelon, squash, pumpkin, beans, spinach and all other leafy foods! This new radaric freezing method will revolutionize your life, practically overnight! . . . I predict that all Government records will be transferred to microfilm, and will be stored in a huge, natural cave, in the Salt Lake City area! These priceless records will then be safe from any possible danger! . . . I predict that a huge steel mill in Pittsburgh will suddenly close and convert completely to the manufacture of plastics! This change-over will prove to be a straw in the wind, where your future is concerned! . . . I predict that the new, all-glass fronted buildings will replace our present styles! I predict that Wilshire Boulevard in Los Angeles, will lead the nation in this new styling! . . . I predict that a very fatal plant blight will destroy one million acres of forests within the year! Mother Nature's tragedy will drive the paper mills to desperate straits and a new way will be found to manufacture paper without pulp or lumber! . . . I predict a new type of rescue net to be used in fires and disasters, which will contain a magnet drawing power, generated through thousands of tiny wires, electronically supercharged! This amazing new invention will reduce fatalities!

COMING EVENTS IN YOUR FUTURE:

I predict that the earthquake felt on February 9th, 1956, in Southern California, will have far-reaching results! Not only was a new underground river brought to the surface, which will irrigate millions of desert acres, but also the remnants of a lost civilization were discovered! The crude implements and the underground tombs of this bygone age, will furnish our first important clue to the missing link! . . . I predict a startling new type of neon lights which will cost one tenth the price to manufacture and will be much cheaper to operate! Where the small merchant could not afford the present neon, he will be well able to afford this new, inexpensive lighting! . . . I predict that the skin of giraffes will be used as a number one fashion threat for this coming Fall! Pocketbooks, shoes, and belts made of giraffe, will enhance any costume! . . . I predict that General Omar Bradley will shock the world with his analysis of our present military power! Facts will be given the American public which will prove so startling that a new defense system will be demanded overnight! . . . I predict that special truck routes will be planned for every city! This area will be clearly marked, and all other vehicles will be barred, in an effort to speed up traffic and eliminate bottlenecks! This new traffic plan will be announced within the next three months, and will go into effect on a national basis!

HUSH HUSH EVENTS:

I predict that a special night train will leave from New York City, carrying over one hundred Miracle Men of Medicine, who will secretly meet in a small mid-Western city, where an amazing new control of all disease will be revealed to them! This fantastic

(Continued on Page 33)

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by JACK CORTEZ



YOU'LL have to agree that this week's cover girl is a "knock-out." Even at her tender age, she has a little black book, filled with names of admiring swains, most of which attended her birthday party. On the 22nd of this month, JODY PAM IRWIN gazed delightedly at her first birthday cake and pummeled her dainty fist into the center of the icing. She proved a very capable young hostess and her guests enjoyed her whistling. If you don't believe she can perform this feat, check with her proud parents, RUTH and STAN IRWIN (booking agent of the HOTEL SAHARA). It's the truth — so help us . . . and that's for sure. . . .

FLV will have tremendous representation at the BARBARA RUTH LOZABNICK-LEONARD KOLOD nuptials. The ceremony is arranged for an April 8th date, at the BEVERLY-HILTON HOTEL, in Beverly Hills, California. From our personal observations, we'd say our town will be shy of many residents, due to this occasion. . . .

If you haven't as yet obtained a copy of "The Joker Is Wild," by ART COHN (RANDOM HOUSE), you're missing one of the most interesting novels of the decade. It is the story of JOE E. LEWIS, the comedian's comic, who fills his spotlighted hours with hilarious merriment. The book introduces you to many facets of his private life that have never been made public, before this. We are grateful to BELDON KATLEMAN (owner of the HOTEL EL RANCHO VEGAS) and Joe E. for sending us a copy. It is such commanding material, we cannot help but re-read each page. . . .

While in Beverly Hills, a couple of weeks ago, we encountered MRS. AARON WEISBERG. She unveiled a startling tale which we can now pass on to you. When Aaron felt the need for dental treatment, he sought out his favorite D.D.S., whose office was fortunately located in a hospital. When the dentist pulled Mr. Weisberg's tooth, a dreadful situation developed. The patient's heart stopped beating. He was immediately rushed into surgery where a cardiac massage restored his life. We wonder how an individual actually feels upon learning his life span has been issued an extension? . .

JACK BRANNAN is wearing a very pleasant glow. (He is Bar Manager at JOE W. BROWN'S HORSESHOE CLUB.) Jack is highly pleased with the newly-installed bar in the casino. It boasts the most modern equipment and makes the work a distinct pleasure.

Habitues of the "Strip" are quite familiar with the popularity the PARIS SISTERS stirred up in FLV with their FLAMINGO HOTEL success. A recent note from their manager, NORTON WAIS, advises us they are thrilled with their victory on the ARTHUR GODFREY TALENT SCOUT (TV) program. As winners, they appeared with him for a week and also did two spots on DAVE GARROWAY'S TV shows. They are off for a promotion tour for DECCA and will open at the Flamingo, March 29th. . . .

When we think of DEAN MARTIN and JERRY LEWIS, our only regret is that everyone in the country cannot be fortunate enough to catch their on-stage and offstage antics at the SANDS HOTEL. When Jerry takes over as dealer at the "21" tables, the house

(Continued on Page 35)

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Viewing the Action...

By BILL KOZLOFF

THE introductory remarks of last weeks column brought a deluge of telephone calls to the FABULOUS office and numbers of personal comments. Never realized before that these dissertations attracted so many readers. Since the issue discussed last week touched on being controversial, it should be further clarified. Many readers agreed with the contents implicitly, others were somewhat undecided whether they had thoroughly analyzed the message. To explain the theme further it is simply this: Las Vegas has always been a warm, friendly city with heart, and it is the fervent hope of all who are interested that it be kept that way. We want to prevent the "dog eat dog" approach from invading our way of life and business. This is undoubtedly the most wonderful town in the entire U. S. A., DON'T EVER LET IT CHANGE!

The recent sales rally and lecture held at the LAS VEGAS HIGH SCHOOL AUDITORIUM was sponsored by the SALES EXECUTIVES CLUB of SOUTHERN NEVADA. Program chairman for the event was RAY CULLEY, district sales manager for TRANS WORLD AIRLINES. This successful affair featured DR. KENNETH McFARLAND, the number one Educational Sales Consultant and Business Lecturer of the Nation. MR. CULLEY is to be commended for the important role he played in making this affair possible. . . . The JACK CARSONS made a special flight to TOLUCA LAKE, FRIDAY MARCH 23rd to attend the birthday party of eleven year old daughter KATHY CARSON. KATHY scheduled her party for the afternoon so that her daddy could return to the NEW FRONTIER in time for his dinner show. . . . This combination of CASS DALEY and JACK CARSON is a natural for showbusiness. Everyone loves them. FRANK KINSELLA, CASS'S husband and manager has helped engineer this great "HOORAY FOR LIFE" show and the results are most gratifying. . . . MRS. WHITE of the EVERS-WHITE AGENCY has left no stone unturned in announcing the gala opening of the C. H. BAKER SHOE SALON in the NEVADA BUILDING corner 3rd and Fremont. The by-word "for shoes that will turn the town upside down" merely describes their policy of merchandising highly styled creations at very competitive prices. MR. MIKE CAPLAN, vice-president of C. H. BAKER, very proudly announces the appointment of MR. MURRAY SEIGEL as resident manager. MRS. ESTHER TASEY, who has been identified with the BAKER operation locally remains in an executive position. Congratulations to the personnel of this expanding Vegas enterprise. . . . April seventh marks the departure date of MR. and MRS. DAVE MESSING and MR. and MRS. AL GOOT, who fly to N. Y. C. for boarding a Trans-Atlantic luxury liner to the BRITISH ISLES and EUROPE. Only a brief vacation which will take in all of the major cities of the continent and the islands — how long will they be gone? — only three months. BON VOYAGE. . . . Ever genuinely get the chills up and down the spine when seeing a close friend after months of absence? Happened on seein HARRY JAFFEE of the of-

(Continued on Page 40)



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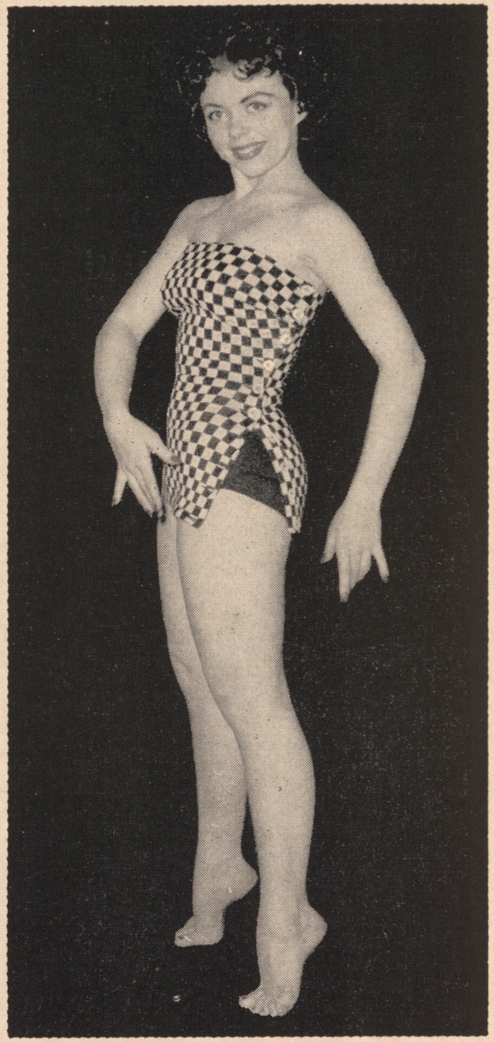
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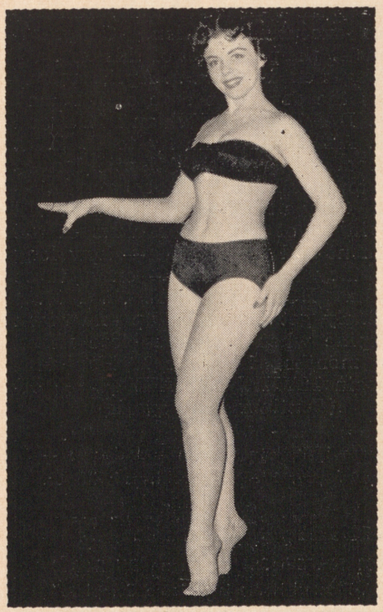
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FABULOUS LAS VEGAS



By SONNY GRILL

IN town for rest and relaxation, Harvey Woodrow of Phoenix, Arizona. Harvey is the owner and operator of the wonderful Pump Room in Phoenix. Anyone from Las Vegas who visits Phoenix always makes time to visit the Pump Room. Opening at this spot on April 19th will be our favorite pianist and songstress, Countess Claire, she of the saucy songs and satire.

The Press Club's St. Patrick Day party was a huge success. It took place in the newly redecorated Black Magic room and the hilarity ran high. Needless to say there was plenty of libation, food, good music by Ace Balkin and loads of talk. The place was really packed with celebrants and we were speculating that if the owners of the Black Magic ever had such overflow business they would retire real fast.

We created a TV format which has had good acceptance by two interested concerns. If this deal hits the TV screens we sure would love to have it shown locally. We believe the show has a new twist and will result in loads of belly laughs for all viewers.

Heard from friends of ours in New Jersey that their gorgeous red haired daughter has been signed for the Copacabana line in New York. Gus and Vi are truly excited for as you know this has been the stepping stone for many successful theatrical careers. We can look back over the years and find that many of our current headliners emanated from the Copa. Carol, we sure hope you do as well as we expect you to. Good luck.

Scott W. Robinson, owner of the Robinson Apartments is currently engaged in a program of improvements at the apartments which include complete refurnishing and redecorating. In addition to which they are also installing a swimming pool for the use of the residents. We understand that on the Robinson property in front of the apartment site which fronts on the Strip plans have been filed for the construction of a private bath and beach club. Present plans call for two swimming pools, a wading pool, coffee shop, cabanas, and many other recreational facilities.

Plans have been practically settled for the Thunderbird Hotel to play a packaged condensed version of a famous Broadway show boasting 3 of the original Broadway cast. This would be an innovation for the hotel and based on the tremendous success of the "Guys And Dolls" show, we feel the Thunderbird has a winner.

One of the funniest young comics we have ever seen work is opening on April 10th at the Beachcomber in Miami Beach. Anyone from Las Vegas who plans to be in Miami at that time would have a real treat were they to go see Joe Cavallaro at the Beachcomber. We predict that this youngster will rise and shine as one of the country's foremost comics.

A real danger spot is the West approach to the Charleston underpass where we have seen more near accidents than any place in town. There are no signs to warn the motorist that the two lane road narrows down to one lane so everybody breezes along two abreast and suddenly discovers the road becomes a one lane road. Corrective action should be taken especially because the underpass is a highly travelled place.

Our B/W Lana has been appointed

(Continued on Page 42)

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By Paula

LOUNGE entertainment is becoming more important all the time. Did you know that when the new FREMONT HOTEL opens, their entertainment media will be the lounge. Have heard that it will have a fabulous stage, complete with a revolving stand which is such a convenience to performers. What a vast improvement! Understand that a certain musician fell off the stage the other night while trying to dodge equipment left by an alternating act. This new (to FLV) innovation should be a boon to entertainers and add to the atmosphere of the lounge for there will be no awkward lull in the entertainment while instruments and other paraphernalia is rearranged. Progress — you are wonderful! . . .

A "Welcome Back" is in order for The STUARTS. They can now be found in the STARLIGHT LOUNGE of the HOTEL RIVIERA. Before their short jaunt to North Dakota, and zero weather, this fine group was in the lounge at the SANDS HOTEL.

Happy birthday to the DUCHESS whose natal day was March 22nd. She is the sweet gal that sings up a storm with the DUKES OF DIXIELAND. On the subject of the DUKES, these top Dixielanders have been giving concerts at all the local high schools for they know how the younger generations loves good music. Very considerate of them, I think. So far they have played one hour dates in the assemblys of GORMAN, BASIC and RANCHO HIGH SCHOOLS. They plan on performing at BOULDER HIGH. If I have missed listing any of the schools, fret not, the DUKES won't miss them. Adults can find these swinging southerners in the new LOUNGE of the HOTEL THUNDERBIRD every night.

Seen in the LADY LUCK LOUNGE of WILBUR CLARK'S DESERT INN listening to the excellent piano of BOBBY STEVENSON was PEGGY DE CASTRO and CHARLIE BARDIN and a group of friends. Charlie is a pianist, too. You can catch him caressing the ivories in the BUCCANEER LOUNGE of the HOTEL EL CORTEZ. . . .

Still haven't seen FREDDY BELL use that megaphone a la RUDY VALLEE. It could be that this rockin' group can be heard without it. What an exciting opening night Freedy and the Bell Boys had. The audience, if listed, would read like "who is who" in show biz. To name a few, MARTIN & LEWIS who had opened in the COPA ROOM, LORRAINE DAY & LEO DUROCHER, HOWARD KEEL, ANNE JEFFREYS and BOB STERLING, ad infinitum. . . .

In the wee hours, drop in to see MARTHA DAVIS & SPOUSE in the CLOUD NINE LOUNGE of the HOTEL NEW FRONTIER. You, too, will love the cozy atmosphere and intimate song stylings that Martha puts forth. She's a honey!

BILLY WARD took a quick flying trip to Los Angeles for business and pleasure. Reports "Everything as customary." Billy and his DOMINOES can be heard nightly in the CASBAR of the HOTEL SAHARA creating beautiful music one minute and pandemonium the next. Variety is the spice of . . . etc. Many of the very unusual

(Continued on Page 43)

AL's gone • He's Back! TOM PACE (Formerly of FRONTIER VILLAGE)



at the SAHARA Barber Shop

- Assisting JOE RANDO "The Barber of the Stars"
- Manicuring By TERESA "The Steubenville Flash"

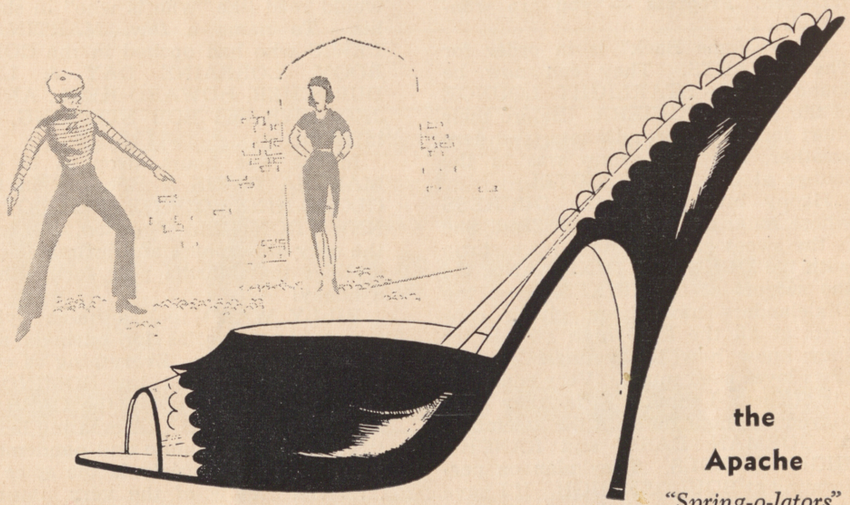
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with DON LUND

SPRING is here and one of the main topics of conversation around FLV these days is the forthcoming TOURNAMENT OF CHAMPIONS sponsored by WILBUR CLARK'S DESERT INN HOTEL. Festivities commence April 26 and end April 29. To date Twenty-two of the nations top golfers have qualified. They include defending champion GENE LITTLER, CHANDLER HARPER, BO WININGER, DICK MEYER, DOW FINSTERWALD, JACK FLECK, CARY MIDDLECOFF, TOMMY HOLT, DOUG FORD, HARRY RANSOM, JULIUS BOROS, ARNOLD PALMER, SAM SNEAD, TED KROLL, MAX EVANS, FRANK STRANAHAN, AL BALDING, LLOYD MANGRUM, MIKE SOUCHAK, SHELLY MAYFIELD, DON FAIRFIELD and MIKE FETCHICK. In order to qualify for the tourney each of the aforementioned golfers had to win at least one major tournament during the past year. Also-rans do not qualify. The $35,000 in prize money is second only to the world championship tourney held in Chicago. Each year the tournament is becoming more popular, and people from all parts of the country come to FLV to attend this great sports attraction. . . .

Newest innovation at the beautiful BONANZA CLUB in NORTH LAS VEGAS is the addition of a dance floor. Dance from midnight till ?? to the music of THE NORM PRENTICE TRIO who has played at many of the strip hotels. This club is rapidly becoming a popular late spot with everyone. . . . Did you know that NAT HART Maitre D' at HOTEL FLAMINGO used to be a song plugger? He did the vocalizing too!! Understand he has quite a voice. . . . Another ex-boxer around town is McGRAW a dealer at the HORSESHOE CLUB CASINO who was a contender for the lightweight boxing crown a few years back. He happily reflects that his new profession is much safer and easier than boxing, and I can see his point. . . . The annual MOBILGAS ECONOMY RUN made FLV their first stopping point on their way to COLORADO SPRINGS. All automobiles were impounded at the SPORTSDROME on the grounds of the NEW FRONTIER HOTEL. The first accident in the twenty years of the RUN'S existence marred the first leg of the journey from LA to FLV. . . . Congratulations to LARRY KRANTZ a bellman at HOTEL FLAMINGO who became the papa of a bouncing baby girl March 15. Wife JEAN came through with flying colors and was only hospitalized for two days. This is their third bambino. Next time you're in the CLOVER ROOM at HOTEL RIVIERA notice the new orchestra pit for RAY SINATRA'S fine band. It adds much to this beautiful room and also enlarges the seating capacity. . . .

The fishing contest now in progress at HARRISONS SPORTING GOODS, INC., is creating a great deal of local interest. To date many large fish have been registered. The largest bass entered was caught by PAUL MOTT and it weighed a whopping 9¾ pounds. Don't be discouraged by this catch, because a new contest begins April 1st. For more information contact RUTH or GIB SWEESY. . . .

LOUIS SALDINI Maitre D' at HOTEL THUNDERBIRD has been on a diet and claims "never again". It seems that he was four pounds overweight and after everything was over he was a couple of pounds heavier. Must have slipped. Just couldn't stay away from all that delicious food. . . . It was great seeing HAL BELFER former Choreographer at HOTEL RIVIERA back in town for a few days. He has been connected with television since leaving here last January and seems to be very satisfied with the results. . . . Word is out that the only thing holding up the opening of the beautiful DESERT SPA is the judges decision approving the new owners. The casino and theatre restaurant is fully equipped and can be prepared for an opening within a week. . . . BOB REGHITTI former NELLIS AIR

(Continued on Page 44)



Sunday
April 1st

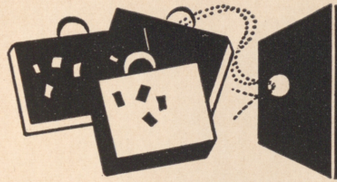
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Hillsmay

by ROLAND HILL



IN THE MAILBAG THIS WEEK: "I read with a great deal of interest your story about the SHERMAN and AMBASSADOR HOTELS in a recent issue of the FABULOUS LAS VEGAS MAGAZINE. Pat Hoy, the General Manager of these hotels, took your suggestions to heart. . . . I am now the new director Public Relations at the SHERMAN in Chicago.. Signed ARTHUR L. DESMOND."

. . . "Come to Miami Beach — we have over 5,000 American flags flying daily and thus making it HOLIDAY TOWN, USA, as you suggested recently that Las Vegas should do. Our town is built truly for play and we want you down here." Chamber of Commerce.

. . . "Have you been to Scottsdale, Wickenburg or Phoenix? Flags fly by the hundreds daily thus catching the gala spirit that prevails at all times . . . these towns are truly playtowns." TKL.

. . . . . Come to Palm Springs, America's greatest resort town with flags flying by the thousands. Our citizens do not have to be prodded into going all out to make the tourists and visitors feel like they are on a holiday — the holiday spirit permeates the very air they breathe at all hours of the day or night." HK.

There you are Las Vegas — how many flags have you put out since I wrote the column suggesting that it would do much to make Las Vegas PLAYTOWN U.S.A.? If every motel would fly a flag instead of cheap rate signs, what a glorious sight it would make? They do not have to furnish shows, at great expense or fine meals or gambling casinos — then why shouldn't they do their part by at least decking the town with flags?

Also in the mailbag comes a letter — the kind I like to get. It is from that super-duper gentleman of publicity that shows he knows all the angles, Gene Murphy of the Wilbur Clark DI. He writes: "Las Vegas is blossoming out with even bigger shows now that the vernal season is upon us. While the town is cracking with such top name stars as DeCastro Sisters (at the Flamingo); Dean Martin & Jerry Lewis (at the Sands); Jack Carson & Cass Daley (at the New Frontier); Ben Blue, Patti Moore, Ben Lessy (at the Riviera); Eartha Kitt & Myron Cohen (at the El Ranch Vegas); Bob Crosby & Sarah Vaughan (at Sahara); a rippling good variety show starring Beatrice Kay (at the Thunderbird); and Patti Page, the sensational singing star (at Wilbur Clark's Desert Inn); much more exciting fun is on the horizon.

"Patti Page, the current headliner at the Inn, keeps moving West into the Far East after closing here, for appearances are being scheduled in the Orient. This sweet warbler from the South should weave a gentle influence when singing so far from home. As a contrasting personality, the Desert Inn has engaged Johnnie Ray who has become an intercontinental star. Ray will be our April attraction. Yma Sumac is a tentative booking at the New Frontier.

"A stellar attraction is our annual Tournament of Champions at the Desert Inn Country Club. This will be played April 26-29 with two score golfers out to capture the $10,000 first cash prize in the $37,500 silver dollar pot. This Inn also donates $35,000 annually to the Damon Runyon Memorial Fund. I think Las Vegas is bigger and better than ever, and I hope all this holds your interest." It surely does Gene and thanks a million for taking time out to write to me.

Have been having a little fun of late around the California Southland. The Roller Derby last Monday evening over at Olympic arena proved as great as ever. I really get hepped up watching this sport — almost as good as the bull fights. CAROUSEL, the movie follow-up to OKLAHOMA, did nothing for me but leave me cold and mad that I had spent the dollar and a half to see

(Continued on Page 44)

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NEVADA ROOM Cocktail Lounge
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GENE CORRY
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★

DOWNTOWN LAS VEGAS



Mighty Mixture

by GARY STEVENS

ANNUAL CLEANING: Like the yearly Spring custom of thoroughly washing, sweeping and cleansing a house this column indulges in some April wanderings whereby we put down in print those little things that have cluttered the brain lo these many months. You might call them accumulated peeves. Anyway, we think the universe would be a better place the rest of '56 if the following items were given some added thought and eliminated from the scene. As a for instance, how's about losing the indecisive driver on a three lane road. Before long he must become a local coroner's study. . . . And take all that loot being spent on Grace Kelly's coming nuptials. If that money was used for the purpose of allowing two hundred couples, deserving ones, to get a try at marital bliss, we might have more happiness. A Reno gambler will bet you even money the Monaco merger doesn't last two years. . . . There should be a rest home or a closet for screaming sopranos, with the wide vibratos, who are generally flat, anyway. These are the ways and means to qualify for the most 'earitating' sound in the world. . . . When will the ad agencies and the magazines list the names of all models who pose in commercial advertisements. A pretty face attracts male orbs, but why wonder for a night's length who the doll is. We're not asking for phone numbers, only names. And while on the subject of the pretty posers, it's about time that the real live 'ad-tractive' mannequins change the cliche and unnatural position of showing the line of a suit or frock by standing with one gam extended. The stance reminds one of lesson two in posture in elementary ballet school. . . . Maybe there's some good reason, scientific or otherwise for big game hunters bringing 'em back alive to increase a zoos population. To this — tacet okay. Hoots and jeers to the blastin' idiots who use very expensive equipment and invade animals' privacy for the sole purpose of killing — just for the sole attainment of sadistic sport. Oh well, bullets for bullies. . . . Let's drive for the exclusion from civilization of those perfectly healthy, hardy eaters who order steak, well done, time after time, in the best of continental restaurants.

SECRET STILL KEPT: Unless one of the expose mags has gone and done it, one of the best hidden tidbits for the gossip seekers remains an unpublished item. When the tennis great, Bill Tilden, was picked up on a morals charge while parked in his automobile with a minor, there was another gent with him at the time. A movie actor, no less. His studio paid over fifty thousand dollars to keep the news from ever reaching print. To our knowledge — it never did. If you qualify as the answer man for puzzles or riddles, try to figure out his identity. The initial of his first name is found in the last thirteen letters of the alphabet; his surname starts with a consonant that is placed in the first thirteen.

HUMOR DEPOT: There's a frozen ice cream drive-in on the outskirts of the California desert that bills itself as "Custard's Last Stand." . . . How's this for a tag to describe a wealthy exhibitionist — a 'displayboy'!!! Keeping this title in the back of the cranium just in case it's needed to head up a song or a zany article. To wit: "Every day is Friday to a sea gull". . . . Overheard at Chasen's "He's that ideal man. You go to his office. You see a couch. And he never tells whether he's a psychiatrist or a producer." . . . The very chic set call sleeping pills — slumber pellets. You yawn and takes yer cherce.

A Father's Tuneful Pride: Lee Eastman is a noted theatrical attorney. He loves his family, so much so that he does something quite unusual about the adoration for his children. He has top song writers pen ditties dedicated and inspired by the kiddies. Yes, you read right. More than a half dozen years ago, he asked Jack Lawrence, songsmith of some skill, to write a ballad for his daughter. Lawrence agreed and

(Continued on Page 46)

★ *It's always a thrill*

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Las Vegas!



MYRON COHEN

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HOTEL El Rancho Vegas

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"CURTAIN TIME"

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

DESERT INN

March 13th thru April 9th

Show: Patti Page; Weire Brothers; Donn Arden Dancers; Pony Sherrell; Carlton Hayes and Orchestra.

Heading the new show in the Painted Desert Room is PATTI PAGE, delightful songstress whose satiny smooth voice has created records that have been one hit after another. Though she includes a new repertoire of music in each return visit, her many fans demand an ample share of those fabulous "hit" songs that brought her fame. This charming and gracious lady of song tunes up her vocal chords and produces eardrum euphoria, and how audiences love her. . . . The WIERE BROTHERS are a group of jubilant jesters that sing, dance and clown in a manner that agitates your humor area and brings guffaws and giggles. HARRY,

(Continued on Page 30)

EL Cortez

March 22nd thru April 4th

Show: Eddie Le Roy and the Short Twins; Johnny Aladdin; Marion Gay; Sherman Hayes.

Songs and comedy by EDDIE LE ROY and the SHORT TWINS are a delight to all audiences. Pint-sized EDDIE LE ROY is a dynamic pixie who tickles your funny bone all the time he is on stage. With EDDIE are the SHORT TWINS who present a double portion of comicry that will win your approval. . . . Also on the bill is JOHNNY ALADDIN, versatile gent who jokes and dances in an original manner. Particularly interesting is his tragic magic routine, a soft shoe routine that has a tongue-in-cheek approach to the business of dancing and entertaining. . . . MARION GAY features artistry in rhythm. This talented young lovely does a Charleston, com-

(Continued on Page 30)

El Rancho Vegas

March 14th thru April 17th

Show: Eartha Kitt; Myron Cohen; Ernie Richman and the Mannequins; Ted Fio Rito and Orchestra.

Sensuous songstress, EARTHA KITT, is back again to purr out those songs that have brought her world fame. That charmer snuggles up to a song and produces torrid tones that only EARTHA can make. Tho often imitated, no one can match the original! She is in a class all by herself, this svelte chanteuse. . . . Also on the bill is that genial story teller, MYRON COHEN who can weave yarns that will keep you in stitches. This gent just stands up to the mike and tells one tall tale after another, each one funnier than the last. Mr. COHEN has a great understanding of the art of comedy. . . . It is a return engagement for ERNIE RICHMAN and the MANNEQUINS.

(Continued on Page 30)

Flamingo

March 15th thru April 11th

Show: DeCastro Sisters; Dick Shawn; Rickie Layne; Ron Fletcher Dancers; Louis Basil and Orchestra.

In the starring spot are the DE CASTRO SISTERS, creators of spirited harmony. These beautiful Cuban cuties leave little doubt in your mind that they are destined to have a brilliant future. Their recordings are on the best selling list and they are always in demand for personal appearances. The blending of their fine voices is a pleasure to hear and the girls are very, very easy on the eyes!! . . . Also on the bill is comical DICK SHAWN, a refreshing lad with a different approach to this business of being funny. His unusual material and clever presentation win DICK more fans at each performance. If you enjoy laughing you will be delighted with DICK'S antics. . . . A new-

(Continued on Page 30)



NEW FRONTIER

March 15th thru April 22nd

Show: Jack Carson; Cass Daley; Leo Diamond; Giselle Szony and the Cabots; Les Marcellis; Venus Starlets; Garwood Van and his Orchestra.

"Hooray for Life" offers a tempting bill of affair. . . . The waggishness of JACK CARSON'S wit is a spirited spectacle to view. His every quip is sparkling and great fun. This humorous gent is noted for his shenanigans in many comical movies, TV appearances and night clubs. Any show starring this droll gent is destined to be a great success. . . . Slapstick by CASS DALEY keeps every viewer in stitches. This little lady is thoroughly schooled in her art of comedy and holds your attention whenever she is in the spotlight. Her witty banters and facetious manner will tickle your funny bone. . . . LEO DIAMOND adds his harmonica playing talents for your appreciation. . . . GISELLE SZONY has an established and enviable reputation as being the finest dancer in the modern ballet. With GISELLE are two gents to assist with the terpsichorean duties. They are the CABOTS. . . . LES MARCELLIS do acrobatic feats that keep you on the edge of your seats. . . . The VENUS STARLETS shine in their offering of excellent choreography created by DOROTHY DORBEN. Their production numbers are original, artistic and very outstanding. . . . Backing this wonderful show is GARWOOD VAN and his excellent ORCHESTRA.

Riviera

March 14th thru April 24th

Show: Ben Blue; Patti Moore; Ben Lessy; Lucienne & Ashour; Double Daters; Helmuth Gunther; Bob Hopkins; Riviera Girls; Ray Sinatra and his Orchestra.

BEN BLUE is the comedian who capably invades any town and converts the audience to membership in his fan club. BEN is well known for the comical skits he invariably presents. His participation in such presentations proves him to be a master of his art. A great majority of night-clubbers share the opinion that his humor is a very special brand. . . . Other FLV favorites that are on the bill are PATTI MOORE and BEN LESSY. They are seasoned performers that know every trick of the trade and employ them to entertain amply. PATTI and BEN'S material is all their own, their lyrics riotous. Even tho they always come in with sensational new material, their old routines are always requested. . . . Adding their talents to the show will be LUCIENNE & ASHOUR; the DOUBLE DATERS, HELMUTH GUNTHER and BOB HOPKINS. . . . The RIVIERA GIRLS present exciting new choreography in colorful production numbers that add

(Continued on Page 30)

SAHARA

(Not a Review)
March 20th thru April 16th

Show: Kay Starr; The Stanley Boys; Bud and CeCe Robinson; Saharem Dancers; Cee Davidson and Orchestra.

Fabulous KAY STARR headlines in the Copa Room with songs as only she can present a tune. This vivacious bundle of loveliness really rocks the room with her vibrant and singular vocal stylings. When you see KAY in person, you will realize why she remains at the top of the popularity list. Her gracious manner plus singing each song as if it were meant just for you alone wins even more fans at each performance. . . . Adding their fine voices for background harmony are the STANLEY BOYS. The blending of their tones with Miss STARR'S vocals produces beautiful music. . . . Also on the bill are BUD and CECE ROBINSON. This dance team runs the gamut

(Continued on Page 46)



The Sands

March 14th thru April 3rd

Show: Dean Martin and Jerry Lewis; Dick Stabile; Introducers; Bunny Briggs; Copa Girls; Antonio Morelli and his Men of Music.

"From Here to Hysteria" starring those two lovable and zany characters, DEAN MARTIN and JERRY LEWIS, is a laugh riot. Their material is hilarious and the ad-libs that fly freely are terrific! One never knows what to expect next! As you all know, JERRY is the mad clown and DEAN is the affable foile who also sings some handsome notes. His crooning of such hits as "Memories You Gave" brings rounds of applause. A high point of comedy is a Japanese "easy" translation that rocks the Copa Room and is JERRY LEWIS at his best. Their union is an unbeatable combination that has proven to be the GREATEST. Further

(Continued on Page 31)

SHOWBOAT

March 23rd thru April 5th

Show: Lenny Gale; Sheila Rae; Garr Nelson; The Showboat Girls; The Lawrences and Beverly; Lou Styles and the Stylists; Rossi & McDermott; Deane Douglas with the Carol Kent Duo; Mike Werner and his Orchestra.

The new "king bee" of comedy and a favorite at this bistro, LENNY GALE, is back for a demand return engagement. This gent is quick with a quip, does amazing mimicry of the stars, and is a versatile performer. He can even uncork with a song if it is needed for emphasis. His unpredictable ad-lib ability keeps your ear turned in his direction. . . . A very lovely and shapely lassie whose specialty is the dance exotique, SHEILA RAE, presents a charming picture. All the lads flock to view her presentation. . . . The magic

(Continued on Page 46)

SILVER SLIPPER

Show: Sally Rand; Four Knights; Hank Henry; Three Dolls; Silver Slipperettes; Silver Slipper Stock Company.

The hilarious new revue, "Laff Parade of 1956," stars the illustrious SALLY RAND, the original Fan Dancer. This charming lady has become so firmly associated with her art that her name is a household word. . . . Adding their stellar voices to the bill are the fabulous FOUR KNIGHTS, Capitol Recording Stars. This quartet of masterful music makers are favorite tunesmiths of all those who appreciate symetry of sound. . . . Still with us is our favorite funny man, HANK HENRY, the mainstay, who opens with laughs galore for the sophisticates. The man with the "Kisser" that would cause a laugh riot sparks the show with his inimitable humor and keeps it humming with guffaw after giggle,

(Continued on Page 31)

Thunderbird

(Not a Review)
March 22nd thru April 19th

Show: Allan Jones; Roger Ray; Margaret Brown; Thunderbird Dancers.

Once again the fine tenor voice of ALLAN JONES fills the Navajo Room. The excellent voice of this gent has been enjoyed by many on records and in movies. To see ALLAN in person is a treat. His easy going manner and smooth artistry will win your admiration. . . . Amusing ROGER RAY presents gags and comedy that will agitate your humor area. His yarns are interspersed with bits of merry melody that will please your ears. . . . Agile MARGARET BROWN taps out a rhythmic beat with her dancing feet. This charming lady presents some very clever routines. . . . Colorful choreog-

(Continued on Page 46)

CASS DALEY

JACK CARSON

"Hooray for Life"

Hooray for Fabulous Las Vegas

Hooray for the New Frontier

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This publication attempts to print logs as accurately as possible; however, FLV cannot be responsible for last-minute changes made by the stations.

YOUR FABULOUS LAS VEGAS WEEKLY TV GUIDE

this week on TV...

MARCH 24 THRU MARCH 30

SATURDAY — MARCH 24

9:00 8 Film Festival
12:00 2 **Pro Basketball**
8 **Big Ten Basketball**
1:45 8 Sports Final
2:00 2 Big Picture
8 Gulfstream Handicap
2:30 2 Our Amazing World
8 Action Theatre
2:50 2 Robot Gardener
3:00 2 Ladies Matinee
4:30 2 **Surprise Package**
8 Buffalo Bill, Jr.
5:00 2 **Perry Como Show**
8 Cosmetic Counter
5:30 8 **Andy's Gang**
6:00 2 People Are Funny
8 News & Weather
6:30 2 **Texaco Star Theatre**
8 Campus Party
7:00 2 **George Gobel Show**
8 **Queen of the Jungle**
7:30 2 **Hit Parade**
8 **Damon Runyon Theatre**
8:00 2 Stop The Music
8 Honeymooners
8:30 2 Life with Elizabeth
8 Long John Silver
9:00 2 **Lawrence Welk Show**
8 Death Valley Days
9:30 8 Soldiers Of Fortune
10:00 2 The Hunter
8 Gunsmoke
10:30 2 Do It Yourself
8 Showcase of Stars
10:45 2 Two For The Show
12:00 8 Martin Black's Nite Owl

SUNDAY — MARCH 25

8:45 2 Christian Science
9:00 2 Film Festival
10:30 8 This Is the Life
11:00 8 Philadelphia Forum
12:00 8 Face the Nation
12:30 8 Sunday News
1:00 2 Wide Wide World
8 Front Row Center
2:00 8 **Omnibus**
2:30 2 Frontier to Space
2:45 2 Our Amazing World
3:00 2 Meet the Press
3:30 2 U.S. Navy Presents
8 Showcase
3:45 2 Mitzie Reads the Comics
4:00 2 Big Picture
4:30 2 NBC Color Spread
5:15 8 Drew Pearson
5:30 8 Ray Milland Show
6:00 2 Playhouse Hour
8 Showtime
6:30 8 **1st Nat'l Bank Theatre**
7:00 2 News Cavalcade
8 Jack Benny
7:15 2 Our Amazing World
7:30 2 **Famous Film Festival**
8 **Mr. District Attorney**
8:00 8 **Ed Sullivan Show**
9:00 2 Two for the Show
8 Mayor of Town
9:30 8 G.E. Theatre
10:00 8 Mr. & Mrs. Movietime
10:30 2 Sports Highlights
10:35 2 Jack's Theatre Of The Air

MONDAY — MARCH 26

12:00 2 NBC Matinee Theatre
1:00 2 For the Ladies
1:30 2 Queen For A Day
2:00 2 Pinky Lee Show
2:30 2 Howdy Doody
8 Mr. & Mrs. Movietime
3:00 2 Be My Guest
4:00 8 It's A Woman's World
4:15 8 **Love of Life**
4:30 2 Bar 2 Ranch
8 Date With Dot
5:00 8 Captain Jack
5:30 2 Space Rangers
8 **K & K Commandos**
6:00 2 News & Weather
8 News & Weather
6:30 2 "A Place In The Sun"
8 **Robin Hood**
7:00 2 It's A Great Life
8 Life of Riley
7:30 2 "Bond Issue" — Simulcast
8 **Highway Patrol**
8:00 2 Inspector Mark Saber
8 Liberace
8:30 2 TV Readers Digest
8 San Francisco Beat
9:00 2 Truth or Consequences
8 I Love Lucy
9:30 2 "Stop That Cab"
8 December Bride
10:00 8 Secret File USA
10:30 2 Late News
10:35 2 Two for the Show
8 Mr. & Mrs. Movietime
12:00 8 Martin Black's Nite Owl

TUESDAY — MARCH 27

12:00 2 NBC Matinee Theatre
1:00 2 For the Ladies
1:30 2 Queen For A Day
2:00 2 Pinky Lee Show
2:15 8 Mr. & Mrs. Movietime
2:30 2 Howdy Doody
3:00 2 Be My Guest
3:15 8 **Garry Moore**
3:30 8 Mr. & Mrs. Movietime
4:00 8 It's A Woman's World
4:15 8 **Love of Life**
4:30 2 Bar 2 Ranch
8 Martin Black
5:00 8 Capt. Jack
5:30 2 Space Rangers
8 Wild Bill Hickock
6:00 2 News & Weather
8 News & Weather
6:30 2 Mr. Wizard
8 **Jungle Jim**
7:00 2 Christophers
8 **$64,000 Question**
7:30 2 **Justice**
8 **Do You Trust Your Wife**
8:00 2 Martha Raye Show
8 **Phil Silvers**
8:30 8 Man Called X
9:00 2 I Spy
8 Science Fiction Theatre
9:30 2 Lombardo Show
8 Willy
10:00 2 The Pendulum
8 I Led 3 Lives
10:40 2 Two For The Show
8 Mr. & Mrs. Movietime
12:00 8 Martin Black's Nite Owl

WEDNESDAY — MARCH 28

12:00 2 **NBC Matinee Theatre**
1:00 2 **For the Ladies**
1:30 2 **Queen For A Day**
2:00 2 **Pinky Lee Show**
2:15 8 Mr. & Mrs. Movietime
2:30 2 **Howdy Doody**
3:00 2 Be My Guest
3:15 8 **Garry Moore**
3:30 8 Mr. & Mrs. Movietime
4:00 8 **It's A Woman's World**
4:15 8 **Love of Life**
4:30 2 Bar 2 Ranch
8 Date With Dot
5:00 8 Capt. Jack
5:30 2 Space Rangers
8 K & K Commandos
6:00 2 News & Weather
8 News & Weather
6:30 2 Disneyland
8 Hopalong Cassidy
7:00 2 Wednesday Night Fights
8 U. S. Steel Hour
7:30 2 Academy Awards
8:00 8 Godfrey & Friends
8:30 8 **Harry Owens Show**
9:00 8 My Hero
9:15 2 MGM Parade
9:30 8 I've Got A Secret
9:45 2 The Whistler
10:00 8 Confidential File
10:15 2 Break The Bank
10:35 8 Mr. & Mrs. Movietime
10:40 2 Two For The Show
10:45 2 Late News and Sports
11:00 2 Two For The Show
12:00 8 Martin Black's Nite Owl

THURSDAY — MARCH 29

12:00 2 **NBC Matinee Theatre**
1:00 2 For the Ladies
1:30 2 Queen For A Day
2:00 2 Pinky Lee Show
2:15 8 Mr. & Mrs. Movietime
2:30 2 Howdy Doody
3:00 2 Be My Guest
3:15 8 Bob Crosby
3:30 8 Mr. & Mrs. Movietime
4:00 8 Woman's World
4:15 8 Love of Life
4:30 2 Bar 2 Ranch
8 Comedy Club
4:45 8 Welcome Wagon
5:00 8 Capt. Jack
5:30 2 Space Rangers
8 Superman
6:00 2 News & Weather
8 News & Weather
6:30 2 Three Musketeers
8 Texas Ranger
7:00 2 Lux Video Theatre
8 Badge 714
7:30 8 Great Gildersleeve
8:00 2 You Bet Your Life
8 Count of Monte Cristo
8:30 2 Bishop Sheen
8 Climax
9:00 2 Judge Roy Bean
9:30 2 Wrestling From Vegas
10:00 8 Buelah
10:35 8 Mr. & Mrs. Movietime
11:00 2 Wrestling Interviews
11:20 2 Two For The Show
12:00 8 Martin Black's Nite Owl

FRIDAY — MARCH 30

12:00 2 **NBC Matinee Theatre**
1:00 2 For the Ladies
1:30 2 Queen For A Day
2:00 2 Pinky Lee Show
2:30 2 Howdy Doody
8 Mr. & Mrs. Movietime
3:00 2 Be My Guest
4:00 8 **It's A Woman's World**
4:15 8 **Love of Life**
4:30 2 Bar 2 Ranch
8 Date With Dot
5:00 8 Capt. Jack
5:30 2 Space Rangers
8 K & K Commandos
6:00 2 News & Weather
8 News & Weather
6:30 8 My Little Margie
6:45 2 George Franklin
7:00 2 Cavalcade of Sports
8 Rin Tin Tin
7:30 8 Dr. Hudson's Secret Journal
7:45 2 Red Barbers Corner
8:00 2 Lucky Lager Sports Time
8 Waterfront
8:30 2 Dragnet
8 The Line-up
9:00 2 Dollar a Second
8 Western Marshall
9:30 2 Eddie Arnold
8 Playhouse of Stars
10:00 2 The Ruggles
8 Bulova Playhouse
10:30 2 Late News and Sports
8 Nite Wire
10:40 2 Television Theater
8 Martin Black's Nite Owl



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DESERT INN

(Continued from Page 23)

HERBERT and SYLVESTER can remove the frown from any face. They are funsters of great talent that are enjoyed by all who see them in action. Ably assisting the lads on the piano is MILDRED SEYMOUR. . . . The very attractive DONN ARDEN DANCERS present two spectacular new production numbers that are very artistic and brilliantly executed. Lovely song writer, PONY SHERRELL stars in these fabulous numbers and enhances the show with her fine voice. . . . CARLTON HAYES waves his skilled baton to creat perfect rhythms among his men of music.

EL RANCHO VEGAS

(Continued from Page 23)

Ernie, the lad with Bolger-like talents, stages artful choreography that results in good theatre. Skillfully backing the show musically is TED FIO RITO and his excellent ORCHESTRA.

EL CORTEZ

(Continued from Page 23)

plete with costume, that is especially good. . . . Fine musical backing for the show is provided by SHERMAN HAYES and his ORCHESTRA.

FLAMINGO

(Continued from Page 23)

comer to our city is RICKIE LAYNE, a ventriloquist of diverse talents. He is noted for his appearances in the famed Ed Sullivan Show. . . . The RON FLETCHER DANCERS present choreography in an artistic and graceful manner. . . . LOUIS BASIL and ORCHESTRA provide top musical backing for this delightful show.

RIVIERA

(Continued from Page 24)

beauty and charm to round out a top-notch show. . . . Truly superb musical backing will be furnished by RAY SINATRA and his fine aggregation of accomplished musicians.

SANDS

(Continued from Page 25)

words are superfluous; one has to see these two in action to fully comprehend their showmanship. . . . A new gimmick for this show is: DICK STABILE, talented musical conductor and arranger, introduces the INTRODUCERS, who in turn musically bring on the stars. They also join in the frivolity and add background harmonizing in some numbers. . . . Also on the bill is BUNNY BRIGGS who really makes his feet talk. His terpsichorean abilities indicate that this lad is heading for the top in the dance department. . . . The beautiful COPA GIRLS, resplendent in their colorful costumes by Mme. BERTHE, execute exceptional choreography staged by RENEE STEWART & BOB GILBERT. . . . ANTONIO MORELLI and his aggregation of fine musicians present a background that is perfection plus. . . .

SILVER SLIPPER

(Continued from Page 25)

right from beginning to end. There would be no "Slipper" show without this funster . . . Also on the bill are the THREE DOLLS, beauteous young recording stars that add their melodious vocals. Their spirited contributions indicate a great future for these scintillating songstresses. . . . The four SILVER SLIPPERETTES liven the atmosphere with spirited and tricky footwork in exceptional choreography created by BARRY ASHTON. The "Red Garters" number is a show stopper! . . . Unless you happen to be a complete novice, we needn't tell you of the hilarious situation scenes produced by the SILVER SLIPPER STOCK COMPANY. The fade-out scenes are famous from coast-to-coast. They may change the lines, but the theme is the same that has caused merriment since the beginning of man. They are on the same entertainment level as previous shows.

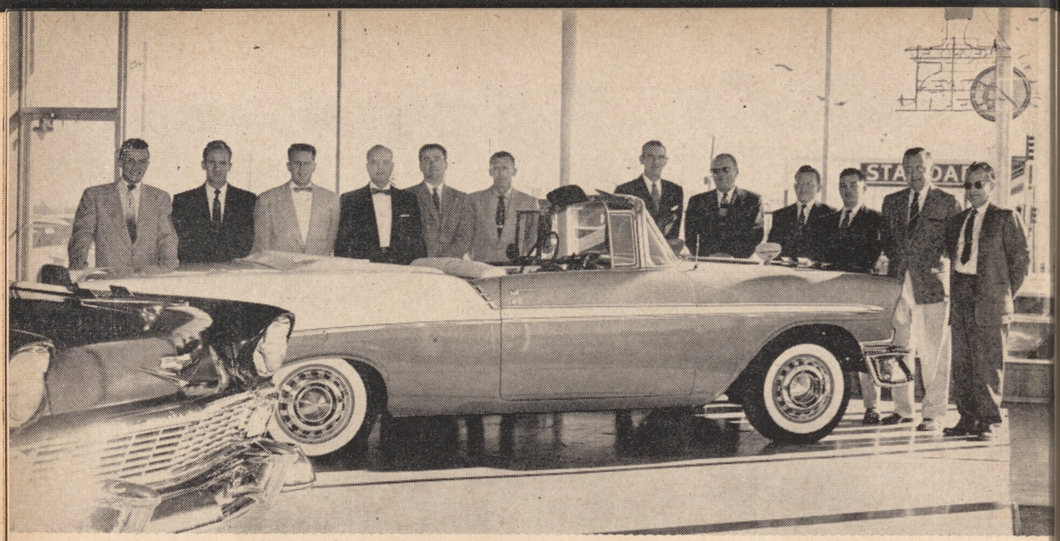


PRESENTING:

"the Nude in Shoes"

The barebacks in the 4 inch heel, pencil slim for beauty—in black patent, white, turquoise, pink, or yellow kid.

Twenty-one ninety-five



QUALITY FOR '56 . . . *we are fully equipped and competently staffed to serve you . . .*

★ Community Chevrolet ★

MARYLAND PARKWAY AT CHARLESTON BLVD.

OBSERVATIONS

(Continued from Page 5)

dollars in pledges for the enterprise, which leaves him only nine hundred thousand dollars shy of that three million which the structure will cost him, but he plans to get more subscriptions which he thinks will be easy after the building nears completion. This he may do but there is another hitch. With some extras suggested by himself and partners approximately another million is added to the cost of the enterprise.

By enlisting the aid of those who already have agreed to "take a piece" the money is scraped together. Then as always the cost of building goes up; labor is more expensive than estimated and then there is the little matter of landscaping. This hits the group hard but by personal loans and cutting the corners here and there they manage to make it and the hotel is built—a beautiful structure to be sure, but devoid of furniture and fixtures. The partners get together and by showing a solid front convince the mercantile houses that they are worthy of credit. But it puts a crimp in the financial standing of some of them.

The great opening night comes. A New York Theatrical attraction at the very moderate price of twenty-five thousand a week is engaged. (Other hotels are paying much more.) The new hotel is packed with guests, but perhaps the bank roll they provide for the casino is somewhat depleted (as sometimes happens). Bills come in at the end of the week for everything on earth and their entertainers, of course, want their money, so there is nothing to do but to stand off the butcher and the baker and the grocer for another week. The help is loyal and manage to wait for a little while depending on the meagre tips to keep them going.

After the opening, troubles, which nothing but money will rectify, come double—If the promoters cannot command at least a million dollars more than they expected to it is all over. The original promoters and stockholders lose most of their money and the really grand enterprise is taken over by another group who properly finance the enterprise and conduct the business with the same success as our other hotels. I think that nearly every one of our resort hotels have had their financial troubles, not at all because of poor business but everything costs more than was expected. But the fact remains that out of the ten million people in southern California enough are coming to Las Vegas each week for a little entertainment to crowd all our resorts if we don't scare them away by crying "hard times".

As to all those other questions, we answer, no, our general business is good. Our building industry is building and selling hundreds of homes each month. Our population is increasing faster than ever before. Our schools are crowded and to provide new schools is one of our big problems.

The Chamber of Commerce reports that the count of automobiles on the "Strip" reaches the astounding total of 39,000 each day, of which 13,000 are out-of-state cars. Business in every line is very, very good.

BEFORE marriage . . . a man declares he would lay down his life for you . . . AFTER marriage . . . he won't even lay down his paper to TALK to you!

Some men give their wives ten cents for the church for the same reason that they buy lightning rods.

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Count BASIE

and his internationally famous **ORCHESTRA**

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Lady Luck

LOUNGE

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★ GROVER SHORE trio
★ BOBBY STEVENSON trio
★ HENRI ROSE trio
★ DON GREGORY Quartet

Continuous Music from
5 p.m. to 5 a.m.

Wilbur Clark's

DESERT INN

CRISWELL PREDICTS

(Continued from Page 7)

control of disease will be based on the three principles of Mother Nature, the air, the earth, and the sea, with counterparts of each! . . . I predict that a shocking, new Swedish motion picture, which is based on the practice of free love, will be banned from our silver screens! This motion picture will be based on the Faust legend where a young man is given full vent to his physical desires and libertine practices! I predict this film will be particularly shocking for there is no retribution, nor do any of the characters suffer for their sin against society! . . . I predict that an independently-owned freighter will be siezed at the next port it touches! The Captain of this vessel has a long criminal record of contraband, white slavery, narcotics, and illegal entry, which he still practices! The 20th Century pirate prince will soon blaze across your headlines and will be known as one of the great criminals of our lifetime! . . . I predict a phone call will soon be made from an Embassy in Washington, D.C. which will remove a nation from the

Wa-a-a-a-a — I wanta go see

Freddy Bell and his Bellboys!



★

at .... The Sands

P.S. He's my Daddy

face of the earth! This nation will no longer appear on our maps, and in years to come will be remembered only as a land that was!

YOUR INCREDIBLE FUTURE:

My friend, the science-fiction stories of yesterday are the actualities of today! In this year of grace, 1956, we are on the verge of many shocking discoveries, which only yesterday would have thrown us into panic! In the present issue of "The American Funeral Director", Hugo Gernsback fully describes a space funeral, thirty years in the future: "The loved one will be quick-frozen, encased in a light metal casket, and placed aboard a space ship, which will take off for Outer Space. When the gravital pull decreases, the casket will be ejected from a tube, in direct polarity from the sun. The casket will disappear in a few seconds to fly for eternity and a day, in perfect preservation, in the infinite void!" This is not as far-fetched as it may seem, for already this same principle has been successfully used in miniature! . . . On last September 1st, the entire continent of Australia was alerted to weekly radio signals from the planet Jupiter! These signals originate from a tremendous electrical disturbance through the atmosphere of Jupiter! Only ten years ago, the idea that another planet may be watching was laughable, but my friend, if you will corner an astronomer or a scientist, you will get him to admit that nothing is impossible, although it is clearly defined as a coming event in Your Incredible Future! The few dangers that man faces on earth, are innocent compared to those he will face from Outer Space!

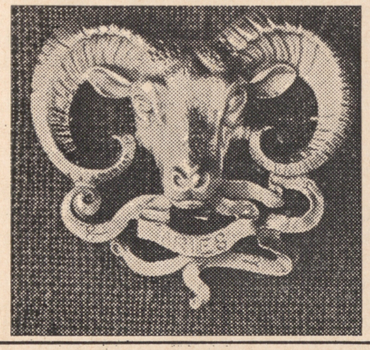
THAT'S FOR SURE

(Continued from Page 9)

has to lose. He informs players of his "hole" card and they act accordingly. What does Jerry care for Jake's money? He's more interested in his friendly fellow gamers! Dean takes over at the roulette wheel, which was his profession, years ago. He clowns around but manages to act like a "houseman" in order to keep the "Little General" from passing out, completely. We believe the Hollywood Moguls are missing out on a good bet. They should film such a sequence in the next Martin-Lewis flicker. . . .

Here's an interesting sidelight in the life of JIMMY GRIPPO, of whom we've written in recent columns. A year prior to Premier GEORGI MALENKOV'S removal from his post, Jimmy advised he was going to put the "double whammy" on this political figure, establishing mental contact with him, via a proper medium, conditioned by hypnosis. Apparently, he succeeded. In June of last year, Jimmy advised the world could "look for another Kremlin shake-up, within the next six to eight months." If you've been reading your papers, you'll realize this prediction also came true. On the lighter side, we'd like to remind you that Jimmy entered the ring and hypnotized MELIO BETTINA, just before the contest that made Melio light-heavyweight champion (1939). We still say Jimmy Grippo would be a terrific bet for an FLV engagement. . . .

Speaking of fistic encounters, what did **you** think about the CARMEN BASILIO-JOHNNY SAXTON televised bout? All the way we believed it was Basilio's decision, unless Saxton came



Aries

MARCH 21st — APRIL 20th

The true Arian tends to be an independent, strong, forceful personality with a very healthy ego. Such a person loves to argue and compete for the sheer joy of battle. Sense impressions are keen, temper quick and self-defensive. Chief aim is to be first or best, an aim often attained, if only by pure force of vitality. Love of independence is the greatest motivating factor of Arians.

The Ram is the symbol of Aries; the jewel for Arians is a diamond or a sapphire; the flower is a Star Flower.



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through with a last minute K.O. When the referee announced the points in Saxton's favor, this pillar informed his ever-loving spouse his eyesight must be bad. Still shaking a doubt-filled cranium, we headed for the "Strip" where we met JACKIE FIELD, former welter champion. Jackie (now at the NEW FRONTIER HOTEL) stated he was making an appointment with an oculist, as a result of the bout. The same sentiment was shared by JACKIE MANDEL and every other man to whom we spoke. Televiewers felt this was a "black eye" for the boxing game and wonder if there is a hidden tale behind the decision? Don't ask me. We're still trying to clear up our own confusion. . . .

We understand that SHERLOCK FELDMAN has tossed his hat into the ring and wants to run for the office of Justice of the Peace. (He is a day shift pit boss at the RIVIERA HOTEL.) One of the waiters drew a sensational cartoon anent Sherlock's ambitions and it evokes peals of laughter. In it, Sherlock is depicted in the properly slight stature which is his. Standing before him are a tall couple, preparing to take the vows. The aspiring J.P. is garbed in tails out of which are spilling dice and cards. We cannot possibly describe it as well as the picture itself. Who knows? It just might turn up in the tabloids! . . .

When BILL MILLER took over the DUNES HOTEL, he sent out a special call to us to join him for a snack. Knowing our personal affinity for the cheese cake we used to smack our lips over in the east, Bill boasted this delicacy was unsurpassed by that which he introduced at the Dunes. Remembering the delightful taste of the cheese cake we had at LINDY'S and JACK AMIEL'S TURF RESTAURANT, we hurried over. (Just a week previously, we had some flown in to us from the Turf.) After savoring Bill's offering, we couldn't say it was better — but — we had to grudgingly admit it might be the equal of its eastern counterpart. . . .

What on earth has happened to ZEKE SILVERI and FELIX GIOBBE? They haven't been seen hereabout of late. Does anyone know? . . .

MRS. ALEX SHOOFEY owns the new Gift Shop which is being opened on South Fifth St., across from the Telephone Company. The store will

Marvelle

HER SONGS AND HER PIANO

"Requestfully Yours"



Currently at the . . .

☆ Buccaneer Lounge ☆ Hotel *El Cortez*

carry the finest selection of stock available. (Mrs. Shoofey's husband is an executive at the HOTEL SAHARA.) . .

The clientele at the DESERT INN Sky Room is showing a marked increase. Word has traveled quickly anent the romantically cozy spot and patrons are all "sweethearts on parade." Makes you feel young again, to see such unabashed admiration. . . .

If you're ever in the Riverside-Palm Springs area, make it a point to drop in at the VEGABAR. It is a comparatively new restaurant and cocktail lounge, boasting a twenty-seven foot backbar mural. On it is depicted all of the FLV hotels, except the new TROPICANA and LADY LUCK, which shall be added, after their openings. The mural is a true work of art and shows the outside views of the hotels, together with their neon signs. The picture is quite striking, with three different lighting effects. Black light sets off the neon signs on a night scene. Book matches, ash trays, stirrers and cocktail napkins publicize our FLV hotels and silver dollars are used in change. The Vegabar (in Arlington) is Southern California's most unique and distinctive restaurant and lounge, with decorative splendor and luxurious equipment, throughout. Owner is HOUSTON ("Housty") SPEER, who has been in the bar business in California for more than 18 years; is Secretary of the California Tavern Association; also serves as President of the Riverside Planning Commission. . . .

That was a wonderful belated birthday party that was given for HELEN BUCKLEY. When Mrs. Buckley reached the termination of her eighth decade on Xmas day, she was too ill to do any celebrating. Hence, the festivities were set aside for ST. PATRICK'S DAY. Her family and many friends gathered around her at BUCKLEY'S JACKPOT CLUB (downtown) and toasted her health and happiness. The only one missing was Mrs. B's. son, PAT, who was detained in Chicago, by pressing business matters. However, knowing Pat, we realize he must have willed his spiritual presence to join the celebrants. . . .

Hearty congratulations to our friend, comic PHIL SILVERS, whose TV show "You'll Never Get Rich" brought him three "Emmy" awards. We're happy to announce that "Sgt. Bilko" and his

Thank You . . .

MR. MOORE

and MRS. DEUTSCH

Playing for you at the

Hotel

SHOWBOAT

was a pleasure!

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April 13th

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troupe will play at the RIVIERA HOTEL, following the LIBERACE show.

RUTH and JIM DESKIN are off to eastern shores, come April. Jim is a local bowler who has carved many enviable niches in the sport. He will participate in various bowling tournaments in the east, under the auspices of BILL MOORE and the HOTEL EL CORTEZ. On April 7th, Jim will try his luck in Chicago. The next day it will be another classic in Detroit. From there the Deskins head for Rochester where Jim will enter tournaments that include the AMERICAN BOWLING CONGRESS. The itinerary then carries them to New York City. If they have any time left, during their vacation, they will stop off for classics in St. Louis, Mo. and Collinsville, Illinois. This is a vacation? Well, if you are a bowler — you would agree it's a mighty fine way to spend your time, meeting different competitors, throughout the nation. Good luck, Jim! Bring back the loot! . . .

It's really gratifying to hear the wonderful way the FLAMINGO HOTEL employes speak of ABE SCHILLER. We feel this admiration is a strong reason for Abe's appointment as Executive Vice President of the bistro. Not only does Mr. S. have a definite charm, he also has dedicated himself to charitable campaigns, winning the love and devotion of his fellow-men. . .

This week, construction began on a Men's Shop in the NEW FRONTIER HOTEL. It will be located alongside the cigar stand, in the rear of the casino. Plans call for completion by the second week in April. . . .

A friend presented AL JACOBSEN (KENO boss at JOE W. BROWN'S HORSESHOE CLUB) with a Chinese good luck symbol. Since he displayed it, it has brought luck to many, especially one oriental chap. This fellow hit a lucky KENO ticket for $12,500, on Monday. Two days later, the same gentleman struck paydirt to the tune of $25,000. Woweee! . . .

DANNY SIMMONS is still opening cartons at his FRENCH BOOTIER. More of his custom-made and especially designed shoes are arriving daily and patrons are buying his stock before he has a chance to display it for very long. The Spring fashions he is featuring are "luscious," as the ladies say. We'd advise Danny to double his orders or he'll find himself completely

sold out, one of these days. . . .

Stopping off at the HOTEL SAHARA for a couple of days of well-deserved relaxation were DR. and MRS. ARTHUR HOFFMAN. He is Chief of Staff at CEDARS OF LEBANON HOSPITAL and also a very dear friend of ours. We still feel we owe our very existence to this skilled doctor. . . .

It's good to learn that GUS GREENBAUM'S Phoenix operation was successful. The President of the RIVIERA HOTEL should return to FLV in approximately a week. At last report, he was recuperating and resting comfortably. . . .

Another new business to join the professional progress in FLV is FRANCINE'S PHOTO STUDIO. Partners in the venture are NATE SCHLAIFER and FRANCINE KOMER. Nate was formerly a Casino Manager at a couple of local bistros. Francine is a top photographer from San Francisco, specializing in baby pictures. We wish them both the utmost success. . .

That grand gal KAY PARSONS has done it again! On ST. PATRICK'S DAY, she tossed a party for the serviceman at her piano bar, in PLAYLAND. Kay always worries about the boys in uniform and never gives them a chance to become homesick. She is their "mother away from home" and is loved by all of them. . . .

Belated birthday wishes to JACK SNYDER (of SYNDER'S SLACKS), who celebrated his natal day, March 15th. His next door neighbor, SNAX FIFTH AVENUE, surprised him with a birthday cake at ten in the morning. He was so moved, he immediately called his lovely wife JERI and she had to rush downtown to join in the party. . . .

We certainly enjoy seeing KAY STARR headlining at the HOTEL SAHARA. The top songstress was in an accident a week before she was due to open here. Fortunately, it didn't prove serious and Miss Starr was ready for her opening curtain. . . .

JOANNE FOSTER, cocktail waitress at the NEW FRONTIER HOTEL, proved that Diogenes carried on his search in the wrong era. She discovered a money clip embracing some three thousand dollars, beneath a table in the Cloud 9 Lounge. Without any hesitation, Joanne turned it over to host JIMMY BLAKE. It wasn't long before the grateful owner was located.

Coming Attractions

ON THE FABULOUS STRIP

DESERT INN
APRIL 10
JOHNNIE RAY
PAUL GILBERT

El Rancho Vegas
APRIL 18
JOE E. LEWIS
LILI ST. CYR

Flamingo
APRIL 12
MARGARET WHITING
DICK CONTINO

NEW FRONTIER
APRIL 23
FREDDY MARTIN
YMA SUMAC

Riviera
APRIL 25
LIBERACE

☆

SAHARA
APRIL 17
LILIAN ROTH
KATHERINE DUNHAM

The Sands
APRIL 4
MARGUERITE PIAZZA
JOEY BISHOP

Thunderbird
APRIL 19
FOUR LADS

How about that?! . . .

Visiting at the RIVIERA HOTEL was our buddy-buddy, BERT KNIGHTON, Vice President of PEPSI-COLA. Mr. K. arrived here from Florida where he and BOB GANS (Riviera Pit Boss) were guests of RUTH ETTING. The fellows tell us that Miss Etting is still a beautiful and charming lady. . . .

A real treat is MARVELLE, in the Buccaneer Lounge of the HOTEL EL CORTEZ. Her songs and pianistics are really magnetizing the folks to her performances. Marvelle is an FLV resident and has developed a tremendous following of localites and tourists. We like her and so will you. If you haven't already seen her — do! . . .

Last week, EARL LONG, Governor-Elect of Louisiana, signed in at the SANDS HOTEL. He spent a great amount of time at JOE W. BROWN'S HORSESHOE CLUB, where most of the employes hail from his home state. . . .

Lest we forget, we must send a great carload of congratulations to BARBARA and FRANKIE ROSS. (He is with the MARY KAYE TRIO.) They became parents of SHALLON LINDA ROSS, in the not too distant past. Their heiress weighed in at six pounds, eleven ounces. (The group will play in the CASBAR LOUNGE, HOTEL SAHARA after LOUIS PRIMA closes in April.) . . .

Aside to CHARLIE KING (Publicist-Advertising head of the GOLDEN NUGGET). Your son CHUCK is one of the most courteous and best workers the Telephone Company has. Without any help, he installed the new push button phones in our suite of offices. It took him three days. We never saw so much wiring, cables, etc. It rightly confused us but never disturbed the lad. . . .

Visited with JERI and AL LANDSMAN, at their new TOWN & COUNTRY INTERIORS, on North Fifth Street. What a crew! In the rear of the shop, we saw custom-made furniture being built. It is so exquisite, it makes you want to toss your own out on the heap and replace it. In another section of the shop, a dozen or so women were cutting and sewing drapes. This is really big business in FLV . . . and that's for sure.

It's good for a man to have something to worry about . . . But occasionally he should get away FROM HER.

VIEWING THE ACTION

(Continued from Page 11)

ficial JIM BEAM DISTILLERY FAMILY. HARRY only recently underwent surgery, lost pounds and pounds but nevertheless has the streamlined healthy look. Accompanied by his dear wife, HARRY is combining a business and pleasure trip at one of the local resort hotels. . . .

Family department: Happy birthday greetings to eldest and youngest sons, STEVE and WOODY KOZLOFF. STEVE celebrated his MARCH 20th, age 16 — WOODY served two large cakes for his party, March 15, age 7. . . And Brother JAKE at the ROYAL NEVADA regretted that he was unable to fill the many late requests from local and out-of-town friends who wanted rooms for the week-end. Had a full-house. . . . Researching in the unbelievable FLV excitement is MARC SELDIN of ST. LOUIS. MARC visits DEAN SHENDAL executive of the RIVIERA. Am sure DEAN is proving the perfect host. . . . Most active Las Vegan in the NATIONAL ASSOCIATION for the ADVANCEMENT OF COLORED PEOPLE is RABBI ARTHUR LEBOWITZ of the JEWISH COMMUNITY CENTER. The RABBI holds the distinction of the Vice-Presidency office in the above association. DAVID HOGAT is local president. . . .

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LAS VEGAS, NEVADA

Predictions come true — the rounders will make the BONANZA CLUB in North LAS VEGAS their headquarters for many a moon. The food is delicious, the bar is friendly, and the management of GUS GEHRKE, BILL PARIS, MAX TRAVIS, and BILL DUGAN is producing a sociably refined atmosphere. . . . Emcee for the Annual BARTENDERS BALL held at the GRACIE HAYES' LODGE is personable JIMMY BLAKE. The Queen of the Ball, well-of-course, JO ANNE McGARITY, a charmer. . . . The double celebration of ST. PATRICKS DAY and MRS. HELEN BUCKLEY'S birthday — age 80, was attended by scores of friends at the BUCKLEY FREMONT ARCADE. Quite a party too, champagne, birthday cake and family music. JOHN BUCKLEY surprised the guests with his violin musical talents. Assisted by WHITEY POTICHER at the bass, the Irish melodies were prevailing. A certain MRS. JOHN MULHERN of L.A. who perchance wandered into the party volunteered with an authentic Irish jig. It was a happy family affair with MRS. JOHN BUCKLEY, RITA and JOAN BUCKLEY acting as hostesses.

AL MATHIS of the BEVERLY HILLS LUAU is planning a similar operation in the South Buildings of the NEW FRONTIER. All legal matters for registering this business are being processed. . . . The lovely young specialty EL RANCHO dancer, SUSAN DARBY accompanied MR. MATHIS in his tours of the STRIP this Saturday past. . . . Eight year old ANNABELLE CARTER who danced her way into many homes over "JACK KOGAN'S JACK'S THEATRE of the AIR" T.V. SHOW is still receiving many plaudits. . . . Quick retort from BEATRICE KAY when asked about her new husband JIM, "Oh, he's GEORGE." . . .

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RUTHE DESKIN'S daughter TERRY JEFFERS sauntered into the FABULOUS office the other day. She's only 16 and a Junior in Las Vegas High — one of the RHYTHMETTES. The word beautiful would only start to describe her. TERRY'S sister NANCY is a 17 year old senior and student manager of the RHYTHMETTES. . . . THE LAST FRONTIER VILLAGE is teaming with tourist photographers using the Western Street background as a striking setting. THE ROWEL MEN'S STORE in the VILLAGE has been supplying hundreds of Vegans with Western attire in preparation for the HELLDORADO. CHARLIE SHELTON, the proprietor, has received many compliments on the wide assortment of authentic pioneer-wear. . . . Newcomers to this area should make this LAST FRONTIER VILLAGE a "must" visit because of the interesting and entertaining nature of the shops and sights. . . . Special mention: EARL CAROON, stage manager of WILBUR CLARK'S DESERT INN — he reliably has been handling the physical properties and timing of these shows without any snags — another capable man behind the scenes. . . . Hollywood tailor, JOE KLAPPERMAN is quick on the mend after an emergency appendix operation. . . GARWOOD VAN, director of music for the NEW FRONTIER, compares the weeks of preparation for BROADWAY productions to the one day rehearsals for VEGAS extravaganzas. . . . GARWOOD'S sentiments seem to apply to almost everything concerning FLV. It's summed up in this way: "The difficult we do instantly, the impossible may take a little longer." . . .

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You owe yourself this treat . . .
CHINESE FOODS
Served in the
GARDEN ROOM
From 6 P.M. to Dawn

SAUNTERINGS

(Continued from Page 13)

Historian for the Federated Republican Women's Club of Las Vegas. This girl really has taken to organizational activities with a zeal. What we are trying to find out is, just what her duties are as the Historian. Nevertheless we are mighty proud that Lana is so active in the organizations she has become associated with in Las Vegas.

Had an interesting chat with Margaret Martin and Sheila O'Connor who are both in the show at the Flamingo. A few years ago both Margaret and Sheila appeared in the New York Latin Quarter with our B/W Lana. Well anyway it seems that the girls crossed the Atlantic on the Queen Elizabeth and travelling with them was the Maharaja of Baroda who entertained the girls all during the voyage. The Maharaja was so impressed with these English lassies that in New York he squired them all around town and both girls were gifted with personal precious jewelry. All "Maharajas" are invited to visit with beautiful Margaret and Sheila who can be found at the Flamingo.

ABC-Paramount Record Company is doing a whale of a publicity job, on the Don Elliot Quartet. Don recently switched from RCA Victor to the ABC-Paramount label and has made a lot of long playing albums. We've seen ads in the New York Times, the New York Daily News, Downbeat & Billboard. The Don Elliot Quartet has been signed for 20 weeks a year at the Composer in New York and plays top spots throughout the country. In the 1955 Annual Downbeat Music Poll, Don and his boys were voted six individual awards in the various breakdowns. Rumor has it that the Don Elliot Quartet will be in Las Vegas at one of the new hotels.

Ran into Nat Schwartz at the Silver Slipper setting up his newly acquired gift and cigar concession. This boy really gets around and is as active a businessman as there is in Las Vegas. Many years ago both Nat and I worked together in dear old Brooklyn. He too is a refugee from the theatrical business.

The Staffords Trio are scheduled to play the Stage Bar at the Flamingo Hotel in June. This trio has won four Arthur Godfrey talent shows and won twice on the "Chance Of A Lifetime" show which is quite a record. Decca signed the trio and they have cut about 16 sides to date and the Recording Co. feels the unit will skyrocket. Currently, The Staffords are in the Melody Room in Los Angeles and then go to Detroit for an extended run and then into the Flamingo.

We had coffee with Eddie Fox, entertainment director of the Silver Slipper. Eddie is the producer at the Slipper and held down that post before the New Frontier owned and operated the place. For those of you who did not know, Eddie was a famous dancer for years and the team of Chaney and Fox was a byword for dancing at its best. The quality of Eddie's show have always been talked of and he assures us that he is devoting more and more time to provide the best at all times for the Silver Slipper.

Came in contact with a fine gentleman, J. R. Brackin of the Pacific Intermountain Express. Mr. Brackin is the dock foreman and proved himself to be a most considerate and helpful gent. Wish we were in some sort of business requiring trucking so we could throw our business his way.

Heard from Earl "Fatha" Hines who has been held over for months at the Hangover in San Francisco on what was supposed to be a 3 week engagement. When Earl winds up there this Summer he will have been there for 6 months. Directly from San Francisco "Fatha" Earl has a European engagement. This boy is a busy one what with his own show from Station KCBS every Saturday and his dates for recording for King Label. Within the next several weeks they will release his album on Fats Waller who was Earl's lifetime best friend. From all reports this promises to be one of the hottest record items to be released in 1956.

Out on Highway 91 about one mile south of the Flamingo Hotel is a most interesting shop. It is well worth anyone's time to visit the **Odd Shop** which is operated by Edith Giles Barcus, a most charming and truly fabulous lady. Aside from the variety of fascinating things Mrs. Barcus has for sale she also has developed a tea derived from desert plant life which is now being prepared for general consumption. Her family were early settlers here in Las Vegas and as a matter of fact its located on Giles Road and Highway 91. We were most interested in the facts she told us about certain glass which the rays of Nevada sun changes into a beautiful hue. The Odd Shop is a haven for people who collect and for those who love to browse.

We love to hold the closing paragraph for a pat on the shoulder for a charming lady if it can be so arranged. In this case we would like to sing the praises of Lee Moore, no relation to Bill Moore, who is the very capable and winsome hostess in the Showboat dining room. Lee makes it a pleasure for one to patronize the Showboat dining room. Her wonderful smile and her readiness sure pleases the patrons.



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LOUNGE STARS

(Continued from Page 15)

numbers that they do are BILLY WARD creations. He wrote the music, lyrics, did the vocal arrangements, the whole thing!

The tall blonde beauty that sings such crazy lyrics with the TOMMY DOYLE group is a very interesting personality. She has sung with a few top name bands, RAY ANTHONY for instance, has modeled and is a very glamorous gal. It is JOAN DURELLE a young lady to watch, she is on her way to a great career. The STAGE-BAR of the HOTEL FLAMINGO has been greatly enhanced by the entertainment this wonderful group has been producing. . . .

Discovered the satin smooth voice and top piano playing of MARVELLE, a very charming young lady that can be found in the BUCCANEER LOUNGE of the HOTEL EL CORTEZ. Her vast repertoire, and showmanship plus a very sweet smile will keep you entranced for hours. . . .

If you listen carefully to the JOE BURTON TRIO in the LOUNGE of the HOTEL THUNDERBIRD, you will find that the piano and bass carry on a con-

versation. Joe plays great progressive music and on the bass we have the one and only DON BAGLEY, a gent that every musician swears is one of the greatest bassist in the business. . . .

The LAWRENCES & BEVERLY leave the SHOWBOAT for the MAPES HOTEL in Reno. You only have thru March 29th to catch their smooth action in the spotlight. So, do it now. . . .

Tuesday night after the second show in The CONGO ROOM of the HOTEL SAHARA, the "Jump King", the **greatest** of them all, COUNT BASIE and his famed ORCHESTRA is treating us to one night of his mad music! These cats really wail — See you there!

'ROUND THE TOWN

(Continued from Page 17)

FORCE BASE basketball star and more recently a member of the NEW YORK OLYMPIANS who appeared here recently has returned to FLV and is the new life guard at HOTEL FLAMINGO. He hails from SAN FRANCISCO but has decided to make FLV a permanent home. . . . JOHN HUNT an employee at HOTEL SAHARA just returned from PHOENIX where his wife IRENE became seriously ill. She is feeling much better now and is well on her way to recovery. She will return to FLV soon. . . . It's great to see JERI NOLAN Publicity gal at HOTEL EL RANCHO VEGAS feeling herself again. The gal had quite a seige with the flu for a week or so. She feels fine now and looks as well as ever. . . . Songwriter TOM ADAIR was in town over last week end meeting with PATTI MOORE and BEN LESSY who are currently appearing at HOTEL RIVIERA. The trip was both business and pleasure. . . . MERLE RICHARDS local commercial photographer is the new manager of THE LITTLE CHURCH OF THE WEST located on the grounds of the NEW FRONTIER HOTEL. He has been a resident of FLV for many years and is very capable and qualified for this position. If you want to get hitched see MERLE, he's your man. . . . Belated birthday greetings to comedian JERRY LEWIS who is appearing with his partner DEAN MARTIN at the SANDS HOTEL. A huge birthday party was given in his honor. If you haven't seen this pair perform, make reservations immediately. They're great. . . . Let's call it a day, this balmy weather is just great for relaxing. See you soon. . . .

What you want



is a Coke

"Coke" is a registered trade-mark

BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY

HILLSWAY

(Continued from Page 19)

it at Grauman's Chinese Theatre. Don't waste your time going to it. It is nice and clean and that is all that can be said for it. Was really amazed at the extensive and beautiful production that the genial gentleman, Frank Sennes puts on at his MOULIN ROUGE — "the Showplace of the world." It is tremendous and must have at least a hundred in the cast. I had forgotten that this old Earl Carroll showplace was as large and as impressive. The food was equally good.

Stopped by the newly refurbished GARDEN OF ALLAH and enjoyed cocktails overlooking the pool. Also was thrilled as no other place has thrilled me in Hollywood this winter at the marvelous MARQUIS Restaurant at the beginning of the Sunset Strip. It is a gem of a place and one that I recommend highly. Reminded me so much of the European bistros with their wandering minstrels and singers. THE OYSTER HOUSE on La Cienega (restaurant row) is new to me and is OUTSTANDING. Colored servitors there are about the best in California and the food as good as any you will find on this continent. Never have had a better piece of pie — their Flamingo ice-cold pie. I'm going back again just for that. Tried the RED SNAPPER RESTAURANT over on the "row" but didn't like that as well for seafood. Los Angeles soon will not have to take a back seat to any city in the country when it comes to eating places. ROBERT HILL'S CHEFS INN down in Corona Del Mar and HOWARDS RESTAURANT in Newport Beach are two other places that I recommend highly.

And, my oh my, what a thrill I had today! Did DISNEYLAND for the first time, but I assure you it will not be the last. Had my good friend, Mike Scott, a stage actor, singer, dancer and model, of much fame, along with me and we didn't miss a thing. (Sonny Grill, while sauntering along, you will recall that Mike was supposed to have joined your C. Jorgensen act up there but became ill and he finally caught up with the act in Vancouver, B. C., and then just when he was about to go to Hawaii in the package deal he became sick again and is now recuperating here in Long Beach. He had just returned from Paris after doing a big part in SKIN OF OUR TEETH with Helen Hayes and Mary Martin — (my former roommate's play — Thornton Wilder) — and in Medea with Judith Anderson. So I hope Sonny, that your fine booking agency will find something for him as soon as he gets well again. He sings and dances beautifully and was quite a hit sensation at the ultra-smart LIDO CLUB in Paris.)

DISNEYLAND is made up of five distinct parts — Fantasyland, Tomorrowland, Adventureland, Frontierland, and Main Street, U. S. A. You will love riding in the horse-drawn streetcar, in the horsedrawn buggies and in the firewagons. The boat ride through Jungleland is exciting and amazing, the ride on the full sized showboat, the ride through Peter Pan Land, etc., all will be enjoyable. And the old-time movies will bring back nostalgic memories. The village band parades the streets and at 5 P.M. it plays for the lowering of the colors at the Plaza and taps. A quartette plays on the street corners and Pepsi-cola has a free show that is excellent starring Donald Novis and the can-can girls. This is held in the Golden Horseshoe. And of course there are dozens of rides and gadgets for the children, but I'll bet that every grown-up boy and girl will take advantage of them too.

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foxy's
ON THE STRIP



The eating places in DISNEYLAND are all unique and very adequate and fun to patronize. DISNEYLAND HOTEL is going to be wonderful when it is completed and will boast GOURMET restaurants. We ate at the Chicken Plantation Restaurant. It is decorated beautifully and across the plaza is the Buffeteria. The Maxwell House Coffee House has a fine little garden room to eat in. Aunt Jemima's Pancake House is also good. Coffee and ice cream at the pink and white candy-stick Ice Cream Parlor of Carnation Company you will not pass by without patronizing. I could go on and on. Gift stores, groceries, pen shops, music shops, card shops, well just about any kind of a shop you can imagine is included in this 160 acres of wonderland. DISNEYLAND is truly the most unique institution I have ever seen in this country since the world fairs in Chicago and New York. Only TIVOLI GARDENS in Copenhagen and in Stockholm can offer anything that even comes close to this and they are more for just the grown-up boys and girls.

Met three swell gals in the Press and Publicity office of John Heikes and they chided me for not coming to them first of all so that I would not have had to have bought a $2.50 book of tickets — next time I will know better. They are June Armstrong, Dorothy Hodge and Marlyn Chaney, and three charming, beautiful and efficient gals they are. I guess gals that work in advertising offices and publicity all are smart and beautiful, and these are no exception to the rule. DON'T A SINGLE ONE OF YOU, MY READERS, DARE TO MISS DISNEYLAND — it is the world's greatest show.

Courage is hanging on . . . just one minute longer!

SHOWBOAT

(Continued from Page 25)

voice of GARR NELSON is featured. GARR sings a varied repertoire in a magnificent baritone that sparks a romantic note to the show. His outstanding voice is sure to take him to the peak of his profession. GARR also attends to the duties of Master of Ceremonies with charm and assurance. . . . The SHOWBOAT GIRLS present spirited choreography with verve and zest. This bevy of beauties are delightful in colorful costumes. . . . MIKE WERNER and his ORCHESTRA beat out a sound musical background for the show. . . . During intermission it is the fine harmonies of the LAWRENCES and BEVERLY; LOU STYLES and the STYLISTS; ROSSI and McDERMOTT; and DEANE DOUGLAS with the CORAL KENT DUO.

THUNDERBIRD

(Continued from Page 25)

raphy by the THUNDERBIRD DANCERS adds beauty to any show. The fine production routines are created by GAYLE ROBBINS. . . .

SAHARA

(Continued from Page 24)

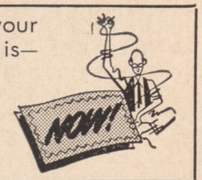
from terpsichore that was popular when grandmother was a girl to modern footwork. . . . The SAHAREM DANCERS present scintillating productions that are always filled with color and artistry. . . . CEE DAVIDSON and ORCHESTRA offer an accomplished musical background.

———

The high prices of everything today reminds us that the only thing coming down is the rain . . . and even that SOAKS us!

———

An elderly Quaker woman with a beautiful complexion was asked what kind of cosmetic she used. In reply, she offered this prescription: I use for my lips . . . truth; for my voice . . . prayer; for my eyes . . . pity; for my hands . . . charity; for my figure . . . This prescription can be filled without uprightness; for my heart . . . love.

The time to order your SPRING wardrobe is—
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MIGHTY MIXTURE

(Continued from Page 21)

he fashioned a very creditable job in behalf of the young Miss Eastman and while doing so, Jack made the hit class with a song called "Linda," which the late Buddy Clark performed so notably. This year, lawyer Lee had a desire to have his son glorified via words and music. He got Carolyn Leigh, the talented lass who wrote the lyric portion of "Young At Heart," to salute his son with a poetical composition. She whipped up a stirring poem called "My Son John." Eastman, who handles the legal problems for melody writer Sammy Fain, sent the words on to his client. The Academy Award winner was so taken by the idea and the rhymed story that he immediately set out to get the appropriate notes on paper. He did. We heard the completed song very recently. It sounds like a wonderful piece of material. Perhaps, its commercial value might be challenged, but it is so fine a work that it could become a standard and receive much play down thru the years. This father's pride in his children is very differently expressed. We endorse it as a replacement for portraits. We guess so does ASCAP.

STRICTLY FROM HUNGER: This happened years ago, and it concerned one of the biggest stars in movies. It also points up what it means to bypass breakfast. One day when Clark Gable was making "Parnell", he rushed to the studio sans any morning meal. He dashed into the studio, was given the make-up application and scurried to do the important death bed scene in the picture. A microphone was inserted under the blanket to catch the dramatic gasping. The scene was stopped during the shooting. Noise was interfering with the sound man's pick-up. No cars or trucks. Just Gable's growling tummy, that's all.

Going Hollywood

with MAY MANN

PHILADELPHIA: Home of the Liberty Bell — the birth — try-out — death, and (with Lady Luck) the springboard to Broadway of The Play — The Quakers — the home of Grace Kelly, Joe Keen, Frank Hall, Lew Tendler, Eddie Fisher!

Grace Kelly and her Prince driving down Parkaway Blvd. A newsboy saying, "There goes twenty-five millions with another twenty-five millions. Next day their engagement announcement hits the papers. Grace is known as a very nice girl in Philly, who wears glasses and minds her own business as any proper young lady should. "She only wears those decoletege gowns in the movies. Her parents are millionaires and very conservative. Her sister is prettier." That's what you hear. Her brother Jack lives at the same elegant Parkaway Apartment — that has no name only an exclusive address. And that is where your reporter is presently ensconced to observe the Philadelphia scene.

It is theater time and we go to see "The Hot Corner" playing its last frame at the Locust Theater. The same theater where the Barrymores, the Lunts, (Fontaine) Hayes, March — all the great have trod its boards — and prayed the play would go to Boston — and then Broadway — the great White Way — New York City!

Sam Levene is starring in this funny opus about baseball. There are only a very few actors whose names conjure up the characters, but immediately, they have played — and Sam is one. Sam is synonymous with Nathan Detroit in "Guys and Dolls," Patsy, the leader of the barroom turfman in "Three Men On A Horse," and the shoe string producer in "Room Service." Vicki Cummings is his co-star. In the theater the most glamorous patron — is Lucille Weinstock, a lovely blonde in turquoise — and chic. Her husband is Robert of United Business System!

After theater and to Sue's and Harry's Russian Inn — where show folk gather for fine food and Sue's wonderful chatter. The pictures on the wall are inscribed from her show friends. Deborah Kerr — and we recall the story when Deborah and this columnist were in Rome together and we asked a couple of monks to pose with us for a snapshot. The monks — turned and fled in terror. Deborah and I learned that they are never to so much as touch a woman's hand. No wonder we frightened them. Sue told of her friendship with the late James Dean. "He came to Philadelphia to play in "The Immoralist." I had met him the year before when he was new from the Actor's Lab — and hopeful of a career. We would have long talks. He was a very confused but a very brilliant boy. Then one night I returned to see a very strangely dressed youth being refused admittance. This is Philadelphia and we insist that patrons wear neck ties when they enter our place. It is that way almost everywhere in Philadelphia. I only saw his back as he angrily shouted, "If Sue were here she would not turn me away." I wanted to call after him — but he strode out in a fury! I suddenly remembered that shock of hair on that unruly head. James Dean. I spent half the night on the telephone trying to locate him. Finally I did. He was still angry and refused to talk. "If you had been rehearsing all day and walking in the rain — and hadn't had anything to eat — you could have made the same appearance," he flashed. I hung up. The next day he called and apologized. Someone had explained to him the protocol of Philadelphia. "I was wrong" he said. We became good friends and corresponded until his death."

Joe Keen, who has squired most of the famed beauties of the world including the Ziegfeld queens — and Joe, who is a look alike for George Jessel — and equally a wit — was at the Inn — regaling us all with his stories of the great in showbusiness.

Lew Tendler's is a restaurant that everyone considers a must who lives or visits in Philly. Lew fought Benny Leonard with a million dollar gate at

Yankee Stadium for the world's lightweight championship. He showed me the golden glove ring with the diamond gifted him by Lou Costello. Lew has 1200 autographed pictures of the great in the celebrity world — and invited this columnist to be 1201 — to hang on his walls of fame. Lou Nova had been in and was traveling in a show with Frank Fay. Jack Dempsey and Max Baer were in many pictures on the wall.

Speaking of Philadelphia protocol — and James Dean — I was told to be comfortable and come down to the manager's office to use a typewriter to write this opus. So I walked out of the elevator into the block long elegance of the lobby — only to be hastily walked back into the elevator. The reason, I was wearing conservative black lounging slacks — what with the black jersey top — covered me from chin to toe. "But in Philadelphia," I was told "you cannot walk in a lobby with slacks. Even though" — the lady explained — "you do have a figure to wear them." That softened the blow — I returned to my suite and donned a dress — so as to not set back Philadelphia protocol.

Frank Hall, the noted T.V. commentator, stopped by to say hello. As did some of the other nice folks of the press — to a sister conferee. Frank said when he had Grace Kelly on his T.V. show recently he asked her if she liked Clark Gable when they made "Mogambo." "Yes," she replied. "Then why didn't you two fall in love?" asked Frank. "I wish I had," replied Grace. That was before her Prince arrived in town. The interview, I mean.

There's only two plays in Philly this week. A slow week, some say. It's a mighty beautiful city —.

And that's Hollywood in Philly this week.

Opportunities do not come with their values stamped upon them. Every one must be challenged. A day dawns, quite like other days; in it, a single hour comes, quite like other hours, but in that day and in that hour, the chance of a lifetime faces us. To face every opportunity of life thoughtfully and ask its meaning bravely and earnestly, is the only way to meet the supreme opportunities when they come, whether open-faced or disguised.

• *You haven't lived until you've dined . . .*

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Parisienne
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SPRING CHICKEN
Saute Cacciatore with Spaghetti
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CHICKEN POT PIE
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SATURDAY Prime
YANKEE POT ROAST
braised in burgundy wine with potato pancake
tossed green salad **$3.00**

SUNDAY Roast Stuffed
SPRING CHICKEN
(Half)
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JERRY
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DICK STABILE musical conductor and arranger

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The Sands

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DESERT INN



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Sincerely,

Dean & Jerry