Jack Cortez'

APRIL 7, 1945
25c

Fabulous

©

LAS VEGAS Magazine



JACK CORTEZ' Fabulous LAS VEGAS magazine
NOW . . . circulated in every state of the '48

EL RANCHO VEGAS

OPERA HOUSE

THEATRE RESTAURANT

LeRoy Prinz presents

EARTHA KITT

Extra Added Attraction

MYRON COHEN

ERNIE RICHMAN and the Mannequins

TED FIO RITO and His Orchestra

Reservations — Phone DU 2-1300

Showtimes — 8:15 - Midnite

SAM LEWIS and **DANNY DARE** presents

JACK CARSON ★ CASS DALEY

In

"Hooray For Life"

A Smash New Musical with a Cast of 50

LEO DIAMOND ★ GISELLE SZONY and the CABOTS

THE VENUS STARLETS • Choreography, Dorothy Dorben

GARWOOD VAN and His ORCHESTRA

SHOWTIMES: 8:15 - MIDNIGHT Reservations Ph. DU 2-7171

CLOUD 9 LOUNGE

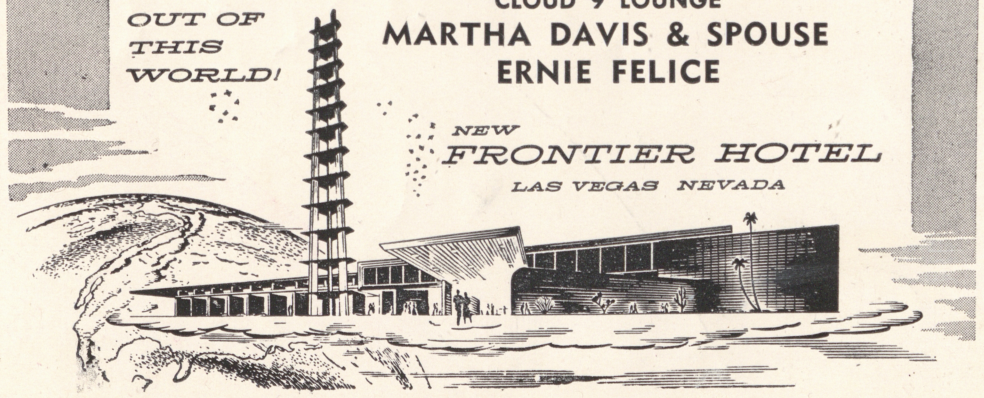
MARTHA DAVIS & SPOUSE

ERNIE FELICE

OUT OF THIS WORLD!

NEW FRONTIER HOTEL

LAS VEGAS NEVADA





KAY STARR

the STANLEY BOYS

BUD and CECE ROBINSON

SAHAREM DANCERS

MORO-LANDIS PRODUCTION

CEE DAVIDSON

and His Orchestra

★

— NO COVER —

SHOWTIMES 8:15 & MIDNIGHT

★ ★ ★

HOTEL SAHARA

HIWAY 91 · LAS VEGAS · NEVADA

• FOR RESERVATIONS CALL DUdley 2-6800 •

LAST FRONTIER VILLAGE

For a treat . . .
Visit the stores on this street!

- ROWEL MEN'S SHOP
- FANNY'S DRESS SHOP
- WOOD'S MAPLE HOUSE
- VILLAGE GUN SHOP
- HEALTH CLUB
- FRONTIER PRESS PRINTERS
- AMUSEMENT PARK & ARCADE
- LEATHER SHOP
- ROCK AND GEM SHOP
- BEAUTY SHOP
- CERAMICS & TOYS



"Main Tourist Attraction in Las Vegas"

In this Issue:

OBSERVATIONS	5
CRISWELL PREDICTS	7
THAT'S FOR SURE	9
VIEWING THE ACTION	11
BROADWAY WHIRL	13
LOUNGE STARS	15
'ROUND THE TOWN	17
HILLSWAY	19
CURTAIN TIME	23, 24, 25
THIS WEEK ON TV	32-33
COMING ATTRACTIONS	48

JACK CORTEZ'
Fabulous
LAS VEGAS
magazine

FABULOUS LAS VEGAS MAGAZINE — PUBLISHED WEEKLY, 721 Fremont Street. Publisher: Jack Cortez. Managing Editor: Bruce Barton Cortez. Assoc. Editor: Bill Kozloff. Art Editor: Dennis Stephenson. Address P. O. Box 748, Las Vegas, Nevada. Telephone DUdley 4-4922. Accepted as Controlled Circulation at Las Vegas, Nevada.

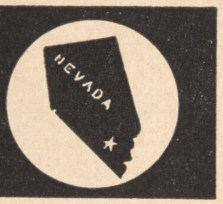
VOLUME VII, NUMBER 55 — APRIL 7, 1956

Copyright by Jack Cortez, Fabulous Las Vegas Magazine, in the United States and Canada. All rights reserved. No part of this periodical may be reproduced without the consent of Fabulous Las Vegas Magazine. Subscription rates: One year $8, United States and possessions; $15.00 per year, foreign. Printed by Lebeau Printing Co., 821 N. 21st Ave., Phoenix, Arizona. Photo-engraving by Silver State Photo-Engraving, 1322 S. Main, Las Vegas, Nevada.



OBSERVATIONS

by CHARLES "POP" SQUIRES



OUR MOUNTAINS

WHEN, in 1887, I came west on the newly built Atchison, Topeka and Santa Fe railroad to Los Angeles, I felt rather fenced in by the Sierra Madre Mountains on one side and the Pacific Ocean on the other. But when, in 1887, I visited my old home town of Austin, Minnesota in the region of seemingly prairie, I missed something—the mountains, which in Las Vegas, provide a pleasant feature on every side upon which our eyes may feast and our minds and souls, view with pleasure.

It is hard for us, who have become accustomed to the glory and beauty of our Mountains, to become reconciled to living in a flat, prairie country. I think our mountains form, largely, the magnet which draws back to us those who have failed to realize fully their hopes and have returned to the old home.

Here in Las Vegas we have our mountains, distinctive in coloring, and giving to us on every side, an uplifting feature for our minds and souls. On the east our eyes take in the very distinctive and beautiful little range, named by the Indians "Dasuika" and called by us "Sunrise Mountains" . . . because the morning sun always looks over to Las Vegas and fills our world with golden glory. That is why, perhaps, that when I stood on the platform of a caboose, being backed down the "shoo fly" track toward Las Vegas, I knew that in that new and strange region, I was to make my home.

"Dasuika" is glorious and wonderful not at the beginning of the day alone, but in the afternoon when the level rays of the sun paint it with all the colors of wonder and beauty. The pinkish granite of which the mountain is largely formed, shines out with a fervent vividness which few places can duplicate. The glory of "Dasuika" at sunset quite equals that of the early morning.

Of course we have other mountains. The great Spring Mountain range to the westward is topped by the famous Charleston mountain, which thrusts its snow-covered head about 12,000 ft. toward the heavens. From Las Vegas, Charleston peak appears to be a desolation of bare rocks. What a great surprise it is to those making their first visit to Charleston Park, to find hundreds of acres of beautiful forest, pine, oak, and in the late summer, the great canyons above the 8 thousand foot altitude, are filled with the glory of the aspen forests.

Another mountain feature of the Las Vegas country is the great range of red sandstone cliffs to the westward, rising a sheer wall more than two thousand feet above the Vegas Valley. In the shadow of those cliffs is the beautiful, charming and very picturesque ranch, years ago owned by Indian Jim Wilson; later by his sons Tweed and Jim; then by Willard George who became the famous furrier of Los Angeles; then by Chet Lauck, famous as Lum in "Lum and Abner" and recently purchased by Mrs. Krupp.

Northerly from the sandstone cliffs extends an unpretentious range of rather small, black mountains, named Madre Mountain because that range is the oldest, geologically, of any in this region, having existed ages before the Charleston or Spring Mountain range, or the sand stone cliffs were thrust by geological upheaval, to greater heights.

(Continued on Page 46)

? ? ? **Watch for Las Vegas' *Most Exclusive*** ? ? ?
RESIDENTIAL AREA
To Be Announced Soon!!



Bees and bows, mirrors
and more, more, more
rainbow sparkle
than any slipper
under the sun. Flash-dash
to pink, powder blue,
or white lustre calf,
or gold kid. 1898

at the new c.h.baker

CORNER THIRD AND FREMONT



An Accurate Glimpse of the Future

CRISWELL PREDICTS



WHAT PEOPLE WILL DO:

I PREDICT that the Democratic Party will be split three ways by factions headed by ex-President Truman, Senator Estes Kefauver, and Adlai Stevenson, who will act independently! . . . I predict that the autobiography of film producer, Joe Pasternak, "Easy The Hard Way", will be required reading for years to come, in all school, college and university drama classes! . . . I predict that Eddie Fisher will be the first recording star to have his own Record-Of-The-Month Club, where all his fans will be able to pre-purchase coming hit records! . . . I predict that Bruno of Berlin will match his evening clothes with nylon wigs, which will give every woman in the world, a new touch of glamour! . . . I predict that Jane Wyman will win the coveted Parent-Teachers Award for her inspiring, clean, uplifting television series of programs! . . . I predict that the famed Mayo Clinic will soon use a new bandage, which is sprayed on the wound, replacing cloth! . . . I predict that Robert S. Dickens, the Chicago designer and builder, will soon turn the New Jersey meadows into thriving suburban centers! . . . I predict that President Eisenhower will outlaw every toll highway in America, stating that America is a free country and citizens should not be charged to travel on their own highways! An increased gasoline tax will more than defray the construction costs, and the upkeep of these endless ribbons of concrete!

COMING EVENTS IN YOUR FUTURE:

I predict that you will paint at least one picture to hang on the walls of your home in 1957! A new home kit painting set will soon be on the market, with full instructions how you will be able to duplicate the Masters, or to paint your own portrait from life, in an easy, professional manner! . . . I predict that the Horatio Alger Jr. stories of fifty years ago, will emerge as the most popular television program, radio series, and newspaper feature of the year! The old-fashioned American precepts will triumph over the Godless philosophy, the brutality, and the vulgarity of some of the present-day favorites! . . . I predict that a tiny radio receiving set, which fits into the inner ear, will permit the hard-of-hearing to have a new life! I predict that a tiny television screen principle will automatically correct the eyesight, when worn attached to the glasses! I predict that a delicate surgical operation will transform damaged vocal chords into a new resonant quality, through the use of tubing, and a plastic cleft for the roof of the mouth! . . . I predict that wooden telephone poles, railroad ties, fences and public buildings will be sprayed with a heavy plastic liquid, which will protect against all rot, termites, and the rage of the weather! . . . I predict the return of the pinwheel hat for both men and women! Large hats with floral decoration will be the rage for women, while the old-fashioned, small-crowned, wide-brimmed skimmers will become a "must" in every man's wardrobe!

HUSH HUSH EVENTS:

I predict that a new German discovery will permit each and every home to have its own small, atomic unit, providing heat, light, air condi-

(Continued on Page 47)

Irene Pace REALTY
500 So. 5th St. • DU 2-6336

Now is the time . . . BUY INDUSTRIAL!! 53 acre parcel with 1500 feet on railroad, new proposed truck highway will cut through. Property west of railroad adjoins city limits of North Las Vegas. $950.00 per acre, terms.

All types of REAL ESTATE
Business OPPORTUNITIES

in the *Starlight Lounge*

BEN BLUE
PATTI MOORE
BEN LESSY
in "LAUGH, TOWN, LAUGH"
Lucienne & Ashour • Bob Hopkins
Double Daters • Helmuth Gunther
TWENTY LOVELY RIVIERA GIRLS
RAY SINATRA and His ORCHESTRA

★ **SALMAS Brothers**
★ **Al De Paulis Quartet**
★ **Don Baker Trio**
★ **Continentals**

in the Clover Room
the magnificent Riviera HOTEL
SHOWTIMES 8:15 - 12 MIDNIGHT - CALL DU 2-5678

FOR DINING IN A RELAXED MOOD ENJOY THE FINEST DINNERS . . . IN LAS VEGAS ★ THE HICKORY ROOM

Easiest Credit Terms in America
Bond's Jewelers
" HOME OF QUALITY DIAMONDS "
300 FREMONT ST. LAS VEGAS, NEV.

AFTER THE SHOW it's... las vegas' most distinctive cocktail lounge
CLUB Black Magic
.... PARADISE ROAD AT BOND ROAD

that's for sure...

by JACK CORTEZ



THE face of this issue salutes the First Anniversary celebration of the NEW FRONTIER HOTEL. The gentleman at the left of the cover is hotel President, MAURICE FRIEDMAN. In the upper right, you will see a likeness of hotel Vice President, IRVING LEFF. We wish them, Casino Manager T. W. RICHARDSON and their associates the utmost in continued success. The New Frontier planned a gala, 101 hour celebration for this occasion. Festivities were set to begin at 7:00 p.m. April 4th, ending Sunday (April 8th) at midnight. A continuous, 24-hour-per-day schedule of special events were arranged to highlight the marathon birthday party. Honored guests were invited from the entertainment and business worlds. Special lighting, decorations and music were (and still are being) featured during the 101 hours of celebrating. Friday, a birthday cake, weighing half a ton, was put on display in the hotel's luxurious lobby. It is to be officially cut by the hotel executives and honored guests, Sunday, at 3:00 p.m. Every person attending the party Sunday afternoon or evening will be served cake and complimentary champagne. . . . A special Dinner show at 8:15 Sunday evening will mark the closing hours of the festivities. In addition to the smash musical revue, "Hooray For Life," starring JACK CARSON and CASS DALEY, several guest stars are expected to make special appearances. . . . It was one year ago on April 4th that the Last Frontier Hotel shed its "Old West" atmosphere and made way for the ultra modern decor of the New Frontier. Magnificent black and white imported Italian marble, pink leather sofas, specially woven drapes, futuristic lighting fixtures and the skillful use of mauve, charcoal and other modern colors place the New Frontier among the world's most beautiful hostelries. . . . Within less than a year of operation, management of the New Frontier saw the necessity of expansion and at present a multi-million dollar wing of luxurious new guest rooms is on the planning boards. . . . Once again, we offer a toast for long and continued success to the NEW FRONTIER HOTEL . . . and that's for sure.

Well, it wouldn't really be a holiday in FLV if we permitted it to pass without reference to the tourists that flocked to this city, seeking entertainment and amusement. As you have undoubtedly heard, all hotels and motels were jammed to the last available space. An S.O.S. was sent out and home owners opened their private doors to accommodate as much of the overflow as possible. In face of being charged with reiteration, we cannot help but add that FLV will never have enough room to house the stream of human traffic that heads in this direction, come any holiday. Seems no matter how many rental units are added, they just aren't enough. If hotel and motel rooms were doubled in number, we don't believe there would be a single vacancy during the holidays. Any dissenters? . . .

Publicity is not all glamour. The work that is constantly being accomplished by the many outstanding purveyors of the printed word in this area is indeed a great contribution to the prosperity of us all. Without sustained publicity, Las Vegas would simply be an "also ran." . . . We

(Continued on Page 35)

"Fashions in Flowers"
the STRIP *Florist & Gift Shop*
2307 So. 5th St. • Ph. DU 2-6477 • (Block No. of Sahara)
• Specializing in WEDDINGS AND FLOWERS FOR SPECIAL OCCASIONS • FREE CITY WIDE DELIVERY

You'll hear it . . .
again and again . . .
"BEST FOOD IN TOWN" is at the . . .

Thunderbird HOTEL

presents:

ALLAN JONES

EXTRA ADDED ATTRACTION: ROGER RAY

MARGARET BROWN

Dancing in the lounge nightly
featuring: DUKES OF DIXIELAND and the DUCHESS

Showtimes: 8:15 and 11:30 — Saturday 12 midnight ★ Reservations Call DU 2-5100

SAVINGS up to 60% on famous name shoes



• Latest Fashions in Women's Footwear
• Men's Hi-Grade Famous Makes Shoes

LARRY'S SHOES

Phone DUdley 4-5890
511 FREMONT STREET

Invest NOW in a...



• Whether you're Building Buying or Re-financing
You Can Save Money

. . . Through our First Trust Deed Loan Plan

UNITED MORTGAGE & INVESTMENT CO.

126 South Fourth Street • Ph. DU 2-6126

OPEN 24 HOURS



Your Friendly LIQUOR STORE

FLOYD J. COPE
PHONE DU 2-4243 827 SO. FIFTH ST.

Viewing the Action...

By BILL KOZLOFF

THE new LAS VEGAS AIRLINES that has been bringing many guests from the exclusive San Diego area is providing a flying service of great benefit to local businesses. A survey of the type of people using this service reveals that they are of an extremely desirable class and high level of income. It should be of utmost concern that this trade be accorded particular consideration and good treatment. At this time, however, airport facilities available for passengers of this airline are somewhat inadequate. Since the air depot is undergoing expansion pains there is no desk space in readiness to handle a new airlines business. Such matters as checking in passengers and processing in and out baggage can only be expedited at a designated desk inside the airport building. Experts claim there is a solution to the problem, it's simply this: A CO-OPERATIVE DESK PLAN. Authorities should favor the idea that would have the infant LAS VEGAS AIRLINES extend the accommodations and conveniences to its passengers, thereby making for a more comfortable feeling all around. . . .

HERB McDONALD, chamber of commerce managing director, looks pleasantly healthy after a very annoying and lengthy seige of the mumps. . . . ED HARRISON, who owns more land around these parts than a little bit, is planning for some sensational development of certain parcels. Hats off to him for the foresight he had several years back and even now for predicting the growth of FLV. . . . Following is a list of the new officers of Las Vegas Toastmasters Club No. 1536: president, M. J. CHRISTENSEN; administrative vice-president, JACK LEHMAN; educational vice-president, BILL MOONEY; secretary, LES BERKSON; treasurer, ED VINSON; sergeant-at-arms, VIC KIESER. These officers were installed at the regular weekly meeting this Wednesday, April 5th at the HOTEL SHAMROCK. . . . BRUCE TRENT at the recent FOY luncheon introduced as his guest TV commentator CHUCK HULL. All of us should support the Telecast Marathon CHUCK is executing for the opening of new CHANNEL 13 — for the MUNICIPAL BASEBALL FEDERATION a $35,000 fund to be used to build a ball park for the local recreation department. This park is for the kids and it will be illuminated. Side note: should the public raise the first $30,000, philanthropist, MR. JOE W. BROWN, owner of the HORSESHOE CLUB will contribute the remaining $5,000 needed. This man JOE W. B. is the MIRACLE OF LAS VEGAS. . . . Other FOY guest, busy but friendly ROY FLIPPIN, RESORT HOTEL CO-ORDINATOR. . . . Look alikes — JOHN GARNER and ROBB JOHNSON and it will take you a while to keep them separated in your mind. . . . Enjoying the Easter week-end were MR. and MRS. ARTHUR C. and RUTH ANDERSON at the THUNDERBIRD from Long Beach. The ANDERSONS are former residents of this city. . . . The scintillating PAT FOUST was eagerly anticipating her visit to ROSWELL, NEW MEXICO where her son PAUL attends the NEW MEXICO

(Continued on Page 21)

Stetson SHOES

. . . World's most honored shoe since 1885

Las Vegas Bootery

224 FREMONT • PH. DU 4-4890
(Adjoining New Hotel Fremont)



"a touch of . . . Far East"

SILK FAILLE COAT

For spring evenings . . . custom-made in colors to accent your wardrobe

$59.95

bonnie best

IN THE TOWN AND COUNTRY SHOPS
ADJACENT TO WILBUR CLARK'S DESERT INN
Open Weekdays 10-6 p.m. • Sundays 12-6 p.m.

Model: Bette Thomas

MARKET TOWN

Open 24 Hours

VNF MEATS

Exclusively

60 seconds . . . above the strip!

"ATOP THE INN"



Sky Room LOUNGE

Ernie Coleman and Orchestra
for your Dancing Pleasure

Dick Rice
At The Piano

OPEN from 8 p.m. to 4 a.m. daily

Wilbur Clark's
DESERT INN



LESS than three months ago Dorothy Kilgallen ran an item in her New York JOURNAL AMERICAN column to the effect that singer Cathy Carr was working as a salesgirl in Bloomingdale's Dept. Store. As a result of the item, Harry Carlson of Fraternity Records signed Cathy to a disking contract. Currently, Cathy Carr's platter of "Ivory Tower" is on every disc jockey's turn table and it looks as though the lovely lass is destined for a big hit. Now, what was that about the power of the press?

Jacques Belasco, who scores "The Greatest Story Ever Told," is currently being represented in the pop field on the MGM label and has still another recording firm dickering for his talents in the LP album line. . . . George Cardini, orchestra leader at the Greenbrier Hotel in White Sulphur Springs, West Virginia, was given a list of President Eisenhower's favorite songs to play during the Chief of State's recent stay in the resort. No rock and roll for Ike! Seems his tastes run to "Drink To Me Only With Thine Eyes", "Claire De Lune" and "To A Rose."

Jackie Gleason's manager, Bullets Durgom, has acquired the rights to the life story of the late Frank Dailey and is rumored to be hustling same to Joe Pasternack. Dailey's life is like a history of the rise and fall of the band business.

"Patterns" will be the next made-in-New York City flicker to be hailed by the critics. We look for this non-elaborate trend in film making to supply the need of exhibitors for more quality grist for their box office mills. . . . Agent Fred Amsel quipped that after seeing Richard III he dated it Four Sirs. . . . "Plain And Fancy" will be the subject of the first "Spectacular" in English TV history. The original cast, Shirl Conway and Richard Derr starring, will be featured.

Comedienne Helen Halpin is back in the swing of the nitery circuit. . . . New York talent agency, MCA, is set for some major personnel switches as a result of complaints from many of their top acts that they are not being booked properly. . . . Annette Warren's stand at the swanky Elegante Club in Brooklyn has the reviewers cheering.

Tennis star Ham Richardson was the center of attention lunching at Sardi's the other day with his mother. Among the oglers were such notables-in-their-own-right as English actor Jack Hawkins, and stars Eddie Bracken and Tom Ewell. . . . Bob Weiss has finished filming the "The Rocky Graziano Story." Advance reports on it are very encouraging. Paul Newman played the lead with Pier Angeli as the girl.

Bernie Styles, comic and actor, will be playing it straight this summer. He will be in charge of concessions at Palisades Amusement Park. . . . Interior Decorator Byrde Gersh ducking the Main Stem's wintry winds via a sojourn in Miami Beach's Varsailles Hotel. . . . Meg Myles is breaking it up at the Club 59.

The Orson Welles masterpiece, "Citizen Kane" is back in view again. The 55th Street Playhouse bought the film for an experimental run and found it packing the house every night. The motion picture is still stamped with genius after lo — these many years. . . . "Strip For Action," due in town shortly, is said to have a line of girls that will set the wolves howling from the moment the curtain rises.



MIKE'S
GARAGE
TOW SERVICE • WHEEL BALANCING
Reasonable Rates
313 N. Main St.
DU 2-2912

FOR
COMPLETE
RELAXATION AND
ENJOYMENT
IT'S . . .

Joe W. Brown's
Horseshoe
Club

Entertainment
in the
NEVADA ROOM Cocktail Lounge
9 p.m. 'til 3 a.m.
GENE CORRY
at the Hammond Console
★

DOWNTOWN LAS VEGAS



By Paula

IT'S a family week! We welcome back to the local scene the singing SALMAS BROTHERS and the pretty PARIS SISTERS that also do some mighty fancy vocalizing. Since we saw the SALMAS BROTHERS last they have been a busy group. That is what happens when you are popular, they haven't had a day off for ages! From the CLOUD NINE LOUNGE of the HOTEL FRONTIER they went to the famed MELODY ROOM on Hollywood's Sunset Strip. From there they went to the SADDLE & SIRLOIN CLUB in Bakersfield, then to CHI-CHI'S in Palm Springs, back to the Melody Room again and then back to FLV to complete the circuit. This engagement is at the HOTEL RIVIERA in the STARLIGHT LOUNGE. To their vast repertoire GEORGE, GUY, DANNY and JACK have added "The Great Pretender", "A Woman in Love" and a spicy little number, "Pepper Hot Baby", that I particularly enjoyed. But then, I'm prejudiced, like most anything that they sing, even the Greek numbers tho I can't understand a word they are saying! . . . The PARIS SISTERS have been in New York City making TV appearances and some more recordings for DECCA. They made two appearances on DAVE GARROWAY'S TV SHOWS and were also on ARTHUR GODFREY'S TALENT SCOUT TV SHOW which was viewed locally this past week. Was lucky and caught it and am happy to report that they looked and sang like angels. PRISCILLA, CHERYL and ALBETH are destined to become very famous little ladies. Give your ears a treat and hie yourself over to the FLAMINGO'S STAGEBAR. . . .

If you missed the COUNT BASIE CONCERT you missed a real ball. Everybody in show business that was in town made it. Every musician was there to cheer their idol. The very enthusiastic crowd wildly applauded each artists outstanding solo, really exhibited their appreciation and it was a joy to just listen to the excitement of the audience. JOE NEWMAN, FRANK WEST AND FRANK FOSTER were outstanding. SONNY PAYNE is the wildest on the drum and what a showman. The COUNT has the entire orchestra in the palm of his hand, so to speak, I swear that they even breathe in unison! ! And that swinging JOE WILLIAMS! he's the MOST. To Mr. Basie I say! please come back soon! ! Surely did enjoy meeting you and having the pleasure of listening to your tremendous group of artists and that fine, fine music. Man, you are the GREATEST! ! ! ! Also, our thanks to STAN IRWIN and the SAHARA HOTEL for making that exciting night a possibility. . . .

The MELODAIRES are back in town. This time they are in the lounge of the SANDS HOTEL. They were at the DUNES HOTEL in the SINBAD LOUNGE not too long ago and many of you will remember the fine tenor of JOE NEIVES. BILL KANE looks well at the grand piano and TOM MOORE reports that he has a mink lined guitar pick especially to create plush tones for the lush lounge of FLV. . . .

This really is old home week,

(Continued on Page 49)

NOW { *Direct Non-Stop Flights to* **SAN DIEGO**
Only $39.50 Plus Tax Round Trip

ONE HOUR - 30 MINUTES FLYING TIME
LAS VEGAS AIRLINES
DU 2-1730 - Las Vegas • CY 8-1444 - San Diego

DAILY DEPARTURES
Las Vegas — 12:00 Noon
San Diego — 5:30 p.m.



NEW SHOW!!

EDDIE FOX presents:

"Laff Parade of 1956"

STARRING

SALLY RAND

World Famous Fan Dancer

HANK HENRY ★ THE FOUR KNIGHTS

THREE DOLLS – SPARKY KAYE

Cliff Ferr'e ★ Denise Bennett ★ Silver Slipperettes

Jimmy Cavanaugh ★ George Redman's Orchestra

Choreography By BARRY ASHTON

★ SHOWTIMES: 9:00 - 11:00 - 1:00 and 2:30

SILVER SLIPPER

★ Last Frontier Village ★



RARE COINS

BOUGHT and SOLD

★ COIN AND STAMP COLLECTORS SUPPLIES

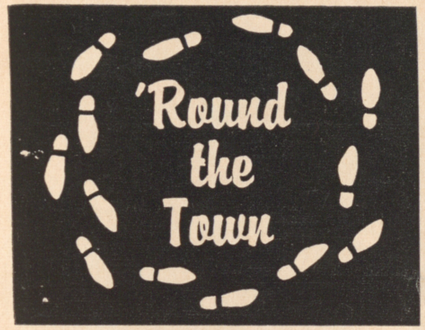
★ Fabulous Selection Original Gold and Silver Coin Jewelry

IMPERIAL COIN COMPANY

Ben Stack

QUALIFIED EXPERT APPRAISAL SERVICE

120 So. Third Street • Phone DUdley 2-8922



with DON LUND

FOR the last ten days the citizens of FLV have been in the process of learning how to walk again. When I say walk, I use the term loosely because we are in the middle of a transportation strike that has all but crippled our public transportation facilities. Although bus service was resumed late last week, the taxi cabs and airport limousines still remain idle. Under normal conditions this situation could have been combated but last week being Easter Week we entertained one of the largest crowds of tourists in our history. To alleviate the lack of public transportation the Teamsters Union has placed courtesy cars at the strip hotels and strategic locations in the downtown area. Although this helped in getting many people to their destinations it proved to be very inadequate in transporting the many visitors around town. In fact, there were many who spent the entire week in FLV who hardly left their motel or hotel room because they could not get around in our fabulous city to see the sights. As FABULOUS goes to press, the strike is still not settled and to date negotiations have not been too successful. Let us hope that this matter is settled soon. This is the beginning of our tourist season and unless an agreement is reached or a solution is found everyone in FLV will suffer. . . .

Word is out that a club for eligible bachelors and lassies has just been formed in FLV. They are known as the SOCIABLE SINGLES and any available male or female between the ages of 21 to 35 may become a member. Functions and purpose of the club are not known but anyone interested in joining might contact President BETH BERGH, 1122 Bonneville Avenue. Who knows, you may find your mate. . . . Congratulations to ALLARD ROEN, DESERT INN Executive and his very lovely wife EVELYN who became the proud parents of a nine pound baby girl last week. Mother and daughter are now home and doing fine. ALLARD is still handing out cigars. What a proud father he is. . . . Beautiful BETTE THOMAS who is a model at BONNIE BEST'S on the strip has aspirations of going to PARIS to study Philosophy some time in the near future. She maintains that a girl should know about things and she feels that PARIS is the place to obtain an education. . . . BOB ROBERTSON saxaphone player and band manager for RAY SINATRA'S Band at HOTEL RIVIERA underwent major surgery for the second time in two months. He has had a very tough time of things recently but reports now that he is feeling much better and is well on his way to a speedy recovery. Wife JOY has been quite ill too but she has recovered and will be able to care for BOB when he gets home. As far as sickness is concerned these two fine kids have had it. . . . It isn't often that I mention entertainers but next time you're out on the town, stop off at HOTEL THUNDERBIRD and catch the DUKES AND DUCHESS OF DIXIELAND. They are sensational and play the greatest Dixieland this side of NEW ORLEANS. They are appearing in the beautiful new lounge. . . . MARY SCHULTZ spouse of BOB SCHULTZ, SILVER SLIPPER executive, spent last week in FLV with her hubby and had a wonderful time. This

Continued on Page 43)



Protect your car from the sand and Sun . . .

with a DuPont *SPRAY GLAZE* — Special $12.95

CAR WASH (only soft water used) $1.25 with gas purchase

Las Vegas Auto Wash 701 SOUTH 5th ST.

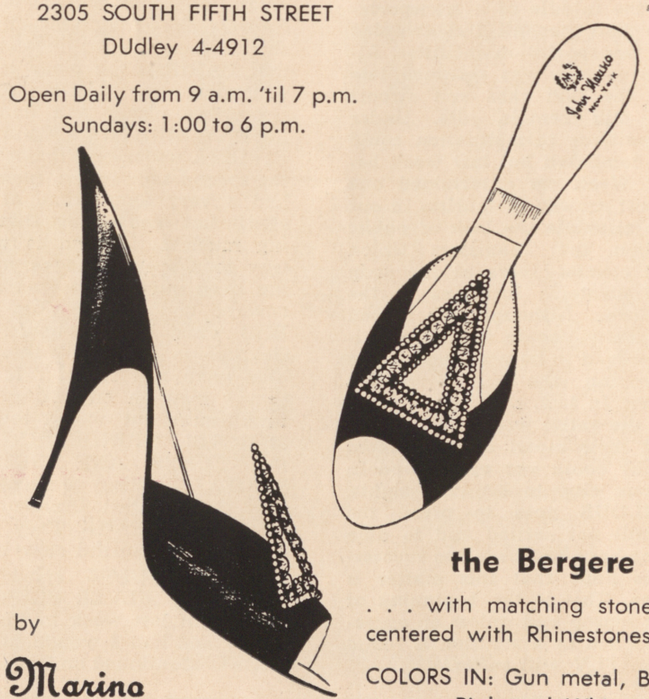
French Bootier
BETTER SHOES



Where Fashion Begins . . .

2305 SOUTH FIFTH STREET
DUdley 4-4912

Open Daily from 9 a.m. 'til 7 p.m.
Sundays: 1:00 to 6 p.m.



by
John Marino

the Bergere

. . . with matching stones and centered with Rhinestones

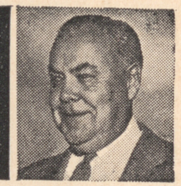
COLORS IN: Gun metal, Bronze, Pink and White

thirty-two ninety-five

"A store dedicated to the very finest in ladies footwear"

Hillsway

by ROLAND HILL



DATELINE: Mazatlan, Sinalda, Mexico. . . . I thought I was going to spend more time in Las Vegas but got the urge to spend Holy Week in old Mexico and hurried off to the border. Found a new route to Phoenix which is much better than going by Needles where it is so very hot this time of the year and the wind was blowing a gale and I knew it would be very windy down there, so instead I went through Kingman (I never tire of seeing Hoover Dam) and then on 66 to Ashfork (had lunch in the Copper Cart Restaurant in Seligman) where I turned left on 89 to Prescott, Arizona. The Granite Dells just north of Ashfork are beautiful and I understand plans have been completed to put up a million and a half dollar hotel in this area. At Prescott I took a new road to me, 69 straight into Phoenix. This will bypass the city proper and also Mesa and Tempe and save you much time on your way to Tucson and the border. Never have I seen more gorgeous flowers than south of Phoenix—Holland and its tulip fields are not more beautiful. What they can do with the desert when they get water to it is astounding. The wheat and oats are about ready to harvest and such fruit and vegetables you have never seen. Continue on 69 until you hit 87 and then straight into Tucson. I didn't stay at Tucson but drove right on to Nogales so as to get an early start across the border the next day.

At Nogales there are very fine accommodations. I stay at the small but nice TWIN CITY MOTEL because it is next door to the Johnson Chevron station and I had my car serviced while I had dinner across the street at a fine restaurant — SUNDERMAN'S COLONIAL HOUSE. What a steak! In the evening I walked across the border and noticed the CAVERNS RESTAURANT where I wish I had eaten. It is run by a Greek, veteran of the U. S. Army and now a citizen of Mexico and is built into the rocks — used to be an old jail. I walked up a few blocks to the FRAY MARCOS DE NIZA HOTEL and took the elevator to the Sky Room. You get a very good view from here. Of course, Nogales in old Mexico is very dirty as all border towns are.

My room at the TWIN CITY MOTEL was only $4.00 for the night. Other good places to stay are the FLAGSTONE MOTEL, CORONADO MOTEL (BEST WESTERN), and the RANCHO GRANDE HOTEL, which incidentally was "full-up" with movie folks due to the fact that they are filming the life of Rudolph Hess in this area now. The next morning I had a very good breakfast at the fine ZULA'S CAFE just a block north on the hill and they kindly iced my water jug for me. I also carry two five gallon cans of gasoline, just in case. Also as a precaution I carry a box of canned goods, and cookies etc. when I might not be able to find a suitable restaurant, because you see I plan on driving on every passable road in the entire country of Mexico before coming home. Next door to the Motel and filling station is the HANNAH-SMITH AGENCY and I cannot urge you too strongly to stop here and get your papers in order before going to the border — it will save you much time. They fix up your auto insurance which is a "must" because Mexico does not recognize American insurance. Mine cost me around $35.00 for the time I am going to be in Mexico. It is expensive but you must have it. Also get your Mexican permit made out here and you will be glad you did because the Mexican authorities at the border are pretty hard to deal with if they have to fill them out. This

SINCE 1920
. . . Master Watch and Clock Makers
"Our Reputation is Your Guarantee"
SWISS-AMERICAN TIME SHOP
112 N. 3rd ST. • DU 2-4556

Sensational Limited Grand Opening Offer



8 x 10 Platinum Tone
PORTRAIT
98¢

• SPECIALIZING IN CHILD PORTRAITS
• 4 PROOFS TO SELECT • COMPLETELY RETOUCHED
NATE SCHLAIFER • FRANCINE KOMER

Francine's
PHOTO STUDIO

2100
EAST CHARLESTON
Call
DU 2-7344
Hours
9:30 a.m. to 5:30 p.m.

Mt. Charleston Lodge



BAR • RESTAURANT • ROOMS
Stay Overnight
. . . in Complete Comfort



SAM SNADER: Owner
CHICK BARNETT: Manager
"A winter resort in winter . . . A summer resort in summer"

Fortune Club
109 FREMONT
LAS VEGAS NEVADA

★ SHOW BUSINESS ★
Inquire about Theatrical Rates
Bali Hai APARTMENTS
• IN THE HUB OF THE LAS VEGAS STRIP
Bedroom - Living room - Kitchen suites
Switch board service - Daily maid service
The Finest! and REASONABLE
• Tennis • Heated Pool • Badminton
• Volley ball and Golf
Ph. DU 2-3791 • 336 Desert Inn Rd.

VIEWING THE ACTION

(Continued from Page 11)

MILITARY INSTITUTE. . . . RAY CULLEY of the local TWA office entertained the TWA district manager of Philadelphia, MERT NASON at most of the exciting points of interest. . . . Returned from a visit with the family in the colds of Canada are MR. AND MRS. CHARLES SPECK. . . . Man of many original ideas is JACK RAEL manager for the exquisite MISS PATTI PAGE. . . . SANDS HOTEL casino manager, CARL COHEN has a life of ease in store. With son, STEVE, shaping into a baseball pitcher of promise, CARL has many interesting ball games to view. . . .

No one can question the fact that JERRY GORDON, purchasing agent of the NEW FRONTIER, is an extremely co-operative fellow. He is rated triple "A" by everyone who knows him. . . . Marvelous retention of the youthful look is JUDGE E. L. NORES, publisher of the PIOCHE RECORD. . . . Frequent visitor to the local scene is Salt Lake City accountant, PAUL J. SUGAR. He can mix business with a touch of pleasure, since he maintains several clients in this area. . . . At the recent JEWISH WAR VETERANS meeting attended by a record-breaking crowd, SUN newspaper publisher, HANK GREENSPUN was guest speaker. Prominent leaders of the community and members in attendance were NATE MACK, MAX GOOT, and RABBI A. LEBOWITZ. . . . ANNOUNCEMENT: JWV IS BLESSED WITH FIRST OFFICIAL MASCOT — POST #711 member BEN MARCUS and wife INEZ are the first couple of the newly-formed JWV POST to give birth to a son. Born at the ROSE deLIMA HOSPITAL 3 P.M. Friday, March 30th. His name — MITCHELL. . . . Starting April 2nd is TV program "AFTERNOON AT THE BALI HAI". Produced by MARTIN BLACK and JOE DECARLO this show is scheduled Monday and Friday at 1:00 P.M. and runs for an hour. The setting is poolside at the BALI HAI — there'll be music, all sorts of contests, and beauty. . . . The BLACK MAGIC opening was as predicted a brilliant success. Hosts JOHN DONOHUE and TEX AUSTIN were swamped with throngs of friends and well-wishers. This intimate cocktail lounge will entice you to come back again and again. . . . ROBERT SCHULTZ, SILVER SLIPPER OFFICIAL, was visited this past weekend by his wife and two children. They return to L. A. to complete the school spring term. . . . Expected back to FLV are MR. AND MRS. MOE DALITZ after a sojourn in the MIAMI BEACH area. Welcome home. . . . GOOD NEWS: AARON WEISBERG convalescing and doing nicely after his recent and sudden illness. . . .

The brunette driving that flashy Nash Rambler is MISS GERRIE RYAN. . . . MAJOR SYD KAYE is still talking about the delicious dinner he enjoyed at the home of MR. AND MRS. KEN AND EVE BENNETT. The MAJOR, incidentally continues a search of a friend named RUSTY, who seems to have dropped out of circulation or parts known. . . . LORRY PERRY as predicted has received her first contract. BILL MOORE has her slated for the EL CORTEZ PIRATES DEN. . . . Best wishes to YALE STOKES, who will read this message in his L. A. hospital bed. YOUR many, many friends wish you a speedy recovery. HURRY HOME. . . . The golf grudge match instigated by HYMIE FRIEDNASH was played last Sunday by ART SMITH of the BANK of NEVADA and BOB KEYSER of the DeLUCA IMPORTING CO. The winner — BOB KEYSER — and why it has been kept so secret has not been ascertained. . . .

(Continued on Page 43)

KRAM
920 ON YOUR DIAL

Pleasant Driving!
ON YOUR WAY TO OR FROM LAS VEGAS TUNE IN YOUR RADIO TO KRAM — 920 ON YOUR DIAL — FOR THE BEST IN MUSIC, NEWS AND SPORTS.
DRIVE WITH KRAM
THE STATION MORE PEOPLE LISTEN TO MORE OFTEN

HD-0556



"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; Wiere 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, HERBERT and SYLVESTER can re-

(Continued on Page 28)

EL Cortez

April 5th thru April 18th

Show: Stuart Allen; Dianne Lefti; Betty Gorham; Sherman Hayes and Orchestra.

It's a return engagement for witty STUART ALLEN, a likeable clown that wins and holds your approval. His ready wit and vast store of gags and yarns elicit laughter galore. Stuart is a promising young comic that is sure to have a bright future. . . . Singing up a mood is DIANNE LEFTI, a lovely lady with beauty and poise. The warmth of her presentation, a delightful voice, plus a varied repertoire, creates a winning combination. . . . Skillful and agile BETTY GORHAM presents varied forms of juggling to round out an interesting show. . . . Fine musical backing is provided by SHERMAN HAYES and his skilled ORCHESTRA.

(Continued on Page 28)

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. . . . Co-starring 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. Ernie, the lad with Bolger-like talents,

(Continued on Page 28)

Flamingo

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

In the starring spot is DICK SHAWN, a refreshing lad with a different approach to this business of being funny. A droll wit plus a great sense of timing has made DICK a bright new star in show business. His unusual material and clever presentation win him more fans at each performance. If you enjoy laughing you will be delighted with DICK'S antics. . . . Co-starring and an extra added attraction 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 appear-

(Continued on Page 28)



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 28)

SAHARA

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 Congo 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. Applause is spontaneous when she sings her current hit recording, "Rock and Roll Waltz" and many old favorites. . . 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

(Continued on Page 28)

The Sands

(Not a Review)

April 4th thru April 24th

Show: Marguerite Piazza; Joey Bishop; Copa Girls; Antonio Morelli and his music.

MARGUERITE PIAZZA, beautiful and delightful diva of Metropolitan Opera fame and a tremendous favorite in FLV is back for another superb engagement in the Copa Room. A vibrant personality and a magnificent voice makes this gracious lady a STAR in the true sense of the word. Her pert manner and great sense of showmanship always creates a show that is a surefire winner. . . . The "unhappy" humorist with the sad face and fine delivery, JOEY BISHOP, always keeps all audiences in a happy uproar of laughter. His perfect sense of timing seems greater everytime you see him. Joey is a very amusing gent!! . . . The beautiful COPA GIRLS, resplendant in

(Continued on Page 29)

SHOWBOAT

April 6th thru April 19th

Show: Joaquin Garay; Gia-Mo; Garr Nelson; Showboat girls; Lon Styles and the Stylists; Rossi and McDermott; Deane Douglas with the Carol Kent Duo; Mike Werner and Orchestra.

By popular demand, JOAQUIN GARAY, the little singer-comedian with a great big smile and fine tenor is back with his special brand of comicry. Novel material well presented keeps the patrons alternating between guffaws and giggles. One quip after another, intermingled with songs that please, keeps this gent in demand. . . . Adding an Oriental flavor to the show is GIA-MO, exquisite exotic, lovely who presents an artistic dance that creates audience appreciation. . . . The magic GARR sings a varied repertoire in a magnificent baritone that sparks

(Continued on Page 29)

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 43)

Thunderbird

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 tones of this gent has been enjoyed by many on records and in movies. To see ALLAN in person is a treat. Allan's varied repertoire includes classical as well as popular numbers. 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. Rogers agile wit keeps you on your toes, you don't wish to miss one word. . . . Agile MARGARET BROWN taps out a rhythmic

(Continued on Page 29)

Out of this world...

From the CASINO:

Thanks to the people of Las Vegas for the hospitality extended us throughout our **1st** *year...*

T. W. Richardson
CASINO MANAGER

Tommy Callahan
GRAVEYARD SHIFT MGR.

Joe Shapiro
DAY SHIFT MGR.

John Dixon
SWING SHIFT MGR.



LAS VEGAS NEVADA



Nevada's Most Complete
DRUGS • COSMETICS
SUNDRIES

Strip DRUGS

2425 So. 5th • Ph. DU 4-2222



Your Glamour
Headquarters

featuring: A complete line of the very finest in Parfumes & Colognes.

- MEN'S TOILETRIES
- CAMERA'S AND FILM
- COSTUME JEWELRY
- GIFTS FOR HER OR HIM
- PRESCRIPTIONS



- COMPLETE FOUNTAIN SERVICE
- FREE PARKING FOR OVER 100 CARS IN REAR.

Open 9 a.m. to 3 a.m.

(Just North of Hotel Sahara)

DESERT INN

(Continued from Page 23)

move 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. Opening April 10th, song stylist superb, Johnny Ray, the lad who "cried" his way to the top, plus funster Paul Gilbert and a very exciting new show.

EL RANCHO VEGAS

(Continued from Page 23)

stages artful choreography that results in good theatre. Skillfully backing the show musically is TED FIO RITO and his excellent ORCHESTRA.

FLAMINGO

(Continued from Page 23)

ances. The blending of their fine voices is a pleasure to hear and the girls are very, very easy on the eyes!! . . . A newcomer 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 topnotch show. . . . Truly superb musical backing will be furnished by RAY SINATRA and his fine aggregation of accomplished musicians.

SAHARA

(Continued from Page 24)

the bill are BUD and CECE ROBINSON. This dance team runs the gamut from terpsichore that was popular

when grandmother was a girl to modern footwork. Particularly clever is the collegiate number complete with the matching sweaters. . . The SAHAREM DANCERS present scintillating productions that are always filled with color and artistry. . . . CEE DAVIDSON and ORCHESTRA offer an accomplished musical background.

SANDS

(Continued from Page 25)

their colorful costumes by Mme. BERTHE, execute beauty and charm to round out a topnotch show. . . . Truly superb musical backing will be furnished by RAY SINATRA and his fine aggregation of accomplished musicians.

SHOWBOAT

(Continued from Page 25)

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)

beat with her dancing feet. This charming lady presents some very clever routines. . . . Colorful choreography by the THUNDERBIRD DANCERS adds beauty to any show. The fine production routines are created by GAYLE ROBBINS. . . .

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



the SILVER QUEEN BAR

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

IN THE Sands HOTEL

★
Freddy Bell
and His
Bell Boys
★
The Beachcombers
with Natalie
★
Melodaires
★
Peppy Morreale
★
Ernie Stewart Trio

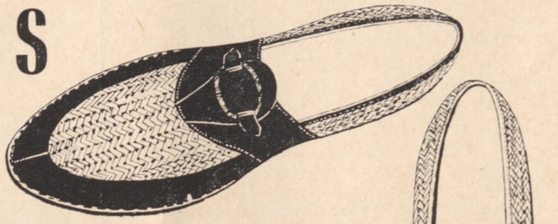
HOT HORS D'OEUVRES
SERVED AT 5:30 P.M.

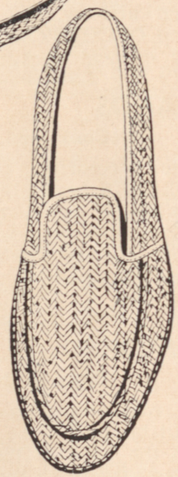
"The Taste of the Town"



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

STRAWS





...the latest spring & summer supplement • 1956

SPORT-ATOR $12.95

CASUAL-ETTE $12.95



Dalmatian BOOT SHOP

Nunn-Bush Shoes for Men

FLORENCE C. & LEO S. WILLIAMS

2409 South 5th Street

★ *The FUN is Greater than ever!*

NOW... in the

Lady Luck

LOUNGE

★ MILTON HERTH trio
★ 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

Happy 1st Birthday To the Staff of the

New Frontier HOTEL

RANCH MARKET INC.

611 Van Buren

DU 2-8071

Greetings To The

New Frontier HOTEL

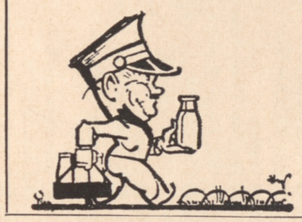
for the happy celebration

Desert Poultry & Provisions

DU 2-6661 — DU 4-2281

1504-1506 S. Main St.

Andy Says:



Congratulations to the

Folks Of The New Frontier

From The Gang At

ANDERSON DAIRY

HILLSWAY

(Continued from Page 19)

costs you $3.00 and then when you arrive all you have to do is have it stamped and signed. You must have a birth certificate or evidence that you were born in the states and are a citizen, a small pox vaccination certified, and your car permit costs one dollar. Get your money changed from this agency also — enough to get you down into Mexico because the rate of exchange is better the farther south you go. Also be sure and get one of Don Smith's, the Manager of the agency, TOURIST TIPS for Mexico. It will stand you in good stead and they will give you a list of the places to stay and eat at. Also a copy of the ARIZONA HIGHWAYS Magazine of October 1955 which has a wonderful story and pictures about Mexico's West Coast Highway.

You take Highway 15 south and you will see four stop places where you must stop and be checked. I think the government has this way of putting people to work and off the relief rolls. ALTO means stop and be sure and heed the sign. The road is very good and I blush when I tell you I did 80 and 90 miles an hour all the way to Mazatlan, slowing up to 70 for the curves which aren't banked as good as ours — that will tell you how fine the roads are. Only the last hundred miles there are a few bridges that have never been put in and you have to "ford" the rivers on sort of crude causeways — used to have to actually drive through the water. These Mexicans make you wonder — they build beautiful highways right up to the rivers and then start in again on the other side, evidently with no thought of ever getting the bridges in. Just one pass is bad and that is over a railroad bridge where you must go very slowly. But you will have no trouble at all.

Porter's Motel in Hermosillo, 182 miles south, is good but don't eat here as you are told to by so many as the restaurant is under new ownership and no good. Be SURE and go way into town and eat at the lovely San Alberto Hotel out on the terrace under the trees. Just like Europe and the food is excellent and only cost me 11 peso 75 (11.75) centavos or less than a dollar. I had shrimp cocktail, vegetable soup, liver and onions, fried potatoes, very fine hard rolls, squash, iced tea and ice cream. They have a beautiful swimming pool all enclosed with wonder bougainvillia and other flowers — a profusion of them growing and blossoming all around.

— (Continued Next Week) —

HECHT'S

419 FREMONT ST.

MISSES' AND WOMEN'S APPAREL

Congratulations to the New Frontier HOTEL

and Many More Pleasant Years

Mark Gamett of the Las Vegas Laundry & Cleaners

DU 2-2342 707 S. 1st St.

★ ★ ★

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...

APRIL 7 THRU APRIL 13

SATURDAY — APRIL 7

1:00 8 Family Film Festival
2:00 2 Big Picture
2:30 2 Our Amazing World
3:00 2 Matinee Theatre
4:00 8 Action Theatre
4:30 2 Surprise Package
5:00 2 Perry Como Show
5:30 8 Buffalo Bill, Jr.
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 Do It Yourself
8 Gunsmoke
10:15 2 Big 2 Playhouse
10:35 8 Showcase of Stars
12:00 8 Martin Black's Nite Owl

SUNDAY — APRIL 8

8:45 2 Christian Science
9:00 2 Film Festival
10:30 8 This Is The Life
11:00 8 The Christophers
11:30 8 Adventure
12:00 8 Face the Nation
12:30 8 Sunday News
1:00 2 Opera Theater
8 Front Row Center
2:00 8 Masters Tourney
2:30 2 Adventure Club
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 Championship Bowling
5:00 2 Comedy Hour
5:15 8 Drew Pearson
5:30 8 Telephone Time
6:00 2 Playhouse Hour
8 Showtime
6:30 8 1st Nat'l Bank Theatre
7:00 2 Amazing World
8 Jack Benny
7:15 2 Frontier to Space
7:30 2 Famous Film Festival
8 Pioneer Playhouse
8:00 8 Ed Sullivan Show
9:00 2 News Cavalcade
8 Mayor of Town
9:30 2 Sports Highlights
8 G.E. Theatre
9:35 2 Jack's Theatre of the Air
10:00 8 Mr. & Mrs. Movietime

MONDAY — APRIL 9

12:00 2 NBC Matinee Theatre
1:00 2 For the Ladies
1:30 2 Queen For A Day
2:00 2 "King Of Kings"
8 Mr. & Mrs. Movietime
4:00 2 Be My Guest
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 R.M. Theatre
8 Robin Hood
7:00 8 Life of Riley
7:30 2 It's a Great Life
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 Caesar's Hour
8 December Bride
10:00 8 Guy Lombardo
10:30 2 Late News
10:40 2 Two On The Aisle
8 Mr. & Mrs. Movietime
12:00 8 Martin Black's Nite Owl

TUESDAY — APRIL 10

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
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 Bob Hope 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 On The Aisle
8 Mr. & Mrs. Movietime
12:00 8 Martin Black's Nite Owl

WEDNESDAY — APRIL 11

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
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 Big Fights
8 Hopalong Cassidy
7:00 2 Wednesday Night Fights
8 Studio One
7:45 2 Boxing Roundup
8:00 2 Disneyland
8 Godfrey & Friends
8:30 8 Harry Owens Show
9:00 2 MGM Parade
8 My Hero
9:30 2 The Whistler
8 I've Got A Secret
10:00 2 Break the Bank
8 Confidential File
10:35 8 Mr. & Mrs. Movietime
10:40 2 Two On The Aisle
12:00 8 Martin Black's Nite Owl

THURSDAY — APRIL 12

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
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
8 Ray Milland
10:00 8 Buelah
10:35 8 Mr. & Mrs. Movietime
11:00 2 Wrestling Interviews
11:15 2 The Hunter
12:00 8 Martin Black's Nite Owl

FRIDAY — APRIL 13

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 Grand Ole Opry
8 Waterfront
8:30 2 Dragnet
8 The Line-up
9:00 2 Dollar a Second
8 Western Marshall
9:30 2 Top Plays Of 1956
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



★ Custom Made SUITS • SLACKS or SPORT COATS *Cost No More* than Ready Made . . .

Come in and be convinced !

NEW SPRING FABRICS Now in stock . . . the Finest in SILKS — GABARDINES, WORSTED, SHARKSKIN, MOHAIR, FLANNELS, and many more to choose from . . . **tailor made to your measure!**

SNYDERS

INSURED CLOTHES FOR MEN & WOMEN

419 So. 5th St. (Across from Grammar School) DU 2-6644

YOUR CREDIT IS GOOD AT SNYDERS



We're delighted to be back . . .
to entertain you . . .
Stop by and say "Hello" . . .

the PARIS SISTERS

★ Watch for our new DECCA Release . . .
APRIL 9th
"I LOVE YOU DEAR"
("Year 'Round Love")
. . . A "Rocker"!!

Recent Release
"OH YES YOU DO"
now at
all Music Stores

Thanks Bobby Page and the Musical Pages "You're Great"!!

THE Flamingo HOTEL

PERSONAL MANAGER
Norton J. Wais • 1750 Vallejo Street • San Francisco California

OUR COMPLIMENTS TO
THE **New Frontier** HOTEL
A Wonderful Hotel
Southern Nevada Disinfectant Co.
DU 2-8878

THAT'S FOR SURE

(Continued from Page 9)

learned another interesting facet about the ladies and gentlemen of the trade and that is the great and continuing work they do in killing off unfavorable word. A recent example is the battle now being waged against the Chrysler sponsored show "Climax," seen on CBS-TV network. This is an untrue blast at our town and is defamatory in many respects. The publicists have been working valiantly to stop this script from seeing the light of the TV screen and it is another example of public relations at work when they accomplish that goal. Recently LIFE magazine took out after Calcuttas, staged in connection with golf tournaments. The DESERT INN staff learned of it and was able to work with the editors of the weekly magazine to see that there was no distortion of truth in respect to the Tournament of Champions jackpot. . . . The TV program in question was expected to be viewed April 5th. Due to our early press deadline, we cannot advance definite word on the outcome of this battle. However, we can wholeheartedly applaud our F.L.V. publicists! . . .

We understand the management of the HOTEL SARAHA offered JUDY GARLAND one of the most enticing contracts ever extended to a show-business luminary. It looks like a late Summer engagement (Labor Day?) for the stellar songstress. Or, are they still negotiating?

FRANK SINATRA appeared at the SANDS HOTEL for just one week. In case you missed this exciting performer, you'll be able to catch his act when he returns to the same bistro for a four week stint, come September. He's off to Spain, to co-star in a Stanley Kramer Production with Cary Grant and Sophia Loren.

Back from his extended fishing trip is IRVING DEVINE, popular FLV sportsman who was last associated with the ROYAL NEVADA HOTEL. This wasn't too happy a trip for Mr. Devine for he returned on crutches. The traveling fisherman fractured his ankle 5 weeks ago when he leaped from his schooner unto an Island in the Bahamas. . . .

The new murals in the restaurant at JOE W. BROWN'S HORSESHOE CLUB are fascinating. They are made of sectional pieces of cork, worked into the mural along the lines of a jigsaw puzzle. The idea is the brainchild of HARRY DORSETT, General Manager of the club. Artist CHUCK DODSON depicted the early days of FLV. This is something you should definitely see! It's Great Mosaic Art and then some! . . .

Now that the warm weather has set in, the fountain at the STRIP DRUG STORE looks like a duplicate of Hollywood's Schwab's Drug Store. All the celebrities gather here to discuss their favorite topics and sip their favorite sodas. If your young one is an autograph hound, he'll be well satiated by the cream of the show business.

The DESERT INN received a unique award: the "gold butter knife" and certificate. The recognition was made because the hotel "serves superbly fine steaks which can be cut with just such an instrument." How about that? . . .

Among the visitors this past week was COL. THOMAS PARKER, personal manager of EDDY ARNOLD, HANK SNOW and his new discovery, ELVIS PRESSLEY. Elvis' last record, "Heartbreak Hotel" (R.C.A.) sold close to a million copies, eight weeks after it was released. The new star is signed to appear on a future MILTON BERLE telecast. . . .

SANDS HOTEL patrons will be surprised when singer HOWARD KEEL

Wedding Corsages
Room Bouquets
"In Fact . . *Everything in Flowers*"
DOT'S FLOWERS
808 S. 5th St. • Phone DU 2-7511

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

HICKORY ROOM

Chef's daily specials

MONDAY Homemade
ITALIAN LASAGNE
with meat sauce or prime beef stew, fine vegetable,vegetable, en casserole
tossed green salad $2.75

TUESDAY Lean New York
CORNED BEEF
with Savoy Cabbage
boiled potato
sliced pickled beets $3.00

WEDNESDAY
SPRING LAMB RAGOUT
Parisienne
mixed green salad $2.75

THURSDAY Disjointed
SPRING CHICKEN
Saute Cacciatore with Spaghetti
mixed green salad $3.50

FRIDAY Homemade
CHICKEN POT PIE
with Vegetables and Fluffy Crust
mixed riviera salad $2.75

SATURDAY Prime
YANKEE POT ROAST
braised in burgundy wine with potato pancake
tossed green salad $3.00

SUNDAY Roast Stuffed
SPRING CHICKEN
(Half)
with fancy spiced fruits, tossed garden salad, potato du jour $3.00

• The choicest of prime steaks, ribs, and fowl are flame-broiled before your eyes on huge open rotisseries.

the magnificent
Riviera
HOTEL

returns in approximately eight weeks. He is coming back with an act that has been entirely staged by CHARLES O'CURRAN. We're looking forward to the "new look" which is being closely guarded from publicity, at present. . . .

It appears that SHEILA O'CONNER and GEORGE DUCKWORTH are an item. (She is a RON FLETCHER dancer at the FLAMINGO HOTEL. He is on the graveyard shift of the RIVIERA HOTEL.) Is it true that Georgie Boy gave the little lady a square- cut diamond for the finger that spells wedding bells?

We just learned something of personal interest to this writer. It concerns LE ROY PRINZ, Show Producer of the HOTEL EL RANCHO VEGAS. We understand Mr. Prinz is a numismatist and hope to see his collection, one day soon. Let's compare notes, Le Roy.

Whatever happened to our friend, AL FIRESTONE? Having felt under the weather of late, we haven't done very much ambulating about town. Hence, we miss those who we were accustomed to seeing on frequent occasion. Wha' hoppen, Al? Wha' hoppen? . . .

Aside to MORRIS FINK: Fond regards are winging your way from the WALLY SANDERS and their daughter, ILENE. (Morris formerly worked as casino cashier at the SHOWBOAT HOTEL and is now a cashier at the HOTEL NACIONAL in Havana.) . . .

While at the ROYAL NEVADA HOTEL, we chatted with EVELYN and PHIL SPITALNY. We got an earful of the plans they've made with JAKE KOZLOFF which will go into effect as soon as the bistro's license is granted. We hope that event will materialize in the very near future. . . .

No two people could be happier than EVELYN and ALLARD ROEN (of the DESERT INN). On the day of her birthday (March 28th), Evelyn was admitted to the Maternity ward. There she welcomed the Roen heiress, whom they named, MELISSA. That's such a lovely name, makes you think of sugar and spice, for sure. Allard told us he didn't have any nailbiting sessions at all, while awaiting the long-legged bird. That's what he told us. However, he didn't explain why he looked as though he had just gone fifteen rounds with ROCKY MARCIANO. . . .

While on the subject of the Inn, a reminder to all of you who plan to attend the KOLOD nuptials, set for April 9th, at the BEVERLY HILTON HOTEL, in Beverly Hills. Don't forget your invitations! . . .

Very Happy Birthday wishes to our brother-in-law, AL BARTON, of New York City. He is Mrs. Cortez' "older" brother. At least that's what she called him when she realized how many years he had under his belt. (Of course, we could tattle and say she raised him from youth, etc. But, we aren't the gossipy type, are we?) OOOOuch! . . .

A picture of perfection indeed is CLARICE MULLALLY, hostess in the Hickory Room of the RIVIERA HOTEL. She looks as though she had just stepped from the pages of "Vogue" magazine. Miss Mullally also assists with the catering at this bistro. . . .

When you are in the vicinity of FRANCINE'S PHOTO STUDIO (on East Charleston), you're inclined to believe someone is holding Kindergarten classes outdoors. The place is a popular one for parents who desire the best likenesses of their offspring. FRANCINE KOMER and NATE SCHLAIFER are to be commended for the outstanding promotion they have carried out and the wonderful photography they offer folks in FLV. Incidentally, although children's photos are their specialty, they do a terrific job with Mom and Dad in front of the lens, also. . . .

We've been waiting for this news for a very, very, very long time. Now, it has **finally** happened. LEE and BUDDY GROVER flirted with the Stork and arranged an October (or November) meeting. (Buddy is the pianist-composer with the GROVER-SHORE TRIO at the DESERT INN.) The happily expectant duo promised their worldly contribution would be a girl, to keep our son company. If it is a girl, she will be a real doll, provided of course, she favors her lovely mother.

Over at the LAS VEGAS BOWL, there is a desk man who is brimming full of personality. You just have to call him, "Smiley" and the sun breaks through. He is MIDGE McMAHON. The lad must have a good nature, to take all the ribbing he does from keglerette, BERNICE CLAFFEY. . . .

DUNCAN Mac RAE has been in the gaming industry for thirty-two

(Continued on Page 40)

Our Heartiest Congratulations To

Everyone At

***The* New Frontier HOTEL**

on the Occasion Of Their

FIRST ANNIVERSARY

New York Meat & Provisions, Inc.

425 N. Main — Las Vegas, Nevada — DU 2-6145



HARRY HERB SYLVESTER

WIERE

★

Our wonderful engagement

at WILBUR CLARK'S **Desert Inn**

is drawing to a close...

Now we're ready to go back to work!

the WIERE BROTHERS

Accompanied by Mildred Seymour

We Goofed...

WE'RE OVER-BOUGHT, OVER-STOCKED, OVER-WROUGHT

We Need Cash NOW!

ENTIRE STOCK

OF SPRING MEN'S WEAR

. . . At Wholesale Cost or Lower

SALE NOW IN PROGRESS

OPEN EVENINGS 'TIL 6:00 INCLUDING SUNDAY

knickerbocker LTD.

ROYAL NEVADA HOTEL

THAT'S FOR SURE

(Continued from Page 37)

years. He is a great worker in his field and an asset to any organization. At present, Mr. Mac Rae is taking a short vacation from the felt tables. However, we don't believe it will be too long before one of the hotel bosses realizes "Dunc" is available and puts him back on the active list. . . .

It is true that mimic ARTHUR BLAKE has been considered for a flicker, casting him in thirty-three diversified roles? If so, it would be one of the greatest contributions ever presented by one lone person. . . .

Dropped in to visit LEO WILLIAMS at his new DALMATIAN BOOT SHOP, on the "Strip." The Men's Shoes he is featuring are really an innovation in masculine footwear. Eye-catchers are the straw and shantung models, perfect comfort for those living in torrid climes. . . .

MRS. BEN STACK and the children left Dad (at his IMPERIAL COIN CO.) and took off for an eastern reunion with relatives. Ben is "batching" it but wishing his little brood was back. . . .

The RIVIERA HOTEL'S Starlight Lounge boasts the SALMAS BROTHERS, a very talented group. We enjoyed meeting GUY SALMAS' wife, LULU. Her appearance certainly belies her age. She looks like a teenager. Yet she is the mother of five, ranging from eighteen months to seven years. An amazing woman! . . .

The 1956 SCOUT-O-RADO, featuring BOY SCOUTS, CUB PACKS and EXPLORER UNITS of this area will be presented June 2nd (Saturday). Program is to be staged at CASHMAN FIELD and will repeat the successful format of last year. It is a colorful demonstration of scouting in action and its purpose is to acquaint the general public with the aims and objectives of Scouting; displaying the skills and training offered the youth of our land and to help develop public participation in this vital program. Planning committee is headed by STAN IRWIN (General Chairman) and HAL GREER (Staff Advisor for the Boy Scouts). General admission is fifty cents (50c). Make this a must on your calendar. We'll be there . . .and that's for sure.



It's Utopia over the rocks

Patti Moore ★

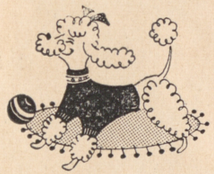
At the Magnificent

Riviera HOTEL

★ **Ben Lessy**



• Many Thanks to the wonderful Personnel



"Our Ten Percenter"

Thank you Flamingo HOTEL

. . . for the most enjoyable

"Four best Vegas weeks"
I've ever had . . . !

dick
shawn



Special Gratitude To:
Mr. AL PARVIN
Mr. ABE SHILLER
and Miss MAXINE LEWIS

VIEWING THE ACTION

(Continued from Page 21)

About the unpredictable WIERE BROTHERS — HARRY and wife IRIS are expecting — SYLVESTER WIERE found NANCY SPIERS in Australia. She's a dancer — they'll be married in a month or two — she then joins the act. HERB WIERE is in negotiations with ERIC KORNGOLD preparing for the WIERE BROTHERS entering operetta-comedy. . . . Manager for the new ALBERT'S STORE in the Nevada Building is MISS A. JOSEPH from Wichita Falls and Corpus Christi, Texas. This young lady has had years of experience in the ladies-ready-to-wear business. . . . GUY McAFEE, President of the GOLDEN NUGGET, made a most debonair appearance at the SANDS the other night attired in sartorial elegance. The combination of a striking red vest and tie completed the outfit. . . . Thanks to MAURY FRIEDMAN and IRVING LEFF of the NEW FRONTIER for the invitation to the first anniversary party. Lots of good luck to the NEW FRONTIER hotel staff and the CASINO headed by "RICH" RICHARDSON on this happy occasion. Will see you at the party — there'll be cake and champagne. . . .

'ROUND THE TOWN

(Continued from Page 17)

LADY is one of the sweetest and most gracious people I have ever met. It's a sincere pleasure having had the pleasure to chat with her while she was here. She loves our city but maintains that after each visit she must return to her home in COVINA to catch up on her sleep. . . . Another distinguished visitor to FLV last week was Academy Award winner ERNEST BORGNINE. I think this was his initial visit here and he really saw FLV. He was seen at practically every hotel and seemed to be having a wonderful time. It's great seeing ROY HUMPHREYS Assistant Chief of Security at the SANDS HOTEL back on the job again. He just recovered from a ten day seige with the virus bug. Although still a little weak he looks fine and should feel his old self again soon. . . . Some title for one of FLV's cutest cocktail waitresses surely must go to RITA SIMPSON who holds forth at LA VISTA. She is a native NEW YORKER and has been here for just a little over a month. She is a livin' doll. Speaking of LA VISTA, the food there is out of this world with atmosphere to match. . . . Dropped in to see CAROLYN WIEDEBEIM and JEANNE MALONEY publicity gals at the GOLDEN NUGGET and found the gals singing at the top of their voices. Seems that they were composing little jingles to be used by their employers for advertising purposes. The gals sounded great and their compositions are very catchy. . . . GENIAL NICK KELLEY Maitri D' at the SANDS HOTEL is on vacation. He went to NYC his home town and will be away for three weeks. The guy should have a ball because he seems to know everyone in the big city and knowing NICK he will have much to relate to his old cronies. . . . Belated birthday greetings to MATTY of MATTY'S TROPICS who celebrated his birthday last week.

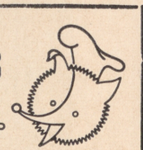
SILVER SLIPPER

(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.

OPEN
24 HOURS
Kosher Style
Restaurant
Delicatessen
Bakery
Just North of Sahara Hotel

foxy's
ON THE STRIP



You are cordially invited to attend

our **GRAND OPENING!**

Al's LIQUORS
100 BRANDS OF BEER
MINIATURES - COCKTAILS

★ **Saturday April 7th**
Free Buffet all day!!

Your Host: AL FOX

2682 NORTH MAIN STREET (SALT LAKE HI-WAY)

Congratulations to the Managemnt and Staff
***of the* New Frontier HOTEL**
on Their Happy 1st Anniversary

HOLSUM BREAD

Many More Happy Anniversaries
To The Management and Personnel Of
***The* New Frontier HOTEL**
From
Western Laundry & Linen Rental Co.
1205 Western Ave. **DU 2-4169 — DU 2-3436**



It was great fun to be back home again even if it was for only 6 days

FRANK SINATRA

The Sands

OBSERVATIONS

(Continued from Page 5)

Sheep Mountain to the north of Las Vegas, is noted because of its inaccessability, also because near its heart is the "Hidden Forest" from which Mormon settlers obtained part of their supply of lumber and timbers a hundred years ago. Black and forbidding Potosi Mountain to the southwest of us, is famous because of the millions in lead ore it has yielded and because the United States patent conveying title to the Potosi Mine, was one of the first United States patents issued, and was signed by President Abraham Lincoln.

Fifty miles to the north-east of us, is the indescribably beautiful "Valley of Fire," the strangeness of which can be realized only after a few hours spent within its strange glow.

There are many other mountain features peculiar to the Las Vegas region. But I think, best of all we love our "Sunrise Mountain", which at times seems so close to us that we can almost reach out and touch it.

Especially am I intrigued by the beauty of this little mountain Range, because, in February of 1905, on my first visit to Las Vegas, its pinkish tinge led me to hope there was building stone for the building of the future Las Vegas, to be found there. With a team and wagon and two companions, we left the Old Ranch soon after sunrise and drove through the brush (there were no roads) toward Sunrise Mountain. Before noon, the team was unable to drag the heavy wagon farther through the mesquite forest in Las Vegas Wash. We were "so near" the mountain that I determined to go on and find what that pink rock half way up the mountain, might be.

Of course it was farther than I thought it would be, but I finally reached the pinkish rock and found it to be a granite, entirely unsuited for quarrying and building the New Las Vegas. Returning, it became dark before I reached the wash where my companions would be looking for me.

I walked up and down the banks of the wash and about nine o'clock, was delighted to see the tiny ray of light from the fire my companions had built to guide me. We reached Las Vegas at night, cold, tired and hungry. Nevertheless, Delphine and I both still love that mountain best of all the charming and beautiful features of Las Vegas scenery.

I understand that the pupils of Las Vegas High School are planning to have the initials of their school stand out in glaring white from the side of our favorite and most beautiful mountain. We hope they will choose some other side for their patriotic enterprise, because we feel that, even if only one great letter were created there, the "soul" of Dasuika would die and Sunrise Mountain would forever lose its charm. Of course we appreciate the ambition of our boys and girls to do something great and outstanding as a monument to their school. But it seems to us that there are other sites for their letter, where it would be just as conspicuous and would add to, rather than detract from our beauties of nature. Then we have the thought — if one school places its letter on Sunrise, Rancho High, Gorman High, Nevada Southern and other schools will soon be doing the same. Would not our young people do well by the community by choosing some other mountain side for their school letters?

James Yao and Company

745 FIFTH AVE.

NEW YORK CITY • NEW YORK

"Finest Pearls in the World"

★

Best Wishes To The **New Frontier** HOTEL

for Many Happy Years To Come

from

CROWN WHOLESALE CO.

CRISWELL PREDICTS

(Continued from Page 7)

tioning and power, to operate all household appliances! No cords will be needed, for the radiation principle will be used! I predict within two years, Belleville, Illinois will be used as a testing area for this amazing, hush-hush advance into the World of Tomorrow! . . . I predict that the infamous numbers racket, which is now operating in many American cities, will be closed by an income tax department ruling! . . . I predict that a special hospital, for the birth of illegitimate children, will soon secretly operate in the heart of Washington, D.C., within the very shadow of the Capitol dome! These unfortunate girls will be protected from the shame and notoriety, and when they re-enter the every day world, their child will have a last name, through a marriage arranged by the founder of this charity hospital, the widow of a former diplomat! . . . I predict that the latest discovery of our Miracle Men of Medicine will be tranquilizing drugs which calm the nervous individual, seemingly without harmful effects! Reserpine, derived from the root of the



the Melodaires

BILL KANE • JOE NIEVES • TOM MOORE

NOW . . .

the Sands hotel

LOUNGE

black magic Rauwolfia plant, and chlorpromazine an artificial chemical compound, will be the base of this new medicine! I predict these tranquilizing elements will be sold without prescription, and will do much to ease the strain and pain of 20th Century living!

YOUR INCREDIBLE FUTURE:

When all else is lost we still have the future! This has been the hope of man and the stamina of scientists! I predict that terror will strike the hearts of greedy men, who spend a lifetime in amassing huge fortunes of oil, coal and gas, and all within a short twenty-five years! I predict that fuel to run automobiles, trains, planes and even our simplest household appliances will be gathered, free of charge, from the air! Already it has been found that any object can travel upon fragments of molecules, above gravity polarity! It has already been found that oxygen, and that indefinable essence from sunlight solarbrae can furnish free fuel for any moving object! I predict that in your Incredible Future, you will be able to control the elements around you. You will be able to release sunlight into your room at night, and if you are in a moonlight mood during the day, this too will be entirely possible! I predict that our scientists will soon capture the elusive thing we call air, and atmosperically will be the victors! I predict, in your Incredible Future, strands of air will be made strong enough to hold up the heaviest object, and that invisible roadways, bridges and steps will be very common, all radarically controlled, and held into place by direct polarity with the elements! My friend, only fifty years ago, television, radio, the atom, and the paper clip all seemed ridiculous and impossible, but are now a part of your Incredible Future!

• Largest variety of Shoes and styles in Las Vegas!

SHOES FOR WORK, PLAY, AND DRESS

Open Evenings

Michael's SHOE STORE

Poll-Parrot SHOES

BAND • TRIM TRED

321 FREMONT AT FOURTH ST.

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 and BAND

Riviera

APRIL 25

LIBERACE

☆

SAHARA

APRIL 17

LILIAN ROTH

KATHERINE DUNHAM

The Sands

APRIL 25

VIC DAMONE

BETTY & JANE KEAN

Thunderbird

APRIL 19

FOUR LADS

It's Great to be Back!!!

Many Thanks to

Jack Entratter & Staff

for making my engagement

at the SANDS so pleasant

PEPPY MORREALE

★

Sands HOTEL

LOUNGE

ENTERTAINERS

Acts • Lounge Attractions • Etc.

Complete Nation Wide Publicity

from Las Vegas, while playing Las Vegas

• SYNDICATED COLUMNS • WIRE PHOTOS • WIRE STORIES • INTERVIEWS

"We tell the world you're appearing in fabulous Las Vegas!"

MORREY BRODSKY

Public Relations & Publicity Co.

Phone DUdley 4-7310

721 FREMONT STREET

LAS VEGAS, NEVADA

LOUNGE STARS

(Continued from Page 15)

another returnee, LOU STYLES and the STYLISTS are back on the SHOWBAR of the HOTEL SHOW BOAT. They have had no time off since their Xmas vacation and have made a fast tour of California, LENZI'S SUPPER CLUB in Eureka, Palm House in Palm Springs, Pomona and then back to the SHOWBOAT. Happy to have you aboard, lads. . . .

MARVELLE, the charming chanteuse that is currently playing the piano with sensitivity at the BUCCANEER LOUNGE of the HOTEL EL CORTEZ is transferring her talents to the grand piano in the SKY ROOM atop WILBUR CLARK'S DESERT INN. April 11th is the date, I think. . . .

The FOUR KNIGHTS who recently were in the CLOUD NINE LOUNGE of the NEW FRONTIER HOTEL claim that their engagement at the SILVER SLIPPER is like a vacation. They are enjoying it immensely, and all who listen to their harmonizing enjoy those exceptional tones as produced by these CAPITOL recording artists. . . .

With the MARK IV we find a new vocalist that has a lot on the ball, a little lady named LEA MATTHEWS. Lea sang with WOODY HERMAN for awhile and has a neat style that will meet with your approval. Met the boys, STAN DAUGHTERY on guitar; BERNIE PETARDE, accordion; BOB DOUGLAS on bass and ED BOYER tends to the drum and clarinet duties. They are currently at the FLAMINGO on the STAGEBAR. . . .

Miss FRAN MEYERS, East Coast Representative for BILLY WARD and his DOMINOES will fly in from NYC to join the group at the SAHARA HOTEL in the very near future. Miss Meyers, three time beauty contest winner and Michigan State graduate, served as private secretary to Miss ROSE MARX, creator of the DOMINOES who passed away last June.

Chic Hecht

413 FREMONT STREET

• SPORTSWEAR

• COCKTAIL WEAR

... in the Fabulous COPA Room

JACK ENTRATTER

PROUDLY PRESENTS:

MARGUERITE PIAZZA

JOEY BISHOP



THE MOST BEAUTIFUL GIRLS IN THE WEST

Antonio Morelli
and His Music

Costumes by Mme. Berthe

Choreography by
BOB GILBERT and RENEE STEWART

Created and Staged by
JACK ENTRATTER

FOR RESERVATIONS PHONE DU 2-7100

SHOWTIMES 8:15 - 12 Midnight

The Sands

LAS VEGAS, NEVADA





Your town
Your fun
Your hotel
IT'S SO FRIENDLY







now in the fabulous Flamingo Room

DICK SHAWN
RICKIE LAYNE
DE CASTRO SISTERS
Herbie Dell at the piano







Ron Fletcher Dancers
costumes by
JOAN MARIE TEVLIN
musical arrangements
by IVAN LANE
Louis Basil & Orchestra

appearing at our
Stage Bar:
Harold Stern
Paris Sisters
Mark IV
Bobby Page

Shows start
at 8:15 and
at midnight

for reservations
call
DUdley 2-4000







For those who
know their way
around town

THE FABULOUS
Flamingo
LAS VEGAS

AMERICA'S MOST EXCITING SHOWPLACE.....

MISS
PATTI PAGE

EXTRA ADDED ATTRACTION

WIERE BROTHERS

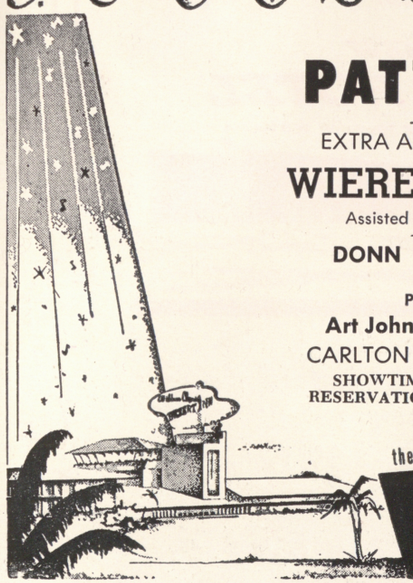
Assisted by MILDRED SEYMOUR

DONN ARDEN DANCERS
featuring
PONY SHERRELL

Art Johnson — Singing M.C.

CARLTON HAYES and His Orchestra

SHOWTIMES: 8:15 - MIDNIGHT
RESERVATIONS — PHONE DU 2-6000



the internationally famous

Wilbur Clark's
DESERT INN

★ LAS VEGAS
We Love You!!

This week marks our 1st Anniversary

Our heartfelt thanks to one and all for making our first year so wonderful.

From the
MANAGEMENT and PERSONNEL



P.S. You are cordially invited to attend the cake-cutting ceremonies and champagne party . . .

SUNDAY APRIL 8 — 3:00 P.M.