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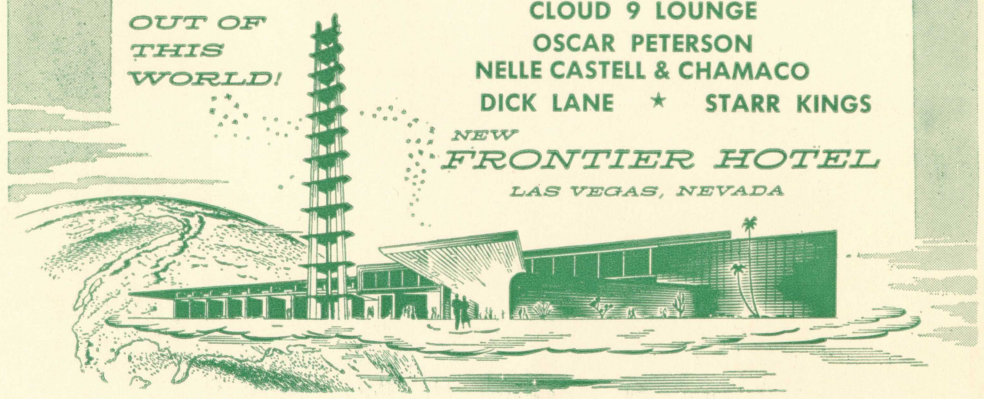



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DESERT INN

OBSERVATIONS

by CHARLES "POP" SQUIRES

MANY CHRISTMAS DAYS

FROM MY earliest childhood Christmas has been a season of happiness, always mixed with regret that I could not do great and fine things for those most dear to me. To this, my ninety-first Christmas, that same feeling of futility and regret stays with me, yet with the knowledge that if one remembers those near and dear to him with a token that shows devotion, we have fulfilled the spirit with which we celebrate the Birthday of Christ.

In this story I shall tell you of some of my personal happiness year after year; also a bit of the Christmas history of Las Vegas.

Two things still remain in my memory as being the pure essence of Christmas. Each year during my childhood as the Christmas holidays approached, I wondered if my father and mother really (I knew they were "Santa Claus") but even yet can't quite bring myself to admit it, would be able to afford them — the two great things I wanted for my Christmas — a "Chatterbox" and a year's subscription to "The Youth's Companion."

The Chatterbox was a gaily printed book with pages about seven by nine inches in size and about an inch thick. It was full of wonderful stories and remained my treasure until the next Christmas. "The Youth's Companion" was a weekly paper devoted entirely to young folks, with a wonderful lot of things which could be had as premiums for new subscriptions. It was published by Perry Mason & Co., of Boston, Mass., and seemed as stable and enduring as the pyramids them-

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JACK CORTEZ'

Fabulous

LAS VEGAS

magazine

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The Christmas I Shall Never Forget

THE YULETIDE Season is one that seems to create a memory-stabbing binge for most persons. Inevitably, where relatives or close friends are gathered together during the holidays, enjoying a roaring fire and hot buttered rum, the conversation takes a reminiscing tangent.

"Did I ever tell you about the worst Christmas I ever spent in my crazy life?" someone will ask.

"That reminds me of that foxhole in France on Christmas Day," another will say.

"Oh, brother! I'll never forget that Christmas spent in a downed plane in Kansas! How I was chosen to live and the others to die — well, I'll just never understand it!"

Poverty, illness, war, economic crises, death. Strange that it isn't the joys we have shared together that bind us more closely together, but the tragedies shared. Perhaps it is because tragedy brings out the best or worst in us, as the case may be. It isn't what happens to us that matters so much, but the manner in which we react to that which happens; and it is human to reminisce and relive those experiences on past Christmas days which brought into sharp focus the true self.

In times of stress, physical or emotional, it is then that we must turn to something greater than ourselves, remove ourselves from the orbit of self thinking and hang on for dear life to that which we believe. Everyone believes in something, and it sometimes does not reflect until we are confronted with the loss of self in a miasma of failure. Failure as a person, the worst failure of all.

I can remember many Christmases, fleetingly. The Christmas when poverty slinked in and challenged my philosophy; the Christmas when the tree was loaded with everything from delicate lingerie to hundred dollar bills for me and mine; the Christmas I went hungry to pay the board and room for my child's care, and so that she might have everything she expected Santa to bring; the Christmas when three checks came rolling in from publishers for three fiction stories, one of which won the $1,000 prize, and I blew it all on those I loved; the Christmas morning when I was eight and I had to put on a big act as to being surprised, when I knew very well everything that was in every package under the tree (I had been left alone in the house a few days before and had made a search that made the FBI look like amateurs); the first Christmas, in 1953, that I had ever spent alone, without child, family, relatives or close friends, sitting in the deserted Coffee Shop of the El Playtel Motel on the FLV "Strip," feeling miserable — until I learned that the young desk clerk had tried to commit suicide; later, a few straggler tenants came into the dull, dreary room and we shared coffee, we the lonely ones, and because Death came so near to one we all loved, we talked more down to earth than ordinarily; and I remember how much I learned that day about people, because a shill, a cocktail waitress, a "bad girl" (so called), and a dealer's wife, all surprised me right off my props with their depth of character and higher education, not to mention their generosity when we took up a collection and headed for the City Jail to see the young clerk on Christmas; and then after what we had witnessed in that awful place we all came out and breathed deeply of God's fresh air and freedom, and none of us felt lonely any more. If we felt anything greater than that fresh air, it was the bond that we, shill, the cocktail waitress, the "bad girl," the dealer's wife, and I, the writer, had established between us on this Christmas day and one that all the years to come would never breach.

All those Christmases I remember only fleetingly, the exact details of which I would have to dwell upon concentratedly to write about coherently. But there is one Christmas that I shall never forget, right down

(Continued on Page 47)

the magnificent
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HOTEL

FOOD, FUN, &
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that's for sure..

by JACK CORTEZ

ONCE AGAIN it is time for us to wonder exactly where this year has flown. It has moved with such amazing rapidity even the swift wings of Mercury would have proved a poor second by comparison. However, we don't mind how quickly the hands of the clock fly when they arrive at the hour that inspires us to shout, MERRY CHRISTMAS ONE AND ALL. . . .The Yule season is one the entire family enjoys. It's the period that finds everyone agreeing! "It's good to be home," sharing the happiness of Christmas with our loved ones. What a wonderful tenderness a family group experiences while joining in the chorus, "O Come, All Ye Faithful," "Silent Night," or, "God Rest You, Merry Gentlemen."

No matter how you try, you'll never find an inner peace to equal the one you sense during this portion of the year. . . . Nothing is quite so cheerful or as awe-inspiring as the family tree at Christmas time. Our most fervent prayer is that each house has the holiday emblem, filled with sparkling decorations and emblazoned with colorful lights. . . .

For weeks before the great day, the family nostrils begin to quiver, in anticipation of the wonderful delicacies that will soon fill the home with their delightful aromas. . . . Packages have been wrapped with such loving care, the recipients show disfavor at disturbing the attractive exteriors, but — as usual — curiosity of the contents proves victor.

It's a grand and glorious time that stimulates unity among fellow humans and makes a person believe he could live happily for all times if only this seasonal disposition could prevail throughout the entire year. . . .

We sincerely pray that each of you will remember to attend your respective churches to give thanks for your blessings. . . .

Once again may we extend the greetings of this Holiday Season. Try to enjoy your bounty, whatever its size, and forget the tribulations that befall your group on other days. This is your 24 hour inheritance of peace and contentment . . . and that's for sure. . . .

January 7, 1956

Front Cover: A reminder to attend the Induction Dinner for the VARIETY CLUB TENT NO. 39 at the RIVIERA HOTEL, January 10th.

JOE W. BROWN (of the HORSESHOE CLUB) was expected back in FLV to take action on his Race Track option. (Involved was a cool two million, six hundred and fifty thousand dollars.)

The MILTON PRELLS (of the HOTEL SAHARA) presided over the wedding reception given JULIE WILSON and HARVEY BERNHARD. JUDGE MENDOZA welded the union in the Prell's magnificent manse. . . .

On December 26th a host of friends gathered at WILBUR CLARK'S palatial residence to help him celebrate his birthday.

At the SANDS HOTEL, a gleaming silver dollar was given every patron on New Year's Eve. Distaff celebrants in the Copa Room were presented with satin purses, each lined with twenty-five silver dollars. It was reputed that $50,000 was thusly distributed.

The casino of the ROYAL NEVADA

(Continued on Page 153)

L. S. M. F. B.
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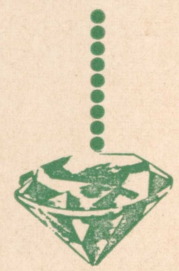



An Accurate Glimpse of the Future

CRISWELL PREDICTS



My Dear Friend,

WHY SHOULD we fear 1957, when 1957 will be merely a continuation of 1956? The feeble shadows that were cast in 1956 have become fullfledged events! The tiny faults we had in 1956, have become, now, major ones! The small ache or pain of 1956, will result in serious illness or perhaps even death, to a great many people! Today, tomorrow, every day, to the end of the world, there need not be fear! You and I walk along the earth, with the great cathedral of the sky above us! We can see the light of the sun stream down from above! We can feel the soft winds on our face! We can bathe in the moonlight! But why do we fear the future? Why do we cringe at the very word tomorrow? There is only one reason! We are afraid to mount the narrow staircase which leads from this world into the next!

My friend, out of all eternity this is the only moment over which you and I have complete control! Five minutes ago belonged to the past, and five minutes from now belongs to the future! We can do very little about the time that has passed, but we certainly can do something about the time that is to come! But, we can do more about the present, which is NOW!

Let us fearlessly look ahead, and I will predict through trend, precedent, pattern of habit, human behavior and the unalterable law of cycle, what is to be in your future in 1957!

What will our miracle men of medicine bring forth? What will our miracle men of science invent? What will the leaders of the world do to affect your life?

All of these things will influence you and your loved ones, whether you want them to or not! You may try to live in your own personal shell, but we are all in one boat together, sailing the wide blue yonder, the sea of life!

Let us view our spinning world from a distance! You and I are a thousand miles away, looking down impersonally on a spinning globe, the planet Earth! There are millions of other planets around the earth, but we are not concerned with them, for they each have their trials, tribulations, wars, worries and problems! You and I are impersonally looking at Mother Earth, and this is 1957!

My friend, I predict from advanced Wall Street financial charts, advanced weather forecasts, plus a thousand other trends, which will make themselves felt one year in advance!

I predict that the number one news story and event of 1957, will be the complete freedom of Ireland from the Crown! For centuries, this condition has smoldered, but in 1957 it will break into open rebellion. History has a way of repeating itself, and the same things happen, but to a different cast of characters! As every colony in the world has some time reached the cycle for independence, so will Erin! The time is 1957 for the complete freedom of Ireland! You will read amazing accounts on the front pages of your newspaper! You will hear thousands of words by your favorite radio and television news commentators! You will see motion pictures based on this final struggle for Irish independence! The independence will be won through women, who will defy convention and

(Continued on Page 87)

L. S. M. F. J.

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"SMART AFFAIRS OF 1957"

America's Greatest All Sepia
Musical Comedy Revue
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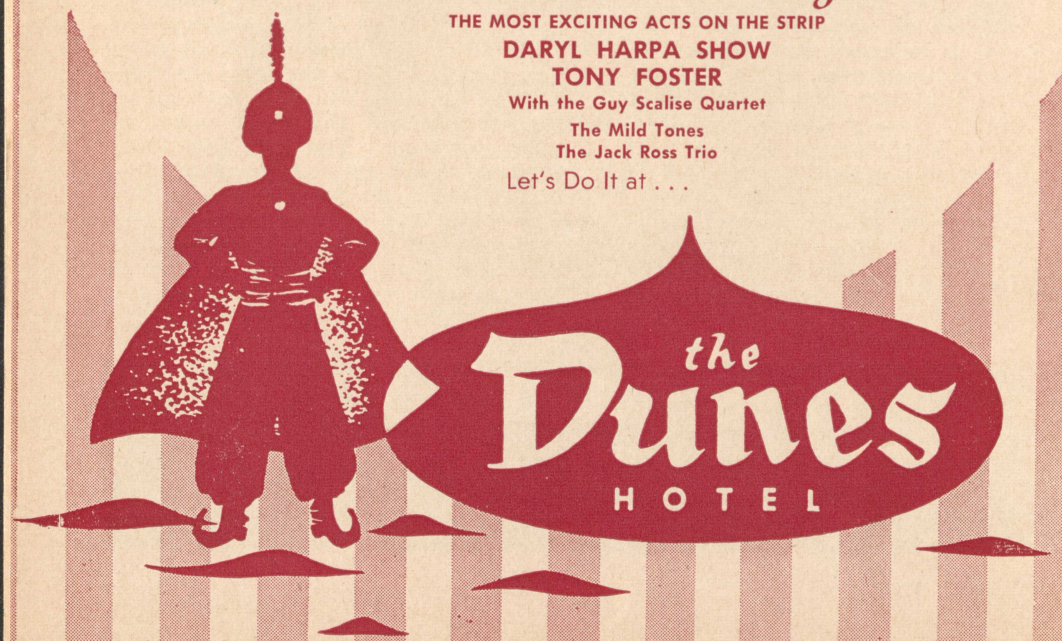




CHRISTMAS CONFETTI: We are at the edge of another year. There is somber thinking on one hand; there is merry making on the other. Perhaps balancing the two, keeping the happy medium, fixing the needle point that rates human emotions at an even fifty, is the really different way of life. It may be one individual measure that sets this nation apart from all others. Whatever the method, whatever the force, each year, for nearly two hundred, we have come to gather as one big family group at one huge Christmas tree, (mythical, perhaps in the physical, but almost touchable in the spiritual) to take inventory, as a nation, and compare the stock of friendship, goodwill, contributions to peace, and graph-like — our ups and downs as a thriving country in a not so progressive world around us.

Christmas is an annual stop light for those persons who speed without regard to direction or rules. The Holy Day, natal anniversary of a timeless international immortal, is more than the birthday of the Christ child; it has become much more than a high holiday of the christian calendar. December 25th is a symbol today that reaches out and touches Hebrew, Hindu, Moslem and practically every other religion on earth. It has turned out to be a glorious respect that man has for his fellow man. The extra light in the stars at this time of year is a widespread beacon that girdles the globe. It spotlights tranquility, singles out benign people, throws a halo around humane humanity and attempts to shine rays of purity and charity on even the worst 'before' of a 'before and after' Scrooge.

Santa Claus, church bells, mistletoe, presents, kiddies, prayer, hope, kindness, cheer, the exchange of cards — all of these have been embraced by Americans to a greater degree than all the nations of the world put together. For years we have felt there is a reason. We trust it is not sacrilegious to believe that this one nation under God has a role carved out for itself. Judging by the care with which favor and fortune have been bestowed upon us — so often and in such bountiful quantity — this Union of ours appears to have a destiny prearranged by the highest force. We are now so tough skinned, so really united, so single of purpose and so strong in productivity that no enemies from within, no Nassers or Perons or Communist terrors will weaken our structure, slow down our forward course, or mangle our maneuverability.

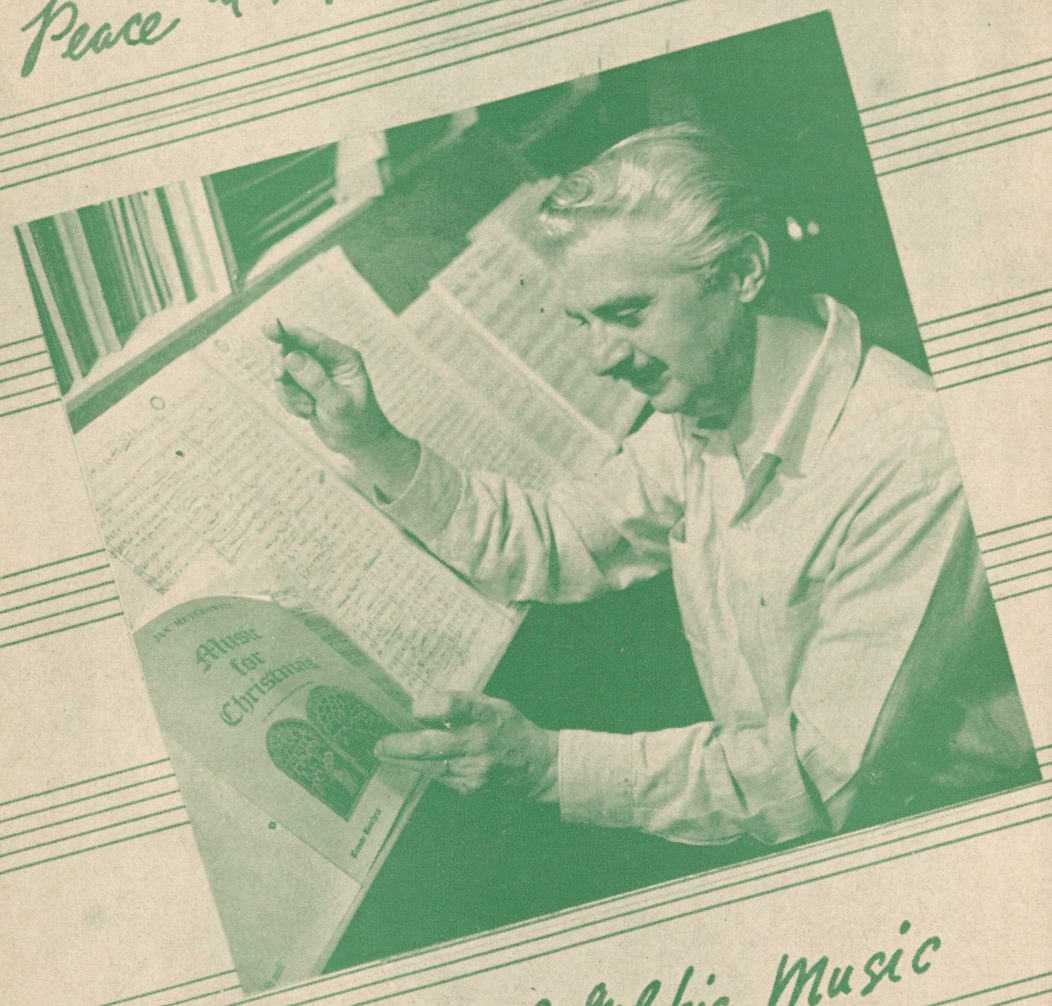
To this writer, the year 1956 has had numerical signifance. It is no milestone, so far as American anniversaries are concerned, but the total of the figures, with no thought whatsoever to numerology, adds up to 21. A score and one means maturity and we have, over a rough road at times, shown the universe that we can travel onward to a better life for a majority of people. Though prosperity has graced the land of the United States with more regularity than it has touched any other part of the world, the American citizenry can take honor away and experience justifiable pride in the fact that at no time in the modern era have we turned our backs on the needy of other shores, nor ignored the oppressed and downtrodden of decadent nations, nor acted mute when charity called in any part of the world.

The spirit of Christmas — the giving and getting of good tidings, the removal of faith and belief in fellow man, the counting of the blessings of health and happiness — is a common bond that joins our flag and anthem in merging the interests of the man from Oregon with the gentleman from Georgia; it ties the urbane landed gentry of California to the farmers of Iowa; it makes a family from New York desire to summer vacation in Minnesota and it brings out an interest in seeing the foundation of the Government in Washington from a docile

(Continued on Page 85)

ANNO III

Peace and happiness in the New Year!



Centonio Morelli and his Music

The Copa room —

The Sands

"CURTAIN TIME"

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

DESERT INN

Dec. 11 thru Dec. 30

Show: Billy Daniels, with Benny Payne; Paul Gilbert; Donn Arden Dancers; Carlton Hayes & His Orchestra.

The Christmas Holiday season is enhanced with great joy, what with "Ole Black Magic" BILLY DANIELS holding sway at the Desert Inn, the perfect gift to the FLV populace. Master of mood magic is he, weaving his lyrical spell with dramatic feeling. Anyone who cannot "feel" every song he sings would be most wise to have a blood pressure checkup. To see BILLY DANIELS perform for the first time makes a confirmed and permanent admirer of this master showman and his multi-talented partner, BENNY PAYNE. It is a show of humor, pathos, exciting rhythm and nostalgia, artistically presented. BENNY PAYNE provides the comic touch, which is the coupe de

(Continued on Page 25)

El Rancho Vegas

Nov. 28 thru Dec. 25

Show: Lisa Kirk; Jimmie Komack; The Renee Molnar Dancers; Dick Rice & His Orchestra.

Fresher than a newly cut Christmas tree, and the very gal you'd most want to catch under the mistletoe, LISA KIRK is the perfect Christmas entertainment present. The thrilling thrush, who is enjoying a popularity wave from coast to coast, creates extra added yuletide cheer with her platinum lyrics. Endowed with that unique ability to sense her audiences' desires and to slant her format accordingly, the lilting Lisa lands laudation accompanied by thunderous applause. . . . JIMMIE KOMACK is a newcomer in the highly competitive field of comicry, and his FLV debut stamps him as having "arrived", taking his place in the top drawer echelon. Original, fresh mater-

(Continued on Page 25)

The Dunes

Thru Jan. 9

Show: Larry Steele's "Smart Affairs of 1957"; Rose Hardaway; Flash Gordon; Willie Lewis; Fouchee Dancers; The Wanderers; Leonard Brothers; Sir Lionel Beckels; Beige Beauts; Hoyt Henry & His Orchestra.

In its fourteenth smash week, LARRY STEELE'S "SMART AFFAIRS OF 1957" continues to be the hottest show in town, with holiday visitors and localites jubilant over the fact that this great show will remain through January 9th. LARRY STEELE emces the entire show, introducing the sizzlingest package of "gimmicks" on record — such as ROSE HARDAWAY, alluring, beguiling and bewitching in beguine tempos, with "I Could Have Danced All Night" a show stopper. . . . MISS FLASH GORDON is a double-jointed exotic dancer, with each muscle

(Continued on Page 25)

Flamingo

Dec. 6 thru Dec. 26

Show: "Your Christmas Package" starring the Ink Spots; Brenda Lee; Archie Robbins; Chiquita & Johnson; The Wong Troupe; Louis Basil & His Orchestra.

An original production (music and lyrics) by HAL BELFER, producer, "YOUR CHRISTMAS PACKAGE" is guaranteed to please everyone from eight to eighty. With a "night before Christmas" setting, BRENDA LEE, darling moppet singer of the Perry Como TV show, cleverly introduces the acts via a dream sequence, with special lyrics slanted toward specific acts. . . . THE INK SPOTS are everything you want for Christmas wrapped into one delightful package. The blending of their mellow voices, singing the songs that made them famous, as well as the new tunes, is a performance all

(Continued on Page 25)

"CURTAIN TIME"

NEW FRONTIER

Nov. 19 thru Dec. 23

Show: "The Big Time" starring Jack Carter, Connie Moore, Henny Youngman, The Lancers, Hubert Castle; Dorothy Dorben's Venus Starlets; Garwood Van & His Orchestra.

SAMMY LEWIS recreates the vaudevillian's dream of yesterday, that of "hitting the Big Time," which could only mean being great enough to play the famed "Palace Theater," in this package of six headliners. . . . CONNIE MOORE is an abundance of beauty and enchanting lyrics, belting out the blues with the best of them, as well as the torch and the sweet. . . . Every "Big Time" boasts a funny man and JACK CARTER is one of the nation's cleverest commissars of comedy, giving you nutshell versions of his impressions of anyone you can mention, convincingly, and complete with song, dance and histrionics. . . . THE LAN-

(Continued on Page 25)

SAHARA

Dec. 4 thru Dec. 24

Show: Abbott and Costello starring in "Return to Miltown", featuring Joby Baker, Nina Varela, Bill Norvas, Dee Arlan, The Upstarts, Ken Berry, Norma Nilsson, Mary Louise Hoffman; Saharem Dancers; Cee Davidson and His Orchestra.

Produced, directed and written by SID KULLER, with music composed and arranged by JERRY FIELDING and choreography by AL WHITE, JR., "Return to Miltown" is a lampooning of the current mania for "equalizer" pills for jumping nerves sufferers. ABBOTT & COSTELLO are presented in an entirely new and fresh metier, perfect for their many talents, forever removing the "Top Banana" aura from their collective noggins, as they reach a new high in laugh versatility. The perfect antidote for a nervous breakdown, these two gents could run the pill rollers out of business if they but

(Continued on Page 27)

Riviera

Nov. 14 thru Dec. 22

Show: Liberace and George, with the George Liberace Symphony; Jean Fenn; Riviera Girls; Ray Sinatra and His Orchestra.

His first American appearance upon his direct return from an European tour, LIBERACE is the producer and director of this spectacular, as well as the star of the show. Highlight of his pianissimo genius is "Danube," and introducing statuesque, blonderful JEAN FENN of the Metropolitan Opera. Miss FENN is well received and the lovely Metropolitan Opera star will undoubtedly be booked again and again on the FLV boards. The thrilling soprano also closes the show with "My Fair Lady," a pulsating musical treat. . . . A wealth of talent surrounds LIBERACE, but rest assured it is an ALL LIBERACE show, which is as it should

(Continued on Page 27)

The Sands

Dec. 19 thru Jan. 8

Show: Frank Sinatra; Rowan & Martin; The Beachcombers with Natalie; Copa Girls; Antonio Morelli and His Music.

Christmas and New Years festivities are made complete in FLV with the presence of FRANK SINATRA, singing his heart out for the Yuletide revelers from all over the world. Triumphantly returning with a whole new host of followers to his credit, FRANKIE continues to gain stature by the moment, as an actor, as a singer, and as a Prince of a Man. Projected with magnificent settings in stage effects and special music, FRANKIE renders a 45-minute "Sinatramental" songfest, including the wonderful tunes from his latest album of recordings. . . . ROWAN & MARTIN are two comedians who have become standard laugh equipment

(Continued on Page 27)

SILVER SLIPPER

Show: "French Follies of 1957" starring Hank Henry, Princess Yasmina, Barbara McNair and Artie James; Silver Slipper Stock Co.; George Redman & His Orchestra.

The Silver Slipper gang take you on a mythical trip to gay Paree and so realistically that you may just leave the show speaking French like a veteran. HANK HENRY, back from his flicker stint in the FRANK SINATRA pic, "The Joker is Wild," takes his "aberrated Americans" to European shores via TWA Constellation, and you can take it from there, brother! BARBARA McNAIR, recording star, weaves an enchanting spell reminiscent of the great Lena Horne. . . . PRINCESS YASMINA, as a Continental dancing star at "Club Pigalle," delights with her grace and sensuous gyrations, exciting the most blase in this atmosphere of old Apache lairs. SLIPPERETTES are gorgeous French dancers, backing ARTIE JAMES, the world's fastest roller skater, thrilling with his fantastic tricks. Weaving in and out of this "grande tour" of course is the inimitable HANK HENRY and his reactions and ad libs to the foreign scene, supported by his super sales

(Continued on Page 27)

Thunderbird

Dec. 13 thru Dec. 26

Show: Carl Ravazza; Nip Nelson; The Cordolines; Thunderbird Dancers with Barney Rawlings.

High musical festivities reign in the Navajo Room for your Christmas pleasure, and for one day thereafter, with the handsome baritone, CARL RAVAZZA in the stellar spot. Devotees of Calypso rhythms and Continental arias will have a super treat in the beautiful vocals of Ravazza. He also sings the standard American tunes, but the offbeat and Continental flavor draw the most applause. . . . NIP NELSON fills the comedy spot with his realistic impressions and clever repartee, "nipping" the heels of the great and the near-great with the playful abandon of a Cocker Spaniel. But it is all in good fun and the palm-pounders love him, even the VIPs he lampoons so perfectly. . . . THE CORDOLINES provide stirring string music, bordering on the celestial, together with accordion and classic choreography. A very happy Christmas show, the THUNDERBIRD DANCERS and emcee-vocalist BARNEY RAWLINGS wrap it up in festive ribbon and lace with seasonal produc-

(Continued on Page 27)

We wish to take this opportunity
to extend
Seasons Greetings
to all of our friends
Fabulous Las Vegas Magazine

★ ★ ★

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

★ ★ ★

YOUR FABULOUS LAS VEGAS WEEKLY TV GUIDE

this week on TV..

DEC. 22 THRU DEC. 28

SATURDAY — December 22

11:00 2 Pregame Warmup
11:15 2 NCAA Football
2:00 2 Mr. Wizard
2:15 8 Premier Showcase
2:30 2 I Spy
8 Action Theater
3:00 2 Pendulum
3:30 2 Uncovered
4:00 2 Bowling Time
4:30 8 Miller Sports Hi-Lites
5:00 2 Perry Como
8 Mighty Mouse Playhouse
5:30 8 Little Rascals
6:00 2 Caesar's Hour
8 News & Weather
6:30 8 Lone Ranger
7:00 2 George Gobel
8 Beat The Clock
7:30 2 Hit Parade
8 Star Performance
8:00 2 Lawrence Welk Show
8 Jackie Gleason
9:00 2 Saturday Premier
8 Gale Storm
9:30 8 Man Called X
10:00 8 Gunsmoke
10:30 2 Fremont Hotel Theater
8 Feature Movie
12:00 8 Late Movie

SUNDAY — December 23

12:00 2 Outlook
8 This Is The Life
12:30 2 File 7
8 The Christophers
1:00 2 Wide, Wide World
8 The Lighted Window
1:30 8 Pro-Football
2:30 2 Oral Roberts
3:00 2 Meet The Press
3:30 2 Christophers
4:00 2 Championship Bowling
4:30 8 Double Feature Movie
5:00 2 Steve Allen
6:00 2 Alcoa Hour
8 Frontier
6:30 8 Cisco Kid
7:00 2 American Legend
8 Private Secretary
7:30 2 Wire Service
8 Crunch & Des
8:00 8 Ed Sullivan Show
8:30 2 Ray Anthony Show
9:00 8 Gangbusters
9:30 2 News Caravan
8 General Electric Theater
10:00 2 Nite Owl Club
8 Television Theater
12:00 2 Late Nite Owl Movie

MONDAY — December 24

12:00 2 Matinee Theater
12:15 8 Noon At The Dunes
1:00 2 Queen For A Day
1:15 8 Secret Storm
1:30 8 Double Feature Theater
1:45 2 Modern Romances
2:00 2 Comedy Time
2:30 2 Movietime
4:00 2 Be My Guest
8 Date With Dot
4:15 8 Love of Life
4:30 2 Nat King Cole
8 Submariner Show
4:45 2 NBC News
5:00 2 Gene Autry
8 Circle 8 Corral
5:30 2 Amos 'N Andy
6:00 2 News & Weather
8 News & Weathre
6:30 2 Robert Montgomery
8 Robin Hood
7:00 8 Life Of Riley
7:30 2 Soldiers Of Fortune
8 Juke Box Jury
8:00 2 Joe Graydon Show
8 Highway Patrol
8:30 2 Stanley
8 Dr. Christian
9:00 2 Headline
8 I Love Lucy
9:30 2 People Are Funny
8 December Bride
10:00 2 Nite Owl Club
8 Television Theater
12:00 2 Late Nite Owl Movie
8 Late Movie

TUESDAY — December 25

12:00 2 Matinee Theater
12:15 8 Noon At The Dunes
1:00 2 Queen For A Day
1:15 8 Secret Storm
1:30 8 Diane Lucas
1:45 2 Modern Romances
2:00 2 Comedy Time
8 Double Feature Theater
2:30 2 Movietime
3:45 8 Master Chef Vallera
4:00 2 Be My Guest
8 Date With Dot
4:15 8 Love of Life
4:30 2 Jonathan Winters
8 Submariner Show
4:45 2 NBC News
5:00 2 Big Surprise
8 Circle 8 Corral
5:30 2 Amos 'N Andy
6:00 2 News & Weather
8 News & Weather
6:30 2 Armstrong Theater
8 Under The Sun
7:00 8 $64.000 Question
7:30 2 Stage 2
8 Do You Trust Your Wife
8:00 8 Phil Silvers Show
8:30 8 I Search For Adventure
9:00 8 Herb Shriner
9:30 2 Treasure Hunt
8 Science Fiction Theater
10:00 2 Nite Owl Club
10:05 8 Hollywood's Best
12:00 2 Late Nite Owl Movie
8 Late Movie

WEDNESDAY — December 26

12:00 2 Matinee Theater
12:15 8 Noon At The Dunes
1:00 2 Queen For A Day
1:15 8 Secret Storm
1:30 8 Double Feature Theater
1:45 2 Modern Romances
2:00 2 Comedy Time
2:30 2 Movietime
3:00 8 Garry Moore
3:30 2 To Be Announced
3:45 8 Christian Science
4:00 2 Food Page
8 Date With Dot
4:15 8 Love Of Life
4:30 2 Eddie Fisher
8 Submariner Show
4:45 2 NBC News
5:00 2 Gene Autry
8 Circle 8 Corral
5:30 2 Amos 'N Andy
6:00 2 News & Weather
8 News & Weather
6:30 2 Olympic Games
8 Death Valley Days
7:00 2 Wednesday Night Fights
8 U. S. Steel Hour
8:00 2 Disneyland
8 Godfrey And Friends
8:30 8 Dr. Hudson
9:00 2 Navy Log
8 The Millionaire
9:30 2 Pro Football Highlights
8 I've Got A Secret
10:00 2 Nite Owl Club
10:05 8 Hollywood's Best
12:00 2 Late Nite Owl Movie
8 Late Movie

THURSDAY — December 27

12:00 2 Matinee Theater
12:15 8 Noon At The Dunes
1:00 2 Queen For A Day
1:15 8 Secret Storm
1:30 8 Double Feature Theater
1:45 2 Modern Romances
2:00 2 Comedy Time
2:30 2 Movietime
3:45 8 Master Chef Vallera
4:00 2 Be My Guest
8 Date With Dot
4:15 8 Love Of Life
4:30 2 Dinah Shore
8 Submariner Show
4:45 2 NBC News
5:00 2 Gene Autry
8 Circle 8 Corral
5:30 2 Amos 'N Andy
6:00 2 News & Weather
8 News & Weather
6:30 2 Ramar of the Jungle
8 Roy Rogers Show
7:00 2 Lux Video
7:30 8 Star Performance
8:00 2 You Bet Your Life
8 Count Of Monte Cristo
8:30 2 Dragnet
8 Climax
9:00 2 Sheriff of Cochise
9:30 2 Ford Show
8 First Western Forum
10:00 2 Nite Owl Club
10:05 8 Hollywood's Best
12:00 2 Late Nite Owl Movie
8 Late Movie

FRIDAY — December 28

12:00 2 Matinee Theater
12:15 8 Noon At The Dunes
1:00 2 Queen For A Day
1:30 8 Double Feature Theater
1:45 2 Modern Romances
2:00 2 Movietime
3:45 8 Welcome Wagon
4:00 2 Be My Guest
8 Date With Dot
4:15 8 Love Of Life
4:30 2 Eddie Fisher
8 Submariner Show
4:45 2 NBC News
5:00 2 Gene Autry
8 Circle 8 Corral
5:15 8 Kit Carson
5:30 2 Amos 'N Andy
6:00 2 News & Weather
8 News & Weather
6:30 2 Touchdown
8 My Friend Flicka
7:00 2 Cavalcade Of Sports
8 Rin Tin Tin
7:30 8 Annie Oakley
8:00 2 Grand Ole Opry
8 Dick Powell
8:30 2 Ozark Jubilee
8 Line-Up
9:00 2 Kraft Theater
8 Code 3
9:30 8 Playhouse Of Stars
10:00 2 Nite Owl Club
10:05 8 Hollywood's Best
12:00 2 Late Nite Owl Movie
8 Late Movie

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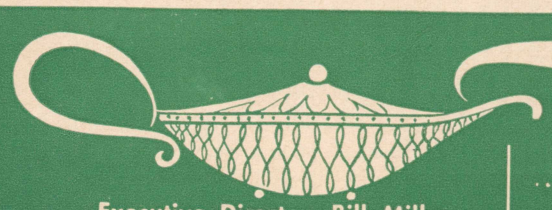

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Hillsway

by ROLAND HILL

THE FIRST CHRISTMAS:
THE ADVENT OF CHRIST

Behold, a virgin shall conceive,
And bear a Son,
And shall call His name Immanuel.
Isaiah vii. 14

NOW THE birth of Jesus Christ was on this wise: When his mother Mary had betrothed to Joseph, before they came together she was found with child of the Holy Ghost. And Joseph her husband, being a righteous man, and not willing to make her a public example, was minded to put her away privily. But when he thought on these things, behold, an angel of the Lord appeared unto him in a dream, saying, Joseph, thou son of David, fear not to take unto thee Mary thy wife: for that which is conceived in her is of the Holy Ghost. And she shall bring forth a Son; and thou shalt call His name Jesus; for it is He that shall save His people from their sins. Now all this is come to pass, that it might be fulfilled which was spoken by the Lord through the prophet, saying,

Behold, the virgin shall be with child and shall bring forth a Son,

And they shall call His name Immanuel;

which is, being interpreted, "God with us." And Joseph arose from his sleep, and did as the angel of the Lord commanded him, and took unto him his wife; and knew her not till she had brought forth a Son; and he called His name Jesus. (Matthew 1, 18-25)

The evangelist, Matthew, tells us that "Jesus was born in Bethlehem of Judaea in the days of Herod the king; and Justin Martyr, who was born at Schechem and lived less than a century after the time of Christ, places the scene of the Nativity in a cave. Over this cave has risen the Church and Convent of the Nativity, and there is a stone slab with a star cut in it to mark the spot where the Saviour was born.

"Christmas" (pronounced Kris'mas) signifies "Christ's Mass," meaning the festival of the Nativity of Christ, and the word has been variously spelt at different periods.

Whether the 25th of December, which is now observed as Christmas Day, correctly fixes the period of the year when Christ was born is still doubtful. From Clement of Alexandria it appears, that when the first efforts were made to fix the season of the Advent, there were advocates for the 20th of May, and for the 20th and 21st of April. It is also found that some communities of Christians celebrated the festival on the 1st or 6th of January; others on the 29th of March, which is the time of the Jewish Passover; while others observe it on the 29th of September, or "Feast of Tabernacles." Julius I, Bishop of Rome (A.D. 337-352), contended that the 25th of December was the date of Christ's birth, a view to which the majority of the Eastern Church ultimately came round, while the Church of the West adopted from their brethren in the East the view that the baptism was on the 6th of January.

Hannen Foss of England in his "Christmas Lasts For Ever" writes of the meaning of Christmas as follows: "Is Christmas more than Christmas pudding? Just before Christmas 1945 — the last Christmas in the Services for millions of us — we were sitting 'round the table in the mess, having finished lunch. The adjutant, a somewhat harasesd man, exclaimed, "I don't know why all these men are trying to get leave for Christmas. They won't get half so much to eat at home as they will here."

"That made me think. Is Christmas just a time of feasting and drinking and conviviality, which you can do as well, or better, in the Army as at home? Or is it enormously more?

"And I realize that while the very best of material things are liberally poured out at Christmas time, the most precious things of Christmas are not material ones at all.

"Christmas is the richest event in

(Continued on Page 119)

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Ar	10:25 PM	Riverside	Lv	10:15 AM
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Ar	11:25 PM	East Los Angeles	Lv	9:20 AM
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'Round the Town

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WHEN we of mature years think of Christmas, our minds wander back to those of many years ago when we were very young and looked forward to the coming of Santa Claus and the presents he would be sure to bring.

Gosh! We had written to him, hadn't we? And hadn't we been admonished, often, all year long, "If you are a very good child, Santa will be sure to bring whatever you ask for!" And you can bet on it that on Christmas Eve, particularly, we were ooooh such good children. Our halos were twice the size of the green, berry laden wreath adorning the front door. And sure enough, on Christmas morning we would open one eye (the other eye had been open all night of course, trying to catch a glimpse of old Santa coming down the chimney) and then rush downstairs to the livingroom where we would find all the things we had asked for in our letters to Santa Claus, placed artfully beneath that magic tree.

If we could only retain that faith and that belief throughout our later years — how much happier our lives would be; how much more joy we would impart to those around us; because there is a Santa Claus, just as sure as there is a God. But to have the fruits of One, we must believe in the Other.

Let us try to recapture the spirit of the years gone by, when we wrote a letter to Santa Claus. I cannot buy presents for all my friends and acquaintances, but I can ask Santa for the intangible wishes of good health and well being for them — with a little good natured joshing thrown in of course. So, here I go!

Dear Santa:

During the coming year please bring to all persons everywhere, and to my friends and acquaintances particularly, good health, happiness, and the good will of all their fellow men; and a few personal wishes, too, such as for BILL WILLIS of UNITED MORTGAGE CO., that continued success "moves" with you to the new building on South Fifth Street . . . for the "Pace" setters of realtors, IRENE, "lots" of people with "lots" of money who require "lots" and homes . . . for DANNY SIMMONS, plenty of women with "small" feet to fill those beautiful JOHN MARINO shoes at his FRENCH BOOTIER . . . for BEN STACK, that no one slips the "coin connoisseur" a "wooden" nickel . . . for STAN OAKES and PHIL FRYE of COMMUNITY CHEVROLET, a pair of "Solid Gold Cadillacs" . . . for "Uncle" JACK GARN and manager BOB WEST, that Damico never loses that certain "feeling" for expert tailoring . . . for FRANK FERGUSON of POTT'S STORE FOR MEN, an extra large paint brush for his next vacation . . . for BILL KOZLOFF and RAY COHEN, that their success is "insured" . . . for JOSEPH and JO ANNE, of the beauty salon by the same name, many balding runways to provide bases and landing strips for those cute (h)air toupees . . . for BOB CAMBELL, advertising man, happy "clients" . . . for JEAN PAUL KING, that NBC continues to "monitor" Las Vegas . . . to BOB PRICE, CIRQUE ROOM bartender, that the nasty ole wind doesn't spoil his "pars" at those crucial ($) holes . . . that the boys of Market Town's ROTIS-O-MAT, HARRY and SAM DVORAK, may never miss a "cue" — barbeque, that is . . . to MICHAEL CORDAY of those fabulous beauty salons and the distinguished beard, that no one "gifts" him with an electric shaver . . . for BERT BERNHEIM and his lovely "missus," many happy tenants for BLAIR HOUSE and for MR. & MRS. LESTER BOEHMER of the LANZ shop, many happy tenants for their lovely womens' wear . . . to MEL GORDON of SNELLER-GORDON CO., a "drape" shape and much good "cheer" (I think he likes bourbon) . . . for JACK SLOTE of BAIN'S, I

(Continued on Page 133)



Season's Best Wishes
and a Very Happy
1957

JOHN MARINO ORIGINAL SHOES
LONG ISLAND CITY, N. Y.
AND
DANNY SIMMONS
French Bootier
BETTER SHOES

DESERT INN

(Continued from Page 15)

grace to a terrific combo of talent. . . . PAUL GILBERT is one of the most original comedians in the biz. Never a carbon copy of anyone, nor a gag stealer at any time, his droll wit maintains a swift pace. He even tosses in a few acrobatics for the unexpected, drawing spontaneous belly yocks. Anything can happen when this comedian is on stage — and usually does. . . . The DONN ARDEN DANCERS are a show in themselves in two exquisite spectaculars, gorgeously costumed by MME. BERTHE, and the entire show is made musically perfect by CARLTON HAYES and His Orchestra.

DUNES

(Continued from Page 15)

doing a "single." . . . SIR LIONEL BECKELS steals the show in "Man With the Golden Arm," the greatest dancing and choreography ever to be seen in FLV, thanks to LON FONTAINE. . . . The frenetic FOUCHEE DANCERS score with their British West Indies dancing-drumming. . . . WILLIE LEWIS provides comedy galore. . . . THE WANDERERS are harmonious vocalists in never to be forgotten song sessions, and the LEONARD BROS. tap dance faster than sound. . . . Add to all this THE BEIGE BEAUTS, the most beautiful Sepia dancers and singers to be found in the world, and the magnificent music of HOYT HENRY and His Orchestra, and it is obvious why this All-Sepia Revue has broken all existing records in show holdovers.

EL RANCHO VEGAS

(Continued from Page 15)

ial, presented with all the assurance and exuberance incident to confident youth, this lad may hang out his laugh huckster shingle — he's in business. Komack reflects integration of performance, indicating a well planned career. . . . RENEE MOLNAR presents her RENEE MOLNAR DANCERS in production numbers of intricate and beautiful choreography, marking her as one of the outstanding choreographers in Showtown, USA. . . . DICK RICE & His Orchestra create perfectly sustained musical backing for the entire show. . . . Opening Wednesday, Dec. 26, for an indefinite engagement, JOE E. LEWIS, LILI ST. CYR and HELEN GRAYCO.

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NEW FRONTIER

(Continued from Page 16)

CERS are an exciting blending of voices that can bat out a jump tune or pour a ballad with equal perfection. . . . HENNY YOUNGMAN is a very comical jester who can match wits with any laugh huckster, a la jokes past, present and future. . . . Rounding out the show is HUBERT CASTLE, acrobatic dancer par excellence. . . . DOROTHY DORBEN'S VENUS STARLETS please in a pair of production numbers and the entire show is backed by GARWOOD VAN and His Orchestra. . . . Opening Monday, Dec. 24, DOLORES GRAY, DICK SHAWN, and SALLY FORREST with GEORGE CHAKIRIS, in "Salute to Cole Porter," for four frames.

FLAMINGO

(Continued from Page 15)

will cherish as a fond Christmas memory. . . . CHIQUITA & JOHNSON combine adagio and ballet, and the speed with which they achieve a point of balance in precarious positions is amazing. . . . ARCHIE ROBBINS lends the fun and frolic with his comedantics,

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spreading laughter generously, as well as enacting the "father" to BRENDA LEE most convincingly. . . . THE WONG FAMILY are perfect Jack-in-the-Boxes, Oriental style, their acrobatics the most superior ever to be seen in FLV. . . . BRENDA LEE steals the show, hands down, with her powerful pipes belting out a song with the best of them, plus her histrionic ability and captivating charm. This nine year old prodigy makes the show the perfect Christmas Package, creating for herself a command return performance without question. . . . LOUIS BASIL & His Orchestra create enchanting music, backing the show mightily.

RIVIERA

(Continued from Page 16)

be. Piano virtuoso, vocalist, dancer, producer, director, with a brand new talent exposed in this engagement — that of cryptic ad libber and master of double entendre—plus a colorful wardrobe as bright as the gold he has gleaned in his startling career, add up to the well deserved title of "Mr. Showmanship of the Century." Brother GEORGE LIBERACE continues to "play down" his integral part in the Liberace family album, but the audience is aware of his twinkling charm, his mastery of the violin, composition, arrangement and the baton, as he leads the GEORGE LIBERACE SYMPHONY ORCHESTRA. . . . The exciting RIVIERA GIRLS add to the plush beauty of the spectacular with their terrific terping, as does RAY SINATRA and His Orchestra. . . . Opening Sunday, Dec. 23, GEORGE WHITE'S SCANDALS OF 1957.

SAHARA

(Continued from Page 16)

could waft themselves around in sufficient quantities to accommodate the masses at all times. Surrounded by a cast of excellent singers, dancers, actors and what have you, the famed comedy team is present throughout the well integrated laugh package. Desert flowers to JOBY BAKER, NINA VARELA, BILL NORVAS, DEE ARLAND, THE UPSTARTS, KEN BERRY, NORMA NILSSON and MARY LOUISE HOFFMAN for great performances. . . . The SAHAREM DANCERS are superb in the production numbers, and CEE DAVIDSON and His Orchestra are masterful on the cues and in-

HECHT'S

419 FREMONT ST.

MISSES' AND WOMEN'S APPAREL

strumentals of this fast-paced, 70-minute, package of mirth. . . . Opening Christmas night (Tuesday, Dec. 25), BETTY HUTTON and the SEVEN ASHTONS.

SANDS

(Continued from Page 16)

in FLV. First appearing on stage in natty attire, the audience expects them to burst forth into operatic arias, but they proceed to go completely nuts instead. DAN ROWAN and DICK MARTIN are completely sans inhibitions, resorting to anything that pops into their noisy noggins to please you, whether it be a "drunk heckler" or a psycho duo" on the loose. . . . The distinctive BEACHCOMBERS with NATALIE add their superb harmony to the production numbers that feature the dazzling COPA GIRLS, the latter exquisitely costumed by MME, BERTHE, with choreography by the talented BOB GILBERT and RENEE STEWART. . . . ANTONIO MORELLI and HIS MEN OF MUSIC offer the musical settings and backings in a spectacular manner.

SILVER SLIPPER

(Continued from Page 17)

. . . At the "Le Lido" the SILVER staff of laugh grabbers, SPARKY KAYE, MAC DENNISON, CLIFF & JUDIE FERRE, JIMMY CAVANAUGH, MISS NEVADA and GEORGE REDMAN and his ork. BARRY ASHTON can take a bow for his great choreography.

THUNDERBIRD

(Continued from Page 17)

tion numbers. . . . Opening Thursday, Dec. 27, THE FOUR LADS, DANNY CRYSTAL, and LOU WILLS, Jr.

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The Church By the Side of the Road

UNITY TRUTH CENTER

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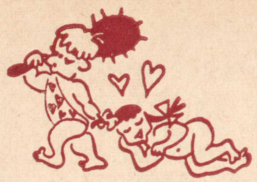

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• *The above portrait is a camera study of Mr. Forrest Tucker*

OBSERVATIONS

(Continued from Page 5)

selves. But somewhere along the years it quietly folded its arms and lay down to die. Why I do not know, but one of my most pleasant memories is of the foot power scroll saw (with a turning lathe) which I secured by the simple expedient of sending in one new subscriber and fifteen dollars of the forty dollars I received for my crop of potatoes raised by me on the small plot of sandy ground which my father set aside for my use in the summer of 1874. I should explain that those potatoes were purely accidental. In the spring I had borrowed the horse and a plow, plowed furrows into which I dropped seed potatoes (surplus from last year's crop) and then covered them by the very simple expedient of plowing another furrow the other way.

As summer came on I made a heroic effort to hoe down the crop of weeds which grew like magic. I was helpless and decided to give up farming as a hopeless task. However along in September I happened to be passing my "farm" and I wiggled my bare toes into the warm sand and felt something strange. My whole farm was full of potatoes. Again I borrowed the horse and plow and plowed up the finest crop of early rose potatoes and managed to get them into our cellar before frost took them. Potatoes were scarce that year and I managed to sell my crop for forty dollars, and that is how I got my scroll saw with which I made wall brackets and pretty trinkets, some of which I sold and some of which I gave as Christmas presents.

Perhaps that is too much to say about the Youth's Companion. I must mention again The Chatterbox. It was a bound book and I can never forget that the back of the cover was devoted to an advertisement in large letters:

EPP'S COCOA
GRATEFUL — COMFORTING

I suppose that advertisement was about the first expensive advertising campaign for Cocoa — in truth most of us did not know what cocoa was.

In those Christmas seasons of my childhood we young folks always hung up our stockings — both of them. We just could not afford disbelief in this very important matter. And the stockings were always mysteriously stuffed



Season's Best Wishes

FROM

AL GARBIAN

& GANG AT

LUCKY STRIKE CLUB
DOWNTOWN LAS VEGAS
BINGO
SLOT MACHINES

with good things — hard candies, nuts, a bunch of raisins and always as a special delight, an orange. I dreamed of the time when I could go to that far-off California, where they were just beginning to grow oranges, and lie on my back on the grass and look up at the golden fruit just ready to drop. However, it was not oranges that finally lured me to California. My mother had a large picture of Yosemite Valley hanging on the parlor wall. It was beautiful and I determined I would go to California so that I might see that wonderful valley. I have been near it on all sides while going up and down and across the state, but it has never been convenient for my companion to stop at Yosemite and I have yet to see that chief beauty of California, although I first arrived in the "Golden State" July 24, 1887 — almost seventy years ago.

Now I fear this story is getting a bit "mushy," so I will try to switch from the sentimental to the historical and tell about the first Christmas in Las Vegas of which we have an authentic record.

It was May 10, 1855 that Brigham Young started a group of thirty devout Mormons, from Great Salt Lake, to found a Mormon Mission at a far away place called by the Spanish explorers, "Las Vegas," because there were great and wonderful springs of water there and miles of fertile, green meadows. "Las Vegas" means fertile plains or meadows.

The Mormon Mission reached Las Vegas June 14, 1855, after a toilsome journey of more than a month, during which some of them narrowly escaped death by thirst and starvation. They immediately built a "Bowery" and held services of Thanksgiving. They started work on a fort and planted what seeds they had brought with them, and reaped scanty crops before autumn. However, the Indians, whom they sought to civilize and convert to Mormonism, proved tough customers, and persisted in stealing everything they could find in the shape of food. Try as they might, the starving Indians could not be broken of their habits of petty thievery. I am not so sure they deserve censure because for centuries "survival of the fittest" was their religion.

(Continued on Page 35)

Miracle Food:

OVERWEIGHT LAS VEGANS LOSE WEIGHT

Several hundred Las Vegas people have already taken advantage of a scientifically proven miracle food that only became available here this year.

It is called WEY-RITE, a food in powder form that leading medical authorities hail as a "positive answer to safe sane weight control."

One typical Wey-Rite user is Lois C. Stoval of North Las Vegas and an employee of the local telephone company. In just 38 weeks she has taken off 88 pounds, 15 inches off the hips, 7 inches off the waist and six inches off the bust. She has gone from a size 46 dress to a size 20.

Major hospitals and Veterans hospitals use WEY-RITE for patients who are over weight or are unable to receive proper nourishment in solid form.

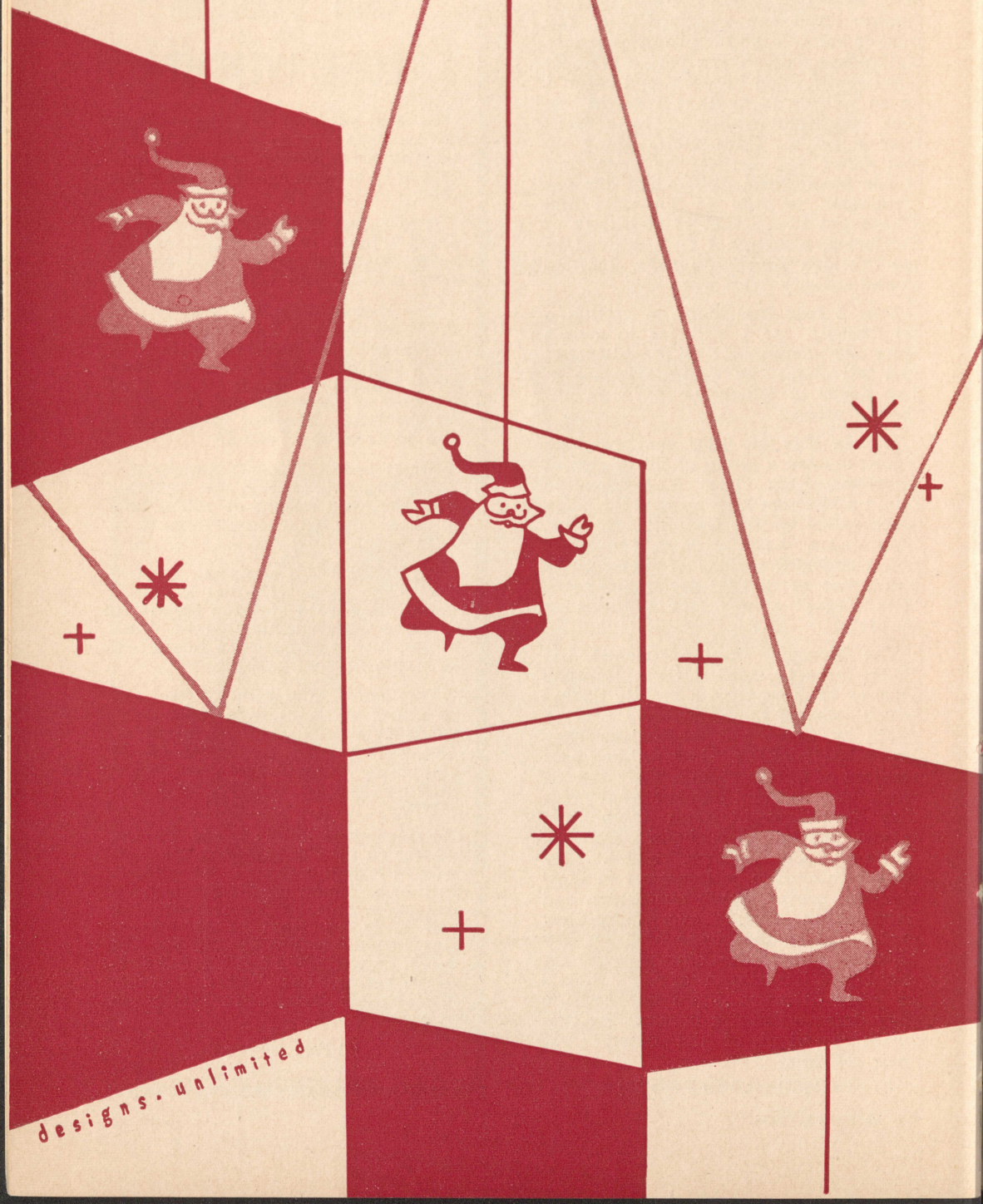
WEY-RITE is a complete meal in itself; one ounce is equal in nutritional value to a six-inch square of steak, a generous portion of vegetables, a slice of buttered bread and an apple or similar fruit.

This semi-liquid miracle food can be either substituted for any three meals or used to replace all three. The result is a reduction of 10 pounds or more in just two weeks time — you look better and feel better.

Persons here in Las Vegas who are interested in a guaranteed, pleasant way of losing dangerous fat without further endangering their health by using drugs, dieting, over-exercising and suffering from acute hunger pangs should call WEY-RITE at DU 4-7037 or write WEY-RITE, 517 Carson Avenue, Las Vegas, Nevada. Mail Orders filled immediately all over the world.

(Advertisement)

merry christmas



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happy new year

From the Hotel that made Las Vegas the Entertainment Capital of the World







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AUTO SALES, INC.

1225 SO. FIFTH

Phone: DUdley 4-0308

OBSERVATIONS

(Continued from Page 31)

Our settlers at Las Vegas made a brave attempt to preserve their own lives and sanity by engaging in various pastimes in the few hours of every day when not engaged in hard work. They had, under direction of their great leader, Brigham Young, kept a daily record of their doings. On the first Christmas Day ever observed in Las Vegas, so far as we have any written record, William Bringhurst wrote:

"Thursday, December 25, 1855, Christmas.

"This was the coldest morning that the brethern had experienced at Las Vegas. The ground was frozen hard enough to bear up a horse and rider in some places. During the night the Indians stole a quantity of squashes, corn, etc. etc., out of Brothers Mitchell and Carther's house. They entered the fort at the unfinished portion, took the loose adobes out of the window and carried the squashes off unperceived by the guard. This being considered a licensed holiday, the brethren mustered for a wolf hunt on horseback. About a dozen went out and after chasing around for a few hours, returned without success. In the afternoon President Bringhurst and Smoot went out and located the Indian farm for the coming season on a little stream two miles north of the fort. (This was at the Kyle Ranch now known as the Bouldersdo Ranch.) Some of the brethern enjoyed themselves at a game of ball at the fort."

The records of the Mormon Mission at Las Vegas for December 25 in the years 1856 and 1857 fail to show that there were no special Christmas commemorations on those dates, and the Mormon Church discontinued the Las Vegas Mission in 1858.

In this modern Las Vegas (beginning in 1905) there has never been a failure to have a community Christmas celebration, the first of which came in 1905, when the dreariness of the civic situation almost forced us to do something.

Fortunately the Las Vegas Aerie 1213, Fraternal Order of Eagles, had been formed under the leadership of our good friend, Con Ahearn, of the great mining camp of Virginia City,

(Continued on Page 39)



RING OUT...

. . . and wish our customers

the best of Season's Cheer—

with many joys to brighten,

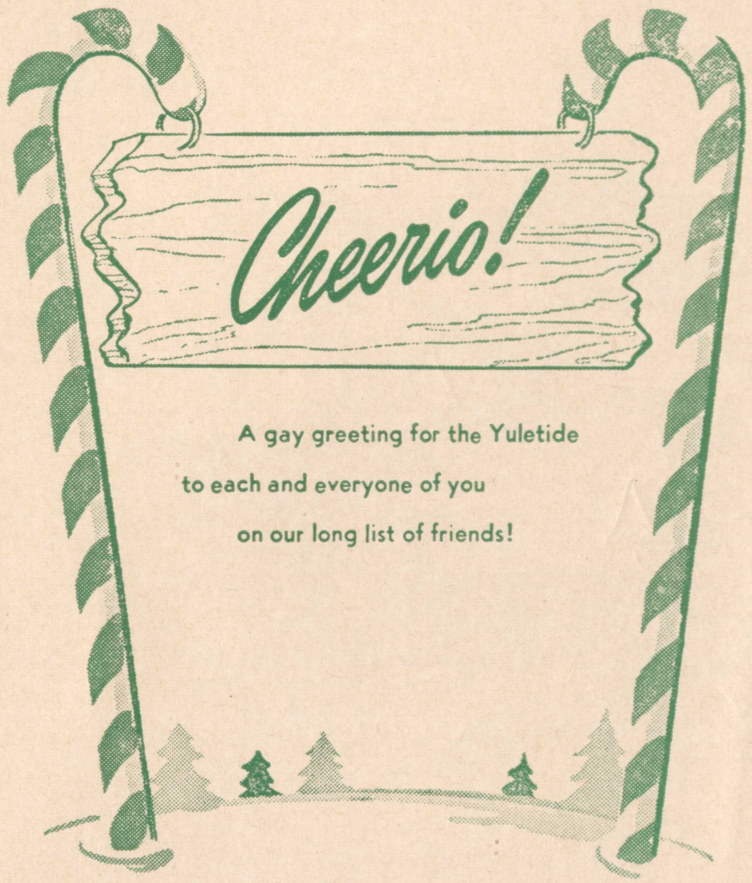
all the coming Year!



MR. and MRS.

JAKIE FREEDMAN

Sands Hotel



A gay greeting for the Yuletide

to each and everyone of you

on our long list of friends!

MAURY FRIEDMAN

Royal Nevada

HOTEL



"Quality Wear — Reasonable Prices"

BOB'S MEN'S SHOP

1334 So. Fifth St. — Open 9 A.M. - 6 P.M. Daily

Home of Manhattan White on White Shirts

OBSERVATIONS

(Continued from Page 35)

who came to Las Vegas and organized the Aerie September 15, 1905, and that gave us the impetus which restored our courage and gave us the necessary civic organization to provide a community Christmas. Our school teacher, Miss Alma Tuttle, and the women of the Methodist Church, prepared and put on the long program. When the project was first mentioned there was considerable uncertainty about providing a suitable Christmas tree, but the Eagles solved that problem by borrowing a hour horse team and wagon and a group spent several days driving into the deep snow of the mountains, butting a fine fir tree and bringing it to Las Vegas. The big garage built by the then defunct Nevada Rapid Transit Company, now located on the northeast corner of Main and Stewart streets, was secured as an auditorium. All the large amount of junk housed in the old garage was removed. Pine boards, slivers intact, were used to build a stage and benches for the audience. Of course the tree proved too tall, but that was soon remedied by cutting off a couple of feet.

Then the Eagles did fine work taking up contributions of money and materials for filling several hundred small bags with popcorn and candy

From the Las Vegas Age of December 30, 1905.

"The big garage building on North Main Street was the scene of Las Vegas' first Christmas entertainment and it was crowded Monday night with people, big and little, all intent on making the event a merry one — and it is safe to say all were amply rewarded — the little folks with the good things provided for their delight and the older ones with the joy of seeing the children happy.

"The Christmas tree, donated by the local lodge of Eagles, shone resplendent, laden with candy, nuts and fruit for the boys and girls. Kind hands had erected a stage for the tree and for the use of the performers who were to carry out the program which had been arranged under the direction of the teacher, Miss Alma Tuttle."

The program followed and of those taking part there were several who will still be remembered in Las Vegas. Among them were Mrs. Dillon, Julia Westlake, Edith Aplin, Olive Cavalleri, Olive Lake, Wanda Ball, Leone Ronnow, Nellie McWilliams, Geneva Laravey, Victor and Teresa Matteuci, and John Kramer.

Each of the several years following we held a modest celebration of Christmas in the schools, climaxing on December 25, 1911 with exercises in the new school building on Bridger, between Fourth and Fifth streets. This was, in a way, a dedication of the new building of which we were very proud, but which is now being condemned as unfit for school rooms. That was quite a pretentious event, we thought.

The Mesquite Club, organized in 1911, promoted what was to us a new

(Continued on Page 43)

Dalton CASHMERE Sweaters and Skirts DYED TO MATCH

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BILL SIMONDS





MERRY CHRISTMAS

MR. & MRS.

FRANK CASONE

Royal Nevada

HOTEL

OBSERVATIONS

(Continued from Page 39)

idea in Christmas services. It was the out of doors Community Christmas tree around which congregations of all faiths gathered together and celebrated.

The corner of Fremont and First streets was chosen as the site, that being the most prominent business corner in Las Vegas. A great fir tree was brought from the mountains. Generally it lifted its lofty head well above the tops of surrounding buildings (there were then none above one story) and by that time the Consolidated Power and Telephone Company was providing enough "juice" to enable us to light it profusely.

The tree was always erected in the center of the street intersection and was surrounded by a platform about four feet high on which the exercises were held.

All the different Churches and Fraternal organizations vied in the pleasant duty of providing goodies for the children. The feature of providing generous baskets of food to be given secretly to those families which might be in want, was then inaugurated. The stray Elks took up the duty of arranging and distributing those baskets of food and the Elks Lodge still keeps that work up, partly financing the enterprise through their "Charity Ball," which is still held each year early in December.

Oh yes! There were many more Christmas celebrations worthy of note, which time and space do not permit us to mention, but I wish all our readers would understand that Las Vegas, even in its early days of hardship and want, was mindful of those who were poor and of our children. Perhaps it is not out of place to mention that the growth of Nevada into a gambling state was due to our desire to eliminate gangsters and crooked games. Every state and every city has its gamblers, but in this nation there is no state except Nevade which has so completely surrounded its people with safeguards against crooks and gangsters. That is the reason that thousands of tourists come here each month. They are sure they will get a fair deal if they play any gambling games in Nevada.

Cee Davidson

PROUDLY

Announces His Association

With

COGAN CLEANERS

"The Cleaning King"

COGAN The Cleaning King

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Phone DU 2-7537

BEST WISHES TO ALL

OUR FRIENDS

AND PATRONS

FOR A VERY MERRY

CHRISTMAS AND A

HAPPY NEW YEAR



the Season's Best...

Mr. & Mrs. *Dunes*



DING-DONG

this merry song carries a ringing note for
YOUR HAPPY HOLIDAY!

Bill Miller HOTEL



Christmas Greetings

Hildegard E

bonnie best

ORIGINALS

NEW LOCATION: Las Vegas HACIENDA
Southernmost end of the Fabulous STRIP
Open Weekdays 10-6 p.m. • Sundays 12-6 p.m.

to our many friends and patrons:

Merry Christmas

and

A Most Joyous New Year

VI TAYLOR

(Continued from Page 7)

to the minutest detail — even the exact scents permeating the scene; the picture of Blue Boy hanging, awry, on the wall; the deep red of the pomegranites on the tree just outside the bedroom window; the drip, drip of the leaky faucet just beneath the weeping willow tree; the smell of gingerbread in the kitchen; the violet perfume my half-sister, Cayloma, had patted on her handkerchief just before she had left the house to go Christmas shopping; the green coat suit and pink chiffon blouse my mother wore when she left the house to go with Cayloma; the thought in my mind at that moment how Cayloma could possibly be my sister and have gray hair and look so old, and I was such a little child; the words my sister, just four years older than I, shouted at her recalcitrant brothers — "Stop dragging the tree in the dirt, you fools! You'll ruin the branches!"; the tea towel I was embroidering awkwardly with red "x" stitches and for which I had had the daylights beaten out of me for buying with the pennies I had pilfered from the chickenfeed money my mother had given me to buy weekly at the grocery store; the old dining table, beneath which wads of gum, made of sweetgum and stretchberries during the summer, had been stored for winter chewing; and the stench of the cancer that was eating my father's life away that day, syndroming all around and touching me not, I loved him.

The house was quiet and I sat by the bed, as I had been told to do, while the grownups were out attending to Christmas planning. Down through the years I have heard different stories of that day of days from each and every one of my siblings. If they were all true, it must have happened in each of their imaginations, for if everything happened that day, as each of them claimed, time itself would have

(Continued on Page 53)

Merry Christmas From
Our Happy House
To Children Everywhere

Happy House Child Care
516 N. 9th St. **DU 4-1972**



Christmas Cheer



Mr. and Mrs. CHARLES RICH

– CASINO –

Magnificent Riviera *Hotel*

Christmas!... **IT'S WONDERFUL**

IN GAY LAS VEGAS

Treat yourself to something special . . . a complete vacation at Nevada's complete Resort Hotel . . . Wilbur Clark's Desert Inn!



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BILLY DANIELS

"OLE BLACK MAGIC"

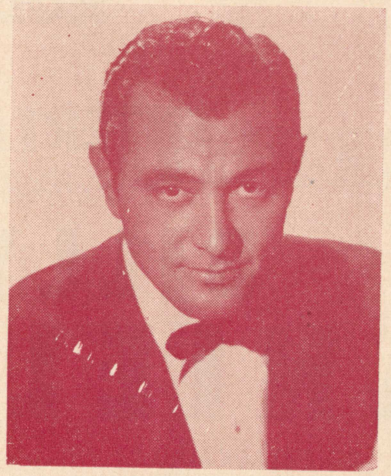
With BENNY PAYNE

Extra!

PAUL GILBERT

"The Great Comedy Star of Stage Screen and Television"

Greetings



Tony Martin



LOU IRWIN AGENCY
9165 Sunset Blvd.
Hollywood 46, California

VI TAYLOR

(Continued from Page 47)

labeled it all wrong; and the poignant fact that what actually happened was the event that directed my whole existence thereafter.

I would not dwell on this particular Christmas for an editorial, except that in writing about it perhaps I can better project the theme of the true meaning of Christmas. Was not Jesus born 1956 years ago that we might live and that we might live more abundantly? And is not abundance in material wealth as nothing, if we are poverty stricken in spirit?

It was Christmas Eve actually when all this happened. All that week before Christmas my aged father had seemed anxious to have me, his youngest child (he was sixty years old when I was born), near him. My mother had spanked my backside so many times that week I could hardly sit down. Papa was upset about it. I well remember his words that day I got the worst licking of all.

"Miss Mary," he said, "if there's one thing I've learned in my long life of so many mistakes, it's that the brains are at the top of the spine, not at the base of it."

"It's too bad you didn't learn that years ago with 'my boys'," Mother replied, bitterly, as she left his bedside and took off for downtown to do the shopping.

The bitterness against my father was slow to drain from Mother's fountainhead of memories. Their lives had not been all sugar and spice — as it seldom is when an old man marries a young girl, made more complicated when that elderly man is the father of children about the same age as his child bride. Mother had well founded bitterness and not even Papa's death could soften them immediately in those moments of sorrow and regrets. Her courage, character, and just plain "guts," are

(Continued on Page 57)

MERRY YULE
and a Happy New Year
FRANKLIN'S
4th AND FREMONT

A happy holiday toast to all our friends and patrons . . .

THE Flamingo HOTEL

We look forward to serving you again in the New Year.



Season's Greetings and Best Wishes

FROM

THE FLAMINGO FAMILY



THE Flamingo HOTEL



Christmas

The same friendly song you've heard before: Merry Christmas and a Prosperous New Year!

CARL COHEN

— Casino Mgr. —

The Sands

VI TAYLOR

(Continued from Page 53)

a phenomena I shall never fathom, nor ever be able to match. But a young child does not understand these things and its impressions are cemented early, with only Time the common denominator with which to assimilate the meaning and the proper application of those impressions. Thus was I wide-eyed and a bit mixed up with the grownup conversation during that eventful Christmas week so long ago.

"Why does Mama always say 'my boys' and never 'my girls,' Papa? I asked.

"Perhaps because she knows her girls are still babies and her boys are men and she will need them," he replied, sadly. "Cottontop," he continued, looking into space with filmed eyes, "I won't be here to watch you grow up. I wish I could be. I know you're going to be a fine woman, and it is too bad I can't be around to help you grow up. Grownups make mistakes with the first ones born to them, then along comes the last one, the one you feel you can really do something with, and then it's too late. You're all old and sick and you have to go away."

"Where are you going, Papa?"

The beginning of the death ralls set in about then and he began to hiccough, but his very blue eyes twinkled and he coughed up a reply: "Your Mother's minister probably has the answer to that one."

Strangely, at that very moment there was a knock on the front door and it was "Hummingbird" Davis. Papa called the good Rev. Davis, "Hummingbird," because of his extremely long, thin, inquisitive nose, a nose entirely incongruous with his small face. Papa used to tease "Miss Mary" (I might explain here that due to the difference in my parents' ages, Papa insisted on his grown children by his first wife calling her "Miss Mary," for the sake of propriety and dignity; a name that stuck for the remainder of her life) about her "Hummingbird" minister, an act that she deemed sacrilegious and one that would definitely condemn Pop to Hell.

"How's your Father," asked Rev. Davis, patting my head benignly. I recoiled. If Papa didn't like him, then neither did I.

"He has the hiccoughs. I told him

Merry Christmas and Happy New Year

from

"Your Hosts with the Most"

★

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Free Parking; Walking Distance To Town; Divorcees and Downtown Personel Most Welcome

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DAILY and WEEKLY RATES



Merry
Merry
XMAS
and
A VERY

HAPPY NEW YEAR

LEN CARRIE
AND HIS
KRACKERJACKS

MCA

Greetings

FROM

CHUCK LEONARD
QUARTET

★

See You Soon At The
Hotel Sahara

Personal Management: Bill Burton



to take a drink of water and drink it down in one breath, counting up to nine, like I do, but he said I had never had the hiccoughs like he has 'em, Rev. Davis. He tried to swallow it, but he couldn't."

The minister's bird-like face screwed up in alarm and he hurried into the sick room.

Gravely, in his best clerical voice, Rev. Davis greeted Papa. The look exchanged between them, as I remember it in retrospect, plainly said, "This is it. Death is here in this room." Rev. Davis was quick to make his spiritual approach to save Papa's soul while there was still time. Because it was Christmas Eve, no doubt, Rev. Davis prefaced his talk with the Christmas story; why Christ was really born, including in the story the many Biblical teachings which my father knew quite well, if not even better, as the minister, since he was the son of a Baptist minister — a hardshell one at that.

I sat on the footstool beside Papa's bed, listening to every word. I well remember how Pop's eyes twinkled, 'though he kept right on hiccoughing laboriously. Now and then he would look at me sitting there so earnestly attentive, then twinkle harder than ever at me. The minister droned on about Heaven and Hell and the importance of one's soul, and wham! Suddenly I realized why Papa wasn't arguing and why he was listening in an unusually well behaved manner, and twinkling brighter than the Christmas tree in the livingroom. Papa was going to let the minister speak his entire piece, then right there on his deathbed he was going to prove to me, his youngest child, that even in the face of death he could stand on what he believed, and what he believed he had already told me during that week.

Papa hadn't been completely bedridden just a week before Christmas Eve. He walked me through the fig orchards and the vegetable gardens, thence around the big chicken yard on the south side of the property, and through to the deep wood adjoining, holding my hand and leaning on me a bit as he limped along. I remember how silent we both were, and how I was thinking and trying to get up nerve to ask him the question that

(Continued on Page 63)



T. W. "Rich"





RICHARDSON



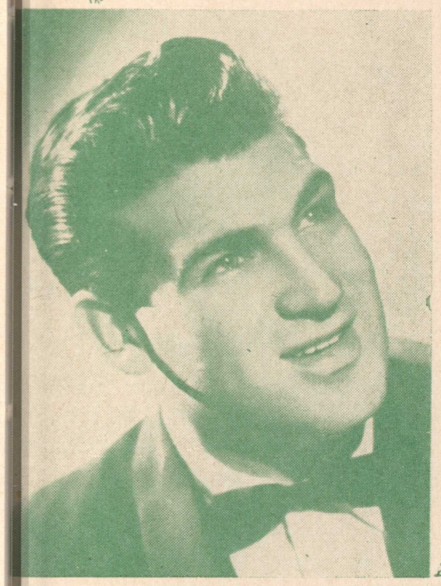


merry CHRISTMAS

As gay young carolers' voices ring out to exult this day . . . we extend our hearty greetings to you for a happy, Yuletide season!

SONNY HEATH

Hotel Sahara ★ **Pioneer Club**



TO ALL MY FRIENDS

Everywhere

MERRY CHRISTMAS

★ **SCHECKY GREENE** ★

VI TAYLOR

(Continued from Page 59)

had been bothering me so much.

I had a playmate in those days named Louise House, a spoiled and nasty little girl, so ruined by over-attentive adopted parents. When I would refuse to give Louise my best doll or the biggest piece of cake, she delighted in hurling back at me, "Your old Papa is going to Hell, he is. He's an 'athetist' and all 'athetists' go to Hell. My Mother says so. My Mother says he's sick and he's gonna die real soon and go to Hell and burn in a firey furnace."

I couldn't sleep nights, worrying about this slanderous statement. I had bad dreams and I was afraid to tell my Mother about it for fear she'd whip me for even repeating the word, Hell. I also sensed that all was not well between my parents and that not all my brothers and sisters loved Papa, either. So, to none of them would I speak to about it. They represented grownups. They were my brothers and sisters to be sure, nevertheless tall persons with great authority and therefore ones to fear.

I was walking along with Papa in the woods that day and he began to talk funny for a Papa, I thought. I dared not interrupt, and as it happens it was well that I didn't, because his conversation led up to an opening for me to ask him about his "athetist" business; naturally, and without seeming to be impudent. I had been concentrating so hard on how to ask him about it I did not hear all that he was trying to say to me — like life going to be a hard road ahead for me, and that my brothers left home when I was born, and that I was going to have to fight every inch of the way of my life, but to forget that he had told me to fight with my fists, that he was all wrong about that, that to read books and get an education and fight with my brains instead, and then he made the opening for my question, when he said: "And don't tell any more stories to your Mother. That whopper you told the other day to the groceryman was a sin against your parents and yourself and against God."

"God! You don't believe in **God!**" I

(Continued on Page 67)



FRANK SINATRA

Sands **HOTEL**

BEST WISHES

FOR A VERY

MERRY CHRISTMAS

AND A

PROSPEROUS 1957

Season's Best Wishes And A Happy 1957



from

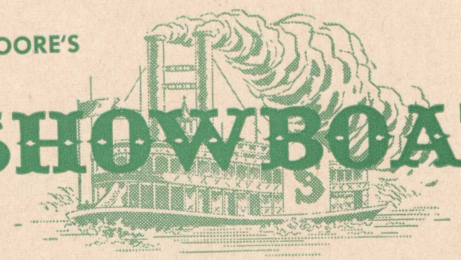
BILL MOORE

EL Cortez HOTEL

DOWNTOWN

BILL MOORE'S

SHOWBOAT



Coming Attractions

ON THE FABULOUS STRIP

DESERT INN

JAN. 8 THRU FEB. 4

JIMMY DURANTE

The Dunes

JAN. 10 THRU INDEF.

MINSKY GOES TO PARIS REVUE

El Rancho Vegas

DEC. 26 THRU INDEF.

JOE E. LEWIS
LILI ST. CYR
HELEN GRAYCO

Flamingo

DEC. 27 THRU JAN. 23

TONY MARTIN
MISS AMERICA
DEAN MURPHY
LITTLE BUCK

NEW FRONTIER

COMING

VICTOR BORGE

Riviera

COMING

HARRY BELAFONTE

SAHARA

JAN. 22 THRU FEB. 22

XAVIER CUGAT
ABBE LANE
HARVEY STONE
KIRBY STONE 4

The Sands

JAN. 9

Unconfirmed At Press Time

Thunderbird

DEC. 27 THRU JAN. 19

FOUR LADS
DANNY CRYSTAL
LOU WILLS, JR.

VI TAYLOR

(Continued from Page 63)

screeched. "You're an 'athetist' — Louise said so."

"Cottontop, do you know what that words means?"

"I do. It's the name they call a person when he's going to Hell."

Papa didn't say anything, but he stopped dead in his tracks as though he was going to faint, and sat down on the stump of a tree just newly cut, getting pine resin on his trousers.

Finally he said: "The word doesn't mean that at all. 'Atheist' is the word, not 'athetist.' Remember that. Words are very important and remember that, too. An atheist is someone who believes in nothing — not in God, not in himself, not in anything. And you just remember when you grow up, Cottontop, that a man who doesn't believe in God is a fool. Your old Daddy isn't a fool, baby. I believe in God. That pine tree there is God at work; that bird up there on the limb of it, that's God at work. The sky, the sun, and all the pretty things you see around you, that's God at work Understand?"

I thought I did. Anyway, it sounded much better than Mama's kind of God and the things they taught us at the church. The things they called a sin were the things I liked, and the things I didn't like seemed to be the way to live. So right then and there on the spot I knew exactly how I was going to believe, no matter how I had to behave outwardly for material approval in the years to come. Papa had planted the seed well.

Thus it was that on his deathbed by father was determined to keep that merry twinkle and prove something to me, and as young as I was, I sensed what he was about to do, though I didn't know exactly how.

Reverend Davis droned on and on and finally came to the point he should have made an hour before: "Brother, have you made peace with your God?"

Papa looked at me long and hard, then with great effort to control his hiccoughs, replied, gently, but firmly, "Hummingbird, I've never had a fuss with Him," and closed his eyes.

It was a strange and beautiful moment. As long as I live I shall not forget it. I was still filled with the wonder of it when Mama and the

(Continued on Page 71)

"Merry Christmas"



Sid Wyman

— CASINO —

magnificent

Rivera Hotel

Vic Hall Tutor Scherer



BUNDLES

OF GOOD CHEER

TO ALL!

Joe Hall

☆ COMPLETE CASINO ☆

LAS VEGAS CLUB

"THE HOUSE OF JACKPOTS"

— DOWNTOWN —

Buck Edds Barney Van Der Steen

hal belfer

PRODUCER
DIRECTOR
CHOREOGRAPHER

Flamingo HOTEL
LAS VEGAS

VI TAYLOR

(Continued from Page 67)

rest of the family came bustling in and they gathered around Papa's bed. I didn't even wonder why they placed nickels on his eyes to keep them down tight 'til the undertaker came. They shooed me out of the room and I went into the living room and sat down on the old brown leather couch and pondered about it. The day after Christmas, in that same livingroom, the Christmas tree in one corner and his casket in the other, pine tree pungency and sickly tube roses mingling together strangely, I wanted to cry; but my Mama sat stonily in her chair and did not cry, and if Mama didn't cry, then I couldn't cry. Nobody cried except Cayloma and Jess. They were my grownup sister and brother — they had "rights"; but I was the youngest and had none; so I couldn't cry. I couldn't smile, either, 'though I wanted to. I wanted to yell out to everybody that Papa wasn't dead and that he had just gone away and that he definitely hadn't gone to Hell. I knocked Louise House down after the funeral and bloodied her nose. Then, I cried. Cried because I had done exactly what Papa had said I shouldn't do — use my fists. But then she had no right to say Papa had gone to Hell just like she had said he was gonna do. I wasn't mad because Mama didn't cry. Mama never cried about anything because she thought it was cowardly. She just threw her head back proudly and set her shoulders and kept right on working. But she didn't give me a licking that day for fighting Louise, when I told her why I did it. Her brown eyes softened warmly and she said, "You loved your old Papa, didn't you, Verena?"

"Yessum, I did," I replied. "I loved Papa."

More years than I care to remember have rolled by since that Christmas, the one I shall never forget; the one when I was first introduced to Death — and Life. For they are one, Death and Life. And all the things that Papa said to me that Christmas week have come true. I have had a difficult life, fighting every inch of the way, stand-

(Continued on Page 75)



Season's Greetings



...and Best Wishes for

the coming

New Year!

Nat "King" Cole

Happy Holidays



RUBY KOLOD

— CASINO —

WILBUR CLARK'S

DESERT INN

Season's Best Wishes



HAL Le ROY

VI TAYLOR

(Continued from Page 71)

ing up for what I believe, standing up for it in the articles I write, in my personal and business life, and in all of the things with which I am confronted, the good and the bad alike. It is what you believe in your heart that is important. Outward appearances be hanged.

During the years that followed Papa's death on that Christmas Eve, countless times I've heard my siblings, my aunts and my uncles (both on the maternal and paternal side) talk about Papa; how sad it was that he died such a mean man, a man who had not accepted Jesus as his Savior. And how many times have I wanted to cry out in his defense, but fear sealed my mouth; fear that they would brand me a liar and insist that no little kid would possibly remember such things as I could tell them about Papa and how he really believed before he died. His was the true belief and I know it works because I have

(Continued on Page 79)

JACK CORTEZ'

Fabulous LAS VEGAS magazine

Mailed anywhere in the United States . . . . . P. O. BOX 748

$8. PER YEAR



CASINO Personnel

Candles bright;

Wreaths of holly;

It's the season

To be jolly

Flamingo
HOTEL



Our wish for you

at Christmas time, and

through the new year, too,

is that the Season's many joys,

will bring much happiness

to you . . . and yours!

Mr. & Mrs. Harry Oedekerk

Royal Nevada

HOTEL, LAS VEGAS, NEVADA

VI TAYLOR

(Continued from Page 75)

worked it and I care nothing of the opinions of my relatives any more. Nor do I fear their disagreement, nor do I fear anything but fear. The hand of authority, gripping a long switch, no longer binds me; nor does their respect nor their feet of clay. A writer must write and my well spring of experience is full and ripe.

Each Christmas I remember. I shall remember that Christmas until I draw my last breath; and until I draw that last breath I shall remember that **God is at work — in everything and everyone.** In the thief, in the slanderer, in the liar; in the priest and the nun; in the politician and in the dictator; in the songbird and in the child; in the dog and in the snake; in the sun and the stars; and in everything below, above and in the earth. That is why Jesus was born one thousand nine hundred and fifty six years ago today, and why we celebrate His natal date with joy.

On His birthday, guns stop shooting; bombs stop falling; warriors lay down their weapons; family feuds take a holiday; enemies in all encampments pause and think at least a little of this day. Why?

Because God is at work. And although we may fight and fuss with each other on many things, we all know, deep within ourselves, on each Christmas Day, that with our God we have never really had a fuss.

MERRY CHRISTMAS and MAY GOD BLESS EACH OF YOU IN THE COMING YEAR. . . .

Vi Taylor

NATIONAL CAR RENTAL SYSTEM

MERRY CHRISTMAS
And A
HAPPY NEW YEAR
Glen O. Anderson & Staff

California Rent Car

MERRY
XMAS



AND A

HAPPY NEW YEAR

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INSURANCE AGENCY

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913 E. Charleston Blvd.

Phone DU 4-1292



GREETINGS

Your good-will and friendship have been invaluable to us, and we take this time to extend our thanks and add to it -- OUR CHRISTMAS GREETINGS!

Al ★ Harry ★ Jimmy

THE

RITZ BROTHERS



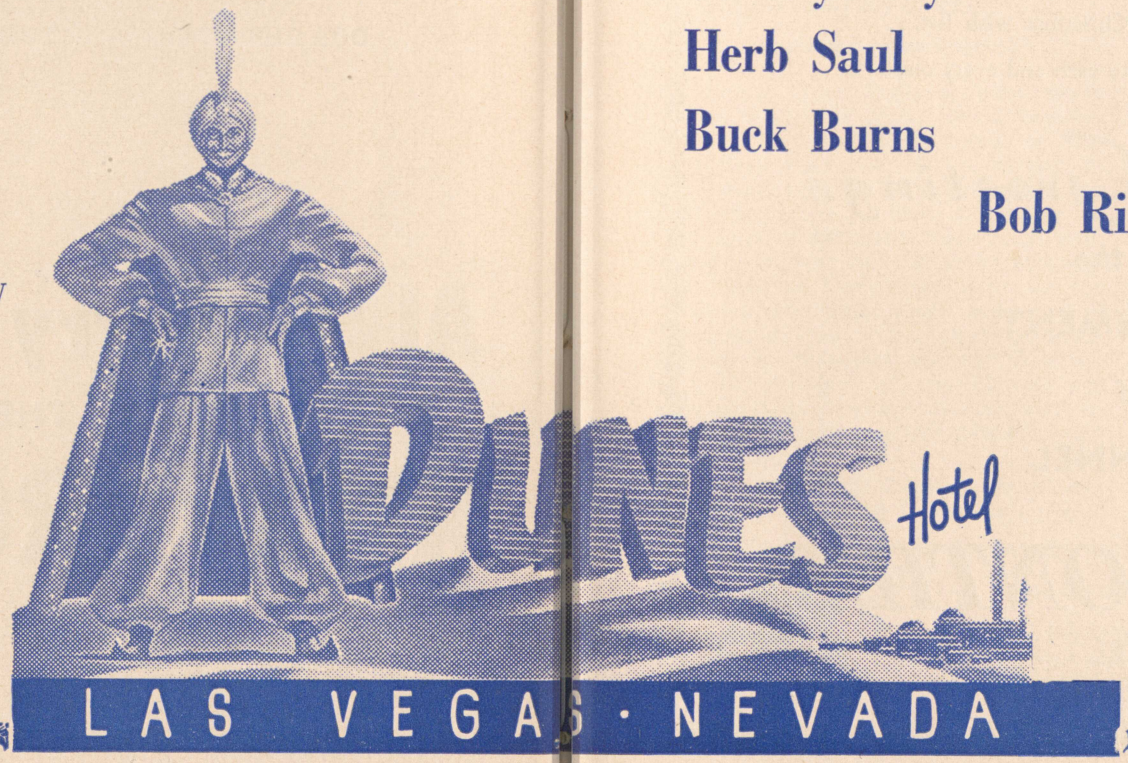
★ FLOOR MANAGERS ★

Mel Golden
Sherlock Feldman
Hickey Kamm
Tony Canino
Hy Indes
Harry Krasnow
Barney Stein
Cleo Simon



★ BOX MEN ★

Don Crossley
Barney Meyers
Herb Saul
Buck Burns
Al Sacks
Dick Sheridan
Gus Gerhke
Fred Freer
Bob Ritter





Right at the top of our Christmas wish list...
our sincere, good wishes to each and every one!

Season's Greetings

from the

MANAGEMENT

and

PERSONNEL

NEW FRONTIER

HOTEL



I Want To
Wish You
ALL The
Merriest
XMAS
Ever

Love & God Bless You

TONI ARDEN

Hear Toni's Latest R.C.A.-Victor **Believe In Love** • **How Sweet My Love**

MIGHTY MIXTURE

(Continued from Page 13)

old couple from Indiana, who never before left their state. In a broader sense, Christmas strips you of the awareness that she has a twang in her speech, or that he has more money than you have or that the color of their skin is different than your own. Those of us who can carry the message and ideal of Christmas with us for an extra day have made progress. If we double and triple that progress so that the thoughts and sacrifice behind the festival of the church are with us daily, we are on the way to making our time on this planet count for something.

Before the Fifth Century there was no consensus among the world's population as to when Christmas was to be celebrated. It confused hundreds of thousands of people. Today, hundreds of millions honor the affixed date. In our civilized surroundings, the month and the day are merely conveniences. The commemoration is an occasion that starts with the first sign of a window display and lasts until the very final tree is taken out of a house in January. The elasticity of the holiday may, someday — even in our time — stretch to the point where soft words will replace sharp swords, bombs will be relics, and cannon will be stilled.

For the present, serious overtones taken down, have yourself a Merry Christmas, reader. The best way to insure that — is to see to it that somebody else's is little merrier.

End of tinsel hanging.



Merry Christmas and a Musical New Year

BALDWIN PIANOS & ORGANS

• Easiest Terms in Town • You can afford the best

GUTCHER MUSIC COMPANY

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MAJOR RIDDLE

— CASINO —

Dunes Hotel



Season's Greetings

from

MICHAEL CORDAY'S *Beauty Salons*

Wilbur Clark's DESERT INN

CLAY - BRUCE - ANN - ETHEL - LILA - IRENE - MICHAEL

DU 4-1661 and DU 2-6000

AND

1118 BONNEVILLE AVE. DU 2-2802

ANN — YVONNE — EDNA

CRISWELL PREDICTS

(Continued from Page 11)

sieze the power which will make Ireland the most important, richest, and most flourishing new nation of our world of 1957!

I predict that Scotland will also revolt against oppressive taxation, and will be able to ease their present strained economy. Scotland will come into new prosperity, through greater exports, and as a number one tourist attraction!

I predict that the nation of France will face internal strife, and a coalition headed by General Charles de Gaulle, the World War II head, will unite the many factions into a strong, dominant political party.

I predict that Portugal will become the international listening post for propaganda, for Portugal will remain neutral in the bitter battle for survival.

The nation of Spain will increase in importance and will return to a monarchy, when Franco steps aside for the Prince of the Bourbon Line!

The most amazing invention of the year will come from Switzerland! A giant electric brain, which can be placed over an individual, and their span of life will be clearly registered, and the very day they will die will be told, unless they repair a faulty organ, which is designated! This one invention will be the greatest boon to mankind since the electric light!

I predict that Denmark will make medical history, and many of her doctors will be sought by the leaders of other countries for their own people!

I predict that Germany will reunite and the error of World War II will be corrected, in making Germany a buffer state against Communism!

I predict that Switzerland will be the financial capitol of Europe and will remain secure when other currencies fall!

I predict that Italy will again be a world power, and the eclipse she suffered in 1560 will be righted when the pendulum of the Clock of Time swings her way again! The Papacy will grow more powerful and will be the deciding factor which will keep war from sweeping the earth in 1957! I predict that the spiritual power gen-

(Continued on Page 91)

Season's Greetings

FROM

Sal D'amore

BARBER SHOPS

WILBUR CLARKS DESERT INN — Las Vegas, Nev.

BEVERLY WILSHIRE HOTEL — Beverly Hills, Calif.

423 BEDFORD DRIVE — Beverly Hills, Calif.



Greetings

CASINO EMPLOYEES

OF

WILBUR CLARK'S DESERT INN



Merry Christmas

There's a great big bow
of good wishes on this bundle
of happiness we hope you will find
under your Christmas tree . . . it says,
"Happy Holiday from all of us".

MANAGEMENT

AND

PERSONNEL

of the

Sands Hotel

Greetings

CANDY & BILL SIKES

CRISWELL PREDICTS

(Continued from Page 87)

erated by His Holiness will be felt in every corner of the world, regardless, of race, color or creed!

I predict that Greece will reach out from the rubble of yesteryear, and re-establish glory by taking Cyprus and coming to terms with Turkey, forming a Balkan alliance, to strengthen the peace of the world!

I predict that Norway, Sweden, and Finland will be the winter sports capitol of the world, and will stage a homecoming, the greatest ever held! The propaganda of clean sports will do much to establish goodwill and fair-play throughout the world.

I predict that the Iron Curtain countries of Poland, Czechoslovakia, Hungary, Rumania, Albania and Bulgaria, will bitterly renounce the policies of the Kremlin, and will seek help to re-establish themselves as Democratic states once more!

I predict that Tito of Yugoslavia will find that he has made a very bad bargain with Russia, and he will seek to break away, with tragic results!

I predict that Russia will crumble from within, for no nation is stronger than its leaders! I predict that the present leaders of Russia will battle among themselves, and will remove themselves from power, one by one! Blood will flow in the streets of Moscow like water after a spring rain! Great famines will sweep Russia and millions will revolt against Red tryanny! If a citizen misses three meals, he is a potential revolutionist! Mark my words, it will be no different in Russia!

(Continued on Page 95)

A DREAMY CHRISTMAS TO EVERYONE

RUTH & KENNY DAY

DAY DREAM GUEST RANCH

Just off Paradise Road **EV 6-3232**

SEASON'S BEST

AND

A VERY HAPPY

1957

★

PINKY LEE

CURRENTLY



HOTEL SAHARA





May you have
HAPPY HOLIDAYS . . .
and then . . .
the best of everything!

JOHNNY HUGHES
— CASINO MGR. —

Hotel SAHARA



The Management and Personnel
wish you one and all a . . .

Merry Christmas
and
Happy New Year

Celebrate New Year's Eve With Us
. . . FREE Mexican Souvenirs
625 SOUTH 5th ST.

CRISWELL PREDICTS

(Continued from Page 91)

I predict that China will quietly revolt against the anti-religious restrictions of Russia, and again will be a nation without a set policy.

I predict Indo-China will fall under the influence of Russia, but will slowly revolt and seek new independence!

I predict Thailand will become the number one power of the East, usurping the positions of Burma and India, Tibet and Afghanistan, in prestige, wealth and importance! Thailand will be the diplomatic crossroads of the East!

I predict that India will lose importance and this one-time pearl in the British Crown will fall to disfavor and misfortune!

I predict that Sumatra and Borneo will feel the wrath of Mother Nature in a series of devastating tidal waves, eruptions and cataclysmic storms!

I predict the nation of Australia will come into a new power and importance. This soon-to-be-independent continent will show the rest of the world how great it can become in a few short years! Australia will rival North America for importance of export and import of merchandise for world sale!

I predict troubled times ahead for Egypt, Saudia Arabia, Iraq and Iran. These nations of ancient civilization will again face each other across the burning sands, the diplomatic conference table, and the money marts of the world.

I predict that the new nation of Israel will astound the world when oil becomes the number one economic factor! I predict that Israel will be wooed by many suitors, but will remain aloof and independent, creating a new balance of power in world trade!

I predict open border warfare, but this will die down to minor skirmishes, and in the end differences will be forgotten and the great religions of the world will march solidly together for lasting peace!

I predict that the continent of South America will be torn with one violent revolution after another! The economy of the entire continent will be changed, and where once tin, coffee,

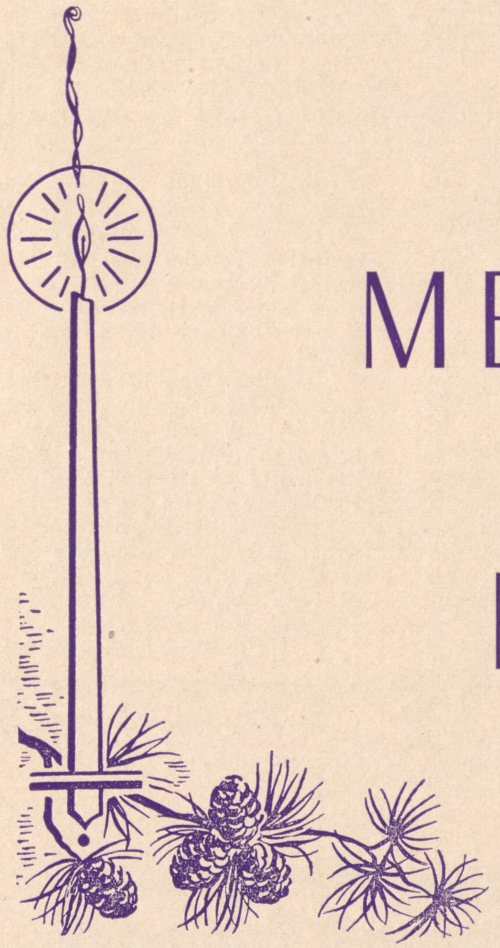
(Continued on Page 99)

Merry Christmas! Happy New Year!

FROM

Las Vegas Blueprint and Photocopy Company

207 North 3rd Street — DU 4-2160



DEAN SHENDAL

and

ASH RESNICK

WISH THEIR MANY FRIENDS

MERRY CHRISTMAS and a HAPPY 1957





HOLIDAY GREETINGS

Management and Personnel of

The Dunes

Just 30 Seconds Above the Strip
You Can Be On Your Way UP To The

Merriest Christmas Of Your Life

At The

Desert Inn Sky Room



I'LL BE LOOKING FOR YOU!

★ *Marvelle* ★

P.S. I'll Be Singing & Playing All Your Favorite Tunes

CRISWELL PREDICTS

(Continued from Page 95)

and beef were the ruling kings, their thrones will be usurped by newly discovered industries of minerals, drugs and fabrics! The continent of South America will definitely be on the rise and will insure a world prosperity through trade pacts with Latin countries throughout the world!

I predict a more careful watch will be kept over the politics of Costa Rica, Nicaragua, Guatemala, and Honduras, for they will be tied to the Economy Bloc of Central America and backed by the United States!

I predict a series of short revolutions for Mexico, which will affect the stock markets throughout the world, but will stabilize the peso in our American markets!

I predict that the Bahamas, Haiti, Jamaica, and Puerto Rico of the West Indies, together with the Hawaiian Islands and other small islands of the East Indies, will become vacation paradises!

I predict that Japan will successfully invade every market of the world with their products, which are no longer cheap copies, but exact duplicates! I predict that the Japanese nation will come into new importance and it will be their beginning of a golden age.

I predict that the great educational system of Canada will undergo a complete reorganization, so that all may attend and receive free schooling, even through college! I predict that the French influence will dominate the rest of Canada and will be reflected more and more as 1957 progresses!

My friend, our spinning globe may be in for a series of political, economic, and civic crises, but it will be nothing compared to the crises we will face at the hands of Mother Nature!

All weather travels by cycle, and 1957 will be the 19th year of the grand weather cycle, which promises to be the most violent to date! Our weather cycles come in a series of nine, and now we have reached the grand spiral, which will be the jackpot that Mother Nature has prepared! Let us again look at our spinning world from a great distance! Not only will our world face danger from Outer

Merrie Christmas and a PROSPEROUS 1957



SOPHIE TUCKER



WISHING ONE AND ALL
IN THE GOOD OLD
FASHIONED WAY . . .

Merry Christmas

★ KAY PARSONS ★

Space, but also from the elements of Inner Earth! Here are the things that the weather man has in store for our world, through the careful delineation of the weather cycle, and the advance reports of the geologic international survey!

I fearlessly predict that 1957 will be the most furious on record! Mother Nature will vent her wrath upon the world, making all the oceans churn with fury, causing great loss of life! I predict that great tidal waves will wash the shores of all nations and the lunar disturbances will increase, as one tide will pull against another as never before! Shipping lanes will be changed, and calm coves will no longer be safe, due to treacherous riptides! Water spouts will become very common! Winds will sweep the earth, for our earth will come into new air current contacts in the inverted bowl we call the sky. The earth will slightly list, causing a different arrangement of coastal borders, and new drainage of inland lakes, rivers and streams. Tornados, hurricanes, and typhoons will be common front-page daily headlines!

I predict that our weather will change more and more, causing equal disturbances under the surface of the earth. There will be violent earthquakes in China, Japan, India, Greece and South America! Ancient, sleeping volcanos will suddenly erupt with flowing fire, destroying native property and life! The ocean currents will suddenly change, bringing new species of fish, and creating new markets the world over! In many areas of the world rainfall will increase, resulting in floods and dreaded typhoid! In other areas no rain will fall and teeming vicinities will be turned into vast dust bowls! The icy fingers of winter will almost cause a death rattle in the throats of many nations, for the most violent winter in our recorded history lies ahead in 1957! The coming sun spots will influence radio and television reception, and record heat waves will touch Alaska, Greenland, Iceland, as never before!

My friend, in 1957 our scientists will come to the serious conclusion that many of us are actually slowly starving ourselves through improper eating. They will find that a great number of us are digging our graves with our teeth, due to careless eating habits.

So many of you readers of the Fabulous Las Vegas magazine write me from many different parts of the country, where my transcribed radio show, "The Criswell Family," is heard. The television version of this same program can be heard over Channel 13, out of Los Angeles, each Sunday night, at 6 p.m. Over the period of the last three years, almost two million listeners and viewers have written in for the "7 Day Miracle Chart." This is a daily guide, which is guaranteed to transform your life from one of

(Continued on Page 105)

MERRY CHRISTMAS
We've New and Hope To Keep Your Shoes Re-newed . . .
Shoe Dyeing Our Specialty
ESQUIRE SHOE REPAIR
614 Maryland P'kway — DU 4-1545



I'M WAITING
UP FOR SANTA
TO PERSUADE HIM
TO BRING ALL OF YOU
A VERY, VERY

Merry Christmas



Kalantan



MANAGEMENT
AND PERSONNEL

Royal Nevada
HOTEL

CRISWELL PREDICTS

(Continued from Page 101)

self-pity, loneliness and unhappiness, to one of personal pride, popularity and confidence. The many psychological factors are set forth, and if you honestly and truthfully take five minutes a day to cover that specified day, you will find your answers varying and changing from one of negation to the positive approach. The successful person marches to hidden music! These outlines for each 7 Days of the Week are based on the wisdom of the Sages, the religious precepts of all Faiths, and the collective writings of the Saints! With this 7 Day Miracle Chart you can be your own psychologist, and no matter how great your trouble may be, you will be able, by constant application, to make yourself heard and to control events which will work in your favor.

Please keep a record of each day's check of yourself and compare your progress daily and weekly. Be honest with yourself, even though it be painful, for you are the most important person in your life!

MERRY (Frosted Tip) XMAS
To All Our Beautiful Patrons
From
SIRKKA and KATHLEEN
Riviera Beauty Salon
DU 2-1224 or DU 2-5678

START THIS COMING MONDAY MORNING!

MONDAY

Code Word — HOPE

Monday is named for the Moon Goddess — The Moon's Day — A day for Big, Bold, Brave, Daring Deeds. Hope is the basis of our faith. The Father and Mother of our desire. Hope is the lazy man's dream, while active Faith is the active person's reason for active success. Hope and Faith are the two cures for disease, disaster, pain, trouble and loneliness. Dame Hope never refused any wretched person who seeks Her. Hope well and have well; fear much and have little; aim high and gain more. You cannot buy Hope; you borrow Hope from brave people's deeds. Do the big, bold, brave, daring deeds. Don't dream them all day long. Hope and action equals daily success.

CHEERFULNESS

1. Do you seldom have the blues?
2. Do you keep from worrying about getting old?
3. Do you have a good time at picnics and parties?
5. Are your dreams usually pleasant?
6. Do you forget sickness or accidents quickly?
7. Do you usually forget your failures and mistakes?
8. Do you think life is pretty good after all?

MERRY CHRISTMAS

Sy Husney



Merry Christmas

May remembrance of a Happy Holiday linger in your storehouse of memories to cheer the New Year a-coming!

PAT BUCKLEY

4227 West Lake Street

Chicago, Illinois

9. Do you often whistle or sing?
10. Do you try to get others to laugh or smile?
11. Do you often think over the good times you have had?
12. When the going is tough, do you usually think it will come out all right?

Note: AVERAGE PERSON HAS 6 YES.

If you have 4 or less YES, you are on the melancholy side, and are likely to be crabby, disappointed, your aspirations are too high with other people, you expect too much. If you have many YES, you are cheerful, you are sought after, you can maintain good positions of trust where the public is concerned. You may tend to scatter your efforts and be generally unambitious.

LOVE: Go up to a perfect stranger on the street, or stop a perfect stranger and ask him the directions, and then converse with them. This will tend to cure you for shyness. If you are married, plan to go out socially with your husband tonight.

MONEY: Think over your expenditures of the past few days, put them down on paper, and then you will be able to get your full value of every penny spent.

HEALTH: Drink one quart of buttermilk today, in place of a regular meal.

TUESDAY

Code Word – CHARITY

Tuesday is named for the Norse God of War – Tyr. A day for a good deed to some worthy person. Charity is the one gesture the whole world understands. No customs nor languages are needed, for Charity dwells in the heart. Find some one who is in need, do not give of worldly goods, but help them to find themselves by a kind word and a kind deed. If they need work, help find them a job. If they need food, give them an opportunity to earn it. Give understanding, Faith and Courage to others . . . that is true Charity . . . that is bread upon the waters that will come back to you – a thousand-fold.

CONTRARINESS

1. Do you usually buy what salesmen offer?
2. Are you inclined to agree with people you are with?
3. Do you follow the new fashions?
4. Do you usually do what others want?
5. Do you read the books you see others reading?
6. Do you like working for someone else?
7. Were you obedient as a child?
8. Do you imitate the gestures and actions of others?
9. Do you loan things?
10. Do you send in coupons or box tops for radio programs?
11. Do you usually obey traffic and other signs?
12. Do you take most regulations for granted, without resentment?

Note: If you have a few YES, you indicate a contrary streak. Average is 6 YES. If you have few YES, you are willful and non-cooperative. You go against the tide. People do not expect to change you, they will just put up with you, until you kill them off through exasperation. If you have many YES, you are cooperative; an easy mark for high pressure salesmen; the reformer's delight; you are a spendthrift; you are likely to be taken advantage of by the opposite sex.

LOVE: Call some single person you know of the opposite sex on the telephone, and ask them some advice about your affairs. If you are married, make this day very pleasant for your mate by doing the things they want you to do.

MONEY: Make a complete list of the things you would buy if you were suddenly presented with a thousand dollars.

HEALTH: Do not use any sugar in your coffee or tea, eat no pastry nor candy.

WEDNESDAY

Code Word – PRUDENCE

Wednesday is named for the Norse God Woden. A day for planned personal action. Prudence (Consideration) is your key that will unlock the door to abundance, for it is the practical knowledge of things to be sought, and of things to be avoided. The Prudent person neither hopes nor fears anything from the uncertain events of the future, for we can control our future day by day, hour by hour, minute by minute, and second

Season's Greetings

and

Best Wishes

for the coming

New Year!

IRV CARLSON

RAY McGOWAN

Strip DRUGS

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Just North of the Sahara

Season's Greetings

from

OSCAR GERMAN

and

L. B. MARSH, Owners

and

BEN BUEHLER, Manager

Johnny Locastro and

Ernie Crawford, Drivers

ESQUIRE CLEANERS

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HOWIE ENGEL

Dunes Hotel



HAVE A "COOL"

YULE

WHILE WE'RE AWAY

SEE YOU IN MARCH
AT THE
MAGNIFICENT

Riviera

BILLY DUKE

AND

THE DUKES

by second. Precaution and Prudence are better than the cure, we must face each day's battle completely armed. The cautious and Prudent seldom are wrong. Prudence is the first thing to desert the wretched, the lonely and the weary. Planned action is successful action.

HOME PROBLEMS

1. Does someone at home boss you too much?
2. Does someone at home object to your friends?
3. Is someone in your home easily irritated?
4. Is someone at home inclined to criticize you too much?
5. Is someone at home very nervous?
6. Does someone at home get on your nerves?
7. Does someone at home argue much of the time?
8. Does someone at home say things that make you feel sad?
9. Does someone at home find fault with your appearance?
10. Is someone at home hot-headed?
11. Is someone at home selfish and self-centered?
12. Does someone at home shift unpleasant work over to you?

Note: The average person has 3 YES. Perhaps this monster at home may be you!

LOVE: Ask a favor from someone of the opposite sex. If you are married, get your mate to recall your courtship, and relive your happier moments together.

MONEY: Go into the most expensive shops in your community, and price and try on the clothes that you would like to wear.

HEALTH: Eat no bread today but whole wheat, rye or pumpernickel, without butter.

———

THURSDAY

Code Word — JUSTICE

Thursday is named for the God of Thunder — Thor. The day for the payment of past debts! Justice (Fairness) is the standing policy of the whole humanity, for Justice and Honor are the key words to our character . . . and this brings about others trusting us . . . which we desire above all. Never bother to tamper with Justice, as Justice has a way of making things even to everyone. If it isn't Justice, it's dishonest. So let us clear our books today, and write off, dismiss all bad debts. If we are fair with ourselves, others will be fair with us.

SELF-ASSURANCE

1. Do you like to be around important people?
2. Can you make a mistake without being upset by it?
3. Can you think of things to say when meeting people?
4. Is it easy for you to say "No"?
5. Do you stick to your plans, regardless of difficulties?
6. Do you express your complaints promptly?
7. Do you remain calm when things go wrong?
8. Can you work without being upset when others find fault?
9. Would you like an important job, even though it might be lost soon?
10. Do you rely upon your own taste in picking clothes?
11. Do you decide things quickly?
12. Do you almost never regret your decisions?

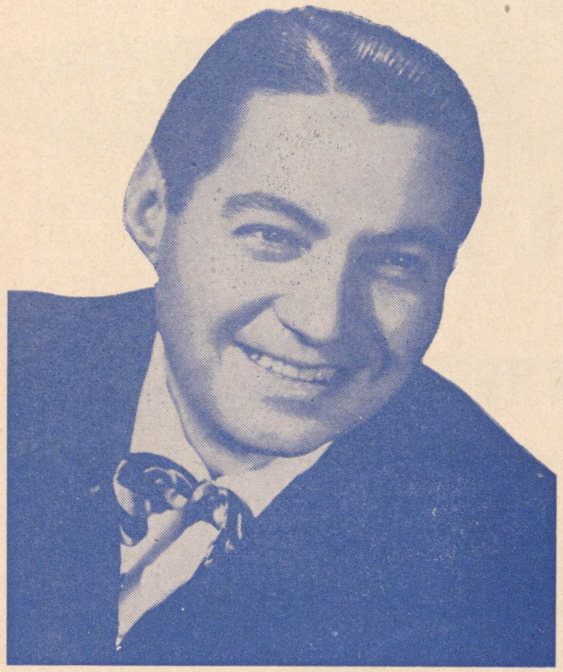
Note: Total the Yes. Those with many YES may be overbold and fail to profit through their mistakes. If you have a few YES, you are hesitant, and inclined to be wishy-washy. If you want a better job to turn up, keep the corners of your mouth that way.

Lillian's
SMART WEAR
Exclusive But Not Expensive
MERRY CHRISTMAS
TO ALL OUR PATRONS
116 No. 4th St. — Just Off Fremont

Season's Greetings

and

Best Wishes for the NEW YEAR



CEE DAVIDSON

and His Orchestra

SAHARA

HOTEL

Greetings

MARGE & JIMMY BLAKE

The Dunes

LOVE: Make a list of eligible persons that you would like to become better acquainted with. If you are married, this will be the day to plan a social evening with friends in your home.

MONEY: Write a letter to your richest relation, and keep in close touch with them. If possible, pay them a family visit.

HEALTH: This is the day to make one meal of fruit and fruit alone.

FRIDAY

Code Word — FORTITUDE and COURAGE

Friday is named for Freya, the Goddess of Love. A day for the attraction of the opposite sex. Fortitude and Courage is the armor we wear in our daily battle. We are always more than equal to our daily problems, or they would not be placed on our pathway. If we can bear defeat with a happy heart, that is supreme courage. Courage is the successful man's belief in himself and his mission. Let us have the courage of our convictions and draw to us the things we desire today, not tomorrow, not next week, or next year, but today. Remember, Dame Fortune favors the courageous.

INDEPENDENCE

1. Are you discouraged when others disagree with you?
2. Can you decide quickly what to do in an emergency?
3. Do you usually know what to do next?
4. Is it hard to convince you that your ideas are not good?
5. Do you keep your personal troubles to yourself?
6. Is it hard to talk you into something with which you disagree?
7. Do you tackle unpleasant jobs first?
8. Do you usually count your change to make sure it is correct?
9. Do you keep busy in your spare time?
10. Do you seldom seek advice from others?
11. Do you plan your work ahead?
12. Do you dislike rules and regulations?

Note: Average person has 7 YES. With many YES, you are independent. With few YES, you are dependent. If many YES, you should have your own business, as you are "bossy."

LOVE: This is the day to bring any love affair to a triumphant climax. If you are married, this is the day to plan new ventures.

MONEY: Budget your money closely today, and buy yourself that little luxury that you have wanted for some time.

HEALTH: This is the day in which you must spend the entire afternoon in bed, but if this is impossible, retire very early.

SATURDAY

Code Word — TEMPERANCE and SELF-CONTROL

Saturday is named for the Roman God Saturn. A day for the beautiful in life. Temperance and Self-Control are the reasons for beauty, health, longevity and personal purity. If the action is going to hurt you physically, spiritually, or mental-

A DOGgone Merry Christmas and Happy New Year To Everyone

LILIAN WILD

Canine Beauty Salon

4631 Paradise Road — Phone DU 2-3100

★ *Venus Room* ★

— MAITRE 'D HOTEL

Dave Victorson

— ASSISTANT —

ANN KELSEY

— CAPTAINS —

Bill Thome • Amie Perot • Richard Hart

Tom Lannahan • Bob Pare • Geo. Cassovel

★ *Planet Room* ★

Naomi Stevens • Ruth Warner

Ida Lombardi • Dorothy Schreckengaust

HOTEL **New Frontier**

Blue Onion morning coffee



Our coffee ground fresh every 3 minutes of the day!

THE MERRIEST OF HOLIDAYS
THE HAPPIEST OF NEW YEARS
TO EVERYONE

IT'S FUN to dine in your car with the added comfort of INDIVIDUAL AIR CONDITIONING — NEVADA'S NEWEST AND MOST MODERN INNOVATION. TRY IT!

- Nevada's only individually air conditioned car service.
- 30 Air Conditioned Stalls.
- Entrance from both Charleston & Fremont.
- BLUE ONION coffee is ground fresh every 3 minutes of the day.

Blue Onion

2100 EAST FREMONT ST.

ly, it is a sin. Temperance and Self-Control are the golden bridles by which we can drive the golden horses of success. Live not like Dame Nature's step children, but as her own beloved brood by self-control alone. If we control our appetites and our tempers, we can master any situation.

GO-GETTERS

1. Are you striving to increase your earnings?
2. Do you like to convert people to your views?
3. Do you have an emphatic way of talking?
4. When things go badly, do you work all the harder?
5. Regardless of obstacles, do you usually finish
6. Do you enjoy having responsibility?
7. Do you like to be the one who gives the orders?
8. Are you annoyed when others boss you?
9. Are you pretty strict with those working with you?
10. Do you start most things confidently?
11. Do you usually have your own way easily?
12. Are you pretty confident of your ability?

Note: Average man has 4 YES. Average woman has 3 YES. If you have 7 or more YES, you are a go-getter, have great conceit, and are inclined to be ruthless, which is good for your personal success.

LOVE: This is the day for enjoyment, for relaxation, for pleasure, so throw your worries, burdens and cares away, and enjoy yourself to the fullest.

MONEY: Do not consider the spending of your money today too closely, for this is the day dedicated to your holiday.

HEALTH: This is the day that you may eat the foods of your own choice, however, avoid eating too much of any one thing.

SUNDAY

Code Word — FAITH and TRUST

Faith and Trust are the two words that are most important to your happiness. The most important part of your Faith is your patience; the self reliance of yourself to yourself for yourself; the very force of your life day by day. There are no tricks to plain and simple Faith. If we break our Faith, no Faith is held with us. There is nothing as dead as yesterday's news . . . there is nothing so alive and conquering as today's Faith! We suffer not from disease, but lack of Faith!

SELF-PITY

1. Do you avoid cemeteries, funerals, and other reminders of death?
2. Do you have spells of the blues?
3. Do you cry easily at times?
4. Are you upset by the suffering of others?
5. When you fail at something, does it make you depressed?
6. Does it sometimes seem that life is not worth the struggle?
7. Do you seldom sing or whistle?
8. Do you dream about accidents, sickness, death and bad luck?
9. Do you usually move slowly?
10. Do you often think nobody cares for you?
11. Do you think over bad news?
12. Have you had quite a bit of bad luck?

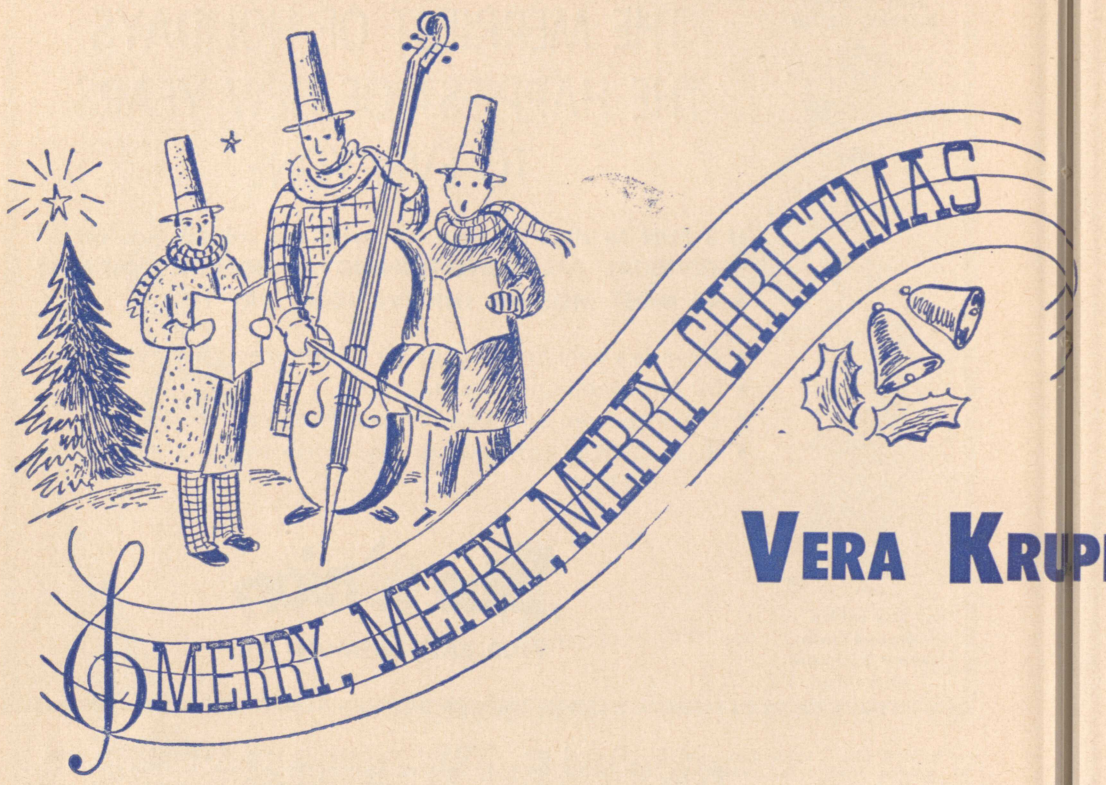
Note: AVERAGE PERSON HAS 4 YES.

Over 4 YES reveals a gloomy nature. If you have 8 or more YES, you are suffering from an overdose of conscience.

LOVE: Write a letter to three acquaintances of the opposite sex, telling them you would like to meet them. If you are married, plan spending a restful evening with friends.

MONEY: Make a list of the things you want and place this list on the wall so you can see it every day.

HEALTH: Do not eat rich foods today in any form. Sleep without the use of a pillow.



VERA KRUPP VON BOHLEN UND HOLBACH

LOUIS MANCHON

SID BLISS



Merry Christmas...

and may all your dreams come true

FROM THE
STAFF OF...

Fabulous LAS VEGAS *magazine*

Bruce Barton Cortez	"Pop" Squires
Etta Cortez	Roland Hill
Vi Taylor	Gary Stevens
Hal Halstead	Bob Griffin
Don Lund	Ed Julian
Ruth Julian	Gloria Lund
J. K. Criswell	Jack Cortez

The Baton

By Antonio Morelli
Musical Director
Sands Hotel

A LITTLE boy was concerned by the extraordinary gyrations of the conductor, who threatened, cajoled, bullied and implored his men with no uncertain gestures.

After the concert his mother asked: "Did you enjoy the concert, darling?"

"I like the real clowns at the circus better," the child replied.

It is surprising how many people believe that a conductor has made contact with an electric current and that he stands there demanding complete subjection from his men. The muscles of his face taut, his brilliant eyes flashing commands, his nervous fingers twisting and turning a baton that slashes the air, forcing the very sound of the orchestra into being. Truly an exciting idea, and very good copy for the press, yet hardly the true picture.

It has been stated many times that leadership requires a strong mind, a warm heart and a sensitive ear; that the nature of such a man will not tolerate mediocrity and that perfection is the Magic Key to his success.

I believe this is true, for moulding the character of the orchestra's sound, creating perfect orchestral balance between the various players, and recreating the composers wishes are the true mission of the gifted conductor.

Conducting, as we see and know it, is a very recent art and it serves the purpose of being the missing link between the printed page (the wishes and notations of the composers) and the artistic output of the players. Through the medium of the "Batonist" the author is transmitted to the public — and, if the contact is good, the audience is transformed into one mass — one single listener — going in one direction. However, if the Batonist does not possess artistic integrity, culture and the "will" of an interpreter (that extra something that urges musicians, and public alike, to submit willingly) contact will not be made and, regardless of the great music at hand and the fine ability of his players, nothing will happen other than a complete indifference that will come between the players and the listeners.

The techniques of a gifted conductor are no less complicated and precise than the techniques of a modern virtuoso. The sound of the orchestra and its quality is as dependent on the fingers, wrist and hand of the conductor as a violinist or a flutist is dependent upon his instrument.

Orchestra interpretation, as we know it today, is a new kind of art, a product of the Twentieth Century, and one that has created a dual responsibility for the conductor. Firstly, to transform the orchestra into one vibrating sound — playing on it with his own hands and fingers. Secondly, transforming the public mass into one listener — going one way, experiencing one sound, seeing one picture, knowing one supreme joy; "The music the masters have entrusted to his loving care."

Oh yes — Somewhere I have read that Napoleon's soldiers, wounded on the battlefield, died blessing their general, a remarkable phenomenon that will not be experienced by many conductors in our time. Which reminds me of an incident — a few moons away.

Meeting a member of my orchestra on the street one day, I remarked, "You're looking extremely prosperous — how do you do it?"

He: Besides playing in the orchestra, I play in a quartette, give lessons and do radio and TV jobs.

I: When do you sleep?

He: During rehearsals.

A Christmas Note



• CONGA ROOM •

MAITRE D'

RALPH GRECO

HEAD WAITER

TED LAWRENCE

CAPTAINS

CHARLES RUGGERI
JACK ERDMAN
MIKE VENTURELLI
DOUGLAS GARLAND
ARTURO TRIPLETTI
PAUL ZEIL

HOTEL SAHARA

HIWAY 91 • LAS VEGAS • NEVADA

HILLSWAY

(Continued from Page 21)

the year's calendar. Each age has added to it, until for every one of us Christmas is a warm, cheerful, inspiring festival, strengthening us on our way into the new year. At the heart of winter, it glows with firelight, candlelight and starlight.

"It is primarily a family festival. Everywhere families meet and relations call round to see one another. That has been so ever since the strange, heart-stirring drama of the first Christmas when, under a harsh dictatorship, a lonely man and his wife due to give birth to her first child, struggled eighty miles through the winter's cold to their home town, there to find no welcome, no heart warm enough to offer a fit place for the baby to be born.

"It is a rich human experience when our generosity gets some exercise. Jollity invades the frostiest folk and everyone, however cantankerous, puts on the spirit of good will. The birth of Christianity is celebrated with the best of everything — best food, best drink, best fun, best presents, best behaviour, best nature. How right that is. Christianity is essentially everything at its very best.

"And, willy-nilly, however hardened or disbelieving we may be, for all of us it is a time of spiritual experience. We all come closer to apreciating the love of God. A love for one another stirs more powerfully than at any other time. The music of Christmas, the families united with a glow of good will, the good things of every sort surrounding us bring into being a Spirit — the Spirit of our best selves, the people we might have been yet somehow never quiet have been. The magic of the first Christmas still invades us, when a Babe was born Who loved all mankind — and we love Him, for who can help loving a small baby?

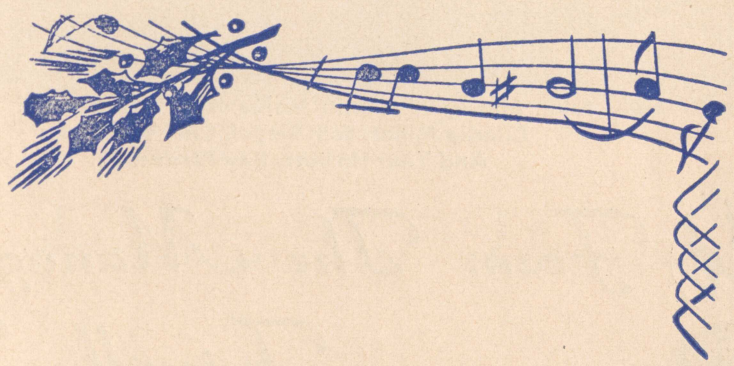
(Continued on Page 122)

Season's Greetings

Sara's

CASHMERE SWEATERS • SKIRTS • SLACKS
BLOUSES and other SPORTSWEAR ITEMS

1406 So. 5th St. • Ph. DU 4-2749

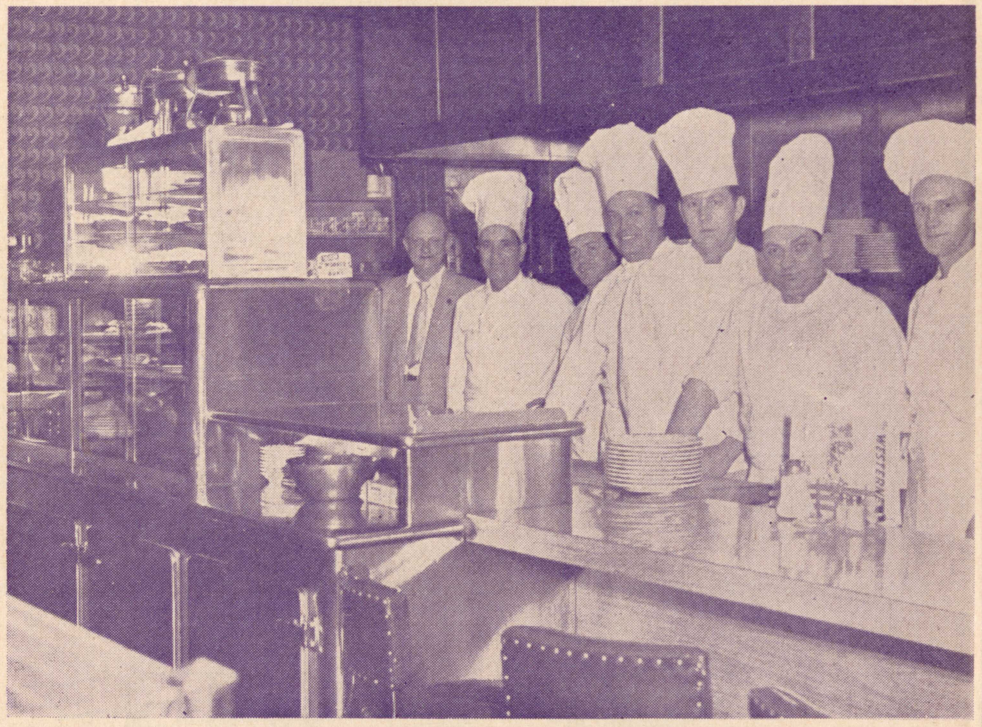


SILVER QUEEN LOUNGE

THE Sands HOTEL

MARTY GOLDBERG

SEASON'S GREETINGS



L. to R.: Andy Fava, Manager; Olento Malgamba, Walter Todd, Joe Bona, Chef; Charlie Miller, Sam Siegel, Cliff Williams.
And Your Hostess: Kay Farrindelli.

NOEL

From The Management
Friendly Down

CASINO-BAR-RESTAURANT

AND A HAPPY NEW YEAR



L. to R.: Ray Wills, Paul Pomo, Allen Nabutosky, Vic Berger, Bill Cannon, Syl Gregory, Bar Manager.

And Personnel of Your
town Club...

The WESTERNER
DOWNTOWN LAS VEGAS

SEASON'S GREETINGS





HILLSWAY

(Continued from Page 119)

Somehow at Christmas we feel anything is possible and a Spirit fills our hearts which defies the materialism that threatens to engulf us all."

Many symbols have become associated in our minds with the Nativity story — the blazing Star of Bethlehem; the quiet, lighted Christmas tree, the awe-inspiring Christmas Cribs adorned alike by the peasant and the monarch; the welcoming lights of candles as they beckon us to enjoy their warm glow, whether they are placed in a window, among the greenery, or now less often on the tree. What the Christmas tree is to northern Europe, the Christmas Crib is to the south of Europe. In France it is called the "Creche," or Cradle. In Italy, the "Praesepe" or Manger. In Germany, the "Kripe" or Crib, in "Czechoslovakia," Jeslicky. In Spain, the "Nacimiento" or Nativity Scene.

The sun, the moon, and the stars have always stood as symbols of the Divine, and in olden times torches, watch fires, beacon lights and lamps were used to celebrate joyous occasions and festivals such as Christmas. The Jewish and Catholic churches have always used an abundance of candles, principally because of the candle being the symbol of enlightenment, and in the New Testament Jesus is called the Light of the World. St. Jerome told Vigilantius that candles were used in church not for the purpose of dispelling darkness, but to express Christian joy. In Norway, Christmas candles are molded very wide and tall because they must burn through the night without going out, and Christmas night someone had to watch the light, for it was an ill omen and someone in the household would die before next Christmas if the candle went out. In Ireland at Christmas no one may snuff the church candles except she whose name is Mary.

As a part of the good will among men there has always been a desire to share the best things of life with one's neighbor, and the spirit of altruism which most of the good philosophies of the world have fostered leads each man to become his brother's keeper, in a small way at least. We give presents at Christmas time in our country, but in many Catholic countries Christmas Day is a time of solemn religious observance, the giving of gifts being confined to another day of the year. In Holland and Belgium, December 6, being St. Nicholas Day, is the time when the children receive their gifts from this saint. In Czechoslovakia an angel who accompanies St. Nicholas is the bearer of the presents. In Bulgaria, Grandfather Koleda presents gifts to the children, and then on New Years the children bestow remembrances upon their parents. In Denmark, it is an elf, Jule-nissen, who brings the presents. In Greece, St. Basil is the gift-bestowing patron saint. But in many countries the gifts do not come from Santa Claus, nor St. Nicholas, nor the Christ Child. They are connected with the Wise Men. Therefore, this observance of the holiday season is delayed until the Twelfth Night, at which time the Wise Men appear in Poland and Spain, and Befana makes her rounds in Italy, and Baboushka in Russia. In Syria, the youngest camel which accompanied the Wise Men is called the Camel of Jesus and he presents the gifts. In Switzerland, it is St. Lucy and Father Christmas who bestow the presents. Gifts come from the stars in the heavens in Poland, from the angels in Hungary, and from the Tante Aria in Franche-Comte. In Finland it is Wainamoinen and his companion Ukko, a mythological character depicted as being an elderly gentlemen with a long, white mustache.

Once each year we return to fairyland and if we do not go ourselves, we visit it by proxy through the eyes of each new generation of childhood. Once each year dreams do come true. Once a year we read Dickens' Christ-

(Continued on Page 127)

BEST WISHES

TO ALL FOR A

MERRY CHRISTMAS



AND A JOYOUS 1957

JOHNNY OLENN

AND THE

ROLLIN' ROCKERS



MAITRE 'D

JOHN MORELLI

CAPTAINS

ADOLPH GOMEZ • BOB O'CONNELL

ROY BENSON • BILL RYFF

GARY • JERRY WILLIAMS

El Rancho Vegas

MERRY
CHRISTMAS
AND A
HAPPY NEW YEAR



THE
VAGABONDS

When You're Visiting Florida, Stop in and Say Hello At The
VAGABOND CLUB
MIAMI, FLA.



Personal Management: Bill Burton

Season's
Best
Wishes
★
See You In April
At The
Hotel Sahara
DICK
KERR
★

HILLSWAY

(Continued from Page 123

mas Carol, we sing hymns, we open our purses to the less fortunate, we trim the Christmas tree — all symbols of Christmas which warm the cockles of our often stony and sophisticated hearts.

I like the old fashioned tree the best for Christmas. It is covered with scores of objects associated with former Christmases and with members of the family. The ideal tree is one for which George, in kindergarten, makes a paper chain, more treasured than any ornament which money can buy. Perhaps Janet, 10, strings popcorn and puts a cranberry between each ten grains of corn. Margaret, 12, makes a golden star for the top of the tree. Father has been devising a unique setting beneath the tree for some weeks past. At his work bench in the basement he has been putting the finishing touches on the various objects he will use in the Pultz, as the Pennsylvania-Germans call the landscape of snow, manger, and shepherds. Mother has numerous

Season's Greetings
DURGOM-KATZ
ASSOCIATES
Beverly Hills, Calif. ★ New York City, N. Y.



PAINTED DESERT ROOM

MAITRE D'

PANCHO ALLIATI

★ — Captains — ★

TONY MASSA

GEORGE THERIOS

FRANK SMITH

EMILE MURAT

ANDRE SIMETYS

WILBUR CLARK'S

DESERT INN

boxes in the attic and from them she extracts some of the ornaments which she used on the first tree for Margaret. Since the earliest days the bringing of evergreens indoors at Christmastime has been one of the first ways of giving the home a festive air. In Strassburg in 1604 the first Christmas tree appeared in literature.

It would be difficult to say definitely when the first Christmas card was sent. The first Christmas card, as we now think of it, was dispatched in 1845 by W. C. Dobson, one of Queen Victoria's favorite painters. He sent lithograph copies to his friends. Most of the information above I have gleaned from 1001 Christmas Facts and Fancies by Alfred Carl Hottes.

The most universal Christmas custom is the verbal "Merry Christmas" greeting, and I want to say "Merry Christmas" not only in English, but in many other languages, to all my readers and friends.

Bohemian .....Vesele Vanoce
Danish .....Glaedelig Jul
Dutch .....Vroolijk Kerfeest
Finnish .....Iloista Joulua
French .....Joyeux Noel
German ...Froeliche Weihnachten
Irish .....Nodlaig mhaith chugnat
Italian .....Buone Feste Natalizie
Norwegian .....Gledlelig Jul
Polish .....Weselych Swiat
Rumanian .....Sarbatori vesele
Spanish .....Feliz Navidad
Swedish .....Glad Yul
Welsh .....Nadolig Llawen

A REAL
Christmas Greeting
and for the New Year Party
Takeout Menu: Barbecue Chicken
Spare Ribs — Lamb Ribs
Barbecue Hams
Turkeys On Order
Barbecue Kitchen
At Markettown
E. Oakey and S. 5th

Season's Greetings

CASINO

— SWING SHIFT —

HARRY RAHNER

JACKIE MANDELL

NEW FRONTIER



Skee! but it's nice

to extend warm and friendly greetings

to all you wonderful people!

JEFF, NATALIE, STAN FAYMAN

AND THE

Soon To Arrive "Newcomer" . . .





ARABIAN ROOM

NICK BUNGHERO
MAITRE D'

MIKE PISANELLO
Head Waiter

CAPTAINS

Paul Macias • Burton Clemons

Pete Pallas

— RESERVATIONS —

Thelma Lewis

And the Entire Staff of the Arabian Room

Dunes HOTEL



Peace on Earth

Wishing you Peace and Joy
at Christmas and many
blessings for the New Year!

Doris & Ben Stack
& Family

Imperial Coin Company

120 So. Third Street

DU 2-8922

'ROUND THE TOWN

(Continued from Page 23)

hope he comes closer to the turkey for Christmas than he did the goose for Thanksgiving . . . and to my barber, a happy little "shaver" . . . TED TYDLACKA and FREDDY TABOR, lighting effects men for the MOORE hostelries, that they never go "color" blind . . . PAT GALLAGHER, lovely CIRQUE ROOM hostess, that you always remain as lovely and as gracious as you are, and to your hubby, BILL ROSSI, that his talents at entertaining never dim . . . to SONNY GRILL, actors agent, many good bookings for your clients and to your B. W., LANA, a "model" year. . . .

Now, Santa, be patient, I've got a million of 'em! Wishes, that is, for a mighty grand bunch of folks. Are you with me? And away we go!!! I wish for RAY CULLEY, TWA, and for BILL MITCHELL of BONANZA AIRLINES, a "jugfull" of luck without one "drop" of disaster . . . for GLEN ANDERSON (wanna renta car?) that the horse and buggy days really are gone forever . . . for LOU MORTON and DANNY KOLOD, whose shops are in both the THUNDERBIRD and DESERT INN hotels, meccas for men, that my wife becomes one of your steady customers . . . to JOE RANDO of the SAHARA BARBER SHOP, that I get more hair for you to "cut" and that your COPA LOUNGE will always provide a bit of the "hair" of the dog that bit me those "mornings after" . . . to "DICK" RANCATI, SILVER PALACE bartender, and his darling BARBARA, that six months from now they will be training a new little "DICK"ens . . . for TOM FORD, bar manager at the EL CORTEZ, a vacation trip to "deah old England" . . . and to JOHN DIXON, bar manager of the DESERT INN'S SKY ROOM, that he never loses that friendly spirit toward us poor "item" gatherers . . . to LOU ELLENSON, NEW FRONTIER HOTEL, just the best of everything a fine gentleman deserves . . . AUSTIN BOWLER, secretary of the ELKS LODGE, another "bang-up" Helldorado scalp to add to his belt . . . to BILL GALLOWAY, CHRISTIANSEN'S JEWELERS, that watches never go out of style . . . to ANDY FAVA, restaurant manager, and SYL

(Continued on Page 137)



Margaret,
Christine,
Jeff,
Jim, Jr.
&
Jim Blankenship

Greetings

from
PERRY DI RIENZO
STELLA ARAKELIAN

BARBER SHOP
in the magnificent
Hotel Riviera

SEASON'S GREETINGS

FROM THE

CASINO PERSONNEL

OF THE *magnificent*

Riviera Hotel

JOE ROSENBERG
CASINO MANAGER

DAY SHIFT

GEORGE DUCKWORTH

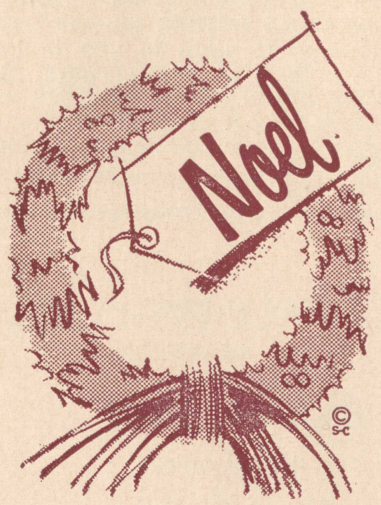
—FLOOR MEN—

STANLEY McDONALD • JOHN HAVERS

PHIL COHEN

—BOX MEN—

BEN RIGGIO
HAROLD STALEY
ARTHUR DiMARIA
GEORGE CHADWICK



SWING SHIFT

PETE BOMMARITO

—FLOOR MEN—

BOB GANS • SAM FREEDMAN
LOU GOVENDO • PHIL ZAHLOUT
MURRAY SAUL

—BOX MEN—

BOB GORMAN • JOHNNY MORAN
ROBERT FIELDS • HERSH MILLER
JIM CALI • SOL WOLFE
WILLIE FLYNN
BOB GIANOULAKIS

GRAVEYARD SHIFT

ROSS

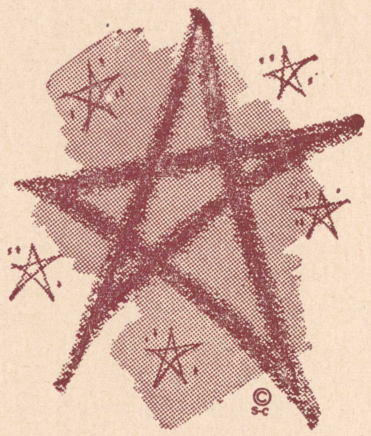
MILLER

FLOOR MEN

BRUCE WRIGHT • "HERSH" HERSHENBERG

BOX MAN

TUX VUCETA



BEST WISHES

DANNY THOMAS

ABC-TV
for
DIAL SOAP
and
KLEENEX

Season's Greetings



Bonnie Dorland
Dorothy Tsouras



Las Vegas
HACIENDA

'ROUND THE TOWN

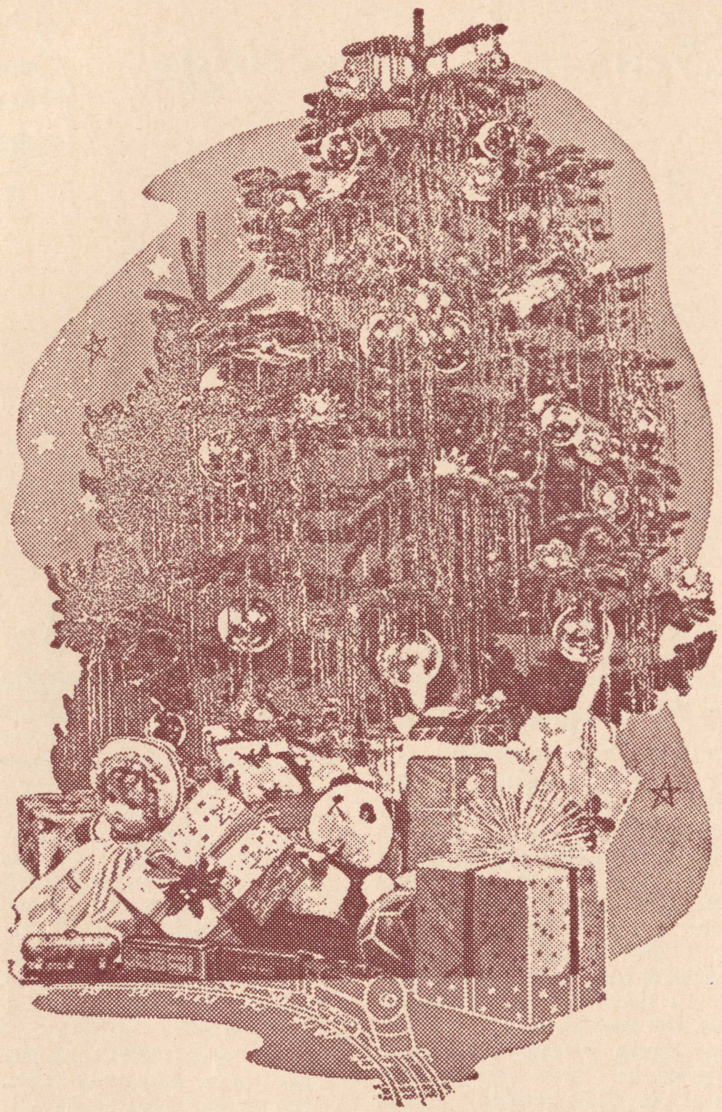
(Continued from Page 133)

GREGORY, bar manager, of the WESTERNER, that there is no employee "turnover," so that we can use the same pictures in their Xmas greetings ad next year . . . to ARNOLD CHISTIANSEN that his "politics" are as successful as his business . . . to ESTELLE LONGWELL, manager of NINA CLARK'S (downtown store) that my wife will become your customer. (There goes my pay check.) . . .

And, dear Santa, please, to all those affable, gracious and cooperative maitre d's of our FLV hotels — JACK DENNISON, NAT HART, NICK KELLY, NICK BUNGHERO, DAVE VICTORSON, SY HUSNEY, RALPH GRECO, PANCHO ALLIATI (and his "sub" FRANK SMITH), LOUIS SALDINI, JOHNNY MORELLI — and last but not least, and don't YOU dare to forget, Santa, the lovely BONNIE DORLAND — to all these nice "guys and a doll": may they be at their posts of distinction to receive next year's greeting, and the same wish goes for all their "Captains" . . . and also, Santa, to EUGENE MURPHY, EDDIE FOX, ED PARHAM, JAN DONGRESS, BUD LILLY, CLYDE ROEN, ART FORCE, HARVEY DIEDERICH, GERI NOLAN, LARRY SLOAN, RICK NUTTER, BURT PARRY, AL FREEMAN, GINNY WHITESIDE, BILL WILLARD, publicists and their assistants, may they continue to "beat the drum" that leads all persons the world over to the glories of Las Vegas . . . to GEORGE CAVANAUGH, SHOWBOAT, that you continue to lead us "yokels" in sartorial splendor . . . to HAL BELFER, "prod"ucer, "dire"c-

MERRY CHRISTMAS
Betty & Chuck Clugston
Joyce • Annabelle
Grace

The
MESSAGE
CENTER
24 HOUR SERVICE
130 So. 4th St. — DU 4-3966



Dolores & Alex Goldfine

CASINO

Hotel El Rancho Vegas

tor, "chore"ographer, FLAMINGO HOTEL, that you never get the "PROD," never achieve "DIRE" results and fulfill every "CHORE" successfully

. . . to stage managers JIMMY WHITE of the DUNES, EARL CAROON of the DESERT INN, KELLEY HAMILTON of the RIVIERA, HAL DOBROW of the SANDS, MILT BRONSON of the NEW FRONTIER, BILL BURKE of the FLAMINGO, always "backstage" and never "upstage," may you continue to prosper in "easy stages" . . . To BOB FLEMING, security officer at the SANDS and to his fellow officers in all Las Vegas, Merry Xmas to a great group of men . . . and to my friends FRANK CONSTANTIN, captain in the SANDS GARDEN ROOM, and ARTURO, major domo of the NEW FRONTIER lounge, MARTY GOLDBERG, host in the SANDS LOUNGE, to BOB CANNON (TROPICANA) and DICK CHAPPELL (RIVIERA) hotel managers, to BILL CAPRI and brother GEORGE CAPRI, JEFF ROSS, DAN MERRIN, BURT PARRY and TONY DeCARLO all of the FLAMINGO, also BOB PERONE, a captain at that hostelry . . . to TOMMY CLAIRE of the D I and

Merry Christmas and Happy New Year and Thanks To All

Chef VALLERO

ITALIAN GRILL

122 N. Second St.

SONNY HEATH of the SAHARA and JIMMY BLAKE of the DUNES, and to JACK ENTRATTER of the SANDS, many huge draughts from the cup that cheers. Yes, to all my friends here, there, everywhere, and if by mischance I have neglected to name them it is only because of my faulty memory for names — for their faces are pleasant memories of a year gone by — to each and all — just "the most" of Season's Greetings. . . .

And, now, Santa, a few wishes for

(Continued on Page 143)

Season's Greetings

JEFF ROSS

OF THE

Flamingo

Christmas Greetings

STAN BURKE

KARL MAIER- SAMMY LANDY

PETE BRADY- PHIL CABIBI

And the Rest of the Boys In the Casino

OF THE



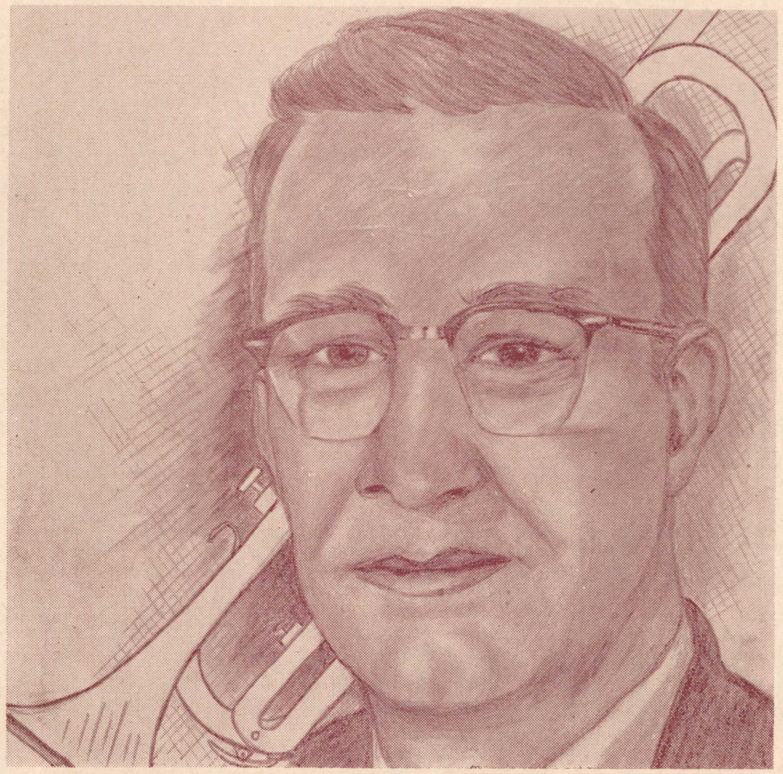
Las Vegas

HACIENDA

HOTEL



Season's Greetings



HOYT HENRY

AND HIS ORCHESTRA

Dunes

HOTEL



SHIKEY TOUSHIN'S

JEWEL BOX

AND STAFF

SANDS HOTEL Phone DU 2-7100

'ROUND THE TOWN

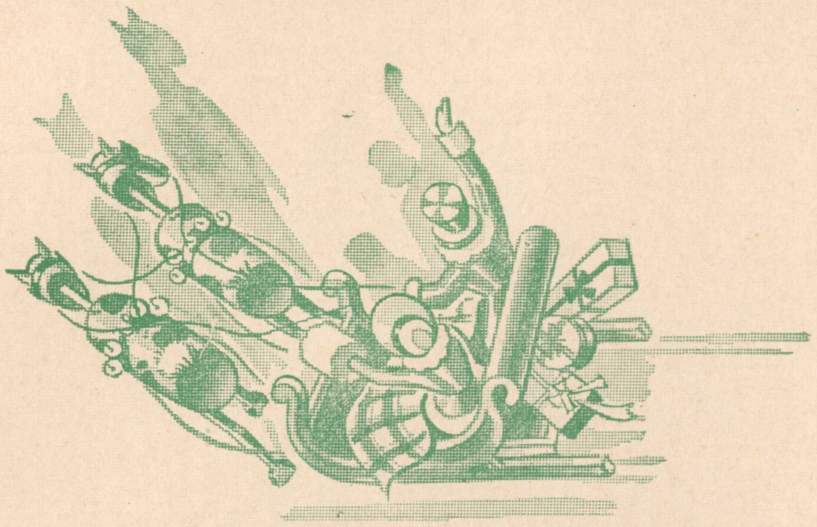
(Continued from Page 139)

the finest group of people I've ever met; I mean those people of "Show Biz," the artists, the performers whom I have met and known: to PEGGY LEE, may your poetry meet with equal success as your song stylings . . . to GUY LOMBARDO, may your music remain as sweet as your disposition . . . DANNY THOMAS, may you build ST. JUDE HOSPITAL on as firm a foundation as you have built your wonderful career . . . PETER LIND HAYES, may you acquire many hats and MARY HEALY always remain your "child bride" . . . JOE E. LEWIS, to you a three-fingered slug of Christmas Cheer . . . LILI ST. CYR, may you never have an appendectomy . . . JACK DURANT, may you always find soft stages for your prat falls . . . MICKEY ROONEY and BILLY BARTY and JOHNNY PUELO: may you never grow up . . . PEARL BAILEY, here's hoping you find "Bill Bailey" back on the farm . . . to NAT KING COLE and LOUIS PRIMA, an extra large over-size money belt (my, those contracts!) . . . that the "3 SHADES OF BLUE" never turn "forty shades of green" . . . and that the 3 SPARKS continue to electrify their fans . . . that JAN MURRAY will always make "a dollar a second" . . . that JIMMY DURANTE never gets his nose caught in a swinging door . . . that GORDON MacRAE, who has one fair lady, achieves another "My Fair Lady" (via cinema) . . . to JAN PEERCE, many return engagements in FLV . . . to SKEETS MINTON that he find a sister for JIMMY MORTON . . . That VALLKYRA, MAXINE MARTIN, NORMA ARDEN, KALANTAN, MISS PO PO, STUNNING SMITH, TERE SHEEHAN, TAFFY O'NEILL never discover what clothes were made for . . . to KEN MURRAY a box of his favorite cigars and to MARIE WILSON that she never gets "smart" (intellectual) . . . to JACKIE MILES, that sometime I can

Season's Greetings
from
BILL ELWELL

ELWELL HOTEL

1st & Carson Sts. — Downtown



Flamingo HOTEL

– Maitre D' –

NAT HART

– ASSISTANT MAITRE D' –

HUGO CODEBO

JACK MITCHELL

— CAPTAINS —

Al Marks • John Rubin
Larry La Penta • George Wysenski
Pietro Thomasset • Robert Perrone

Secretary: Helen Leahey

AND FROM THE

Waitresses and the Bus Boys

buy HIM a drink . . . to WINI BEATTY, happy and popular recordings . . . and for BILLY DEWOLFE, a "regular" Las Vegas booking for a regular guy . . . to ROBERTA SHERWOOD, that she never has to "Cry a River" of tears . . . to ZSA ZSA GABOR if she had to pay $17,000 for what little she had on, I'd like to see her in a $69.95 gown (where would we put the zipper, dear?) . . . to MARY BETH HUGHES, that your Xmas stocking be as well filled as your everyday hose, and to BOBBY PINKUS, BOBBY MORRIS, HERBIE BARRIS and MACK PEARSON, your partners in "LAFFS FOR YOUR MONEY," may you go on and on and on and get stronger as BOBBY MORRIS' voice gets weaker . . . to the JO ANNE JORDAN TRIO, may your return to FLV be soon . . . to MAZZONE and ABBOTT (fabulous Apache dancers), may you never run out of liniment for your wounds . . . and to HAL LEROY, may you never get a "Charley Horse" . . . to DAVE BURTON and the boys, that you, with all your hats, never get on an Arthur Godfrey show while PETER LIND HAYES is officiating (with all his hats) . . . for LILLIAN BRIGGS, that you never go back to driving a truck, but that you never stop "truckin' " . . . to the CLARK BROS., may you dance as long as there are stages to support your busy feet . . . and JOHNNY OLENN, and LEN CARRIE AND HIS CRACKERJACKS, as long as there is rockin', keep rollin' . . . LENA HORNE, may your forthcoming cinema be a huge success . . . and may VIC DAMONE always have "That Towering Feeling" . . . to TED LEWIS, that the light of many more moons will cast "his shadow" on our stages . . . for LIBERACE, that the flame of his

Season's Greetings!

"Keep PACE With The Times"

Irene Pace Realty

500 SOUTH 5th ST.

Phone DU 2-6336

candelabra continue to ignite the fuse of his showmanship, and to Brother GEORGE, a merry "Stradivarius" to you . . . to LARRY STORCH, that you never have to give your New York property "back to the Indians" . . . for JERRY LEWIS and DEAN MARTIN, split a double wish of good cheer and good luck and a single wish of success to each of you "singular" fellows . . . to "PEPPER" DAVIS and TONY REESE, happy hernia hunting and merry nose bobbing and the season's best recoveries to you both . . . to BILLY DANIELS, may the spell you induce with your "black magic" never diminish . . . for the INK SPOTS, a "record" holiday . . . to the RITZ BROS., we can't all be crazy, but we're glad that "you all" are . . . to FRANK SINATRA, that the jolly little "fat man" never looks "down" on the serious little "thin man" . . . to JANIS, that the New Year turns another "PAIGE" in your success story . . . for RAY BOLGER, that you have the largest Christmas tree in "Washington Square" . . . to HAZEL SCOTT, that your nimble fingers will soon

Season's Greetings

FROM

RUPPERT PLUMBING CO., INC.

112 WEST WYOMING **DUdley 2-2728**



FRANKIE ★ MARY ★ NORMAN

★ DECCA RECORDS

Personal Management: Bill Burton

TO ALL OUR WONDERFUL FRIENDS...

A
HEALTHY
HAPPY XMAS
AND A
MOST SUCCESSFUL
1957

MARY KAYE TRIO

CURRENTLY

Hotel SAHARA



It's No Secret!

Yes, we're telling everybody —
with warm and friendly wishes,
have a Very, Merry Christmas'

MILTON DEUTSCH
AGENCY

9157 Sunset Blvd.
Hollywood 46, Calif.

CRestview 4-7321



MILT BRONSON

ASS'T. ENTERTAINMENT DIRECTOR

AND STAGE MANAGER

NEW FRONTIER

'ROUND THE TOWN

(Continued from Page 145)

again caress one of our "Strip" pianos . . . to JANE FROMAN, just a sincere wish for your continued well being . . . for DINAH SHORE, what can I say? You already have GEORGE . . . and DENNIS, my boy, may the DAY never come when your voice changes.

And certain is my wish that BEVERLEE the DENNIS may always "menace" us in Las Vegas . . . to ELLA FITZGERALD, may your returns in wordly goods be as great as your heart . . . to MOREY AMSTERDAM (the before and after of a recent ad), may you return to "before" but not "before" you lose that poundage. YUK-A-PUK to you and your lovely wife, KAY . . . to LARRY STEELE and all the members of his SEPIA REVUE, long runs and short vacations . . . and so, Santa, I'm running out of paper; but you know all the wishes are sincere, even though some were just in good natured ribbing. And, Santa, remember, please, to the many I may have not been able to name, or omitted unintentionally, I wish the best of everything for the coming year and for always.

Before I close, Santa, I want to say a VERY MERRY CHRISTMAS and a HAPPY, HAPPY NEW YEAR to our Editor in Chief, VI TAYLOR, and to my co-workers DON LUND and CHARLIE BOUSQUET, and RUTH JULIAN, secretary to the Boss. Of course, Santa, I want to wish the very best of HOLIDAY CHEER and NEW YEAR GREETINGS to JACK CORTEZ (he's the Boss) and to his Princess, ETTA, and the managing editor, little Prince BRUCE BARTON CORTEZ.

Now, Santa, before I close, a very special greeting to my Mother, my wife's Mother, my sister and brother-in-law (and an extra special greeting to them the morning of December 17th, which will usher in their GOLDEN WEDDING ANNIVERSARY), and to my own beloved wife. This book isn't big enough to contain all the good wishes I have for them, so just let them all know that it comes from my heart.

Thank you, Santa Claus and a MERRY CHRISTMAS TO YOU, too.



We hope our friends
find this Christmas, the merriest...
the coming New Year, the happiest!

JOE SHAPIRO

DAY SHIFT MANAGER

And The Boys In the Pit
At The



MERRY
XMAS
AND A
HAPPY
NEW YEAR

TO ALL MY FRIENDS.



DROP IN AND SAY HELLO . . .

BUSTER HALLETT & ORCH.

HOTEL *El* CORTEZ

Seasons Greetings

from the

Lebeau Printing Co.

Phoenix, Arizona



The signs of the Holiday
point-up our wishes to you . . .
A Merry Christmas Day,
And a Happy New Year, too!

MR. & MRS. EDDIE MOSS

—CASINO—

Hotel SAHARA

Merry Christmas and a Happy New Year

TWIN LAKES LODGE

The Most Modern Guest Ranch in Las Vegas

Swimming • Fishing • Boating • Horseback Riding
Golf Course Adjacent

P. O. Box 1589 **DUdley 2-3722**

THAT'S FOR SURE

(Continued from Page 9)

HOTEL was closed before the New Year was rung in.

When the FLAMINGO HOTEL employes received an overall bonus of $35,000 (for Xmas), the grateful recipients penned a sincere letter of appreciation to bossman, AL PARVIN.

We were saddened to learn of HAM FISHER'S suicide. He was the creator of "Joe Palooka" comics.

FRANK HOWARD sang with the JIMMY DURANTE show at the DESERT INN.

Over at the SAHARA, KEELY SMITH was more enthusiastic than ever. Hubby (LOUIS PRIMA) had Santa drop a couple of mink stoles on her lily white shoulders.

Handsome TONY MARTIN and gorgeous frau, CYD CHARISSE, made heads turn, while they strolled around the FLAMINGO HOTEL.

RENE and RALPH GRECO dreamed about their May date with the Stork. (He is Maitre d' HOTEL SAHARA.)

We wished a happy birthday (January 6th) to DANNY THOMAS and SOPHIE TUCKER (January 13th).

At the RIVIERA HOTEL, MILTON BERLE amazed dealers with his card tricks.

The TSOURAS family reopened the GOLDEN SLOT CASINO.

FRED WARING personally chose individual gifts for the HOTEL SAHARA dining room employes, to designate his appreciation for their support and cooperation.

At the LAS VEGAS BOWL, "DUSTY" SPRINGSTON offered gift and cash certificates to bowlers for high series and high games, during each night of league play.

January 14, 1956

Front Cover: DOROTHY and JOE W. BROWN (owners of the HORSESHOE CLUB, Downtown. The couple purchased the LAS VEGAS RACE TRACK .

At the DUNES HOTEL, the show room was set to be closed, January 15th. High cost productions were shelved in favor of top lounge en-

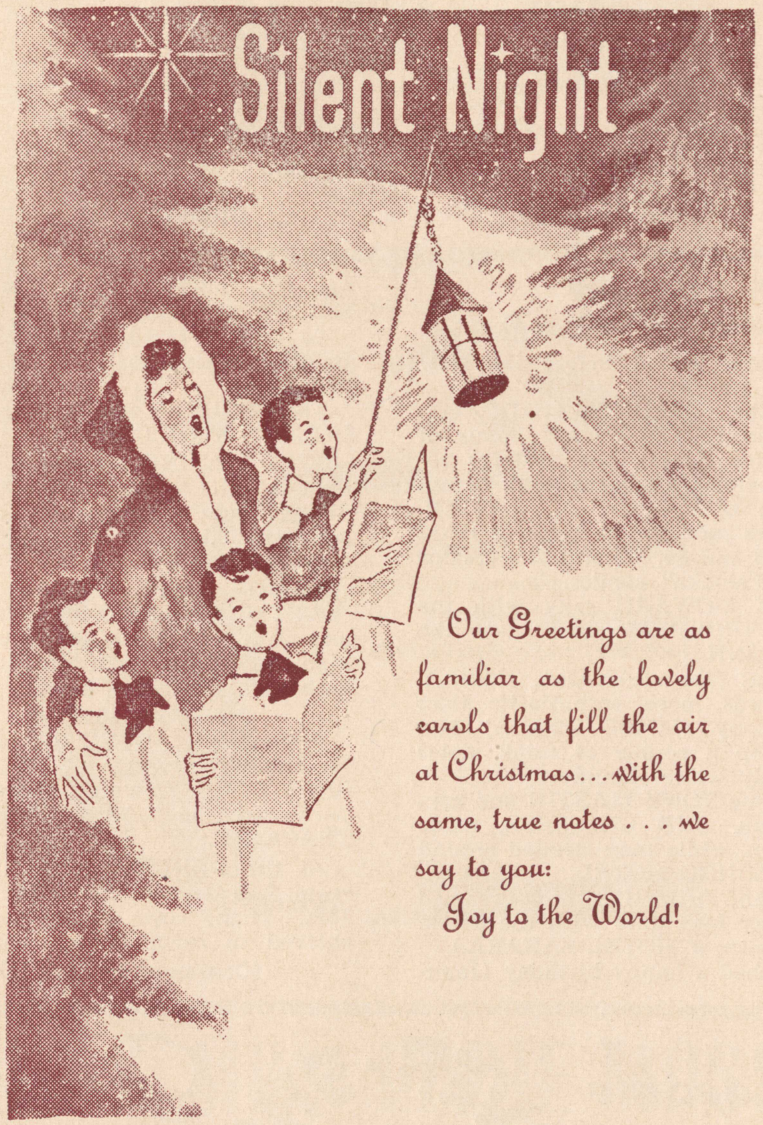
(Continued on Page 157)

Season's Greetings

Lady Luck Lounge

GROVER · SHORE TRIO

WILBUR CLARK'S Desert Inn



Our Greetings are as familiar as the lovely carols that fill the air at Christmas... with the same, true notes . . . we say to you:

Joy to the World!

MR. & MRS.

FRANKIE WEISS



Greetings!

We're Delighted To Be In F.L.V. During This Festive Season.

★

Our Best Wishes For A Very Merry

XMAS

AND A

JOYOUS 1957

The KING'S IV

CURRENTLY *Magnificent*

Riviera
ON THE FABULOUS STRIP

★ Recording For MGM Records

Personal Management: Bill Burton



DONN ARDEN

Donn Arden Productions

★

LIDO
PARIS, FRANCE

Frank Sennes'
Moulin Rouge
Hollywood, California

Wilbur Clark's
DESERT INN

Merry Xmas To All

Our Customers . . .

"AMERICA'S BEST DRESSED MEN"

JACK GARN, Ltd.

MEN'S SHOP

2303 South 5th St.
Phone DU 4-3104



"Uncle Jack" Garn and Bob West, Mgr.

THAT'S FOR SURE

(Continued from Page 153)

tertainment and dancing.

BART LYTON and his associates received felicitations upon the unveiling of the new building (South Fifth), housing their FIRST WESTERN SAVINGS & LOAN ASSOCIATION.

At the DESERT INN, FRANKIE LAINE had to jump in to fulfill JIMMIE DURANTE'S final week. The comedian had to leave earlier in order to discharge previous TV commitments.

Numismatism was really gripping FLV residents. With all the coins on display in our town, we wondered why people hadn't flocked to coin collecting long before this. (Naturally, it had been our personal hobby for quite a while.)

BEN STACK (of the Imperial Coin Co.) was proud of Dad's (JOSEPH B.) quite in the February issue of "Focus" magazine. It was included in the article: "Big Money For Your Small Change."

GRETA GARBO was purported to have instituted suit against "Life" magazine for $710,000. She didn't care for



FROM

UNITED MORTGAGE COMPANY

212 So. 5th Street
Las Vegas, Nevada



Say! ..it's Christmas

Yes, it's Christmastime again,
The most thrilling day of the year:
May it bring you the best of everything,
Good health, good luck, good cheer!

GEORGE GORDON

their running her life's story without her sanction.

BETTY GRABLE, MILLIE KATLEMAN and HARRY JAMES had a ball, jumping to the music of LOUIS PRIMA at the HOTEL SAHARA. Grable and James were to open at the ROYAL NEVADA, but switched their contract to the HOTEL EL RANCHO VEGAS.

The SOROPTOMISTS' Pacific Regional Clubs (eighty-four of them) planned their convention here from April 13th to the 15th.

DARVIS & JULIA were wowing the international set with their sensational act.

MARTIN & LEWIS signed contracts with NBC-TV calling for a cool eight million dollars for the following five year period.

January 21, 1956

Front Cover: A salute to the MARCH OF DIMES drive and our county chairman, ABE SCHILLER (of the FLAMINGO HOTEL).

Comedienne MARTHA RAYE arrived to visit her "dream man," AL RIDDLE, dealer at the HOTEL SAHARA.

ROBERT DUMAS (of Hollywood) and MAXINE BRISSENDEN (cigarette girl at the NEW FRONTIER HOTEL) exchanged a double whammy and planned on wedding bells for the future.

The GEORGE GORDONS (of the DESERT INN) moved into their new home at Paradise and Desert Inn Roads.

It was rumored that BILL MILLER and his associates planned to take over the DUNES HOTEL.

JANIS PAIGE and ARTHUR STANDER were married in the little Church of the West. A reception followed in the NEW FRONTIER'S Cloud Nine Lounge.

SID MILLER and IRIS BURTON planned to attend their own nuptials. Sid's buddy, DONALD O'CONNOR, was breaking all records in the HOTEL SAHARA'S Congo Room.

JOHN MARINO arranged to advise all shoe conscious women at the Spring fashion show, held at DANNY SIMMONS' FRENCH BOOTIER.

The SAM LEBEAUS welcomed a ten pound heiress in Phoenix on January 8th.

(Continued on Page 163)

Merry Christmas and a Happy New Year

From a Friend in
PHILADELPHIA

LOUIS GLAZER
2130 Arch Street
Philadelphia 3, PA.



TOMMY CLAIRE

— HOST —

SKY ROOM

and

LADY LUCK LOUNGE

Wilbur Clark's

DESERT INN



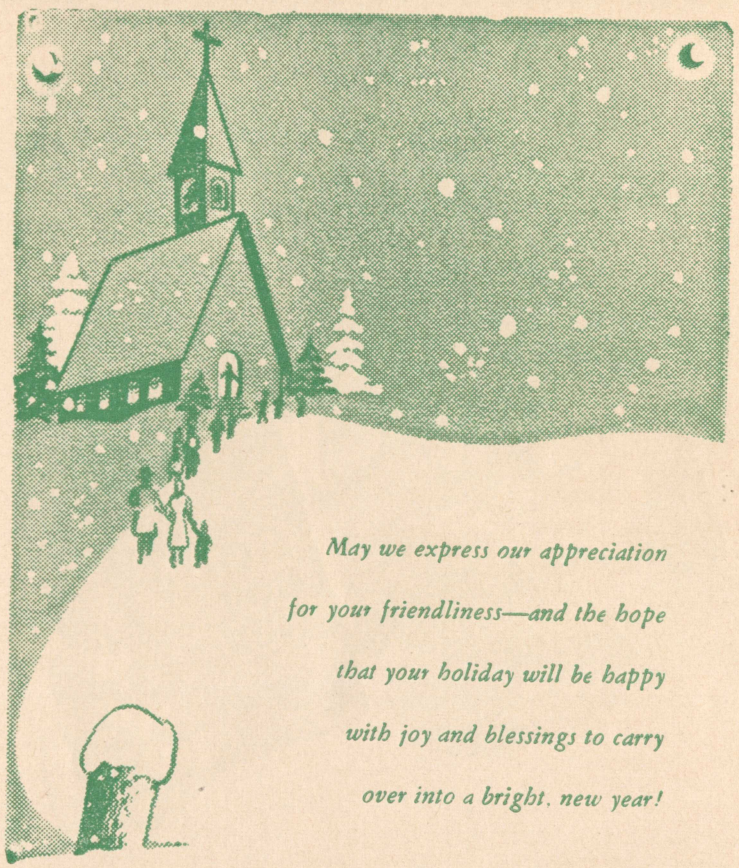
Season's Greetings

Old Logs To Burn,
Old Wine To Drink.
OLD JOKES To Tell
Old Friends To Keep.

The Hank Henry's

JO-ANN
ROSE-ANN
CARSON
MAX
HANK

AND *"Shane or Shanna"?*



May we express our appreciation
for your friendliness—and the hope
that your holiday will be happy
with joy and blessings to carry
over into a bright, new year!

RUTH & GEORGE MORO

MORO-LANDIS PRODUCTIONS

★

HOTEL SAHARA
LAS VEGAS, NEVADA

★

RIVERSIDE HOTEL
RENO, NEVADA

★

BLINSTRUB'S VILLAGE
BOSTON, MASSACHUSETTS

★

SOMBRERO PLAYHOUSE
PHOENIX, ARIZONA



MANAGEMENT

And Personnel Of The



California Club

— DOWNTOWN —

Merry CHRISTMAS

Charlie Knickerbocker

MEN'S SHOP

IN THE CASINO AT THE NEW FRONTIER

OPERATED BY — CHARLES ROOSON

MANAGER — GEORGE POLITO

THAT'S FOR SURE

(Continued from Page 159)

Among the FLV visitors were LA VERNE and LOU ROGERS, here to catchy PATTY ANDREWS' solo act at the RIVIERA HOTEL.

January 28th, 1956

Front Cover: NANCY ROWE, a showgirl at the HOTEL RIVIERA, with operatic leanings.

We were happy to learn BEATRICE KAY was set for a March stint at the THUNDERBIRD HOTEL.

FRANK LIBUSE and MARGOT BRANDOW set to open at the DESERT INN, February 14th, co-starring with FRANK PARKER.

The FREMONT HOTEL indicated on early April opening in the downtown sector.

A $400 "Fisherman's Blind Bogey," sponsored by BILL MOORE'S HOTEL SHOWBOAT, was launched, in cooperation with boat landing operators on Lake Mead and Lake Mohave. Cash prizes were offered contestants.

JOE W. BROWN (of the HORSESHOE CLUB) gave financial backing to the CRIPPLED CREEK GOLD MINING COMPANY, headed by JOHN DEERKSEN, of Denver. (Mr. B. is and gas producers in the state of one of the largest independent oil Louisiana.)

The RAY CULLEYS (he is local TWA Manager) welcomed their heir.

PEGGY LEE'S constant companion during her SANDS HOTEL engagement was Hollywood star, DEWEY MARTIN.

The WILBUR CLARKS and MOE DALITZ' (of the DESERT INN) headed for Havana.

MARY KOSS and PHIL MIRABELLI

(Continued on Page 167)

DON'S JEWELERS

for the finest Diamonds

Longine and Le Coultre Watches

129 North 3rd Street — DU 4-8642

Merry Christmas



Hi there!

May your

CHRISTMAS

be merry!

Ada & Lou ELLENSON

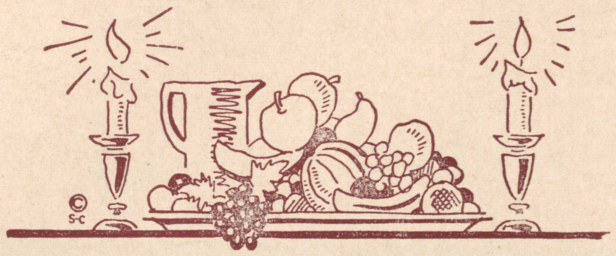
HOTEL

New *Frontier*



Season's Greetings

HELEN TRAUBEL



SAM BOYD

— CASINO —

HOTEL

SAHARA



A Very Merry Christmas To All
Our Beautiful Patrons

And A Very Happy New Year

Mario Sands Beauty Salon

SANDS HOTEL — DU 2-7100

DAVID . . . HELEN . . . TOBY . . . PARRIS

Beaux Arts

2413 South 5th Street — DU 2-4072

Michael . . Jerry . . Mabel . . Claudine . . Betty

*Both Shops Supervised By

DORIAN

THAT'S FOR SURE

(Continued from Page 163)

planned their orange blossom program.

CURLY THORNTON became a box man at the NEW FRONTIER HOTEL.

February 4, 1956

Front Cover: The scenic beauty of Mt. Charleston.

DANNY SIMMONS was delighted with the turnout for JOHN MARINO'S show of fashion shoes at his FRENCH BOOTIER.

PATRICIA SHATZ taught school at TWIN LAKES PUBLIC SCHOOL for five days of the week and spent her week-ends as cigarette girl at the HOTEL SAHARA.

The PARIS SISTERS (of DECCA recording fame) planned an eight week Spring engagement at the HOTEL SAHARA FLAMINGO lounge.

The "Tournament of Champions" golf play was set for WILBUR CLARK'S DESERT INN COUNTRY CLUB, April 26th thru the 29th.

A liquidation sale was announced by MILDRED and JACK SKLAR at their VEGAS JEWELRY & LOAN.

The BILL SIMMONDS' (owner of the HARBOR LINCOLN-MERCURY Agency in Long Beach, Calif.) visited the NEW FRONTIER HOTEL.

Comedian ALAN KING turned in top performances at the FLAMINGO HOTEL.

WARREN SULLIVAN finally realized his dream when his wife presented his daughters with a baby brother, December 12th.

FLV boasted its first Private School, THE CRESTMOUNT ACADEMY, with classes limited to twenty (20) children, thereby meeting each child's individual needs and cares.

The Fairest of Christmases To All!

from

Milt and Ernie Hollister

FAIR PRICE MOTEL

1322 Fremont • DU 2-1250



Merry Christmas

TO ALL OUR FRIENDS
AND PATRONS

PETE'S
FLYING "A" SERVICE

800 South Main St.

PETE BOMMARITO & CREW



the JOY of CHRISTMAS

RAY SINATRA

and His

Orchestra

HOTEL **Riviera**

May Your Christmas be a Bouquet of Cheer

AND

Every Day of the Coming New Year

DONNA and FRED MIDDENDORF

HAZEL PHARES

DOT'S FLOWERS

808 S. Fifth St. — DU 2-7511



DONALD O'CONNOR (then starring at the HOTEL SAHARA) was signed to do the BUSTER KEATON story on celluloid for PARAMOUNT STUDIOS.

The newly-constructed TROPICANA HOTEL hoping for an early opening.

GUS GHERKE and WILLIAM PARIS designated February 15th for the opening of their BONANZA CLUB in North Las Vegas.

JOHN DE LUCA, President of the DE LUCA IMPORTING COMPANY, received the time-honored award of "Man of the Year" from the L. V. Chapter of B'nai B'rith. Presentation was made for his "distinguished service to humanity."

February 11, 1956

Front Cover: Our artist's delightful conception of his valentine girl.

Channels 2 (KLRJ) and 8 (KLAS) set February 19th for a simulcast telethon. Proceeds raised were designated for the Clark County Chapter of GUIDE DOGS FOR THE BLIND, INC. Well-known local business and civic leaders were scheduled to perform in informal stunts and contests of a hilarious nature.

BILL MILLER earnestly negotiating for the DUNES HOTEL.

TORRES BRAND was back on the podium, heading the relief ork on Sundays at the SANDS HOTEL.

Brilliant ANNA SOSENKO returned from an extensive European tour, with some imposing deals up her stylish sleeves.

LEONARD KOLOD prepared for his April 9th wedding at the BEVERLY HILTON HOTEL.

KEN MURRAY'S lovely spouse flew into FLV to spend some time with the NEW FRONTIER HOTEL star.

Belated birthday greetings went to ALICE SIMMONS (Feb. 2nd), whose hubby (DANNY) owns the FRENCH BOOTIER.

Belated birthday greetings also to our sister-in-law, MARY V. WOURMS, leading real estate woman in the East.

Theatrical Booking Agent JOE ROLLO joined forces with MERCURY ARTISTS CORP., of which LEONARD GREEN is President.

On Feb. 4th, MARY BAKER (Hostess-SANDS HOTEL) exchanged

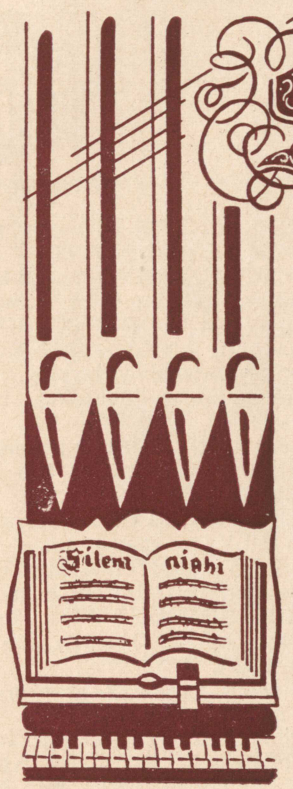
(Continued on Page 173)



Season's Greetings

Railroad Pass Casino

BOULDER HI-WAY



Silent night

Christmas belongs
to everyone, regardless
of faith or religious creed.
It is the symbol of all
that is good and generous,
and indicative of the
spirit of humanity . . . it is
GOOD WILL
to all men!

Aaron Weisberg

—CASINO—

Sands Hotel



Season's Greetings
and Best Wishes for a
Happy NEW YEAR!

JOE E. LEWIS

Me Too . . . AUSTIN MACK



CHRISTMAS
Greetings

To each of you — for
your own kind of
Christmas observance—
to be filled with all the
joy and the many
blessings of
Christmas Day!

Charlie Kandel

—CASINO—

Sands Hotel

THAT'S FOR SURE

(Continued from Page 169)

vows with GENE WINER, Cadillac dealer of Bakersfield, California.

Among the many celebs who flew in to attend the SIDNEY MILLER-IRIS BURTON wedding were the RAY BOLGERS. The impressive ceremony was held at the MILTON PRELL (HOTEL SAHARA) mansion.

A Numismatist-Philatelist Society was being forced in FLV, under the guidance of BEN STACK, owner of the IMPERIAL COIN CO.

February 19, 1956

Front Cover: TV star, MITZIE HULS and wonder horse, "ROJO." The flu bug was taking its toll in FLV.

ORIE CLARK'S nimble fingers delighted patrons of JOE W. BROWN'S HORSESHOE CLUB.

Nineteen golfers qualified for the Fourth Annual $37,500 Tourament of Champions at the DESERT INN.

World premiere date for "Meet Me In Las Vegas" was set for February 21st at the EL PORTAL THEATRE, same day MILTON BERLE did his telecast from the SANDS HOTEL.

Comedienne JEAN CARROLL was back at the HOTEL SAHARA.

Preview critics raved about ALAN KING'S G.I. portrayal in the unreleased "Miracle In The Rain" starring JANE WYMAN and VAN JOHNSON.

When PONY SHERRELL took the featured vocal spot in the DESERT INN show, it marked the first time a femme songwriter held such a post in a show for which she and her partner (PHIL MOODY) had written the music and lyrics.

February 22nd, "Man With The Golden Arm" premiered at the FREMONT THEATRE, starring FRANK SINATRA. A flock of celebs attended this gala opening also.

Merry Christmas to all

MR. and MRS.
LOU FLEURY

HOCK SHOP

119 South First Street

FREDERICK CHARLES SOSKIN had his Bar Mitzvah, February 24th.

ORSON WELLS was signed to make his first nightclub appearance at the HOTEL RIVIERA, February 22nd.

February 25, 1956

Front Cover: A reminder to support the RED CROSS drive.

BENNY GOODMAN'S film biog (starring STEVE ALLEN) was breaking all box office records.

PEARL BAILEY was joined by brother BILL for a dual engagement at the FLAMINGO HOTEL.

HARVEY BERNHARD resigned as General Manager of the BALI-HAI APARTMENTS in order to be with his bride, JULIE WILSON, in New York.

HANK HENRY entered his fourth year as star of the SILVER SLIPPER shows.

JACK ENTRATTER signed MARTIN & LEWIS for the SANDS HOTEL, March 14th.

MARGE and JIMMY BLAKE cele-

(Continued on Page 177)

Wishing You A BIG
XMAS
And A Prosperous 1957

FROM YOUR LITTLE PAL

BILLY BARTY

Merry Christmas
and Prosperous New Year





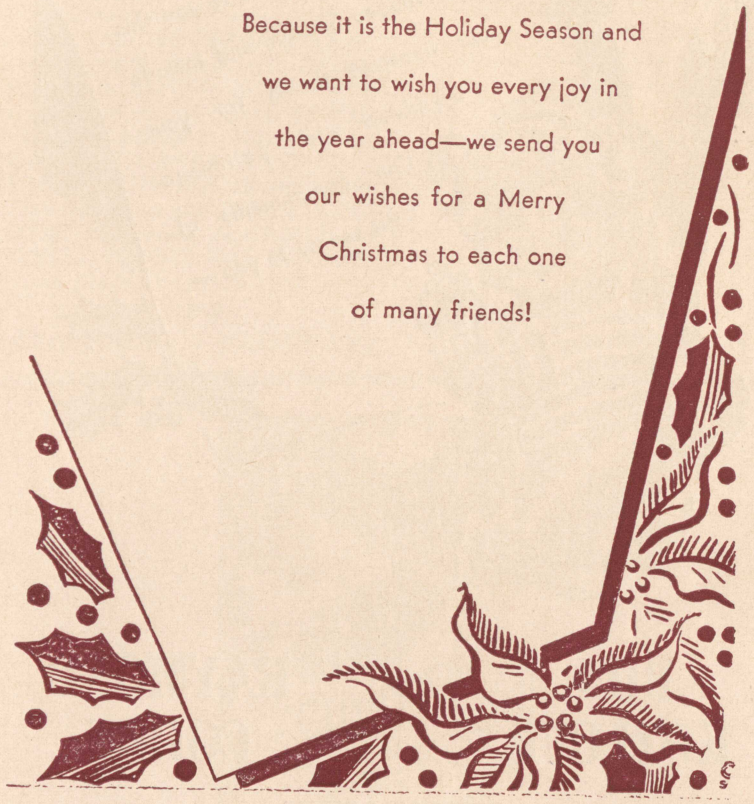
GARWOOD VAN

and his ORCHESTRA

***NEW FRONTIER* HOTEL**

NOEL

Because it is the Holiday Season and
we want to wish you every joy in
the year ahead—we send you
our wishes for a Merry
Christmas to each one
of many friends!



MR. & MRS.

HOMER WEST



BILL KOZLOFF AND RAYMOND COHEN

GENERAL AGENTS

Beneficial Standard Life Insurance Company

109 South 3rd St. Phone DU 2-8484

THAT'S FOR SURE

(Continued from Page 173)

brated their Twentieth Wedding Anniversary, February 21st.

HILDEGARDE opened at the PALMER HOUSE on February 23rd.

TOMMY CALLAHAN was tempting the fates: working graveyard shift at the NEW FRONTIER HOTEL and then supervising the work at the SILVER PALACE, downtown (hoping for a May opening).

PENNY and ED LEVY celebrated their Seventh Wedding Anniversary, February 14th. (He is a co-owner of the SANDS HOTEL.)

A newly-formed team was that of BEN BLUE-PATTI MOORE-BEN LESSY. The new comedy combo was signed for the RIVIERA HOTEL, March 28th.

We were informed that BILL BOYD ("Hop-A-Long Cassidy") was to be Marshall in our Heldorado Parade.

FREDDIE MARTIN and his ork were set for three weeks at the NEW FRONTIER HOTEL, beginning April 23rd.

The CANDY TORME-HAL MARCH nuptials took place February 18th.

March 3, 1956

Front Cover: MORRIS KLEINMAN, co-owner of the DESERT INN.

JAKE KOZLOFF and PHIL SPITALNY took over the ROYAL NEVADA HOTEL.

GUS GHERKE, BILL PARIS, BILL DOUGAN and MAX TRAVIS opened the BONANZA CLUB in North Las Vegas.

AL and ABE FOX (of FOXY'S DELICATESSEN) planned to open a liquor store in North Las Vegas.

CHILI and JOHN ULHMAN celebrated their Second Wedding Anniversary, February 28th.

Feeling a wee bit "under the weather," Ye Editor cut this column mighty close to the paper.

March 10, 1956

Front Cover: One of the many fabulously gorgeous bathing beauties in FLV.

Checked in at the BEVERLY WILSHIRE HOTEL and received a warm welcome from Manager, ANTHONY PADDEN.

This also proved to be a very brief bit of jotting from this pillar for the week was spent in consulting medics on the west coast.

(Continued on Page 181)



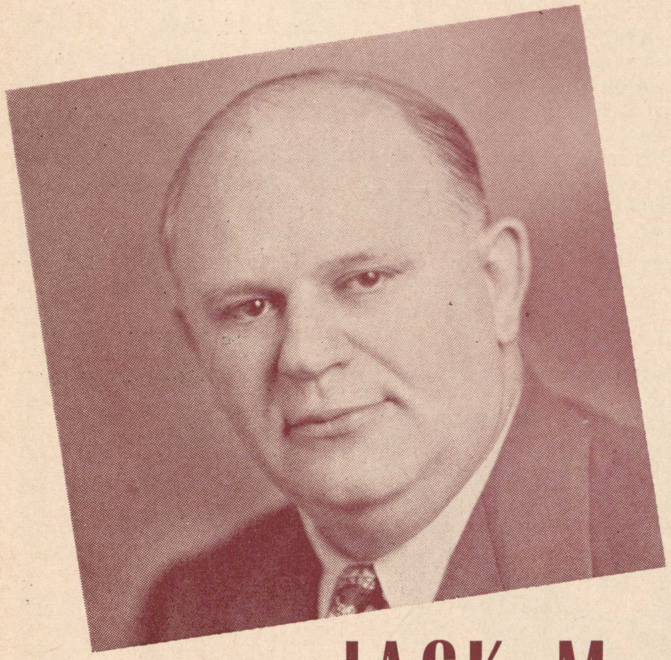
MR. & MRS. MORY GREEN

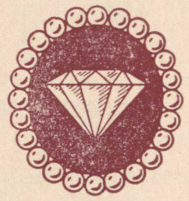
MORY'S MEN'S SHOP

2407 So. 5th Street (Near Your Hotel)

Phone DU 4-3402 — DU 4-3432

MERRY CHRISTMAS
AND A HAPPY NEW YEAR







JACK M. WERST

DIAMONDS • PRECIOUS JEWELS

★ *Owners of the Vanderbilt & Styx Diamonds*

25 South Main St.
Dayton, Ohio
Phone Adams 8246

10 West 47th St.
New York City
Phone Judson 2-1437

$2,500,000 Private Collection Shown For Worthy Charitable Projects



ROCKY MARCIANO

BROCKTON, MASS.

WORLD'S HEAVYWEIGHT CHAMPION

(RETIRED)



From the

Management and Personnel

Of the

LAS VEGAS CLUB

"HOUSE OF JACKPOTS"

— DOWNTOWN —

THAT'S FOR SURE

(Continued from Page 177)

March 17, 1956

Front Cover: A lovely representative from old Erin's shores.

SHEILA PRELL became one of the youngest members of the Numismatist Society. (Dad is MILTON, of the HOTEL SAHARA.)

MAE and LARRY MUSHKIN were busily engrossed in the wedding plans of (her) sister, MARLENE BARSKY, and TED STEINMAN.

Headquarters for the MOBILGAS ECONOMY RUN were set for the NEW FRONTIER HOTEL, March 19th. All cars were impounded in the race track, until take-off time, the following morning.

N. Y. Herald-Tribune critic JOHN CROSBY checked into the SANDS HOTEL.

Organist GENE CORRY added his outstanding music to the attractions at JOE W. BROWN'S HORSESHOE CLUB.

BERNICE CLAFFEY hit her first 600 series (624) at the NEW VEGAS LANES.

On March 9th, KEELY SMITH and TONI ELIZABETH PRIMA enjoyed a mother-daughter birthday celebration at the HOTEL SAHARA.

RICHARD CARLSON (of "I Led Three Lives" TV fame) ringsided at the NEW FRONTIER HOTEL.

DENISE DARCEL and ZSA ZSA GABOR were among the lovelies who arrived for the MILTON BERLE telecast from NELLIS AIR FORCE BASE, March 13th.

ORSON WELLS planned a one man concert at the RIVIERA HOTEL.

STAN IRWIN returned to the HOTEL SAHARA, after a tedious drum-beating chore in San Francisco.

BEN JAFFEE was back at his suite in the FLAMINGO HOTEL.

DONNA and SY LEIN welcomed their first-born, GLENN DOUGLAS. (Dad is Stage Manager at the HOTEL SAHARA.)

March 24, 1956

Front Cover: JODY PAM IRWIN, beautiful blonde who celebrated her First Birthday, March 22nd, 1956.

FLV planned a tremendous representation at the BARBARA RUTH LOZABNICK-LEONARD KOLOD nuptials, April 8th, at the BEVERLY-HILTON HOTEL (Beverly Hills, Calif.)

We raved about the "Joker Is Wild," novel that embraced comedian JOE E. LEWIS' life story.

AARON WEISBERG met and defeated death. His heart stopped beating when a dentist extracted a tooth. Fortunately, the D.D.S. had his headquarters in a hospital and medics quickly restored the heartbeat.

(Continued on Page 185)

Greetings!

from

Mae Parker's

El Rancho Vegas

BEAUTY SALON

HOTEL

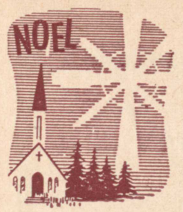
EL RANCHO VEGAS



Season's Greetings and Best Wishes for the Coming Year

Arden's DRESS SHOP

518 Fremont St. — DU 2-4820



Merry Christmas

And A Wonderful

1957

TO YOU

AND YOURS

PEPPY MORREALE

The Sands



★ ★ ★

Season's Greetings

EDDIE EDYES

OPERATOR OF



BARBER SHOP

AND

STAFF



HAPPY HOLIDAY

AND HEARTY APPETITES

TO ONE AND ALL!

"LITTLE" WILLIE GORDON

AND

KOSHER KART

AT

Royal Nevada Hotel



To greet you all, at

CHRISTMAS

and wish you many joys and blessings!

GEORGE DUCKWORTH

— CASINO —

HOTEL

Riviera

THAT'S FOR SURE

(Continued from Page 181)

JERRY LEWIS was cutting his sparkling capers at the "21" tables of the SANDS HOTEL.

Localities booed the decision on the CARMEN BASILLO-JOHNNY SAXTON televised bout.

SHERLOCK FELDMAN tossed his hat into the political ring, seeking office as J. P. (He is day shift pit boss at the RIVIERA HOTEL.)

When BILL MILLER took over the DUNES HOTEL, we dropped by and shared a snack of delicious eastern cheese cake with him.

MRS. ALEX SHOOFEY opened the new Gift Shop across from the Telephone Co. on South Fifth St. (Mr. S. is an executive at the HOTEL SAHARA.)

Romantically-inclined couples "discovered" the cozy atmosphere at the DESERT INN Skyroom.

We congratulated our friend, comic PHIL SILVERS, whose TV show ("You'll Never Get Rich") brought him three "Emmy" awards. He and his TV actors were set for a RIVIERA HOTEL stint.

RUTH and JIM DESKIN planned an April departure, to participate in eastern bowling events.

ABE SCHILLER was appointed Executive Vice President of the FLAMINGO HOTEL, Inc.

Construction began on the Men's Shop in the New Frontier Hotel.

AL JACOBSEN received a Chinese good luck symbol, which he displayed at JOE W. BROWN'S HORSESHOE CLUB, where he is KENO boss. The symbol brought luck to many, especially one oriental chap who hit a lucky ticket for $12,500. Two days later, he struck paydirt again — $25,000.

Dr. and Mrs. ARTHUR HOFFMAN were enjoying a well-deserved rest at the HOTEL SAHARA.

GUS GREENBAUM'S surgery proved successful. (He is President of the RIVIERA HOTEL.)

FRANCINE'S PHOTO STUDIO joined the professional progress in FLV. The new venture is headed by NATE SCHLAIFER and FRANCINE KOMER.

Belated birthday wishes went to JACK SYNDER (March 15th), of SNYDER'S SLACKS.

KAY STARR headlined the show at the HOTEL SAHARA.

JOANNE FOSTER, cocktail waitress at the NEW FRONTIER HOTEL found a money clip (embracing a few thousand dollars) and turned it into the management, who discovered the grateful owner.

A visitor at the RIVIERA HOTEL was BERT KNIGHTON, Veep of PEPSI-COLA.

EARL LONG, Governor-Elect of

(Continued on Page 189)

Season's Greetings from your MOBILGAS Truck and Car Service

KOST'S

1000 S. Main — DU 2-1038

Las Vegas, Nevada

Season's Greetings

and

Best Wishes for the Coming Year

SEYMOUR WEISS

ROOSEVELT HOTEL

NEW ORLEANS, LOUISIANA

MERRY CHRISTMAS

AND A



HAPPY, PROSPEROUS 1957

BEVERLEE DENNIS



SAMMY LEWIS

DIRECTOR OF ENTERTAINMENT

Riviera

and

NEW FRONTIER



Merry Christmas, Folks!

GENE DELMONT

HOTEL Thunderbird

THAT'S FOR SURE

(Continued from Page 185)

Louisiana, signed in at the SANDS HOTEL and spent most of his time at JOE W. BROWN'S HORSESHOE CLUB.

BARBARA and FRANKIE ROSS welcomed a six pound eleven ounce heiress, SHALLON LINDA. (Dad is with the MARY KAYE TRIO.)

March 31, 1956

Front Cover: NANCY ROWE, of the Riviera Hotel.

The NEVADA WOMEN'S BOWLING ASSOCIATION held its State Tournament in Elko, Nevada. MAXINE McMICHAEL won the "All Events" trophy. LILA DRUMHELLER and MAXINE DUMAIN took First Place in the "B Doubles" event. The NEVADA LAUNDRY quinette took top honors in the "A Team" division.

STAN IRWIN and MILTON PRELL (of the HOTEL SAHARA) were on an eastern business trip. Their itinerary included New York and Florida.

JERRY LEWIS was hailed as one of the greatest Master of Ceremonies ever witnessed in action. He turned in a superb performance as M.C. of the ACADEMY AWARDS.

DICK SHAWN left the FLAMINGO HOTEL to record for CORAL, in New York and also fill a guest shot on ED SULLIVAN'S tv show, in April.

We were deeply saddened to learn of ED HYLAND'S demise. The head of the SILVER STATE ENGRAVING CO. was not only a business associate, but also a dear friend of ours.

JULIA DARVAS' singing debut at the COLONY RESTAURANT (London) made her the toast of the Continent.

The BEN BLUE-PATTI MOORE-BEN LESSY show was held over for an additional two weeks at the RIVIERA HOTEL.

Pianist WOODY WOODBURY reported from Florida that his ever-lovin' was preparing the layette for the heir apparent.

DIANA LYNN was at the RIVIERA HOTEL, as a guest of BEN GOFFSTEINS.

The DE CASTRO SISTERS closed at the FLAMINGO HOTEL and headed for recording sessions in Hollywood.

JEANNE WELBORN welcomed her firstborn heir, March 22nd.

GRACIE FIELDS and her husband were stopping at the HOTEL EL RANCHO.

The NEW FRONTIER HOTEL talked of a return engagement for the "Guys and Dolls" vehicle.

CHARLES WARD, President of BROWN & BIGELOW planned an FLV vacation.

JANE FROMAN signed to a month's engagement at the DESERT INN, as of May 9th.

April 7, 1956

Front Cover: A salute to the NEW

(Continued on Page 193)

CHRISTMAS Greetings

A warm and friendly wish for your Merry Christmas!

MITZI GREEN

BOB'S MEN SHOP
1334 South 5th Street
To Our Many Friends & Patrons
Merry Christmas And A Most Joyous New Year
BOB ROGERS

TOWNE & COUNTRY Interiors

★ Most Complete Decorating Studio West of Chicago

By

...Nevada Drapery and Upholstery

CARPETS

DRAPERIES

UPHOLSTERY

SEASON'S BEST WISHES AND A HAPPY NEW YEAR

MR. & MRS. AL LANDSMAN

620 NORTH FIFTH STREET ★ PHONES DU 4-6190 ★ DU 2-5225



Management & Personnel at the





Greetings

To extend best wishes
for a joyous Christmas
and a prosperous
New Year

EMBREE DRAKE

THAT'S FOR SURE

(Continued from Page 189)

FRONTIER HOTEL on its First Anniversary.

A marathon birthday party, lasting 101 hours, greeted the festive patrons who arrived to help the New Frontier celebrate.

Home owners opened their private doors to accommodate the overflow of tourists in FLV.

We applauded our FLV publicists for their efforts to avoid written distortion of the truth.

JUDY GARLAND was being wooed by enticing contracts to appear in FLV.

FRANK SINATRA put in a one week stint at the SANDS HOTEL, prior to his trip to Spain, to co-star in a flicker with CARY GRANT and SOPHIA LOREN.

While on a fishing trip, IRVING DEVINE fractured his ankle, leaping from his schooner onto an Island in the Bahamas.

Causing talk downtown were the new murals (made of sectional pieces of cork) at JOE W. BROWN'S HORSESHOE CLUB. The idea was conceived by HARRY DORSETT and executed by artist CHUCK DODSON.

The DESERT INN was presented with the "gold butter knife" certificate because it "serves superbly fine steaks which can be cut with just such an instrument."

COL. THOMAS PARKER enthused over his new discovery, **ELVIS PRESLEY.**

HOWARD KEEL was rehearsing a new act (prepared by CHARLES O'CURRAN) for his SANDS HOTEL return engagement.

We discovered LE ROY PRINZ (Show Producer at the HOTEL EL RANCHO VEGAS) was a fellow numismatist.

EVELYN and ALLARD ROEN (of the DESERT INN) welcomed their heiress (MELISSA), March 28th.

Birthday wishes went winging to the East to AL BARTON (April 7th).

LEE and BUDDY GROVER signed the stork to a Fall date.

Rumor had it that ARTHUR BLAKE had been considered for a film, casting him in thirty-three diversified roles.

BEN STACK "batched it" at his IMPERIAL COIN CO. while his frau and brood visited the East.

The 1956 SCOUT-O-RAMA was set for June 2nd, at CASHMAN FIELD.

April 14, 1956

Front Cover: Welcome to the Sor-optimists' Convention.

At the FLAMINGO HOTEL, President AL PARVIN predicted the FLV population would increase to 350,000 — 500,000 in ten or fifteen years. The Flamingo helmsman also felt big business and important industry would eventually make a move here.

The BILL CLIFFORDS (ork leader) welcomed a son, WILLIAM HENRY CLIFFORD, III on March 8th.

(Continued on Page 197)



ABE, ELLENA

JERRY, CAROL

And All

The

foxy's



ON THE STRIP

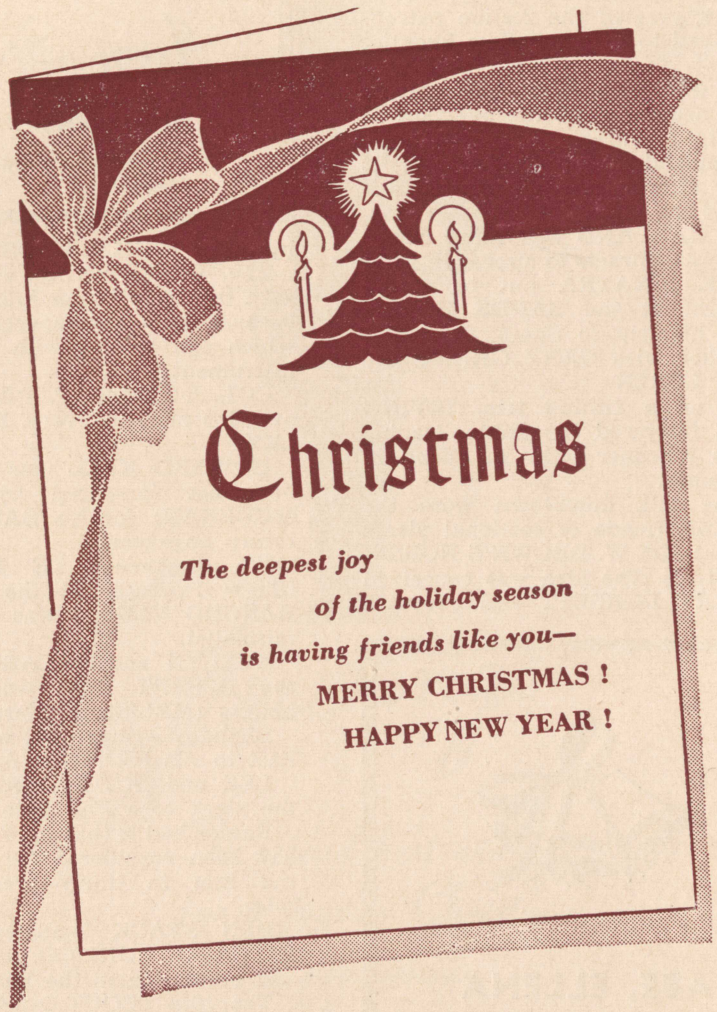
NORTH OF THE SAHARA

Season's Best Greetings

Jerry Stapp

Riviera Jewelry Shop

Riviera Hotel

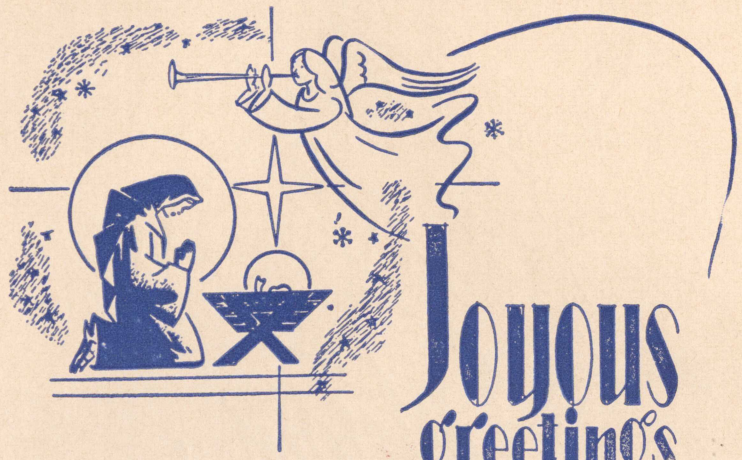


Christmas

The deepest joy
of the holiday season
is having friends like you—
MERRY CHRISTMAS !
HAPPY NEW YEAR !

Gen. Ira Hamilburg

BOSTON, MASS.



Joyous greetings

To our friends:

May Christmas blessings fill your heart with true happiness and bring you peace and joy all thru the coming year !

BOB RICE

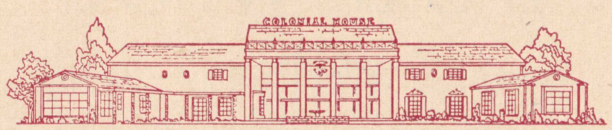
— Casino —

Dunes HOTEL



Merry Christmas

With warmth, good cheer about us, and folks -- gay and friendly, too -- may all the Season's pleasant notes . . be our Christmas song to you!



COLONIAL HOUSE

Las Vegas, Nevada

HI-WAY 91 · PHONE DU 2-7200

THAT'S FOR SURE

(Continued from Page 193)

PANCHO (maitre d' DESERT INN) prepared for his European trip, with his wife. Plan also includes and mainly the reason for trip is to visit Pancho's mother in Italy.

April 21, 1956

Front Cover: MICHELE and BENITA GOFFSTEIN, whose Dad, BEN, is Veep of the RIVIERA HOTEL.

We wagged our **finger in shame** at the Alabamans who attacked NAT ("King") COLE.

Along with an artificial limb and cane, RED RAPPAPORT was back at his job in the pit at the SANDS HOTEL.

At JOE W. BROWN'S HORSESHOE CLUB, JUNIOR BELLIPIANNI explained how he had lost seventy-two pounds in five months time.

EDDIE MOSS was back in action as swing shift boss and assistant to (Casino Mgr.) JOHN HUGHES at the HOTEL SAHARA.

The FREMONT HOTEL was insisting on an early May opening.

BILLY WARD and his DOMINOES took time out from their HOTEL SAHARA engagement to cut eight sides for DECCA in Hollywood.

LILI ST. CYR did a take-off on GRACE KELLY'S honeymoon over at the HOTEL EL RANCHO VEGAS.

Our Managing Editor (BRUCE BARTON CORTEZ) was treated to his first western outfit.

April 28, 1956

Front Cover: Fourth Annual Tournament of Champions.

After devoting many years to our hobby of numismatism, we were forced "out of business' by thieves who stole into the night with our fabulous collection. (And never found the culprits.)

In the RIVIERA HOTEL lounge, the SALMAS BROTHERS dished out a smooth treatment of "Love Is A Many Splendored Thing."

ELVIS PRESLEY'S appearance at the NEW FRONTIER HOTEL was considered the FLV entertainment scoop of the year.

Two gracious stars held rein at the HOTEL SAHARA: LILLIAN ROTH and KATHERINE DUNHAM.

TOM DUGAN'S blasting of FLV via his Los Angeles telecasts proved to boost our popularity.

The LIBERACE show was loaded with advance reservations at the RIVIERA HOTEL.

The bowling team we sponsored brought home the trophy. The quartette was comprised of MAXINE McMICHAEL, BERNICE CLAFFEY, CHARLOTTE BARRY and ETTA CORTEZ.

We thanked AL TURNER for his written bouquets in the "On The Town" Chicago column. . . . Also FRANK FUNGE (the IVAN PAUL) of the SAN FRANCISCO EXAMINER.

HARRY DORSETT designed the float for the HORSESHOE CLUB'S entry in the Helldorado Parade.

WALTER JACOBS, owner of New Hampshire's L A K E TARLETON, joined the Fourth Estaters. He penned two columns, substituting for GEORGE BOURKE, in the Miami Herald.

May 5, 1956

Front Cover: RITA RICHMOND, dancer at the THUNDERBIRD HOTEL.

The VARIETY CLUB'S WOMEN'S AUXILIARY planned to present their Minstrel Show at the HOTEL SAHARA, May 24th.

We congratulate GENE LITTLER on his second consecutive victory of the "Tournament of Champions," played on

(Continued on Page 201)

Season's Greetings

And Best Wishes For The Coming New Year!

DANNY KOLOD ★ LOU MORTON

Desert Inn

• MEN'S SHOP
• LAS VEGAS

AND

Thunderbird Hotel

Open Daily 10:00 A.M. to 6:30 P.M.



Season's
Best Wishes

TO ALL



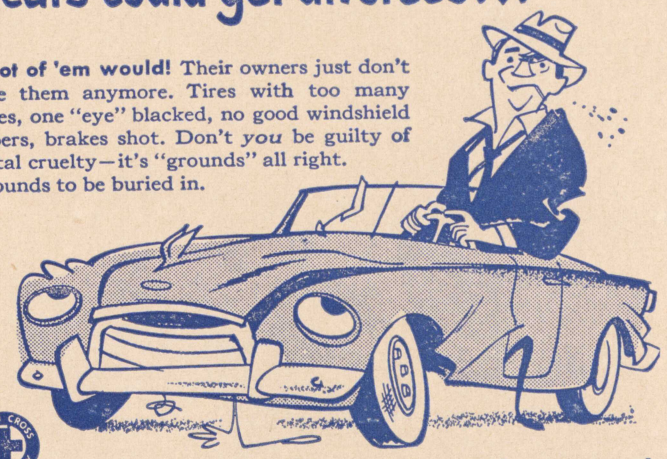
SMILEY ★ GLEN ★ CORAL

GLEN THOMPSON TRIO

HOTEL EL RANCHO VEGAS

If cars could get divorces...

A lot of 'em would! Their owners just don't love them anymore. Tires with too many miles, one "eye" blacked, no good windshield wipers, brakes shot. Don't *you* be guilty of metal cruelty—it's "grounds" all right. Grounds to be buried in.



GREEN CROSS FOR SAFETY

DRIVE SAFELY—the life you save may be your own!



MERRY CHRISTMAS

AND

HAPPY NEW YEAR

FROM

The Entire Restaurant Staff

AT

Joe W. Brown's Horseshoe Club

— DOWNTOWN —

Season's Greetings and a Happy New Year

— COPA ROOM —

Nick Kelly Manager

Jess Kirk
Maitre 'D

Emilio Muscelli • Bruno Mondini
Matty Antonucci • Glenn Lockwood
Mario Marino • Phil Goldman
Rudy Taber

GARDEN ROOM

Less Winn
Maitre 'D

Frank Constanten • Emile Chappuis
Chuck Ballinger • Jack Gaffey
Fred Warren • Mariano Gissey
Erwin Grodd

The Sands Hotel

W. E. "Butch" Leypoldt
SHERIFF
CLARK COUNTY, NEVADA
Extends A Merry Christmas
and a
Happy New Year To You All

AND THANKS TO:
The Sheriff's Mounted Posse — Motor Cycle Posse — Jeep Posse — Teen Age Posse and Sheriff's Aero Squadron.

THAT'S FOR SURE

(Continued from Page 197)

the DESERT INN Golf Course.

RORY CALHOUN and his wife, LITA BARON, checked into the SANDS HOTEL. Lita's brother PETE CASTRO (restauranteur of Ventura, Calif.) and BETTY SCHOLLE were married, May 2nd.

co, full of raves over the low cost of delicious food south of the border

We enjoyed relaxing with the LOU ELLENSONS at the NEW FRONTIER HOTEL.

At the FLAMINGO HOTEL, patrons doubted the family status of the HOLLY TWINS, basing their hesitance upon the different hair shadings.

STAN IRWIN'S (HOTEL SAHARA Entertainment Director) left for a vacation in New York.

Visited with JAYNE and GEORGE LIBERACE at the RIVIERA HOTEL, admiring George's slimmer waistline.

JACK ENTRATTER (of the SANDS HOTEL) was the most delighted spectator at the DESERT INN Golf Course, as he watched the playoff between his two buddies, BOB HOPE and BING CROSBY.

MILTON PRELL caught one of the rehearsals of the Minstrel Show (being readied by the VARIETY CLUB'S Auxiliary) and offered KAY WALLERSTEIN a job. He enjoyed her comedy tremendously.

SADIE and JAKE FREEDMAN (of the SANDS HOTEL) left on the first leg of their European tour.

May 12, 1956

Front Cover: BRUCE BARTON CORTEZ, in his initial western regalia.

Scoffers discovered our prognostication about a new casino to stand at Fremont and First Sts. had been proved correct.

PARAMOUNT STUDIOS decided to shoot "Loves of Omar Khayyam" earlier than scheduled, forcing YMA SUMAC to withdraw from her NEW FRONTIER HOTEL engagement.

The FREMONT HOTEL was busier than any bee hive, preparing for its opening.

AARON WEISBERG was back at his post at the SANDS HOTEL, following his harrowing experience at death's door.

REGGIE THE CLOWN offered Whistling instructions to children at the LAST FRONTIER'S WESTERN VILLAGE PLAYGROUND.

The STAN FAYMANS (of BOND'S JEWELERS) played host to both sets of their parents.

Broadway kept on loving SAMMY DAVIS, Jr. in "Mr. Wonderful."

Local record shops did a bust-up sell-out biz on MARY KAYE'S (HOTEL SAHARA) recording of "Night In Las Vegas."

AUDREY HEPBURN and hubby, MEL FERRER, walked along Fremont St. sans recognition.

At the RIVIERA HOTEL, Maitre d' JACK DENISON explained he had never before been so deluged with reservations as he had been for the PHIL SILVERS ("Sgt. Bilko") show.

ELVIS PRESLEY became the hottest thing on records.

CHIQUITA & JOHNSON were entering their sixth consecutive month in New York at LOU WALTER'S LATIN QUARTER.

We sent good wishes to MOREY ZENOFF, owner-operator of our new third TV channel — KSHO-13. In

(Continued on Page 205)



Season's Best Wishes

Jimmy Sparton
DAY SHIFT MANAGER

Johnny Donahue
SWING SHIFT MANAGER

Everett McCarlie
GRAVEYARD SHIFT MANAGER

★

SILVER SLIPPER

CASINO

Last Frontier Village



ALL OF US HERE

IN THE

KENO LOUNGE

AT

Joe W. Brown's Horseshoe Club

DOWNTOWN

AND IN THE

SLOT MACHINE DEPT

WISH ALL OF YOU EVERYWHERE

A Very Merry Christmas

AND A

Happy New Year





Season's Best Wishes for 1957

FROM THE



Tinny, Janice Lee, Pepper the "hound dog," Edna and Benny

Plus The Boys In The Band



MERRY CHRISTMAS



GEORGE LIBERACE

THAT'S FOR SURE

(Continued from Page 201)

charge of programming was JIM HAWTHORNE of Los Angeles fame.

JON ZERBY opened his UNIVERSAL DANCE STUDIOS in Hollywood.

We reminded the gentlemen not to forget Mother on her special day — May 13th.

May 19, 1956

Front Cover: Our downtown skyscraper, the FREMONT HOTEL.

DINAH SHORE planned her night club debut at the RIVIERA HOTEL, June 6th.

When the VARIETY CLUBS CONVENTION took over New York City, the talk of Manhattan was FLAMINGO HOTEL'S ABE SCHILLER and his custom-made western outfits.

After their last HOTEL SAHARA performances (6:30 a.m.), the MARY KAYE TRIO headed for Lake Mead and utilized their water skis.

SAUL LUBOFF, Executive Director for the local CITY OF HOPE Chapter, announced the "Nite of Fun" (Comedy of Errors) baseball game would be held at CASHMAN FIELD, June 25th.

NINA CLARK was completely remodeling her Ladies Shop at the HOTEL SAHARA.

MORY'S MEN'S SHOP was housed in its new location just north of the HOTEL SAHARA.

VELMA and MATTY SAPORITO welcomed their heir, whom they named "Junior." Dad is horn player with TEDFIO RITO'S ork at the HOTEL EL RANCHO VEGAS.

At the National Variety Club Convention in New York our local Tent No. 39 was presented with the coveted "Heart Award." FLV was greatly honored, indeed!

ZOE NEWMAN surprised her ever-lovin' spouse, JULES, with a birthday party May 15th.

The NORMAN OBROWS were flirting with the Stork, once more.

May 26, 1956

Front Cover: ELEANOR CONNELL, seventeen year old High School Senior.

This year's Helldorado featured an Historic theme.

SKIPPY MOORE who left JOHNNY PULEO & HIS RASCALS two years ago, learned the trade and is a dealer at WILBUR CLARK'S DESERT INN.

(Continued on Page 207)

Merry Christmas

and a Happy New Year

JACK DENISON, Maitre D'Hotel
FRED BORMAN, Executive Chef

CLOVER ROOM

Johnny Pappas — Richard Hubert
Bob Wilson — Louis Vander Hook
Mary Klein — Bob Clemons
Bill Hassler — Elnore Imperato, Sec.

HICKORY ROOM AND COFFEE SHOPS

Clarice Mullaley, Head Hostess
Jean Mayo — Vicki Thompson
Harriett Zalatel

HICKORY ROOM
Captain
Jimmy Steelman

STARLITE LOUNGE
Captain
George Pardares

AND

THE ENTIRE CREW AT THE

Magnificent
Riviera
HOTEL

THAT'S FOR SURE

(Continued from Page 205)

We enjoyed the ROBINSON-OLSEN fight on TV and caught JACK ENTRATTER (SANDS HOTEL) and JOE GLAZER (ASSOCIATED BOOKING CORP.) at ringside.

We were delighted to see BERNIE EINSTOSS in FLV. While visiting at the NEW FRONTIER, he spoke of opening his BAL TABARIN at Lake Tahoe for the Summer season, June 24th. He was also readying his new Reno club across from HAROLD'S CLUB (tentatively named, "Reno's Horseshoe Club)!

An overwhelming crowd attended the May 18th opening of the FREMONT HOTEL, downtown. Opening date plans were then being formulated for the new SILVER PALACE.

JAKE FREEDMAN (of the SANDS HOTEL) was receiving more publicity in Europe than PRINCE RANIER.

HARVEY BERNHARDT was back at the BALI HAI APARTMENTS for a short visit.

A State License was granted the DUNES HOTEL and we sent our good wishes to MAJOR A. RIDDLE, BOB RICE and BILL MILLER.

MIKE RENIS was back in action as swing shift floorman at the NEW FRONTIER HOTEL.

RENEE MOLNAR opened at the HOTEL EL RANCHO VEGAS with her own line of girls May 23rd and was given billing.

FRENCHY (head bus boy) and NICK KELLY (manager of the Copa Room — SANDS HOTEL) trained pigeons on the desert during the daytime.

A tremendous rebellion met the removal of one of the two daily direct flights between here and San Francisco.

The FRANKIE HUDECS were infanticipating in November. (He was then drummer with the MARY KAYE TRIO at the HOTEL SAHARA.)

The most delicious hot dogs were being served by "Little Willie" in the NEW FRONTIER HOTEL Cloud 9 Lounge.

June 2, 1956

Front Cover: JOAN BARTON, "Miss Aviation of 1956."

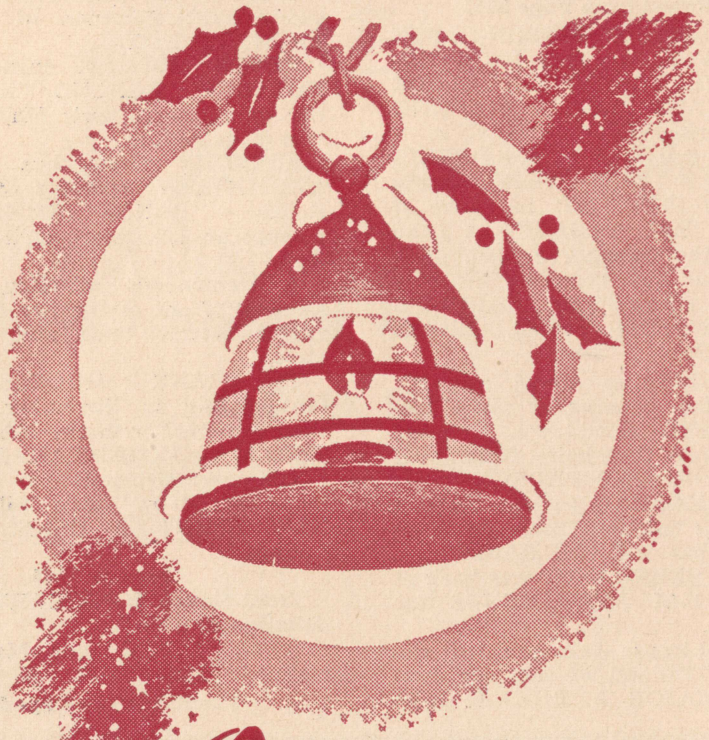
C. D. BAKER (our Mayor) proclaimed June 4-10 as "Aviation

(Continued on Page 213)

Season's Greetings

In the spirit of friendship and good will
that is Christmas . . . we thank our many
customers for their continued patronage!
To all, our most sincere wishes for holiday joy!

Dorothy Dorben



Our Christmas Wishes

JUDY and TUTOR SCHERER

Me Too . . .

"LUCKY"



BEST WISHES

FOR A VERY MERRY

CHRISTMAS

GISELLE and FRANCOIS

SZONY



Greetings

AND BEST WISHES

THE MANAGEMENT
AND PERSONNEL
OF THE

Famous . . .



—DOWNTOWN—
LAS VEGAS

Wishing you . . .

A Merry Xmas



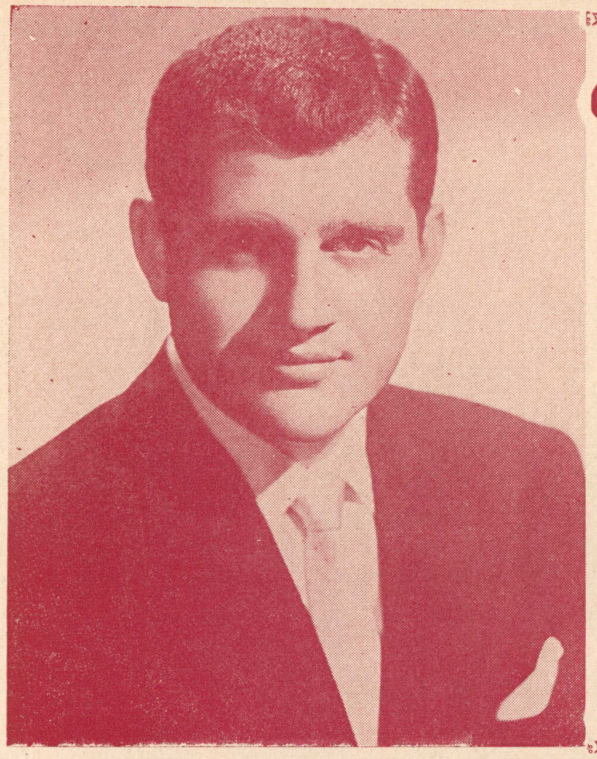


AND MAY ALL THE JOYS OF THE . . .

NEW YEAR

BE YOURS

ROSE MARIE



Christmas Greetings

ALAN KING



THAT'S FOR SURE

(Continued from Page 207)

Week," in honor of more than 600 pilots who planned to hold court at flight headquarters, the FLAMINGO HOTEL.

Nostalgia held rein at the HOTEL EL RANCHO VEGAS, when GLORIA DE HAVEN appeared with her famous dad, CARTER DE HAVEN.

Arrangements were made for an eight million dollar shopping center on the fifty-acre triangle, where E. Charleston meets E. Fremont on the Boulder Highway. The center is to be developed by ARTHUR A. DESSER, HAROLD GARFIELD, JOSEPH BANDLER (all of Beverly Hills), MILTON PRELL (of the HOTEL SAHARA) and HOWARD CHANN (of San Francisco). Tentative name — THE PLAZA.

The SILVER PALACE held its preview opening May 25th. The club's interior was hailed as a tribute to contemporary design. Grand Opening was set for June 8 thru the 10th.

CHARLES O'CURRAN was in FLV at the RIVIERA HOTEL. He planned a Fall wedding with PATTI PAGE upon his return from Copenhagen.

RUBY KOLOD, General Mgr. of the DESERT INN, applied to the State Tax Commission for a four per cent interest in Lake Tahoe's CAL NEVA LODGE.

The BEN STACKS (of the IMPERIAL COIN CO.) set a January Stork date.

JERI and JACK SNYDER (of SNYDER'S) attended her son's (WALTER JALLINS) wedding in Hollywood. Blushing bride was ELAINE GOLDMAN.

When JANIS PAIGE opened at the NEW FRONTIER HOTEL, a ringside table contained PEGGY KING, JANE POWELL and ESTHER WILLIAMS.

JOE E. LEWIS (HOTEL EL RANCHO VEGAS) took a busman's holiday at the SILVER SLIPPER and howled at HANK HENRY'S comedy.

SIGRID MACEY was back in FLV with her groom, TOM McGOWAN, pianist with the BOB BRAMAN TRIO, then at the SHOWBOAT HOTEL.

Every employee of all three shifts at the SANDS HOTEL opened his wallet and contributed to the CITY OF HOPE.

WANDA SMITH and her Cover

(Continued on Page 217)



THE FAMILY HARRIS,

Earl G.
Donna
and
Gregory Lee

Wish You And Your Families

A VERY MERRY CHRISTMAS

and

A PROSPEROUS NEW YEAR

SILVER SLIPPER

LAS VEGAS, NEVADA



To All Our
Friends Everywhere

MERRY XMAS



And
A
Happy

1
9
5
7

Edgar Bergen and
Charley McCarthy

Season's Greetings



LOUIS BASIL
and His Orchestra

appearing . . .

Flamingo

THAT'S FOR SURE

(Continued from Page 213)

Girls planned a European departure July 1st. There, Wanda planned to book acts for the U. S. and also seek out twelve Continental beauties to groom for her Cover Girl productions.

June 9, 1956

Front Cover: Congratulatory salute to the SILVER PALACE.

The JAKE FREEDMANS (of the SANDS HOTEL) cancelled their boat reservations and flew back to the States, following their European jaunt.

The LOU ELLENSONS (of the NEW FRONTIER HOTEL) celebrated their Thirty-Third Wedding Anniversary June 3rd.

The DUNES HOTEL enjoyed an unheralded but crowded opening on the "Strip," under the leading hands of BILL MILLER, MAJOR RIDDLE and BOB RICE.

MAXINE LEWIS resigned as Booker of Shows at the FLAMINGO HOTEL.

DOROTHY BELZ was back as Hostess in the Terrace Room of the SANDS HOTEL, following a prolonged recuperating period.

The PARIS SISTERS were making Texans cheer in the Shamrock Room of the SHAMROCK-HILTON HOTEL.

The CITY OF HOPE committee appointed GARWOOD VAN head of the musicians' division and ticket chairman for the "Nite of Fun."

TOM MOORE (box man at the SANDS HOTEL) hoped to effect a reconciliation with his divorced wife. They did and the family hearth was warm with unity.

ABE SCHILLER (FLAMINGO HOTEL) purchased the original WILLIAM S. HART saddle, bridle and breast plates. He used it in the "Calgary Stampede," July 9th, and in the "Frontier Days" at Cheyenne, Wyoming.

Congratulated JOE JULIAN for receiving his F.C.C. license for 1050 on the radio dial. RICK RICHARDSON is associated with him in the venture.

JEAN and ARTHUR GRANT welcomed an heir. (He is General Manager of the FORTUNE and NEVADA CLUBS.)

June 16, 1956

Front Cover: BETTY PETTY, cocktail waitress of the RIVIERA HOTEL.

Speculation was high anent the openings of the TROPICANA and HACIENDA HOTELS.

DANNY THOMAS (ever the "regular guy") thrilled patrons at the SANDS HOTEL pool by posing with them for pix to send to their homefolk.

RUTH NIJHOFF (of L. A.) and local contractor ROY LONG were joined in matrimony on June 9th. BELDON KATLEMAN hosted the wedding party at his HOTEL EL RANCHO VEGAS bungalow.

Mrs. C. O. AMBURN (of Texas City, Texas) visited son HARRY DORSETT (and his wife MARIE) at JOE W. BROWN'S HORSESHOE CLUB.

The LAS VEGAS WOMEN'S BOWLING ASSOCIATION held its annual banquet at the SILVER SLIPPER BALLROOM, June 7th. We attended and saw our better half crowned "Bowling Queen of the Year."

JERRY LEWIS and his ever-loving PATTY flew in to spend a few days at the SANDS HOTEL.

At the FLAMINGO HOTEL, JAN MURRAY'S parting words to his appreciative audience were: "I only wish

Season's Greetings

FROM

FOLADARE • GREER & BOCK

HOLLYWOOD • NEW YORK

THE GANG AT THE TWO BARS AT

Joe W. Brown's Horseshoe Club

— DOWNTOWN —

EXTEND

YULETIDE GREETINGS

AND

BEST WISHES FOR A HAPPY

AND

PROSPEROUS NEW YEAR



OUR SINCEREST BEST WISHES FOR A MOST JOYOUS CHRISTMAS

AND SUPER 1957



★



★

STEVE and JIMMIE

THE CLARK BROS.

I could pay all of you a 'Dollar A Second' all of the time."

NICK VUCETTA (day shift dealer at the DESERT INN) felt like a millionaire when his wife LUCRETIA presented him with a seven pound heiress (MARTHA MARIE).

The MORY GREENS (of MORY'S MEN'S SHOP) celebrated her birthday, June 5th, at the HOTEL SAHARA.

June 23, 1956

Front Cover: Dedicated to the "City of Hope's Nite of Fun." (Pix of TERRY JOHNSON and LEO DUROCHER.)

Friends were intrigued with the novel ring worn by DANNY THOMAS at the SANDS HOTEL. He received it from the Pope at the Vatican City in 1954. The ring bears the emblem of the "Knights of Malta," the oldest order known, formed in 400 A.D.

Talk was centered on the J. MAGNIN branch store to be located on the "Strip," where DUFFINO'S and the STRIP RACE BOOK stand.

SAM BOYD (co-owner and swing shift boss at the HOTEL SAHARA) passed out countless cigars when his grandson, SAMUEL JOSEPH, was born June 6th.

General Manager AL GARBIAN still displayed his pleasant personality at the LUCKY STRIKE CLUB. We wonder if he ever knew anything but an even temper?

We sent wishes of success to BERNIE EINSTOSS on the opening of his BAL TABARIN, and to BUCK HARRIS, on the opening of his NORTH SHORE CLUB (Lake Tahoe season).

The LIBERACES set to return to the RIVIERA HOTEL in November, following a very busy schedule of concert appearances.

SAM SNELLER and MELVIN GORDON formed the partnership of SNELLER-GORDON INTERIORS.

RENE MOLNAR (head of the production dancers at HOTEL EL RANCHO VEGAS) was playing hostess to her visiting mother.

June 30, 1956

Front Cover: Fourth of July.

The ANDREWS SISTERS reunited and headlined the show at the FLAMINGO HOTEL.

(Continued on Page 223)



Season's Best Wishes

DONALD O'CONNOR

Christmas Cheer



George Capri

— CASINO —

Flamingo HOTEL



Our Best Wishes To All For A Very Merry

YULE

PATTI MOORE

And A Happy

NEW YEAR





BEN LESSY



Season's Greetings

TICKETS AND RESERVATIONS

2421 South 5th St. • DUdley 2-1100

Fly **TWA**

Trans World Airlines

THAT'S FOR SURE

(Continued from Page 219)

SHERRY SHEAR shed her MORO-LANDIS SAHAREM dancing shoes in favor of vocalizing with the SONNY KING group in the Casbar Lounge of the HOTEL SAHARA. Her discoverer was MILTON PRELL.

JEANNE WELBORN and her son were back in Kentucky, residing with her family.

MICHAEL KING was honored on July 1st at his Bar Mitzvah at the L. V. JEWISH COMMUNITY CENTER. Parents (ESTELLE and MORRIS) held the reception in the Crown Room of the ROYAL NEVADA HOTEL.

BILL WILLARD and MARY ANN EDWARDS took Hollywood by storm. Bill was Public Relations man at the DUNES HOTEL. Mary Ann is the lovely wife of RALPH HODGES. Mary Ann wore an extremely sheer harem outfit to boxing and wrestling matches and also strolled along Hollywood Blvd. in it.

ALAN KING was at the FLAMINGO HOTEL, after completing the WARNER BROTHERS' film, "The Girl He Left Behind." Starred in the pic are TAB HUNTER and NATALIE WOOD, with the comedian in a featured role.

JACK GLEEMAN was back in FLV, his thirty-first (31st) trip in five years.

NATALIE and STAN FAYMAN (of BOND'S JEWELERS) joined the January, 1957 Stork list.

On June 28th LLOYD KATZ (Prexy of the NEVADA THEATRE CORP.) introduced a new late policy at the FREMONT THEATRE. Final show goes on now at 2:40 a.m.

We visited K-SHO TV and met the amazing JIM HAWTHORNE, General Mgr. of that TV studio.

Cleveland sportsman TONY MAREK guested at WILBUR CLARK'S DESERT INN.

FRED DODGEN (of JOE W. BROWN'S HORSESHOE CLUB) won the Buick the HOTEL EL CORTEZ gave away for its Fourth Anniversary celebration.

HARVEY STONE was set to open at the HOTEL SAHARA, in support of TERESA BREWER.

AL LANDSMAN was lonely at his TOWN & COUNTRY INTERIORS. His wife, JERRY, was vacationing in Chicago.

Our Insurance man, CHARLES LEE HORSEY, Jr., became Prexy and Board Chairman of the newly-opened NEVADA SAVINGS & LOAN ASSOCIATION.

AL GARBIAN (General Mgr. of the LUCKY STRIKE CLUB) was elected President of the L. V. OPTIMISTS' EVENING CLUB.

JACK ENTRATTER displayed great sagacity by booking LILLIAN BRIGGS and her group into the lounge at the SANDS HOTEL.

C. J. JONES (WILBUR CLARK'S DESERT INN) and FRANK PORTNOY (Casino Mgr. — DUNES HOTEL) celebrated their birthdays, June 20th.

July 7, 1956

Front Cover: We hailed the FREMONT THEATRE for introducing the long-awaited late show.

RENE MOLNAR and her HOTEL EL RANCHO VEGAS dancers lined up at the Fremont Theatre box office, dressed in trapeze costumes.

BILL MILLER prepared to put on productions at the DUNES HOTEL.

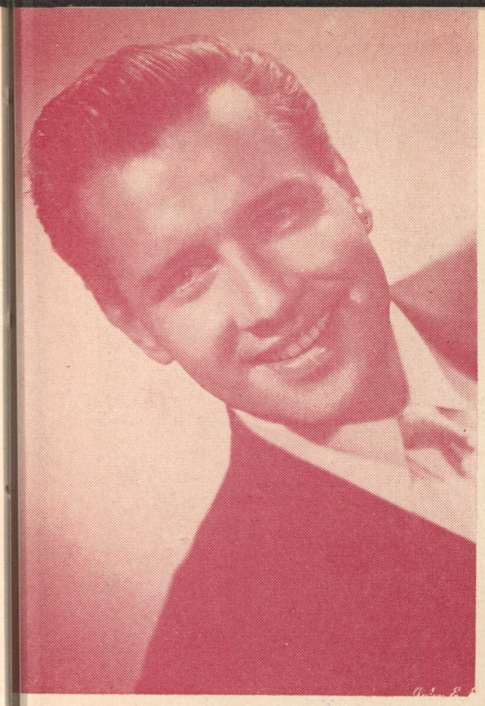
Two downtown clubs closed their doors — the MONTE CARLO CLUB and BUCKLEY'S JACKPOT CLUB.

Celebrating July 9th birthdays were SHEILA PRELL (of HOTEL SAHARA)



Season's Greetings
And All Best Wishes
for a Happy New Year
To All My Friends Here
and Everywhere

Ted Lewis



HOTEL
SHOWBOAT

SEASON'S
BEST WISHES
AND A
WONDERFUL
1957

GARR NELSON

and our own BRUCE BARTON CORTEZ.

LILLIAN BRIGGS' past caught up with her at the SANDS HOTEL, where the Rock 'N Roll Queen was proving a sensation. We learned the beautiful damsel had once driven a truck in Pennsylvania.

THE PLAYERS (then at the SHOWBOAT HOTEL) had cut four sides for ARGYLE RECORDS; songs written by the group members.

PRESS CLUB members were proud of their club headquarters in the FREMONT HOTEL.

GAYLE DE RESE spent her three month vacation dancing in the productions of the NEW FRONTIER HOTEL. The balance of the year she teaches school in New Jersey.

SANDO DEEMS (then at the HOTEL SAHARA) was proud when he learned that his daughter, MARCIA DEMETROPS, was accepted by the PASADENA PLAYHOUSE.

The LARRY MUSHKINS had a baby girl June 29th.

For his HOTEL EL RANCHO VEGAS engagement, JOHN CARROLL brought along his own plane, two cars and a boat.

SHEILA RUPPERT and CARLTON HAYES (ork leader of the DESERT INN) were married June 24th. The reception was held at MATTY'S TROPICS.

JACK ENTRATTER signed NAT "King" COLE to a half-million dollar SANDS HOTEL contract, covering return engagements in 1957-1958 and 1959.

JUDY GARLAND'S July opening at the NEW FRONTIER HOTEL marked her first night club engagement and the gal took FLV by storm.

BILL WILLIS, owner of the UNITED MORTGAGE & LOAN CO., supervised his new building on South Fifth St.

EPPY and KAY PEARSON purchased income units in California. Eppy is the great comedian who endeared himself to many Las Vegans.

We sent birthday wishes to MAXINE LEWIS' mother, HETTIE, who celebrated her natal day in Palm Springs at the home of the WILLIAM POWELLS.

July 14, 1956

Front Cover: HOMER WEST and DAVE VICTORSON, then of the

(Continued on Page 229)



Wishing you . . .

A MERRY CHRISTMAS

JOHNNY DESMOND



A Christmas Wish

MICHAEL SHAPIRO

The Sands



(ME TOO)

Christmas Greetings

DAVE SILVERMAN
GRAVEYARD FLOORMAN

Sands HOTEL

THAT'S FOR SURE

(Continued from Page 225)

SILVER SLIPPER.

A program of "Dancing Under The Stars" was inaugurated at WILBUR CLARK'S DESERT INN, as part of the nightly presentation of "Dancing Waters."

LARRY SLOAN returned to his HOTEL SAHARA publicity post, after promoting good will in Mexico.

LES BROWN and his ork had patrons jumping at the DUNES HOTEL.

Rumors were still rampant anent the BELL TELEPHONE CO. making negotiations to take over the local system.

At the HOTEL EL RANCHO VEGAS his co-workers couldn't find sufficient adjectives to praise maitre d' JOHNNY MORELLI.

Screen writer AL BORTZ was in town, conferring with the ANDREWS SISTERS at the FLAMINGO HOTEL. He was compiling their life's history for a film biog.

A three day holiday, culminating in the dedication of the LAS VEGAS C.Y.O. YOUTH CENTER, was set for July 20th thru the 22nd, by the Men's Club of ST. ANNE'S parish.

DICK RANCATI, graduate engineer of TRINITY COLLEGE, preferred bartendering at the SILVER PALACE.

The JACK LEHMANS welcomed their heiress (JESSICA ANN) July 4th. (Dad is popular "Commander Lee" of TV fame.)

RUBY KOLOD (of the DESERT INN) completed his cross-country vacation caper.

Caught PATRICE MUNSEL (NEW FRONTIER HOTEL) shopping at DANNY SIMMONS' FRENCH BOOTIER.

The B'NAI B'RITH planned a steak barbecue at the FRANCISCO PARK POOL July 4th. Co-chairladies for the project were DORIS STACK and MADELINE POSEN.

We enjoyed listening to the ARISTOCRATS at the RIVIERA HOTEL lounge.

At his LITTLE VILLAGE RESTAURANT, proprietor NATE YOUNG discovered his fifty-seat capacity was insufficient and planned to expand to meet the demand.

BETTY RILEY was in town for a

(Continued on Page 235)

A WAILING YULETIDE TO ALL



My Grateful Thanks To The **Beldon Katlemans**



Sincerely,

RENEÉ MOLNAR

AND HER

DANCERS

El Rancho Vegas

Everywhere,
Everywhere,
CHRISTMAS!



Season's Best Wishes

★

HUGH CONWAY

BOB PECCOLE

LYNN BERGERUD

BILL HOLLER

BENNY BALL

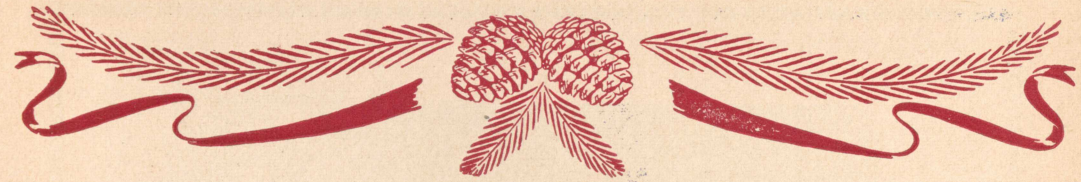
And The Rest Of The Boys
In The Casino Of The

Hotel New Frontier

BEST WISHES FOR A VERY
MERRY CHRISTMAS
AND A
HAPPY NEW YEAR



ANNA MARIA ALBERGHETTI



BEST WISHES

AND A

VERY MERRY CHRISTMAS

from

ALL YOUR FRIENDS

IN THE

CASINO

AT

Joe W. Brown's Horseshoe Club

DOWNTOWN





From Snow-Crowned New York City
And Old Broadway,

To Your Sun-Splashed Desert And
"Strip" So Gay,

CHRISTMAS GREETINGS

FROM

MADAME BERTHÉ

COSTUMES

110 West 47th St. — New York 36, N.Y.C.

Telephone: Plaza 7-4170



Your Friendly
LIQUOR STORE

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

Wishing You Many Great
GIFTS OF JOY



LOUISE and FLOYD

THAT'S FOR SURE

(Continued from Page 229)

few days, after spending two years in Europe.

July 21, 1956

Front cover: Starlet, JEAN CORBETT (Photo by BERNARD of Hollywood and FLV.)

ROSEMARY and CARLOS BIANCA (of JOE W. BROWN'S HORSESHOE CLUB) contracted the Stork for a special family addition.

MARY KAYE (HOTEL SAHARA) had her Stork date set for the Christmas holidays.

DAVE VICTORSON left the SILVER SLIPPER and became Host in the NEW FRONTIER HOTEL'S Cloud 9 Lounge.

A lip ailment forced trumpeter ZIGGY ELMAN out of the MICKEY KATZ combo in the Cloud 9 Lounge. Replacing him was SHORTY SHEROCK, last seen here with the BETTY HUTTON show.

Patrons admired the new "Porte Cochere" at the entrance of the HOTEL EL RANCHO VEGAS.

PANCHO (maitre d' DESERT INN) and his wife set August 12th as their date of departure for Europe.

HARRY RANIER (pit boss at the NEW FRONTIER HOTEL) was also in the hospital.

NAT "King" COLE'S August 3rd concert at the HOLLYWOOD BOWL was a sell-out a month in advance.

TED LEWIS was set for a July 22nd guest shot on ED SULLIVAN'S tv show.

In the first six months of this year JOE W. BROWN'S HORSESHOE CLUB paid out a startling jackpot figure that went over the two million mark.

The FEDERATED REPUBLICAN WOMEN'S CLUB planned a fashion show at the NEW FRONTIER HOTEL pool, August 28th, featuring fashions by SYDNEY'S.

The GEORGE FURSTS welcomed a boy on July 15th. (Dad is a dealer at the RIVIERA HOTEL.)

July 28, 1956

Front Cover: JEFFIE LEE BOYD, a Renee Molnar dancer of the HOTEL EL RANCHO VEGAS.

TERESA BREWER bit into an English Muffin at the HOTEL SAHARA and discovered it was a bagel. The mistake cost Miss Brewer a broken tooth.

August 21st was set as VARIETY CLUB Tent No. 39's "Night of Stars" at CASHMAN FIELD.

Without interrupting the normal routine, AL LANDSMAN did some major remodeling at the RIVIERA HOTEL. (Al heads the TOWN & COUNTRY INTERIORS.)

When LAVALLE JOHNSTON returned to her post at JOE W. BROWN'S HORSESHOE CLUB, her fellow employes presented her with a chocolate donut that measured thirty by 3½ inches.

NANCY SINATRA, Jr. planned a special trip to FLV to catch HARRY BELAFONTE at the RIVIERA HOTEL and GISELLE MacKENZIE at the FLAMINGO HOTEL.

We visited with our adopted mother, DR. MARGARET CHUNG, at the HOTEL EL RANCHO VEGAS.

At the HOTEL SAHARA, maitre d' RALPH GRECO was walking on cloud eight. He and his wife became the parents of an heiress July 7th.

ABDU AMIN was making the rounds with his bride, the former JOAN WHITNEY. Mrs. A. was a showgirl at the NEW FRONTIER HOTEL when



May Your

CHRISTMAS

BE JOLLY
AND
BRIGHT

The Season's Best
Wishes To All . . .

DICK RICE
AND HIS
ORCHESTRA

HOTEL El Rancho Vegas

the AMIN BROTHERS appeared there.

In from Hollywood for JUDY GARLAND'S NEW FRONTIER opening were COLE PORTER, HUMPHREY BOGART, CLAUDETTE COLBERT and the MIKE ROMANOFFS.

The ALEX GOLDFINES (HOTEL EL RANCHO VEGAS) prepared for their first vacation in years.

We regretted the news of Mrs. GROVER'S demise. Her son, BUDDY, is with the GROVER-SHORE TRIO at WILBUR CLARK'S DESERT INN.

We learned MARY LOU BOUBERT, vivacious food waitress at the FREMONT HOTEL, was formerly a movie actress. Her husband, MATTY, was one of the top stunt men.

On July 14th DICK WINSLOW gave his name to lovely NINA BARA of California.

A great part of the world was saddened with the demise of LOU ROTHKOPF. Nephew BERNIE is a dayshift boss at WILBUR CLARK'S DESERT INN.

KEELY SMITH and LOUIS PRIMA set to return to the HOTEL SAHARA'S Casbar, July 30th, following NELLIE LUTCHER.

A New York Obstetrician charged a new father $250.00 if his first question was for the newborn. If the concern was for the new mother, the bill was $100.00.

August 4, 1956

Front Cover: JIM HAWTHORNE, Manager of K-SHO-TV.

VI TAYLOR'S "Pat on the Back" column (published the week earlier) stirred up tremendous, favorable comment.

TERESA BREWER and her husband BILL MONAHAN acted like newlyweds at the HOTEL SAHARA.

BILL KLISKA (super market owner of California) displayed his prowess as a hypnotist, by quickly mesmerizing local personalities.

BEVERLY ROTH was toting libation trays at the DUNES HOTEL.

Sporting a sylph-like "new look" at JOE W. BROWN'S HORSESHOE CLUB was, once chubby, JAKE NEWMAN.

MAC HARRIS, maitre d' NEW FRONTIER HOTEL, needed a magic wand to provide sufficient seating capacity for guests desirous of seeing JUDY GARLAND.

After a five week vacation from

(Continued on Page 241)

Christmas
Greetings

CHARLES WATSON

GRAVEYARD FLOORMAN

Sands HOTEL

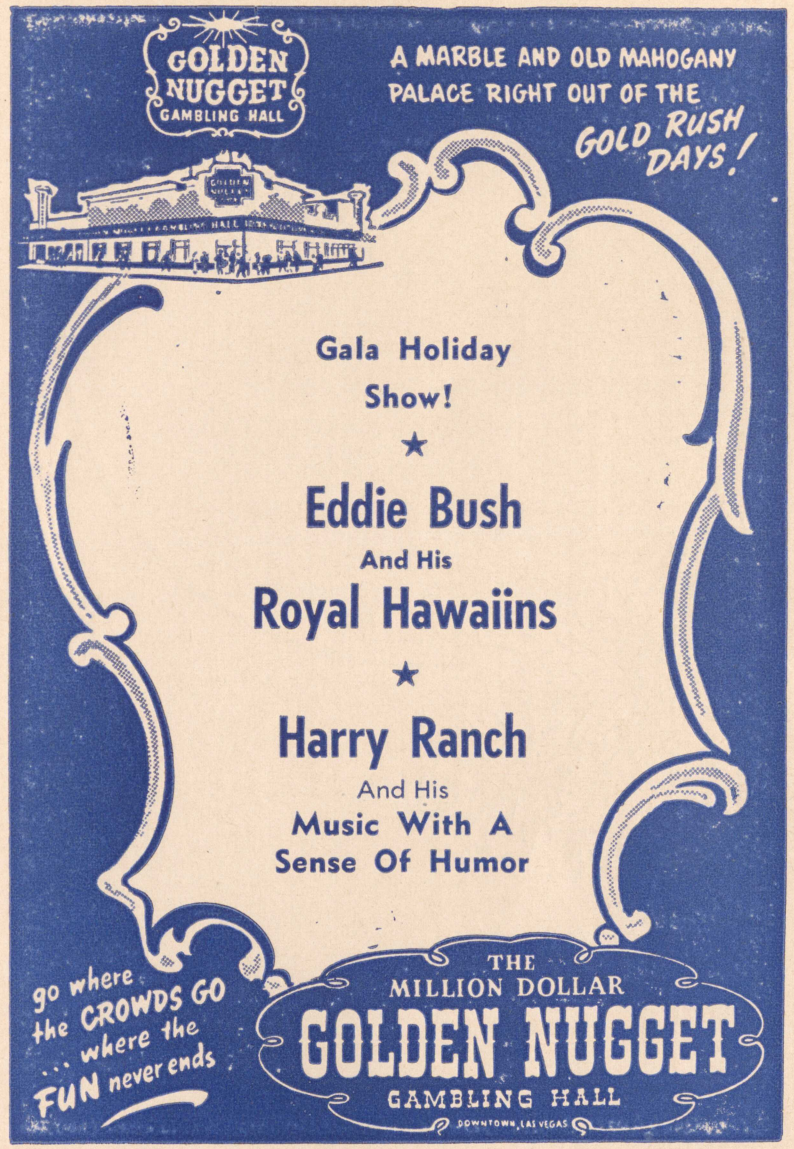


A Season
Of
Cheer
And A
Happy New
Year
And A
Merry
Christmas
To All.

STEVE GIBSON

and His Red Caps
and Damita Jo

Season's Greetings



Happy New Year



P. O. Silvagni

APACHE HOTEL

— DOWNTOWN —

THAT'S FOR SURE

(Continued from Page 237)

the HOTEL EL RANCHO VEGAS spotlight, JOE E. LEWIS was back, replete with new material.

TOMMY BUTLER, singing porter at the SILVER PALACE, was "discovered" in the Men's Room and put up on the bandstand.

We thanked BILLIE HOLIDAY for her book which she sent us during her DUNES HOTEL engagement.

On August 1st, JEANE HAMMETT and JOHN GRANDI patronized the Wedding Chapel at the NEW FRONTIER HOTEL.

We enjoyed chatting with LEE and JACKIE MILLS at WILBUR CLARK'S DESERT INN.

Our Secretary SYBIL JONES and LEELAND LOVASS planned an August 11th wedding. They set up residence in Denver.

COUNT BASIE and his ork were signed into the DUNES HOTEL.

BUZZ FAZIO gave an exhibition of top bowling at NEW VEGAS LANES, just prior to their kegling tournament.

August 11, 1956

Front Cover: MARLENE CALLAHAN.

The NEVADA STATE GOLF ASSOCIATION set the 1956 "Nevada Seniors' Championship" at the DESERT INN, October 6th and 7th.

Two years ago, PHIL FLOOR (then a "21" dealer at JOE W. BROWN'S HORSESHOE CLUB) had been stricken with a fatal disease. His fellow dealers sent his wife $25.00 daily, until his demise in August.

RUTH CLARKSON returned from Europe and joined the RENEE MOLNAR dancers at the HOTEL EL RANCHO VEGAS.

On August 11th, GARR NELSON (m. c.) played his 1093 consecutive performance at the SHOWBOAT HOTEL.

The PETER LAWFORDS made plans for their third offspring.

HAL MORELLI (local d. j.) and MARGE CLARK (former dancer) discussed wedding plans.

JAN and JIMMY GRIPPO visited our FLV. (Jan is the popular Hollywood producer. His brother JIMMY is a hypnotist of reknown.)

The HOTEL EL CORTEZ set August 23rd for the official opening of

(Continued on Page 247)

Wishing you a Merry Christmas

"TEX" COOPER

— CASINO —

GOLDEN NUGGET

— DOWNTOWN —

The Symbol of peace . . .

. . . A MERRY CHRISTMAS



from the

CASINO Personnel

CHRISTMAS

. . is a time of peace
and joy — may yours prove
to be the finest ever!

at the

New Frontier

HOTEL



MERRY CHRISTMAS

TO ALL

LOUIS SALDINA
Maitre 'D Hotel

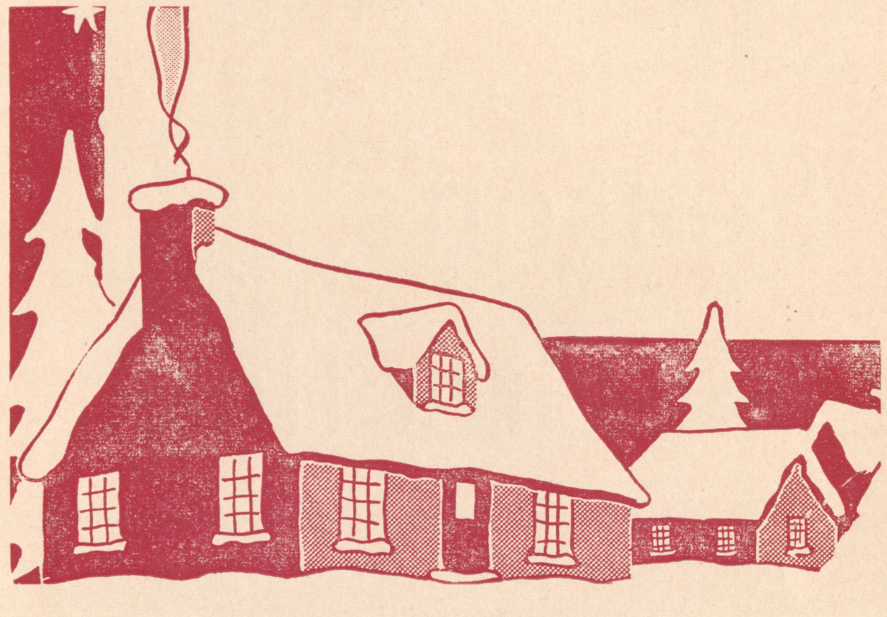
JOHN FUDESCO
Ass't. Maitre 'D Hotel

— CAPTAINS —

RALPH HILDEGRAND
ROBERT SAVEDRE
WAYNE SIMO

Thunderbird Hotel

Season's Greetings



And Best Wishes
For The Coming Year

SNELLER & GORDON
INTERIORS

FURNITURE — CARPETING — DRAPERIES
UPHOLSTERY

1054 So. Main DU 2-9303
Las Vegas, Nevada

Season's Greetings

FROM THE

MANAGEMENT

OF

Joe W. Brown's Horseshoe Club

— Downtown —

NOEL— GOLDEN NUGGET

Season's Greetings

MR. & MRS. BILL GREEN

THAT'S FOR SURE

(Continued from Page 241)

its new Cirque Room.

PATTI and JERRY LEWIS caught the GORDON MacRAE-JACKIE MILES show (DESERT INN) and raved incessantly about the top performances.

LYNNE HARDIN gave up a lucrative modeling career in preference of cocktail toting at the SANDS HOTEL.

MARIE and HARRY DORSETT (JOE W. BROWN'S HORSESHOE CLUB) celebrated their Twentieth Wedding Anniversary.

"Holiday" magazine planned a special August 16th feature on FLV.

August 18, 1956

Front Cover: A reminder to attend the VARIETY CLUB'S "Night of Stars," August 21st, at CASHMAN FIELD.

Proceeds of this star-studded event went to Variety's "Heart Fund."

MARY BECKER was back behind the camera. at WILBUR CLARK'S DESERT INN.

DORIS DEANE (actress wife of the late "Fatty" Arbuckle) and her friends were seen playing KENO at JOE W. BROWN'S HORSESHOE CLUB (for thirty hours).

JOE SOBB, Jr. (of Rochester, New York) visited the JOE POLITO ranch at TWIN LAKES.

NANCY BONESS, cigarette girl at the DUNES HOTEL, left for a Chicago vacation.

JOAN BOMMARITO and BESS ROSENBERG celebrated their birthdays at the RIVIERA HOTEL.

We saw the newly-opened HACIENDA HOTEL and joined its long list of admirers.

BEN STACK (of the IMPERIAL COIN CO.) made us drool when he showed us one of six 1804 silver dollars in existence.

The newly redecorated Congo Room at the HOTEL SAHARA brought many compliments to General Mgr. (co-owner), MILTON PRELL.

GEORGE GORDON left the DESERT INN for surgery at CEDARS OF LEBANON HOSPITAL.

Our "Princess" won the "Singles Classic" held at NEW VEGAS LANES.

One of the staunchest patrons of the SILVER PALACE was an eighty-six year old matron.

ROBERTA SHERWOOD stirred up a great amount of anticipation anent her



Starry bright --
our wish to you!
May your hopes
and dreams come true
at Christmastime!

CHARLES RESNIK

— CASINO —

HOTEL SAHARA

HIWAY 91 • LAS VEGAS • NEVADA

NEW FRONTIER HOTEL booking (August 20th) with MICKEY ROONEY.

The BOBBY BRACCATOS were seen at the SANDS HOTEL. He is the son of the world-famous "Diamond Jim" MORAN.

EDDIE HOLLAND was back on the job at JOE W. BROWN'S HORSE-SHOE CLUB, following a mild heart attack.

August 25, 1956

Front Cover: We congratulated the fabulous RITZ BROTHERS on their 28th Anniversary in show business.

When JUDY GARLAND contracted throat trouble at the NEW FRONTIER HOTEL, we caught JERRY LEWIS who had stepped in as a sensational "sub."

JAN PEERCE, lead tenor of the Met, was set for an FLV debut at the DESERT INN, August 28th.

BILLY De WOLFE'S zany comedy was a hit at the HOTEL SAHARA.

We welcomed VI TAYLOR to our staff, as Editor-in-Chief.

MARY MENZIES was featured in the FLAMINGO HOTEL productions.

MACK GORDON was visiting the DESERT INN. He is a 1050 member of ASCAP. Mack appeared, one hundred seventy-five pounds lighter.

LIONEL HAMPTON and his ork were signed into the DUNES HOTEL, August 23rd. LARRY STEELE and his revue were signed also.

RICK WILLIAMS became Publicity Director of the SILVER PALACE, downtown.

Belated birthday greetings (August 23rd) went to JUDGE FRANK McNAMEE (the man who tied the Cortez knot.)

PEGGY LEE and TV and screen star DEWEY MARTIN looked like real honeymooners (which they were) at the SANDS HOTEL.

JACK MITCHELL was back as assistant to maitre d' NAT HART of the FLAMINGO HOTEL. (Jack had been absent for surgery.)

Localities were enthused about the newly opened Cirque Room at the HOTEL EL CORTEZ.

At JOE W. BROWN'S HORSESHOE CLUB, AL JACOBSON devoted eighteen daily hours to his making a

(Continued on Page 253)

Noel

ROY BABICH

SWING SHIFT FLOORMAN

Sands HOTEL



Merry Christmas To You and Yours



JACK CARSON

Carson-Stempel Enterprises



. . . may you find

your Christmas stocking chock-full

of your fondest dreams come true . . .

Helen and Irving Leff

HOTEL **New Frontier**



Season's

Greetings

JACKIE

MILES

Christmas Cheer

comes but once a year!

CURTIS BRYANT

— CASINO —

HOTEL SAHARA

THAT'S FOR SURE

(Continued from Page 249)

success of his department — the KENO center.

DAN MERRIN arrived from New York to take over as General Manager of the FLAMINGO HOTEL (also Assistant to President, AL PARVIN).

September 1, 1956

Front Cover: JEAN CAMERON.

The RITZ BROTHERS were delighted over our surprise cover, featuring their persons.

CRISWELL predicted PRINCESS MEG and PETER TOWNSEND would wed before the year was out. (Tabloids later reported the event was scheduled between October and Xmas.)

LOUIS PRIMA was signed to appear at the HOTEL SAHARA for the next three years, in exchange for an agreement that figured close to a million dollars.

WALTER WINCHELL and KAY PARSONS reminisced at the DESERT INN.

MILTON PRELL (co-owner of the HOTEL SAHARA) planned his September 6th birthday celebration.

JOE VALLERA (of the ITALIAN GRILL on No. 2nd St.) sold 75,000 miles of spaghetti during a two year period in Hollywood.

We were delighted to learn that GEORGE GORDON was recuperating nicely, following surgery at CEDARS OF LEBANON HOSPITAL.

GLORIA and DON LUND planned an April family addition, hoping for a girl.

STAN IRWIN (of the HOTEL SAHARA) became Chairman of the 1956 SCOUT-O-RADO.

JOANNE BOSTON, Copa Girl of the SANDS HOTEL, left for L. A., for her final screen tests at UNIVERSAL-INTERNATIONAL.

ABE SCHILLER (Veep of FLAMINGO HOTEL) left for Atlantic City to attend the "Miss America" Pageant.

KEELY SMITH flew into L. A. to cut her second CAPITAL record.

September 8, 1956

Front Cover: HELENE STANTON.

On September 5, construction began on WILBUR CLARK'S PARADISE GARDENS (five hundred eleven



Season's Greetings

TINY & 'CARNIE'

KRAUSNICK

WILBUR CLARK'S

DESERT INN

homes), with a shopping and marketing center to cover eleven acres.

At JOE W. BROWN'S HORSESHOE CLUB, JIMMY RITZ and AL FIRESTONE recalled the "old days" in Brooklyn. There, they both learned to "hoof" on old wooden cellar doors.

IOLA DEAN (Executive Secretary of the SILVER SLIPPER) and hubby WEBB (Security Officer of the HOTEL EL RANCHO VEGAS) left FLV to make their home in Salt Lake City.

GEORGE BURNS contracted to take over the DIXIE DELICATESSEN, September 11th.

BILL LUND, of JOE W. BROWN'S HORSESHOE CLUB, was accustomed to arising the same time every morning, under his own power. When he bought an alarm clock, he overslept.

At the THUNDERBIRD HOTEL, JOHNNY DESMOND looked handsomer than ever.

On August 30th, STELLA and AL ARAKELIAN celebrated their Tenth Wedding Anniversary.

We shrugged off the latest in women's fashions.

Ork leader SHERMAN HAYES took over HERNANDO'S HIDE-A-WAY and held his Grand Opening, August 31st.

CHARLIE RESDEN and his bride NINA CLARK were back at the HOTEL SAHARA, following their honeymoon yachting trip.

DICK SINATRA took time out from drama study at the NEIGHBORHOOD PLAYHOUSE (N. Y.) to visit his parents. (Dad is RAY, the ork leader at the RIVIERA HOTEL.)

ACE BALKIN moved his pianistic arrangements into the Nevada Room of JOE W. BROWN'S HORSESHOE CLUB.

September 15, 1956

Front Cover: We extended good wishes to the celebrants of "Yom Kippur."

At the SHOWBOAT HOTEL, exotic dancer KALANTAN proved she could sing.

ELEANOR ROTH (Secretary of JACK ENTRATTER — SANDS HOTEL) and CARMEN DELL were guests of honor at a dual birthday celebration given them by BEVERLY ROTH (cocktail waitress at the DUNES HOTEL).

ROBERTA SHERWOOD had to close out her NEW FRONTIER HOTEL en-

Merry Christmas

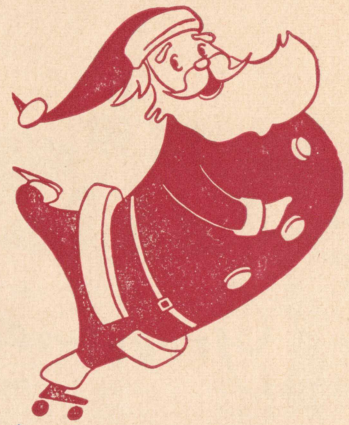
BILL EAKINS

GRAVEYARD FLOORMAN

Sands **HOTEL**

Season's Greetings

Eugene Warner



DANNY STEIN

SWING SHIFT FLOORMAN

Sands **HOTEL**

gagement four days early, to fulfill previous commitments. Replacing the gal were PATTI MOORE and BEN LESSY.

JOAN BOSTON (ex Copa Girl — SANDS HOTEL) was signed to a movie contract by UNIVERSAL-INTERNATIONAL.

SAL D'AMORE planned opening his third barber shop, in Beverly Hills. He has one at the DESERT INN (here) and BEVERLY WILSHIRE HOTEL.

At the GOLDEN NUGGET, the GUADALAJARA BOYS were enthused over the receipt of their American citizenship papers.

PETE BOMMARITO (swing shift boss-RIVIERA HOTEL) purchased the FLYING "A" STATION.

Members of our local VARIETY CLUB Tent No. 39 met with DR. WOODBURY, President of the School Board, regarding Mentally Retarded children.

Before leaving for Europe September 16, the LIBERACES will give a charity performance at the HOLLYWOOD BOWL, September 15th.

September 22, 1956
Front Cover: SHIRLEY LEWIS.

RAY BOLGER "filled in" at the HOTEL SAHARA, enabling EDGAR BERGEN and "Charlie McCarthy" to fulfill their TV show, "Do You Trust Your Wife."

At JOE W. BROWN'S HORSESHOE CLUB, pianist ILSE JANNSENS displayed a collector's item: a handmade Belgium lace stole, designed expressly for LOLO MONTEZ, mistress of Louis I of Bavaria (1818-1861).

WALLY SANDERS applied for a license to open his "Bridge Club," the only spot of its kind in Nevada.

The OLYMPIC GAMES in Australia (commencing Nov. 1st) planned to star the singing of JULIA (of DARVIS & JULIA).

Localities were getting set to make the trek to the World Series games, in New York.

The first meeting of the Women's Auxiliary of the DESERT INN Country Club was held September 24th.

One hundred bankers planned to convene in FLV, October 19th. (We were honored with their request to supply them with copies of our FLV publication.)

The All-Star Tournament elimina-



Our wish to you

this CHRISTMAS DAY

is tinsel-bright, holly-gay!

Jules Podell's

World Famous

Copacabana

NEW YORK CITY

tions for the B.P.A.A. competition was set to begin September 22nd at LAS VEGAS BOWL.

The HARRY DORSETTS (of JOE W. BROWN'S HORSESHOE CLUB) spent their seven day vacation at Pacific Beach, California.

NAT BUNGHERO took over as maitre d' DUNES HOTEL, replacing the outgoing BILL SEIDEN.

The JAKE KOZLOFFS left for the east, to enroll son TED in the HILL PREPARATORY SCHOOL (Pottstown, Pa.).

KURT DAVIS (pilot of the HOTEL THUNDERBIRD'S cruiser on Lake Mead) died at the wheel of his car.

PAT MARINO was expected to arrive in FLV around September 20th to put on a show at DANNY SIMMONS' FRENCH BOOTIER.

Pianist ACE BALKIN (of JOE W. BROWN'S HORSESHOE CLUB) rang up a total of thirty six jackpots in one hour, at the LUCKY STRIKE CLUB.

September 29, 1956

Front Cover: A reminder to support the Community Chest Drive.

The RAY BUCKS celebrated their Thirtieth Wedding Anniversary (He is a Deputy at the DUNES HOTEL.)

LEWIS H. JOHNSON, Manager of the COMSTOCK HOTEL (Moorhead, Minnesota) fell so hard for FLV, he introduced a LAS VEGAS LOUNGE in his bistro, with murals, depicting FLV highspots.

ELIZABETH TAYLOR and (her future) MIKE TODD, ringsided at the FRANK SINATRA, JOEY BISHOP show (SANDS HOTEL).

After playing Gin Rummy for forty-six consecutive hours, EDDIE ("Babe") MANN collected $7.00 from HYMIE ABRAMS.

We understand the owner of MATTY'S TROPICS considered changing the name of the spot to CHIANTI'S. We wished JERRY BERSHIN good luck in his new venture.

WILBUR CLARK tossed a memorable farewell soiree for JAN PEERCE in his Sky Room (DESERT INN) September 24th.

REVLON planned its new Quarter of a Million Dollar give-a-way for October 22nd.



GEORGE "Red"

KAVANAUGH

— Manager —

SHOWBOAT



"FRENCHY" RABITAILLE

SWINGSHIFT FLOORMAN

Sands **HOTEL**

SAM and HARRY DVORAK scored a hit with their delicious barbequed chickens at MARKET TOWN.

MARIE and ED BIRCH (of the LAS VEGAS BABY SITTING AGENCY) had a birthday party for their one year old, BRUCE, September 21st.

BILL MILLER introduced a 5:30 a.m. show (Saturday night only) at the DUNES HOTEL.

The SAHARA CUP RACE on Lake Mead began on October 14th. We congratulated MILTON PRELL of the sponsoring Hotel for his foresight in bringing this thrilling sport competition to FLV.

October 6, 1956

Front Cover: Starlet LYNN BARTON, former dancer of the RIVIERA HOTEL.

The DOMINIC BOMMARITOS arrived from Detroit, to visit son, PETE (Casino Mgr. — swing shift — RIVIERA HOTEL).

JULIE and CLEO SIMON set a Stork date for May, 1957. The prospective father is a graveyard shift pit boss at the DUNES HOTEL.

We sent congratulations to MILTON PRELL and his affiliates upon the Fourth Anniversary of the HOTEL SAHARA.

ADAH and TED LEWIS were happily planning their Forty-first Wedding Anniversary October 7th. The maestro signed to open at the DESERT INN November 13th.

DR. MARGARET M. CHUNG (San Francisco) celebrated her natal day October 2nd.

Two visitors patronized various spots, requesting ham and eggs and two empty glasses. What were the glasses for? Ketchup! Yep! They drank it straight!

When "Little Murray" discovered his DIXIE DELICATESSEN job was "steady," he decided to take a vacation. (Hasn't been heard from since.)

Rumor had it that PEARL BAILEY definitely planned retirement, following her FLAMINGO HOTEL engagement.

October 13, 1956

Front Cover: DIANE ROBINSON, HOTEL EL CORTEZ dancer.

BILL MILLER changed HOYT HENRY'S DUNES HOTEL contract to include "indefinite run."

FROSTY JENSEN celebrated her birthday October 21st. She is Executive Secretary at WILBUR CLARK'S DESERT INN.

JON and SONDRA STEELE had a good disc in "Showtime," cut on the FOREMOST label.

The SAXONY HOTEL built an all-glass elevator, on the **outside** of the hotel facade (in Miami Beach, Fla.).

ROSE MARIE amazed supper-clubbers at the FLAMINGO HOTEL with her excellent performances.

LARRY LORIMER became Manager of the DUNES HOTEL.

"Cry Me A River," JULIE LONDON was a hit at the NEW FRONTIER HOTEL.

EDA De BORDE, Secretary to HOTEL SAHARA Prexy, MILTON PRELL, planned a November 9th sailing to Hawaii.

The MARY KAYE TRIO was back at the HOTEL SAHARA. On October 23rd, Mary Kaye's latest movie, "Cha Cha Cha," opened at the FREMONT THEATRE.

We congratulated HORTENCIA McKIERNAN and her staff upon the Grand Opening and Fifth Anniversary of the newly enlarged EL CHOLO CAFE.

October 20, 1956

Front Cover: Warren ("Doc") Bayley and the HACIENDA HOTEL.

ABE SCHILLER was off on a three-week business-pleasure-promotional tour throughout the Northwest. (Abe is Executive Veep of the FLAMINGO HOTEL, Inc.)

The SAHARA HOTEL BOAT REGETTA on Lake Mead proved so successful, word spread across the country, drawing sportsmen to this area. Winner of the contest was JACK REGAS, who drove his "Hawaii Kai III" to win the Sahara cup.

Little WILLIE GORDON (of the NEW FRONTIER HOTEL'S Kosher Kart) celebrated his birthday October 7th.

PHIL GOLDMAN (a Captain in the SANDS HOTEL Copa Room) left for his two week vacation in New York and Boston.

The NAT HARTS were still honeymooning, after eighteen years of marriage. (He is maitre d' FLAMINGO HOTEL.)

SAMMY LEWIS (Show Producer — NEW FRONTIER HOTEL and RIVIERA) booked nine PALACE THEATRE acts into the Frontier November 18th.

October 27, 1956

Front Cover: BARBARA STUART, Donn Arden dancer of the DESERT INN.

Our son and his mother returned from their New York vacation and our heir could think of nothing but daily flight trips.

We visited our old friend, CONNIE MORMON, at her HAPPY HOUSE (nursery). Connie was an employe of the old CLUB BINGO.

DOT and CLETE MASON sold their DOT'S FLOWER SHOP to the FRED MIDDENDORFS and HAZEL V. PHARES.

HELEN FISHAUF (waitress at FOXY'S DELICATESSEN) and BERNIE BLUM ("21" dealer — FLAMINGO HOTEL) were wed September 22nd.

November 3, 1956

Front Cover: MAE TAI SING, then in the "China Doll Revue" at the HOTEL THUNDERBIRD.

Fabulous conversation around town was JOE E. BROWN'S (HORSESHOE CLUB) oil well on Flamingo Road. At this particular writing the bit had hit the 3400 foot level.

HANK HENRY and JIMMY CAVANAUGH (of the SILVER SLIPPER) were working in JOE E. LEWIS' screen biography, "The Joker Is Wild," with FRANK SINATRA in the starring role.

The KINGS IV took over the spot the WOODY HERMAN group vacated at the RIVIERA HOTEL lounge.

FORD auto tv commercials were made at the HOTEL SAHARA.

STAN IRWIN and LOUIS PRIMA (HOTEL SAHARA) collaborated on the new tune, "A Banana Split For My Baby and a Glass of Water For Me."

MAURICE FRIEDMAN leased the ROYAL NEVADA HOTEL from the NEW FRONTIER HOTEL management.

The BURT BERNHEIMS (owners of the BLAIR HOUSE) became grandparents September 27th.

November 10, 1956

Front Cover: Formal announcement of the presentation of "La Boheme."

DOC BAYLEY was supervising the pre-opening details of the newest HACIENDA HOTEL in Bakersfield, California.

MARGARET BLANKENSHIP celebrated her natal day October 31st. Husband JIM has the Tobacco and Gift Shop at the RIVIERA HOTEL.

BILL MILLER (DUNES HOTEL) returned from New York with a stunning set of diamonds, pendant earrings for his wife, MARY.

The first Crossette-Belfer production at the FLAMINGO HOTEL was RAY GOLDEN'S Broadway-bound, "First Edition."

The LIBERACES were in Italy, then went on to perform for QUEEN ELIZABETH November 5th.

TRUDY and DICK SHERIDAN (of the DUNES HOTEL) booked the Stork for a June, 1957 date.

The JAKE KOZLOFFS honored their son, CHARLES, at his "Bar Mitzvah," November 10th at the Jewish Community Center.

November 17, 1956

Front Cover: LAURIS LAMBERT, dancer at the RIVIERA HOTEL, with the Latin Quarter Revue.

We were proud to learn that JERRY LEWIS was selected to emcee the March, 1957 Academy Awards in Hollywood. (Jerry was signed to open as a "single" at the SANDS HOTEL November 28th.

When ELVIS PRESLEY vacationed here at the NEW FRONTIER HOTEL, blase Nevadans swooned over him.

WANDA ROBERTS displayed her beautiful stallion portrait in the ART LEAGUE Exhibit.

DARYL ZANUCK hailed HARRY BELAFONTE as "little short of sensational" as the tense union leader in "Island In The Sun."

BUSTER HALLETT and his ork opened at the HOTEL EL CORTEZ.

The "long-legged bird" was rumored to have dated the MOE DALITZ' (Desert Inn) and the BEN GOFFSTEINS (RIVIERA HOTEL).

JOEL GREY beat out 250 other candidates to land the role of "Jack" in the tv musical spec, "Jack and the Beanstalk."

November 24, 1956

Front Cover: CYNTHIA BROOK.

BELDON KATLEMAN contracted his friend, ELSA MAXWELL to play Hostess at the HOTEL EL RANCHO VEGAS, during the Christmas and New Year holidays.

It was rumored a "Strip" hotel was bidding for the services of VICTOR BORGE, offering a fantastic salary figure.

We wondered if GERI NOLAN (publicist — HOTEL EL RANCHO VEGAS) fell in love during her Gotham vacation?

HAROLD HIND, long associated with BILL MOORE, sold out his interest in the EL CORTEZ and SHOWBOAT HOTELS.

KENO players were having a "field day" at the SILVER PALACE, where winners were plentiful.

We congratulated the BEN STACKS (of the IMPERIAL COIN CO.) when they became the proud parents of a son, ROBERT DOUGLAS.

WOODY and MIKE MORAN were advised by medics to expect a "multiple" birth, come March.

ELEANOR ROTH (JACK ENTRATTER'S Girl Friday — SANDS HOTEL) was convalescing following surgery.

ARTIE ANTON, former drummer with the SANDO DEEMS TRIO (SAHARA HOTEL) signed an exclusive contract with VIC DAMONE.

The BLUE ONION DRIVE-IN (on East Fremont St.) planned 30 air-conditioned stalls to provide perfect weather conditions for auto-dining.

With great appreciation to all who have made this tome possible, we close the final leaf on our Christmas edition. . . . A very, very MERRY CHRISTMAS to everyone. May you share your happiness with many friends and look forward to "Peace on Earth . . . Good Will to all Men" . . . and that's for sure.

MERRY
CHRISTMAS
AND A
HAPPY NEW YEAR!

Nick Vara
AND THE BOYS
PARKING
Hotel SAHARA

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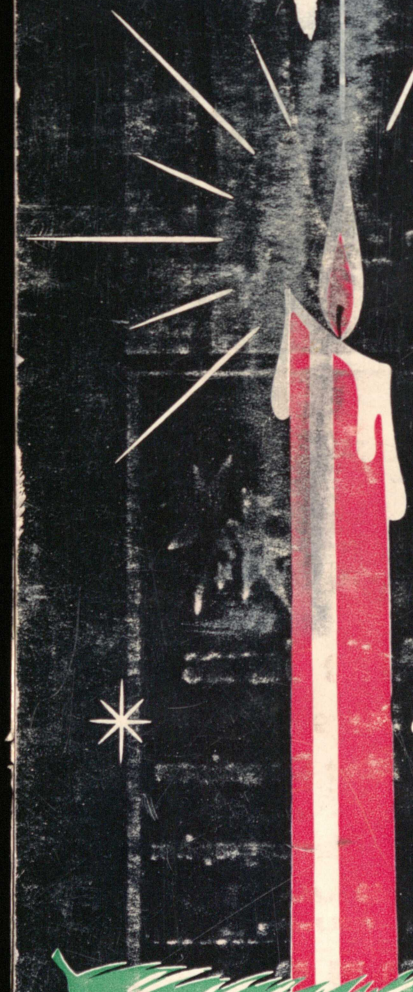

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