

Jack Borzì

De Roy Martin

FEBRUARY 9, 1957

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LAS VEGAS Magazine



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OBSERVATIONS

by CHARLES "POP" SQUIRES



VEGAS' BEST BOOSTER

I HAVE written something in this column before about my very dear friend, Dr. Roy W. Martin, the best booster Vegas ever had. This time I am inspired by the visit of his brother, Dr. Charles J. Martin, a few days ago. Dr. Martin lived in Vegas for nine or ten years before leaving here in 1915 to take up the task of studying medicine. Since then, Dr. "Chick" Martin has engaged very successfully in the practice of his profession and is now living in peaceful retirement in Ostroma, Oregon. Our one hour visit of gossip brought to mind many things I had almost forgotten.

I think I have told how Roy came to Las Vegas just after he received his degree, about the middle of August 1905, and engaged with enthusiasm in

every community activity — even to winning the 100 yard foot race at the Labor Day celebration, September, 1905.

When the Las Vegas & Tonopah railroad was built by Senator Clark in 1906, he was elated when he was appointed Chief Surgeon for the railroad. He began his career of hospital building immediately by putting up a tent containing a couple of beds, in what was then called Buol Town, near the new railroad where its tracks made the turn to the northwest towards the desert and Goldfield. Of course, "Chick" helped operate it. Then, Roy, in a burst of hopefulness, rented the second floor of the Thomas block, corner of Fremont and First, where the Silver Palace was built. This was a great thing for Las Vegas and we felt

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JACK CORTEZ'

Fabulous
LAS VEGAS
magazine

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THE WONDERFUL WHERE . . .

A HERE IS an old saying that "a bad beginning always means a successful ending." When the Royal Nevada Hotel closed its doors one year ago on New Year's Eve, after only eight months of existence, a few persons remembered that old saying, and instead of checking the R. N. failure off as just "another Las Vegas folly," they permitted a seed of challenge to germinate within them.

A beautiful hotel is like a beautiful person. No matter the mistakes of the past, there is always the glorious tomorrow to start anew and on more solid ground. While it may be sheer rationalization on the part of this writer, yet it would certainly seem apropro when gauging one T. W. "RICH" RICHARDSON'S thinking in relation to his taking upon himself the gargantuan task of reviving a hotel into new life and abundance, and giving it a brand new "face." But then "Rich" Richardson, President of the newly opened Royal Nevada, is that kind of man, as is BUCKY HARRIS, the Vice President and General Manager. Challenge seems to be in the very marrow of their bones, and that they have come up with "A Wonderful Where in Las Vegas" is an unimpeachable fact. Therefore, since it is always the personalities behind any operation that make it successful, let us talk about them. . . .

"Rich" Richardson came to Las Vegas approximately two years ago. He is a soft-spoken man, knows what he wants, says what he means and means what he says. His associates and employees respect him and have a high regard for his ability and his integrity. He is specifically well thought of by the local and state gaming authorities, as well as the hotel and club operators in Las Vegas. His reputation for fair play is most enviable and far reaching. Rich Richardson has a flair for choosing competent associates in any operation he undertakes and his loyal friends are legion.

Owner of the famed Broadwater Beach Hotel in Biloxi, Mississippi, "Rich" is responsible for many southerners heading for FLV, and is one of our town's staunchest boosters. "Southern warmth" permeates from this man and clings to all his employees, adding great impetus to that "Wonderful Where in Las Vegas" tag, manifested by the SRO business the bistro has enjoyed in its Cabaret, Luau and Palm rooms, even before the gaming license was granted. There is only one drawback to being a beloved person such as "Rich" Richardson. He is so in demand that he just doesn't have enough time to get away to enjoy a little fishing and hunting as often as he would like.

We're inclined to believe that General Manager "BUCKY" HARRIS needs no introduction. Who in the world of sports doesn't know this genial gent? Co-owner of the famed North Shore Club at Lake Tahoe for nine years, Bucky is also a 10 handicap golfer. He participates in every golf tournament he can manage without interfering with business affairs. "Before Tahoe," Bucky was a hotel operator in Palm Springs, Calif., for eighteen years. To list the personalities he's met and knows would in all probability lengthen into ten volumes of a "Who's Who." We doubt if any business man in the nation has acquired more friends, whether they be in the high echelons of industry, or just plain "Mr. and Mrs. Jones from your home town." Quite an intro, isn't it? Well, if you haven't met Mr. Harris, do so, and you will agree. You will become his friend and another booster.

"Bucky" looks like a movie star and an athlete rolled into one, enhanced by a beaming personality that is sparked with sincerity and down-to-earth horse sense. He is very adept at the bar and restaurant management end of things, which is why the "Luau" at the Royal Nevada is experiencing such quick fame. Exotic food and drink,

(Continued on Page 30)



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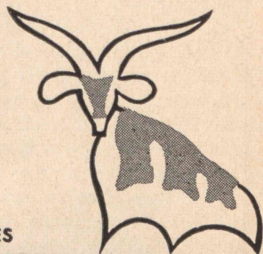
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HICKORY Room

that's for sure..
by JACK CORTEZ

THE ENTIRE country is buzzin' about the "National Gin Rummy Tournament For Charity" to be held in FLV from March 7th to March 10th, inclusive (open to men and women). The entry fee of \$100.00 seems quite nominal when one considers first prize is a minimum of \$10,000.00. Second prize calls for a minimum of \$5,000.00. Third through fourteenth place awards will total not less than \$10,000.00. All awards are in cash, plus daily cash session awards and beautiful trophies.

... Proceeds will go to the City of Hope, March of Dimes, Variety Club Heart Fund, St. Anne's Church and the Jewish Temple. ... Games will be played at the HACIENDA, TROPICANA, DUNES, FLAMINGO, SANDS, DESERT INN, NEW FRONTIER, ROYAL NEVADA, RIVIERA, THUNDERBIRD, EL RANCHO, SAHARA, SHOWBOAT, FREMONT, and EL CORTEZ. ... Card expert OSWALD JACOBY will direct and supervise the tournament. Western Director is JACK CALLIE of the L. A. Beverly Club. Eastern advisers are CHARLES H. GOREN of Miami Beach, Fla. and ALBERT S. MOOREHEAD, Bridge Editor (New York Times). If our out-of-town readers are interested, contact LAS VEGAS CHARITIES, Inc. at the Nevada Bldg. — 109 South 3rd St.

MILTON PRELL (of the HOTEL SAHARA) and his associates are really up to their brows in extra chores these days. They are busily engaged in supervising the construction of their new downtown club. Tentatively named the "HIPPODROME," the place now is to be known as THE MINT. ... SHERLOCK FIELDMAN (swing

shift boss — DUNES HOTEL) couldn't stay away from his family a minute longer. He joined his spouse (SAHARA) in L. A. and then flew on to St. Louis to visit his older brothers and sisters. A grandfather himself, Sherlock is the youngest of thirteen children, all of whom can "Cha-Cha" in this modern day. ...

Our deepest condolences to the family of DANIELE ALBERGHETTI. Daughters ANNA MARIA and CARLA returned to the FLAMINGO HOTEL with leaden hearts. Few young women are privileged to have had such a great parent; few parents are privileged to leave behind such a living tribute to their life, as the beautiful and talented Alberghetti children. ...

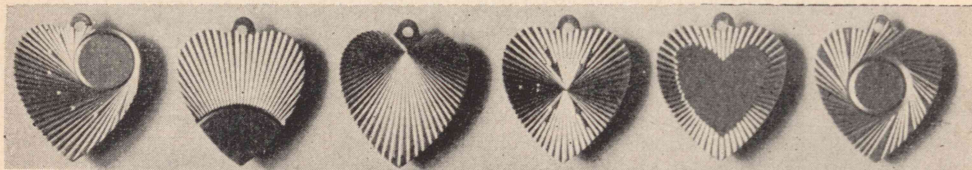
Have you ever wondered how an entertainer achieves stardom? JOEY BISHOP (SANDS HOTEL) began by starring in high school plays. His parents and father-in-law doubted he would go beyond that humble beginning. After winning a JAY C. FLIPPEN radio amateur contest, Joey joined a one-night-stand unit at \$3.00 per night. In 1942 came the old Government "greeting" notice and the Army acquired a fighter who also wrote, directed and produced shows for disabled veterans. Returning to show biz in 1946, Mr. B. has since made history. He is now one of the most famous night club comics in the country. Joey's favorite form of relaxation is cooking, with special emphasis on "breadless meatloaf." ...

The regular Thursday night NBC coast to coast teevee show, "TONIGHT," will emanate from the EL RANCHO VEGAS on Feb. 14th. Be-
(Continued on Page 32)

L. S. M. F. J.
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By Charles Bousquet

ANYONE for the flu? LOUNGE STARS! I have missed you! But being the kind and generous soul that I am, I shall be most happy to share my "bug" with any and all takers. Share be darned, you can have the whole doggone mess! Any applicants? . . .

Contributing, I suppose, to the flu bug's SOCKO punch, which currently has me reeling, was a 5:30 ayem experience with DAVE BURTON and his "INTIMATE ENTERTAINERS" at the FLAMINGO. DAVE, who entertains in seventeen (that's right 17) languages, "went over" so overwhelmingly with three women ringsiders that they asked him and his-ever-so-entertaining group to play their new hit MGM recording, "HUNGRY FOR YOUR KISSES" via long distance telephone to their respective husbands in Denver, Texas, and Ellay. Genial DAVE, of course, was only too glad to oblige, but such a conglomeration phone booth you could only observe in FABULOUS LAS VEGAS — and "that's for sure." (Sorry to steal your line, boss, but it fits so well here!) . . .

If the whole town doesn't know already, DAY, DAWN, and DUSK have taken over FEATURE billing at the HACIENDA taking over the slot vacated by BILLY WARD and his DOMINOES. It couldn't happen to a nicer group of guys! Their vocalizing matches their personalities — TREMENDOUS! Adding to their already impressive repertoire, BOB, EDDIE, and MAC are currently introducing for the first time in Las Vegas comedy rock 'n roll numbers, and a NEW and LARGE variety of ballads, swing and special vocals

in French, Swedish, and Jewish. DAY, DAWN, and DUSK have been HELD OVER for eight (8) weeks in order to give EVERYONE a chance to hear them. If you know ANYTHING about Vegas entertainment policies, you know that eight week hold-overs for vocal groups are few and far between. So take the hint, and hie yourself on down to the HACIENDA for a real treat. These boys you will remember for a long, long time — and if you feel like saying "Hi" to them after the show, don't be bashful, just go right ahead — they are real "regular" guys.

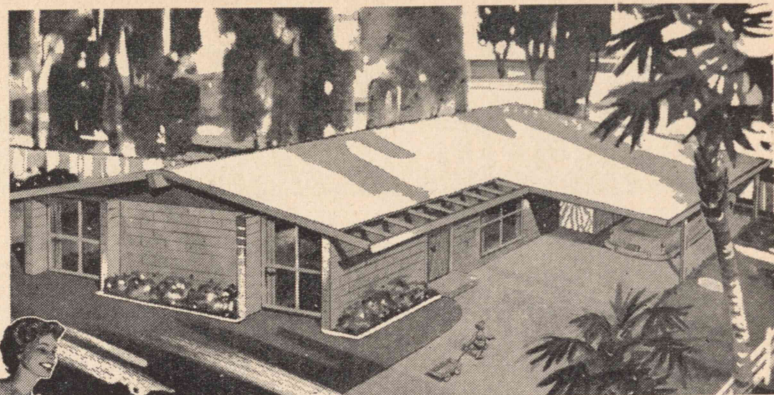
Another FABULOUS FIRST for Las Vegas is the recent announcement by MADEMOISELLE LILI (formerly LILI OF PARIS) that her services are now available at the GAY ROBERTS PERSONALITY CENTER. This petite, red tressed french gal specializes in "rejuvenation" for tired guys and gals. So if you need "mustle toning" — and who doesn't in FLV — MLLE. LILI is the one to see. Better phone DU 2-7621 for an appointment however, 'cause LILI is beezee, beezee, beezee! Yup! she's really FRENCH, and Oh! so charming. . . . Think I'll go back again tomorrow! . . .

Another "beezee" place these days and nights is the ROYAL NEVADA! And little wonder. The casino is roll-in' again, the LUAU room is fast becoming THE strip cocktail spot, and the LOUNGE STARS are TOPS! There's the inimitable MARTIN DENNY and his music of the islands, the keyboard arpeggios of ROSA LINDA, and of course licious MEG MILES. DON'T leave town without a "look-see" at the

(Continued on Page 38)

L. S. M. F. B.
LUCKY STRIKE means fine BINGO . . .
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OBSERVATIONS

(Continued from Page 5)

quite like a city. This hospital served us until Roy bought the "Palace Hotel" on Second Street, a two story frame structure, and fitted it up like a modern hospital as nearly as possible, which served until Roy built the Las Vegas Hospital on Eighth and Ogden Streets.

Dr. Martin was the chief figure and "hero" of many episodes, in a few of which I had a part. One of these was a trip in Dr. Martin's new air cooled Franklin to Reno, which, instead of the usual two days, took a toilsome three. We left Las Vegas about noon. In those days the automobile highway from here to Beatty consisted of a few wagon tracks through the sand, going down around through Ash Meadows, where "Dad" Fairbanks (for many years after that a prominent figure at Baker, Calif.) had a ranch. From Ash Meadows the whole country as far as Beatty was a wilderness of blow sand, over which we had a hard, slow drive, finally arriving in Beatty about midnight.

Next morning everything was rosy

again and we had a hopeful wonder as to whether we could make Reno that day. But when we were some twenty miles from Beatty we ran into flood waters from a cloudburst in the hills to the west, but we continued on and when darkness overtook us we were fighting our way through a sea of water on a dry lake about six inches deep. In spite of all obstacles, and by virtue of Roy's indomitable spirit, we finally reached the luxurious Goldfield Hotel late that night.

We were sure we could easily make Reno from there in one day. Some oldtimers may remember that in those days the automobile road went almost due north from Tonopah, instead of due west as it does now, and crossed the mountain range thirty or forty miles east of Mina. Again it was evening when we reached that metropolis and we were about tired out when we retired in Mina's only hotel, "The Baker." At that time, as we found to our sorrow, the old frame two story hotel was infested with the most savage and persistent bedbugs I ever met. We had scant sleep and were most happy to reach the comfort of the Golden Hotel at Reno that afternoon.

An Accurate Glimpse of the Future

CRISWELL PREDICTS



WHAT PEOPLE WILL DO:

PREDICT that church, school and patriotic groups will jointly boycott many motion pictures, which are unflattering to the American way of life, salacious, immoral, and degrading. Not only will the picture be boycotted, but the theatre that shows it, and the company which produces it will also face boycott! . . . I predict that Rachel Mussolini, the widow of the late Dictator, will write the most fascinating biography of the coming year, which will reveal the strong, paternal love her late husband had for his children and grand-children! . . . I predict that President Eisenhower will completely reorganize the present pension system, so that it will be more fairly distributed! . . .

I predict that Senator Margaret Chase Smith will be the first woman to be appointed a Supreme Court Justice, which will result in shocking reforms for the protection of women!

. . . I predict that Sol Hurok will import an entire African tribe which will delight American audiences with their primitive yet modern rhythms!

. . . I predict that Elizabeth Arden, the cosmetic queen, will completely staff her factories and salons with women, to give a completely feminine approach to her cosmetic empire! . . .

I predict that General Omar Bradley will personally testify before the Pentagon, in one of the greatest Army scandals of our generation, which will be responsible for a complete revision of Army regulations!

COMING EVENTS IN YOUR FUTURE:

I predict that the steady decrease of wild life will cause a Federal mandate on all hunting within the borders of our nation. This move will be fought by lobbyists of gun companies, camping equipment manufacturers and taxidermists! . . . I predict that Federal funds will soon be available for a small public park in each community, honor-

ing a hero of that area. Although these parks will be Federally built, the cost of upkeep and maintenance will be guaranteed locally! . . . I predict that the Department of Agriculture will make a startling announcement, concerning the increase of poisonous weeds which can prove fatal to cattle and humans, if the pollen is spread through the air and inhaled into the lungs! . . . I predict a big return to the old-fashioned coal-oil lamps as one of the greatest fads to sweep the home decorating field! . . .

I predict that all public beaches and playground areas will be closely guarded by your Police Department against child molesters and unsavory characters, who prey upon the young and the innocent! . . . I predict that the new German method of building street drains will become very popular in America. The cupped sewers have a natural suction and will draw off water in seconds, preventing flood conditions! . . . I predict that Christmas trees will be replaced by artificial trees, due to the denuding of our natural forests! . . . I predict that an entire town of 5,000 in the Rocky Mountains will be moved lock, stock and barrel, to make way for the construction of an artificial lake!

FOR PEOPLE AND PLACES:

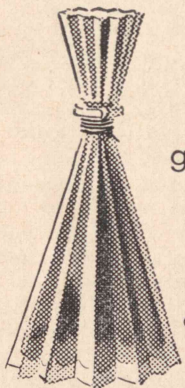
Adlai Stevenson: You will bring your autobiography up-to-date with a first-hand examination of world events! Kalamazoo, Michigan: Your public library will be the first to use electronic selection for books! . . . Mary Garden: You will have one of the most profitable and famous farewell tours in the history of music! . . . Rome: You will honor the fashion designers with a new promenade which will prove to be a number one tourist attraction later this year! . . . Senator Jenner: Your dynamic stand against closed Congressional sessions, will prove to be front page headlines by this time next month! . . . Chicago: A special, hush-hush meeting will be

(Continued on Page 38)



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"Doll' On
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Thurs., Feb. 14



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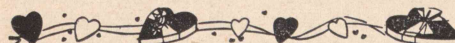
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Another very notable trip (in which I had no part) was that which Dr. and Mrs. Martin and their two daughters took. For some reason they drove in the Franklin to the old town of Hiko located about eighty miles west of Caliente. They stopped at Hiko and asked the shortest road to Pioche, the county seat of old Lincoln County, and was told about a cutoff by which they could save lots of miles. Doc was determined to try the short route and the party set out in good spirits and drove about eighty miles before the Franklin gave up and refused to go farther. That was a dilemma and a dangerous one.

Roy realized that the lives of the whole party depended on his getting aid quickly, as their water canteen was nearly empty. Roy realizing that his best chance was to return the way he came, so after instructing the family to stay with the car, Roy set out on foot to walk the eighty miles back to Hiko. It was then mid-afternoon. Roy walked all night, following the poor road. About the evening of the second day he came to a place where a summer shower had left a little water in some cow tracks. After drinking his fill of that dirty, but life-giving water, he resumed his walk, but noticed some rather familiar things, among them some tracks strangely like his own, and then realized that he had been walking in the wrong direction! He turned around and resumed his effort to reach Hiko and get help for his perishing family. Sometime that night he made it and a rescue party was quickly organized, with Roy as a guide, and when they reached his stranded family, they were in fairly good condition, although suffering severely from hunger and thirst and the severe heat and cold of the desert.

This story was fully confirmed by the Hiko people and it is still a matter of wonderment as to how Dr. Martin could walk so long and so far to finally reach aid for his family.

There are many other stories of interest about Dr. Roy W. Martin, who for most of his busy and eventful life, was the best booster Las Vegas ever had. His two daughters still survive. Maizie (Mrs. Howard Jones) resides in Las Vegas. Roy died in 1944, and his lovely wife, a talented pianist and a graduate of Boston Conservatory of Music, survived until about a year ago.



with HAL HALSTEAD

THOUSANDS of people will attest to the fact that "THE WONDERFUL WHERE IN LAS VEGAS" is located at the ROYAL NEVADA HOTEL. Last Sunday (Feb. 3) the newly opened bistro and casino played host to FLV and its visitors, who responded to the invitation in droves. All were impressed with what they saw — and felt — the lushness of the hotel, its cabaret and casino; the unique and authentic LUAU ROOM; the exquisite PALM ROOM, and the warm friendliness of the management and personnel. It's one more proud addition to our incomparable "Strip" — and, so, A ROYAL WELCOME TO THE ROYAL NEVADA. . . .

BING CROSBY has been an esteemed guest of the ROYAL NEVADA for a few days. BING'S most constant dinner companion was MEG MYLES, whose vibrant voice and song presentations thrill and entertain patrons at the ROYAL NEVADA'S CABARET ROOM. . . .

Another twosome seen making the rounds were PATTI ROSS, lovely dancer with the "MINSKY SHOW" at the DUNES HOTEL, and HAROLD SMITH, JR. Do we hear bells in the offering, Patti? Congratulations, anyway, 'cause today is your birthday. . . .

Now that JACK, JR. has his bartenders license, JACK RAVETTI and son could be the youngest father and son team behind "bars". JACK, SR. is bartending at the ROYAL NEVADA, while JR. is doing his "time" at the SILVER SLIPPER. . . . DENISE CARPENTER, a MINSKY line girl, formerly danced with the "Blue Bell" girls of the CLUB LIDO in PARIS, FRANCE. Denise crossed the water to be with her fiancé,

TED LAWRIE, the handsome singer of the MINSKY show at the DUNES HOTEL. . . .

Did you wonder where they were? So now I'll tell you. Beauty operator LENORA SCOTT, formerly of ZELMA'S, and HELEN EARNSHAW, formerly at the DUNES, are now "waving" from MICHAEL CORDAY'S beauty salons (one at the DESERT INN and the other shop on Bonneville Road)

. . . MIKE PISANELLO, assistant to that gentleman from Rhode Island, DUNES Maitre d' NICK BUNGHERO, is in Cottage Hospital at Santa Barbara, Calif., for a complete checkup. We hope all is well, Mike, and come back soon. . . . HOWARD OSTEN, DESERT INN slot department floorman, back on the job after a hassle with that ole virus bug. . . . JIM GARNER, former EL RANCHO VEGAS HOTEL dealer, is now at the ROYAL NEVADA. . . . "MUFFINS" (MUFFINS KNIT & NEEDLECRAFT SHOP on Fremont St.) will soon be instructing my wife in the art of making those "little things"; however, I'm very calm — because it's all in the interest of a friend back East. . . . BILL MITCHELL, high flying exec of BONANZA AIRLINES, is back at his desk after some lengthy traveling — all in the interests of his high flying patrons, you can bet. . . .

JIMMY DURANTE treated his good friend, MRS. JACK CARR, and her sister, PATSY LEVELL of Dallas, Texas, to an evening at the JERRY LEWIS SHOW at the SANDS HOTEL. . . . LYNN ECKENBERG, DESERT INN elevator operator, recently returned from Omaha, Neb., where he studied hairdressing while visiting his family; but he won't make your hair curl in the short ride to the SKY ROOM. . . . DICK RANCATI, the well liked drink dispenser at the now shuttered SILVER PALACE is gaining new friends at the RANCH HOUSE in HENDERSON, Nev. . . . Congratulations to ROSE THOMAS, former DESERT INN cocktail waitress, and LOUIS PELANGE, pit boss at the NEW FRONTIER, who were married on Monday, Feb. 4th. . . . HOBE'S one of this country's leading designers of exquisite jewelry, and owner of the JEWEL SHOP in the THUNDERBIRD HOTEL, was in town for a few days to look after his interests here. While in FLV,

(Continued on Page 39)

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D O W N T O W N L A S V E G A S



Hillsway

by ROLAND HILL

IT CERTAINLY makes me feel good to have so many people stop me on the streets of Las Vegas and tell me how much they appreciate my travel columns about other parts of the world. I guess everyone is at heart an "arm-chair" traveler even if not able to travel in the flesh. At lunch the other noon with Nat Hart, who is the Maitre d' of the FLAMINGO, and incidentally who is one of the nicest fellows in this or any other town, he said that I had missed one thing in my articles on MEXICO last spring — that I had failed to grasp the wonderful religious spirit of the Mexicans who are perhaps the most devout people in the world today. Nat couldn't believe his eyes when he saw the pilgrimage to Guadalupe in Mexico City and all the other religious festivals in the small towns around the country. One somehow just never thinks of fellows like Nat Hart, who has 200 employees under him and thousands of "public individuals" to keep satisfied, as being religious or even thinking of things spiritual or philosophical. And I was further amazed when he unbuttoned his shirt and showed me the beautiful gold medal he wears with (much to my surprise and amazement) the STAR OF DAVID on one side and the ST. CHRISTOPHER MEDAL on the other. Nat has, I think, a glamorous job. He has been around the world four times when he worked on the AMERICAN PRESIDENT LINES, meets more celebrities and business tycoons than most men, and still is so sincere and devout and kind to everyone. And believe me he has met THE people of the world because before coming to Las Vegas he was at the PACIFIC UNION CLUB IN SAN FRANCISCO, and where could you cannot find 500 more influential people than in this exclusive club. Nat is one of the nattiest dressers in town, but all this he takes in stride, as it really is his 16 year old daughter and 10 year old son that mean the most to him.

I helped with the cutting of the ribbon when the FLAMINGO opened its doors and had the honor of spending the very first dollar gambling in this place. It seems like my second home, and because so many folks ask me who is this and who is that at the FLAMINGO I just want to name the key personnel for the benefit of my readers.

Al Parvin	President
Abe Schiller	Vice President
Dan Merrin	Asst. to Al Parvin
Tony DeCarlo	Res. Manager
Jerry Schaefer	Asst. Manager
Chester Simms	Casino Manager
Sam Diamond	Casino Manager
Sam Belkin	Casino Manager
Joe Pocras	Casino Manager
Nat Hart	Maitre D'
Hugo Codebo	Asst. Maitre D'
Jack Mitchell	Asst. Maitre D'
Al Marks	Captain
John Rubin	Captain
Larry La Penta	Captain
George Wyszynsky	Captain
John Escobedo	Captain

Notes I have garnered in my visits around Las Vegas. Bud Alexander, N. F., the lucky stiff, off on a flying vacation to the BAHAMAS with Max Houston, Wichita, Kansas oil tycoon to visit with that fabulous person, Sir Victor Sasoon, whom many, including Mr. Winchell, call the richest man in the world.

Congratulations to the Al Dubins, he of the LUCKY THIRTEEN LIQUOR STORE, and she of the DESERT INN, who have a new baby son named SCOTT. A prouder father I have never seen and if Scott grows up to be as good looking as his dad he will surely wind up in the movies.

Hope none of you missed the HIGH MASS at ST. ANNE'S last Sunday sung so beautifully by the FOUR LADS. This town never ceases to amaze me — where else could you hear the top singing combination in the world singing High Mass?

Where else in the world can you meet nice people just having a cup of coffee? They'd think you crazy to pass the time of day with them in New York or Miami, but I was doing just

(Continued on Page 39)

THANKS TO EVERYBODY AT THE

★ ————— *Royal Nevada* ————— ★



Meg Myles

★ "CURTAIN TIME" ★
SHOW REVIEWS OF STAGE AND SCREEN PERSONALITIES APPEARING THIS WEEK IN FABULOUS LAS VEGAS

DESERT INN

(Not a Review)
Feb. 4 thru Mar. 4

Show: Patti Page; Jack Durant; Donn Arden
Dancers featuring Art Johnson; Carlton
Hayes & His Orchestra.

Spring will have to come early in FLV when beautiful PATTI PAGE, "that singing rage," makes her perennial appearance in February instead of March at the Painted Desert Room! The "young man's fancy" season gets into full swing when this teevee star favorite, with the satiny voice, gives forth those thrilling songs that keep juke boxes all over the world jingling constantly. PATTI PAGE needs no fancy props nor gimmicks. She just, quietly and easily, delivers a format of magnificent vocals in a wide range to please everyone, enhanced by her charm and sunshiny beauty . . . And

(Continued on Page 31)

The Dunes

Jan. 10 - for Indef. Engagement

Show: "Minsky Goes to Paris", the show that made all America blush, first time in Las Vegas; all star cast; Hoyt Henry and His Orchestra.

It's red hot, it's blue, and it's for adults only, but make no mistake, "MINSKY GOES TO PARIS" is great entertainment and will glean critics' bon mots throughout its long run. The "G" string sports a new look and the cleavage is strictly birthday style, when 24 gorgeous gals with 24 feathers (more or less) dance and prance "artfully," introduced by vocalist TED LAWRIE who just completed two years with the Club Lidd in Paris, and who is most impressive as the featured vocalist in the production numbers. . . . Sparkling with beauty, and standing out like the Aurora Borealis, is coloratura KATHY BARR, who makes your

(Continued on Page 25)

El Rancho Vegas

Jan. 23 thru Feb. 19

Show: Lili St. Cyr; Larry Daniels; Extra Added
Attraction Shirley Bassey; The Renee Molnar Dancers; Dick Rice and His Orchestra.

It's a sleeper show that is rocking the town! With LILI ST. CYR held over in the stellar spot, even this great star will forgive us for leaping into coverage on extra added attraction, SHIRLEY BASSEY, who makes her American debut. Seconds after this 20 year old sepia English girl completed her stint on the boards, word of mouth messages saturated the entire country: "You simply must hear that girl sing! She's a combo of Eartha Kitt, Lena Horne and Pearl Bailey, which somehow winds up as all SHIRLEY BASSEY — original, gifted, the greatest." Most of her songs are special material, but standards such as "Somebody Loves Me" and "I've Got You Under My Skin" emerge as you've never heard them before. Two torch numbers, "My Body's More Important Than My Mind" and "Who Wants to Help Me Burn My Candle at Both Ends?", are belted out with power and sex bombs. Switching from torch to wistful pathos, "Who Are We?", the English hit of '56, projects tremendous versatility. SHIRLEY BASSEY has plunged from obscurity as a factory worker in London to stardom in a short 18 months, receiving the approval of the most selective critic of them all, Noel Coward. Her "Let's Do It" ranks right up there with Noel's version, incidentally. . . . LARRY DANIELS' first appearance in FLV results in his carving for himself a permanent spot on our boards, so fresh in his material. New gags, original presentation and the highlighter, "Picture of a Man on His First Flight," is mighty great laugh huckstering. . . . LILI ST. CYR continues to be the most seductive "Carmen" in history, thrilling with her boudoir and bath gyrations. Her fans

(Continued on Page 25)



Flamingo

Jan. 24 thru Feb. 13

Show: Anna Maria Alberghetti; Carla Alberghetti; Larry Storch; Little Buck; Flamingoettes; Louis Basil & His Orchestra.

So great is ANNA MARIA ALBERGHETTI'S ability to play upon the emotions with her superb singing, audiences weep unashamedly at every performance — and that is no exaggeration. The beautiful coloratura makes transitions from the classics to standards and back to the classics, projecting voice gymnastics that are incredible. It is difficult to choose a highlighter, so emotionally packed is the format. "Gia Nina Mia," "Sempre Libre," "Italian Street Song," "Italian Lullaby," "Come Back to Sorrento," plus pop tunes and many other standards and classics too numerous to mention, reveal tonal qualities of great depths of maturity

(Continued on Page 25)

NEW FRONTIER

Jan. 21 thru Feb. 10

Show: "Salute to Cole Porter" starring June Havoc; Buddy Lester; Sally Forrest with George Chakiris; Garwood Van & His Orchestra.

Held over for three frames, "Salute to Cole Porter" is rich with music and spectacular ROBERT ALTON productions, starring JUNE HAVOC and featuring comic BUDDY LESTER, and dancers SALLY FORREST and GEORGE CHAKIRIS, the latter held over from the original cast. . . . JUNE HAVOC makes her first appearance in FLV in two years, and returns with a very entertaining new night club act, sparkling with special material, as well as including some of her standards. The blonderful trouser presents numerous vaudeville skits of "the old days," with costumes to match, and a very modern bit that is all about

(Continued on Page 25)

Riviera

Dec. 23 thru Feb. 12

Show: George White's Scandals of 1957 with a Cast of 60; Ray Sinatra and His Orchestra.

The word, spectacular, is synonymous with GEORGE WHITE, master show producer and connoisseur of beauty. The astute showman has been producing the GEORGE WHITE SCANDALS for many years, topping former productions one after another. The current array of talent presented is the surprise package of the year, with each featured member of the cast virtually an unknown, but each of whom will be known after this stint! . . . The entire show is slanted toward the myriad of stars GEORGE WHITE has discovered during his career. Flaming haired JESSICA JAMES is terrific as "Ethel Merman", belting out her songs

(Continued on Page 27)

Royal Nevada

Show: The Treniers; Martin Denny; Billy Regis Quintet starring Charlita; The 4 Mints.

It's a gala celebration show at this bistro, with an array of talent that is garnering cudos far and wide, which adds up to an SRO biz — to the delight of the hotel owners and the newly licensed casino. . . . Hitting a rockin' new record in pandemonium in the top spot are THE TRENIERS. There's always an element of surprise in the format of these funsters. CLAUDE TRENIER might just swing from the chandeliers; brother CLIFF sings a rockin' rhythm; and both brothers quiver and shake better than you know who. MILT TRENIER sings up a tornado as he flips the maraccas; DON HILL tootles the tenor sax; JIMMY JOHNSON plucks the fiddle; HENRY GREEN beats the skins; and GENE

(Continued on Page 31)

SAHARA

Jan. 22 thru Feb. 18

Show: Xavier Cugat & His World Famous Orchestra starring Abbe Lane; Harvey Stone; Kirby Stone 4; Saharem Dancers.

Alluring Latin rhythms spark a package of spice and comedy in the Congo room twice nightly, with the cunning "CUGIE," otherwise known as XAVIER CUGAT, the hub of it all, spotlighting his beautiful wife, vocalist ABBE LANE. Definitely a "new" ABBE LANE, she's slimmer and sultrier than ever, but with an added continental flair. The German-Spanish gal from Brooklyn has added "Good-bye Rome," sung in perfect Italian, to her vast repertoire, and other equally great numbers that reflect the clinging to her of the XAVIER CUGAT and COMPANY European tour. "Cha Cha Cha" is sung with the Abbe Lane

(Continued on Page 27)

The Sands

Jan. 28 thru Feb. 12

Show: Peggy Lee; Joey Bishop; The Beachcombers with Natalie; The Copa Girls; Antonio Morelli and His Music.

JACK ENTRATTER brings to you a most wonderful "dream," MISS PEGGY LEE, one of the sweetest gals this side of Celestial Realm, and with a voice to match. The luscious snow blonde caresses a song with a magic touch and a timing that can't be beat! Peggy always gives an exquisite performance. Her easy, relaxed delivery enchants, as she weaves a spell around her audience with those velvety tones. In fact, you'll remain in a state of rapture long after PEGGY LEE makes the last of many curtain calls in this "Handful of Dreams." . . . All happy dreams include laughter and this "Handful" has a thread of joy that only JOEY BISHOP could supply, evi-

(Continued on Page 27)

SILVER SLIPPER

Show: "Red Hot and Crazy Revue" starring Hank Henry, Jaci Fontaine, Allan & Ashton, Dorian Dennis; Sparky Kaye; Miss Nevada; Val Setz; Mac Dennison; Jimmy Cavanaugh; Silver Slipperettes; George Redman's Orchestra.

"Red Hot and Crazy" is not a misnomer, for this laugh package is a blazing good show and crazy enough to please everyone. From intro to finale, you'll remain in chuckling good spirits. "School Days" featuring SPARKY KAYE, MAC DENNISON, JIMMY CAVANAUGH and the SLIPPERETTES is a most unusual curriculum of music lessons and gags. . . . VAL SETZ is a comic jet-propelled juggler, twirling everything in sight, including Indian clubs that hover mere inches above the heads of the ringsiders. . . .

(Continued on Page 31)

Thunderbird

(Not a Review)

Feb. 7 thru Feb. 27

Show: The Merry Macs; Sonny Howard; Les Cardinals; The Thunderbird Dancers; Barney Rawlings.

Returning to the Navajo Room one year later to the day, the MERRY MACS move into the headliner spot this trip, a well deserved tribute. The ultimate in melodious harmony is achieved by this popular group. One of the first of the four-part harmony hucksters to feature a femme vocalist, they are widely known for many "firsts," as a matter of fact, always introducing novelty and the newest in formats. Guest stars on top ranking teevee variety shows consistently, the MERRY MACS continue to be in demand year after year. . . . Extra added attraction SONNY HOWARD is also a perennial favorite in FLV, a tremend-

(Continued on Page 27)



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DUNES

(Continued from Page 19)

heart go zing when she sings a medley of French tunes. "I Love Paris" is sensational — magnificent rendition by a great vocalist. . . . Novelty and care-free joy abounds when THE GAUT- IERS present their cunning ponies and dogs, the animals stealing the show of course. . . . PAT AMBER HOLLIDAY is a towering beauty, whose exotic dancing is excelled only by the beauty of her flaming tresses. . . . PATTI ROSS is an acrobatic dancer as graceful as a fawn, performing incredible points of balance and "What-have-you's." The lovely brunette is "on" briefly, but she is a memorable standout. . . . BRANDY MARTIN is a snow blonde beauty, who doesn't fool around when it comes to peeling, revealing the torso of the century. . . . NICKI & NOEL score in their comedy ballroom dancing, with "Dime a Dance" the highlight of their clever format. . . . NITA & PEPPI are a brother and sister tumbling act, accomplishing unbelievable duo rollovers that are sensational. You'll love these youngsters. . . . JOE DERITA, IRV BENSON and MURRAY BRISCOE, aided and abetted by GRACE REED, make your ribs ache with laughter, group comicy at its best. Colorful, smartly integrated, this show is more red hot with talent than "blue" and it is creating jingling cash registers at the Dunes three times nightly. HOYT HENRY and His Orchestra command the music that backs this "heat wave" in winter time.

EL RANCHO VEGAS

(Continued from Page 19)

are ecstatic that she has been held over for four frames. . . . THE RENEE MOLNAR DANCERS and DICK RICE & His Orchestra complete the show — one you can't afford to miss.

FLAMINGO

(Continued from Page 20)

of voice. The JEFF LEWIS arrangements (he also accompanies at the piano) are superb. Shouts of "Bravo!" and "More!" ring out long after the last curtain. . . . CARLA ALBERGHETTI, Anna's 17 year old sister, solos with "Chiamano Mimi" and "Falling In Love," drawing ear splitting applause, and the two sisters duet

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with "Anything You Can Do I Can Do Better" and others. ANNA MARIA introduces, for the first time, two new songs from her latest MGM picture, "10,000 Bedrooms" — "You I Love" and "Only Trust Your Heart." . . . LARRY STORCH, the showstealer, is back a laugh kleptomaniac for sure. Aside from his many impressions of famous persons, LARRY has a host of one-liners and topical monologues that stretch your lips from ear to ear and knot up your abdominal muscles like a ball of yarn. . . . LITTLE BUCK is a holdover and logically so. This marvelous little dancer adds verve to the entire show, particularly to the two HAL BELFER production numbers, "Fantasy in Mood" and "Italian Street Song." . . . LOUIS BASIL and His Orchestra are a standout, with the maestro better than ever.

NEW FRONTIER

(Continued from Page 20)

Santa Claus who seeks a "doodle-ee-doop." Beloved by millions of teevee fans, sought after by theatres and night clubs throughout the land, JUNE HAVOC "projects," as we say in show biz — and mighty good, too. Who will ever forget her as "Willie?" . . . BUDDY LESTER has added "torsion drive" to his mad act, and continues to have more yocks up his sleeves and in his hats than a dozen comics put together. Woe unto you if you'd rather stuff on filet mignon than pay attention to this comic — you'll wind up getting your funnybone stabbed caustically and unmercifully by this prankster. . . . The three ROBERT ALTON production numbers defy description, with a large cast of elegant dancers who showcase extra added attraction SALLY FORREST and GEORGE CHAKIRIS. This dance duo's versatility in both song and dance, set to Cole Porter tunes, stop the show. . . . GARWOOD VAN and His Orchestra deserve a carload of desert flowers for those wonderful Cole Porter interpretations, from overture to finale.

A
TOAST
TO
LAS
VEGAS



PATTI ROSS



CURRENTLY AT



RIVIERA

(Continued from Page 20)

every bit, or better, than that musical comedy star and carving for herself a future on Broadway, according to strict critics . . . equally great is HELENE STANLEY who out-Morgans "Helen Morgan". WILL ABLE is a high-stepping "Ray Bolger"; DOROTHY KELLER is an adorable dancing "Ann Miller"; LOU NELSON does a very, very funny takeoff on "Harry Richman"; and DANNY SCHOLL'S beautiful singing in the magnificent finale of "Rhapsody in Blue" is a standout. . . . PAULA & PAULETTE are trampoline artists who score in their "king size bed". These are the two beautiful gals who made such a big hit at the D.I. recently. . . . Add to all this the luscious show girls gowned out of this world, the colorful props and staging, plus the exquisite music of RAY SIN-ATRA and His Orchestra, and you will know that here is a show to place on your "must" list. GEORGE WHITE'S terping is not to be overlooked, he who gave us the Charleston and so many other dance steps that highlight wonderful memories.

SAHARA

(Continued from Page 21)

trademark of torso twirling and incendiary innuendoes, as are all her Latin songs. Her gowns combine "high fashion" dignity and come-hitherness (a feat that only European couturiers can accomplish), enhancing her beauty and making XAVIER CUGAT the envy of all males. His provocative twinkle, as he commands the baton with snide remarks and appropriate facial expressions, lets you know that he knows, too. . . . Sweet music to any comic's ears is the brand of applause HARVEY STONE draws in the laugh corner. A "one liner" stylist, this jovial genius rams across some rib busters that keep you in good spirits for days after. Topical, comical and remarkable is Mr. HARVEY STONE. . . . That hilarious foursome, THE KIRBY STONE FOUR, continue to snag more and more devotees each time they appear in FLV. Instrumentalists-vocalists-comedians in the bombastic bracket, the individual talents of KIRBY STONE, POISON HALL, LARRY FOSTER and MIKE GARDNER make

throbbing funnybones your lot, a small price indeed to pay for so much fun. . . . THE SAHAREM DANCERS set it up and wrap it up with two mood production numbers a la MORO-LANDIS.

SANDS

(Continued from Page 21)

denced by the fact that Impresario JACK ENTRATTER has inked him for the next three years. This "new" comedian has been getting the Entratter buildup and lived up to all expectations, including the public's seal of stardom. Joey is a master showman, humorously original, and possesses a wide variety of material. BISHOP is a comic's comic — 'nuff said. . . . BOB GILBERT & RENEE STEWART present THE MOST BEAUTIFUL GIRLS IN THE WEST in two lavish production numbers, and THE BEACHCOMBERS WITH NATALIE are a very special part of this "Handful of Dreams," weaving their beautiful songs and music into your memory well for eons to come. . . . ANTONIO MORELLI and His Music add a great deal to musical revue. His is a celestial orchestra that thrills. . . .

THUNDERBIRD

(Continued from Page 21)

ous addition to any program. SONNY can impersonate any vocalist in the biz, including the distaff side. Close your eyes and you'll swear you're catching several "Strip" shows simultaneously, so exact are his impressions of his fellow-entertainers. . . . Making their FLV debut are LES CARDINALS, a group of acro-instrumentalists, whose versatility and originality will bring them repeat bookings unquestionably. . . . GAIL ROBBINS presents her THUNDERBIRD DANCERS in a pair of exciting production numbers, featuring vocalist and emcee BARNEY RAWLINGS, showcasing this array of talent from intro to finale.

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

★ ★ ★

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FABULOUS
LAS VEGAS
WEEKLY
TV GUIDE

this week on TV..

FEB. 9
THRU
FEB. 15

SATURDAY — February 9

- 10:30 8 Premiere Showcase
- 11:00 8 Hockey
- 11:30 2 NBA Basketball
- 1:15 8 Christian Science
- 1:30 2 Racing at Hialeah
- 8 Action Theater
- 2:00 2 Movietime
- 3:30 2 Uncovered
- 4:00 2 Bowling Time
- 8 Whirly Birds . .
- 4:30 8 Santa Anita Races
- 5:00 2 Perry Como
- 8 Mighty Mouse Playhouse
- 5:30 8 Captain Kangaroo
- 6:00 2 Caesar's Hour
- 8 News & Weather
- 6:30 8 Lone Ranger
- 7:00 2 George Gobel
- 8 To be announced
- 7:30 2 Hit Parade
- 8 You're On Your Own
- 8:00 2 Lawrence Welk Show
- 8 Jackie Gleason
- 9:00 2 America After Dark
- 8 Gale Storm
- 9:30 8 Mr. & Mrs. North
- 10:00 2 Famous Playhouse
- 8 Gunsmoke
- 10:30 2 Fremont Hotel Theater
- 8 Mystery Theatre

SUNDAY — February 10

- 10:30 8 This Is The Life
- 11:00 8 The Christophers
- 11:30 8 The Lighted Window
- 12:00 2 NBC Opera Theater
- 8 Face The Nation
- 12:30 8 World News Roundup
- 1:00 2 Washington Square
- 8 Odyssey
- 2:00 8 Mama
- 2:30 2 Oral Roberts
- 8 Mr. McBoing Boing
- 3:00 2 Meet The Press
- 8 Mystery Theater
- 3:30 2 Christophers
- 4:00 2 Championship Bowling
- 8 Sunday Matinee
- 5:00 2 Steve Allen
- 5:30 8 Telephone Time
- 6:00 2 Hallmark Hall Of Fame
- 8 Frontier
- 6:30 8 Cisco Kid
- 7:00 8 Jack Benny
- 7:30 2 Wire Service
- 8 Crunch & Des
- 8:00 8 Ed Sullivan
- 8:30 2 Ray Anthony Show
- 9:00 8 Gangbusters
- 9:30 2 Sunday News Caravan
- 8 General Electric Theater
- 10:00 2 Nite Owl Club
- 8 Fremont Hotel Theater
- 12:00 2 Late Nite Owl Movie

MONDAY — February 11

- 11:45 8 Premiere Showcase
- 12:00 2 Matinee Theater
- 8 Movie Playhouse
- 1:00 2 Queen For A Day
- 1:30 8 Hotel Fremont Theater
- 2:00 2 Comedy Time
- 2:30 2 Movietime
- 3:00 8 Liberace
- 3:30 8 Damon Runyon
- 4:00 2 Be My Guest
- 8 To Be Announced
- 4:15 8 Love of Life
- 4:30 2 Nat King Cole
- 8 Circle 8 Corral
- 5:00 2 Gene Autry
- 8 Flash Gordon
- 5:30 2 Amos 'N Andy
- 8 Duffy's Tavern
- 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 TV Digest
- 8:00 8 Captain Gallant
- 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 Dick Powell
- 10:30 8 Telenews
- 10:35 8 TV Theater
- 12:00 2 Late Nite Owl Movie

TUESDAY — February 12

- 11:45 8 Premiere Showcase
- 12:00 2 Matinee Theater
- 8 Noon at the Dunes
- 1:00 2 Queen For A Day
- 8 It's Fun To Reduce
- 1:30 8 Encore Theater
- 2:00 2 Comedy Time
- 2:30 2 Movietime
- 3:00 8 Liberace
- 3:30 8 Dick Powell
- 4:00 2 Be My Guest
- 8 To be announced
- 4:15 8 Love of Life
- 4:30 2 Jonathan Winters
- 8 Circle 8 Corral
- 4:45 2 NBC News
- 5:00 2 Big Surprise
- 8 Tim McCoy—Junior Science
- 5:30 2 Amos 'N Andy
- 8 Duffy's Tavern
- 6:00 2 News & Weather
- 8 News & Weather
- 6:30 2 Kaiser Aluminum
- 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 State Trooper
- 9:00 8 To Tell The Truth
- 9:30 2 Top Tunes & New Talent
- 8 Science Fiction Theater
- 10:00 2 Nite Owl Club
- 8 If I Had A Million
- 10:30 8 Telenews
- 10:35 8 Hollywood's Best
- 12:00 2 Late Nite Owl Movie

WEDNESDAY — February 13

- 11:45 8 Premiere Showcase
- 12:00 2 Matinee Theater
- 8 Noon at the Dunes
- 1:00 2 Queen For A Day
- 8 It's Fun To Reduce
- 1:30 8 Encore Theater
- 2:00 2 Comedy Time
- 2:30 2 Movietime
- 3:00 8 Garry Moore
- 3:30 8 Man Called X
- 4:00 2 Food Page
- 8 Everything Under The Sun
- 4:15 8 Love Of Life
- 4:30 2 Eddie Fisher
- 8 Circle 8 Corral
- 5:00 2 Gene Autry
- 8 Date With Dot
- 5:30 2 Amos 'N Andy
- 8 Duffy's Tavern
- 6:00 2 News & Weather
- 8 News & Weather
- 6:30 2 Greatest Fights
- 8 To be announced
- 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 Life With Father
- 8 I've Got A Secret
- 10:00 2 Nite Owl Club
- 8 Search For Adventure
- 10:30 8 Telenews
- 10:35 8 Hollywood's Best
- 12:00 2 Late Nite Owl Movie

THURSDAY — February 14

- 11:45 8 Premiere Showcase
- 12:00 2 Matinee Theater
- 8 Noon at the Dunes
- 1:00 2 Queen For A Day
- 8 It's Fun To Reduce
- 1:30 8 Encore Theater
- 2:00 2 Comedy Time
- 2:30 2 Movietime
- 3:00 8 Liberace
- 3:30 8 Search For Adventure
- 4:00 2 Be My Guest
- 8 To be announced
- 4:15 8 Love Of Life
- 4:30 2 Dinah Shore
- 8 Circle 8 Corral
- 5:00 2 Gene Autry
- 8 Brave Eagle
- 5:30 2 Amos 'N Andy
- 8 Duffy's Tavern
- 6:00 2 News & Weather
- 8 News & Weather
- 6:30 2 Ramar of the Jungle
- 8 Roy Rogers Show
- 7:00 2 Lux Video Theater
- 7:30 8 Your Community
- 8:00 2 You Bet Your Life
- 8 Public Defender
- 8:30 2 Dragnet
- 8 Climax
- 9:00 2 Sheriff of Cochise
- 9:30 2 Ford Show
- 8 4 Star Playhouse
- 10:00 2 Nite Owl Club
- 8 Conrad Nagel Theater
- 10:30 8 Telenews
- 10:35 8 Hollywood's Best
- 12:00 2 Late Nite Owl Movie

FRIDAY — February 15

- 11:45 8 Premiere Showcase
- 12:00 2 Matinee Theater
- 8 Noon at the Dunes
- 1:00 2 Queen For A Day
- 1:30 8 Encore Theater
- 2:00 2 Comedy Time
- 2:30 2 Movietime
- 8 Liberace
- 3:30 8 Conrad Nagel
- 4:00 2 Be My Guest
- 4:30 2 Eddie Fisher
- 8 Circle 8 Corral
- 5:00 2 Gene Autry
- 8 Joe Palooka
- 5:30 2 Amos 'N Andy
- 8 Kit Carson
- 6:00 2 News & Weather
- 8 News & Weather
- 6:30 2 Federal Men
- 8 Beat The Clock
- 7:00 2 Cavalcade Of Sports
- 8 Rin Tin Tin
- 7:30 8 Annie Oakley
- 8:00 2 Grand Ole Opry
- 8 Whirly Birds
- 8:30 2 Ozark Jubilee
- 8 Talent Scouts
- 9:00 2 Kraft Theater
- 8 Code 3
- 9:30 8 Playhouse Of Stars
- 10:00 2 Combat Sergeant
- 8 Damon Runyon
- 10:30 2 Nite Owl Club
- 8 Telenews
- 10:35 8 Hollywood's Best
- 12:30 8 Late Nite Owl Movie

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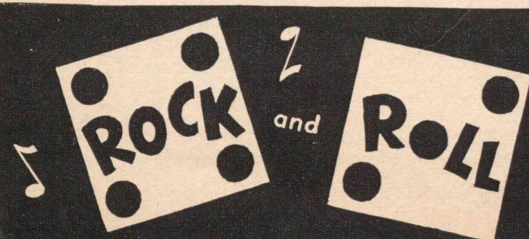
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Thrill - -*

To entertain you and we
are happy to have a part in
the gala opening of the

HOTEL
Royal Nevada

The TRENIERES



THE WONDERFUL WHERE

(Continued from Page 7)

plus a dreamy atmosphere in authentic Polynesian style, has made the Luau a very popular rendezvous. Another Bucky Harris feather-in-the-cap is the beautiful Palm Room, where the Continental cuisine (personally supervised by Walter Luth, '53 Gold Medal Award Winner, is the Chef Extraordinaire), service and atmosphere stamp it as one of the great restaurants of the hemisphere. Soon he will introduce a "Champagne & Oyster Bar," the only hotel on the Strip ever to have had such a unique and exclusive offering to please the tastes of the most critical gourmet.

These two fine gentlemen, "Rich" Richardson and "Bucky" Harris, have proved that the "new," the "different," backed up by solid business acumen, make for a solid sale with the public. Their first task was the refurbishing of the 250-room Royal Nevada and they have done a magnificent job, from kitchen to casino. Their second and most important decision was to

cater to the local citizenry, as well as to the tourists.

The Casino employees are long-time residents of Las Vegas and are considered tops in their profession. Day Shift Boss is Charles "Chuck" Bennett; Swing Shift Boss is Johnny Dixon; and boss of the graveyard shift is Jimmy Davis. There are many others in key positions on all three shifts about whom we would like to write, but we're limited for space. One thing you can be certain of, however, is that each person was chosen carefully. Each has an integral part in the success of the operation and is a "Good Will Ambassador," not only for the Royal Nevada, but for the City of Las Vegas as well. Both "Rich" Richardson and "Bucky" Harris are proud of their crew, and particularly so of Don Rose, who is the resident manager and director of public relations, and Milt Bronson, director of entertainment.

Don Rose was formerly associated with radio and television for the past twenty years in Los Angeles and Beverly Hills. A well known figure in public relations, Don did some fabulous

(Continued on Page 32)

DESERT INN

(Continued from Page 19)

that "Man of Distinction" is back, ready to "kill himself" to entertain you, whether it be a master pratfall, standing on his head, or whamming across solid comicy. Who else could it be but JACK DURANT? An SRO entertainer, 'though neither the management nor the public can understand how he survives the engagement, Jack has utter disregard for his framework and full regard for your sense of humor. . . . DONN ARDEN creates two brilliant production numbers especially for this show, featuring popular ART JOHNSON, Singing Master of Ceremonies and the famed and beautiful DONN ARDEN DANCERS. . . . CARLTON HAYES & HIS ORCHESTRA bolster the entire show with enchanting music and special arrangements that are standouts.

ROYAL NEVADA

(Continued from Page 20)

GILBEAUX sits on the ivories (literally!), whipping out counterpoint yet! These gents are frantic! . . . For the most unusual in entertainment it's the MARTIN DENNY aggregation of musicians. Composed of only four instrumentalists, they sound like a symphony orchestra, with an endless repertoire, including every "beat" known, including Latin and Hawaiian rhythms, Dixieland, swing, classical and rock 'n' roll. In solid with the severest critics, as well as the crowds that jam the room nightly, it looks as though they could get a 99 year lease on this engagement, if they wanted it. . . . The BILLY REGIS QUINTET starring CHARLITA are currently the hot property of RCA VICTOR. BILLY REGIS is that "sweet" trumpet player who did the arrangement of "Cherry Pink" and who was formerly with Perez Parado. This

group is doing the same biz for this bistro's gala opening as they did for that of the Beverly Hills Hilton Hotel. CHARLITA is a terrific vocalist, fiery, and the femme fatale of all eras rolled into one! . . . The 4 MINTS make their FLV debut, a "deep South" find from Atlanta, Georgia. This quartet of vocalists hit a new high in close harmony, adding to the many who have made the grade in Showtown, U.S.A. — and they couldn't have chosen a better spot than the ROYAL NEVADA HOTEL, the "Wonderful Where in Las Vegas," to become a big hit. By all means catch the RN celebration show!

SILVER SLIPPER

(Continued from Page 21)

In the red hot department is exotic dancer DORIAN DENNIS, who does a slow and easy "strip" with the males in the audience doing a fast and uneasy tie loosening as a result. . . . ALLEN & ASHTON steal the show with their satirical dancing, with "Stripper's Honeymoon" and "Dancing in the Modern Manner" a pair of fast, humorous and clever routines. . . . Stars of the show, HANK HENRY and JACI FONTAINE command raves, which everyone is doing in print and verbally. The Silver Slipper simply must be enlarged to hold the turn-away crowds who rush to this spot to see HANK HENRY, the funniest man in the world, and everybody's favorite comedian, including Frank Sinatra and Ed Sullivan. Who can describe this versatile fellow adequately, since at every show he pulls something new, different and funnier than before. . . . JACI FONTAINE belts out "Learnin' the Blues" and "Some of These Days" in Sophie Tucker style, scoring mightily with "Won't You Come Home, Bill Bailey." DON'T FAIL TO CATCH THIS SHOW, folks. P. S. GEORGE REDMAN is the greatest, backing the show musically, together with his fine musicians.

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THE WONDERFUL WHERE

(Continued from Page 7)

promotions for well known insurance companies on the West Coast. In town only a short time, this "drumbeater" has made a definite imprint on the Las Vegas public with his sense of cooperation and geniality. He's never too busy to be helpful nor to be a gentleman.

Milt Bronson is well known and very popular with show folks everywhere. He spent most of his life on the stage as a hooper or as a stage manager. The Cabaret at the Royal Nevada, which features top entertainment from dusk to dawn, is one of the busiest entertainment spots in town. In operation only a couple of months, the Royal Nevada Cabaret is a "must" on everyone's list to visit. Milt Bronson has the "know-how." The enthusiastic crowds who visit the "Cabaret" are proof positive.

Last but not least, surely, is Mr. Harry Oderkirk, another Vice President, whose background is of the highest calibre in the business world. He is a former president and chairman of

the board of the Hycon Manufacturing Co. of California, one of the nation's largest manufacturers of airplane parts and parts for guided missiles. His plants are busy with Government contracts, humming day and night. Need we say more about this man — this great industrialist?

We are certain that it is your wish, as it is ours, that the Royal Nevada will continue to wear her crown with pride and that every jewel within it will shine ever brighter.

THAT'S FOR SURE

(Continued from Page 9)

cause it is Valentine's Day, publicity director GERI NOLAN has slanted the show towards "loft" and entitled it: "Taking a Chance on Love." Using the positive approach toward our FLV, she points up that while it is a divorce town, yet there are more marriages performed here than divorces granted. Currently a contest is going on in Ellay to choose a couple to get married on the show (if the network approves) and if not, they will be interviewed on the show anyway. The

EL RANCHO VEGAS HOTEL is paying the couple's expenses en toto for this wedding and honeymoon. PAUL COATES will host the show, MATT DENNIS will play and sing HIS hit composition, "MY FUNNY VALENTINE," and many other interesting events will be seen on this offbeat show — that is for FLV. A thousand desert flowers to GERI NOLAN for her original idea that really sells our wonderful town. . . .

Don't know how long THE VICTORS have held the boards down at the FREMONT HOTEL, but it probably goes down as one of THE longest engagements on record. They complete their stint at this bistro on Feb. 26th, so you still have time to catch these wonderful entertainers.

BOB ROBERTS (Sax player and Band Mgr. with the RAY SINATRA ORK — RIVIERA HOTEL) deserves a fabulous pat on the back. In his spare time, he is studying law, via the correspondence method from LA SALLE UNIVERSITY. Bob, one day, hopes to become a C.P.A. His lovely wife is JOYCE, featured dancer at the Riviera. . . .

BABE HAMMES, Publicity Chairwoman for the B'NAI B'RITH, is contacting all of FLV to mark February 16th as a special day. On that date (8:00 P.M.) the group will have a Bingo Party at the NEW FRONTIER HOTEL (Ramona Room). Proceeds go to the MARCH OF DIMES and other philanthropies. Donation is \$2.00 per person, entitling the attendee to one bingo card and refreshments. FLV merchants have donated valuable prizes. MRS. MURRAY POSIN is General Chairman of this event and MRS. IRVING BERSHIN is Ticket Chairman. . . .

Happy to see MAC HARRIS cheerfully ensconced in Maitre d' duties at the newly-opened ROYAL NEVADA HOTEL. One of his first duties was to hire his staunch compatriots, NAOMI STEVENS and IDA LOMBARDI (for the Cabaret Room). . . .

The town seems unusually calm since TORNADO TONJA closed at the SHOWBOAT HOTEL last Thursday (Feb. 7). The beautiful exotic had to fill an engagement in Ellay at the EL RANCHO, but she'll be back soon — so if you missed this weatherman's nemesis this time, be sure you catch her upon her return.

VEGAS VIC (A. K. WRIGHT), Las Vegas' authentic "giant" and trademark for the famed PIONEER CLUB, is making sure his slot machines (designed in his own image) pay off. Saw a gal win TEN IN A ROW! By the way, when you can take time off from stuffing your bag with all those jackpots, say hello to boss SONNY HEATH. He's worth knowing.

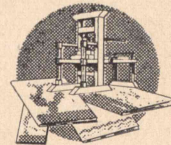
If you notice an unusual number of beautiful women in FLV this week, it's because of CANADA DRY'S National Convention at the THUNDERBIRD HOTEL. The beautiful redhead with the "Petty" legs is OPIE GREENLAW, wife of TED G., Pacific Coast biggie with C. D. . . .

Employees at JOE W. BROWN'S HORSESHOE CLUB join us in hoping HARRY DORSETT will be home by the time this issue hits the stands. Harry entered CEDARS OF LEBANON HOSPITAL last week. . . .

While waiting to have a quick lunch at the SHOWBOAT the other day, we heard quite a few patrons insist upon waiting for their favorite waitress, RENETTA HOLT. Quite a tribute to a wonderful employee! . . .

JIG ADAMS and his DIXIELAND BAND were returned to the GOLDEN NUGGET by popular demand. (That's no publicity release!) Jig closed on January 8th and returned three weeks later. That's some sort of a popularity record! . . .

Have you heard the CAPITOL recordings by the FIVE KEYS? "I'm Alone" and "Wisdom of a Fool" just might get them a Gold Disc. Hope it won't be too long before they return to the EL CORTEZ! . . .


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WAS HAPPY TO
SEE ALL OF
YOU . . .

Hope
You
Were
Happy
To see
All Of Me . . .

TORNADO ★
TONJA
SHOWBOAT HOTEL



Warm congratulations to CISSIE GREEN and JOHNNY FRANCIS. The couple will march to wedding bells, February 17th, in L. A. and will honeymoon at WILBUR CLARK'S DESERT INN. (The groom is a well-known eastern comic.) . . .

Now that FLV has her own baseball team, you'll see an accelerated interest in the game. The OUTDOORS-MAN carries a complete line of RAWLINGS and WILSON baseball equipment. When you drop by, ask GEORGE KNAPP to tell you about the good fishing and hunting locales.

Speaking of fishing, there are very few men in piscatorial circles with a better knowledge of hooking a fish than AL MCKINLEY, Deputy at JOE W. BROWN'S HORSESHOE CLUB. Al has thousands of trout and bass flies that demand space in two rooms of his home. Sportsmen from all over the country have placed orders with him. Al won the Missouri State "Long Distance Fly Casting" championship in 1932. The same year, he beat JOHN LAYTON, the three cushion champ. . .

BEN STACK is just beaming at his

IMPERIAL COIN COMPANY. He received a tremendous compliment recently from a dyed-in-the-wool Texan. The distaff customer remarked: "This is the finest selection of charms and chains I've seen outside of NEIMAN-MARCUS." Coming from a Texan, Suh, them's mighty powerful words! . . .

Already playing to capacity business, the CALIFORNIA CLUB (downtown) will soon be able to accommodate more players. They are expanding on the South First St. side, planning to grow to the edge of the alley that separates them from the DERBY HORSE BOOK. . . .

While at the DUNES HOTEL, we were stopped by BOB RICE (one of the owners) who asked if we knew a certain dice player. He was HERB FIELDING (grocery store owner) who had come to FLV in the company of SAUL LEBEAU, our Phoenix, Arizona printer. We watched Herb hold the dice for thirty minutes, during which time he made a minimum of thirty passes. His winnings? A delightful \$80.00! Well — perhaps that is the best way to play! . . .

It's an all femme staff at the popular RIVIERA BEAUTY SALON now. Owners SIRKA and KATHLEEN proudly welcomed operators RUTH BARDIN and DEE INGRAHAM to their staff. . . .

LARRY STORCH is back at the FLAMINGO HOTEL, taunting your sense of humor. (In a witty way, of course.) He replaced ALAN KING in the Alberghetti show. . . .

At the ROYAL NEVADA HOTEL, the TRENIERS have completely captivated their fellow entertainers. Most of the "Strip" talent congregate here, after completing their respective shows. The boys give a fresh production, at each "mike-time," never growing stale with routine repetition. . . . Incidentally, another top group opens at this spot, February 12th. The GAB-IDDONS will be making their FLV debut. They hail from Trinidad with authentic Calypso songs and instrumentals. . . .

Hearty felicitations to the JULES PURSLEYS. They welcomed heiress DIANA LEE on February 1st. The infant weighed in at seven pounds, three ounces and looks just like mother, MARY KAYE. . . .

Looked like a wonderful evening of celebration at JOE W. BROWN'S HORSESHOE CLUB last week. Folks had gathered to toast newlyweds, FLOY and LOUIS KOMINER, of Hollywood. The bride is a former T.W.A. Stewardess. JERRY ROSATI (of COLUMBIA RECORDS) was Best Man. . . .

We were in the CALIFORNIA CLUB for fifteen minutes without once hearing the cry, "Jackpot!" Upon investigation, we discovered CARMEN MRAVO ("Jackpot caller") had laryngitis. . . .

The youngest bowling sponsor in our estimation is PHILIP GOREN-SON. Only eight years old himself, this lad tosses a wicked rubber sphere on the pine and maple. Dad is FRED, an employee of the DESERT INN HOTEL. The elder Gorenson informed us that Philip paid the sponsorship fees out of his own loot cache. When The American Bowling Congress insisted FLV heglers adhere to their rule of eliminating sponsors "who draw their income mainly from gaming enterprises," young Philip came through, like a man. His team is called PHILIP & FRED FOUR and the youthful spon-

sor wears a shirt to match those sported by his team. (They bowl in the DEALERS & BARTENDERS LEAGUE, NEW LAS VEGAS, Wednesday afternoons.) . . .

With all the talent in the "Minsky Goes To Paris" show at the DUNES HOTEL, you leave with a mental pic in your noggin, trying to recall names and faces. No difficulty is experienced in remembering PATTI ROSS, graceful acrobatic dancer. This beauty really projects! . . .

One of the most dynamic young ladies we've met in a long time is JESSICA JAMES, who does a take-off on ETHEL MERMAN in the GEORGE WHITE SCANDALS OF 1957 (RIVIERA HOTEL). The titian-tressed vocalist can belt out a song with the best of them. Wouldn't be surprised if she headed for Broadway stardom — soon! . . .

Congratulations to DAVE BURTON on his latest MGM hit "Hungry for Your Kisses." You hear it on all spots on the radio dial. (Dave is currently starring in the FLAMINGO HOTEL lounge.) . . .

TONY MARTIN (not the singer) is a Keno writer at JOE W. BROWN'S HORSESHOE CLUB. He fought in the Middleweight class, out of Milwaukee and would like to "meet the new Middleweight champ, Fullmer." Not in the ring — but in a game of Gin Rummy! . . .

If you're wondering what happened to MARV of HERB & MARV'S MEN'S SHOP, we'll let the secret out. He is sunning himself on the beach at Acapulco, Mexico. (Wonder if he took the luxury cruise offered by the HARVEY LINE?) . . .

Entertainers look for TV rentals during their FLV engagements. GAREHIME MUSIC CO. is the answer to that one. They carry everything in musical instruments, as well as sheet music and records. This is THE place for all FLV musicians. Mr. Garehime keeps his stock full, always ready to replace those broken strings and fill all orders . . . and that's for sure. . . .

Even a foolish woman knows enough to laugh at a man's joke, but it's a diplomat who knows enough to hang on to a man's lapel and beg him to tell it again.



Mighty Mixture

by
GARY STEVENS

THOUGHTS WHILE TYPING: The recent two part profile on Guy Lombardo in the New Yorker left out so many wonderful anecdotes and one line fillers like these we've gleaned from the royalest and maybe the richest of all Canadians in the twenty-five years we've known him. In his years as hit song maker via radio when remote pickups of bands were important, Guy was one of the best friends a small publisher ever had. If he liked your song and thought it suited his orchestra's style, you didn't need elaborate offices or a high powered staff to convince him. A pay station phone could have been your headquarters. And did you know that Burns and Allen got their regular start on the ether waves via Lombardo's cigar commercial??? Russ Morgan, a great admirer of G.L., took his ork and vocalists, 17 in all, to dinner, twice, at the Hotel Roosevelt, just to let his crew see the bandstand department of the Lombardo musikers. Wonder if Guy still has the crash helmet and compass we gave him when speedboating took over as his craze! . . .

The gal who carries on with her head shrinker can refer to the 'doc' as her 'psychia-tryst.' . . . Lillian Roth's return to the Persian Room is a real pleaser for Plaza patrons. Her verve and vitality amaze. Arranger Bobby Kroll rates a couple of nods. Lil sells "I Guess I Ain't a Wife Type Woman" and "Sing You Sinners" most convincingly. Her dancing, all steps, with male ringsiders, gives added scope to the act. Miss Roth's comeback is now established and Susan Hayward would be very proud of her. . . .

Bogart's death brings this back to mind. He was the only man we ever saw wear a trench coat, buttoned to the top, on a hot, rainless July afternoon. We guess he saw his own pictures. He also told a pal, Peter Lorre, just before he made Lauren his wife, that he knew it looked risky on the surface, but that he loved her and if he could get five years out of the November-June kind of marriage he'd feel rewarded and the whole thing would be worthwhile. His sad death was the only reason the marital union didn't last longer than eleven. Bogey, often embarrassed by impersonators and annoyed by clawing, uncontrolled fans, was a multi-drink, glib, rough-house, soft, real, honest human being. A contradiction in personality, there was no doubt about him as an actor. He was a craftsman who'll be missed. . .

"They've Got Your Number," written by Bob Wernick and put out by W. W. Norton, Inc., explains psychometrics, those tests which tell what you are as contrasted to what you should be. Good advice, some startling truths and beaucoup laughs. . . . If your frau is over fifty she should be inspired by charming Constance Bennett at the Versailles. The film sophisticate moves like a stirred sylph and kids reality with "Happiness is Just a Thing Called Money." Whether she knows it or not, she does a fine mimic job on Dietrich during her German number. Frankly, we're still a little out of breath over her final teen age takeoff, replete with tailored jeans and rock and roll rhythm. . . .

Still chuckle over the tale of the hinterlander, who returned from a month in Spain and hadn't changed a bit. Still thinks that a matador is the welcome sign in front of your house. . . . Brave girl, Connie Towers. During her engagement at the St. Regis she was plagued every show by a bad cold. A real lovely in that silver gown. She's chirping in Washington now. . . . For the gourmet, who acquires part of the love for vittles through reading about 'em, we recommend "Birth of a Cook" by Ernest Mundt. Knopf is the publisher. Good personal stories behind the mouth watering recipes. . . . At least, Cardinal Spellman is good movie critic. It should be "Baby Dull." . . .

Skoal, Smorgasbord and All That Sort Thing: The mid-winter watch was

made brighter by the news that Ingrid Bergman, a cool Scandinavian, hardly scarlet and years from being scandalous, was in town briefly and warming the frigid air. Minus war paint and remaining anything but the cosmetician's ally, Mrs. R. won hearts and influenced critics. If you like to wager, put a few shekels on 'Miss Soap and Water' to win the Academy Award for her role in "Anastasia." An unowned metallic Oscar wants to be caressed by the sweet Swede!!!

Hail the Inhale: A cigarette habitue went to his psychiatrist for help. He wanted professional advice on how to stop smoking. The cranium specialist devised the following plan. Said the cerebrum controller: "Every time you feel the urge for tobacco, merely use the theory of substitution and don't reach for a cigarette. Instead, just strike a match. Within a short time I believe you will break the habit and be completely cured. See me again in two weeks." The time passed and on the appointed day the patient walked in grinning and puffing on a cigarette. "I'm surprised," said the couch coach, "I expected better results. Didn't you use the method I outlined?" "Guess not," answered the commercial smoke stack. "When I was here last time, I forgot to tell you that I use a lighter."

Literary Consolation: "My Fair Lady" is still a tough ticket to get. However, the libretto and lyrics are now in book form via Coward-McCann. These words and a cast l.p. album, plus an autographed picture of the theatre's ticket taker ought to make the less demanding happy. Really, Mr. A. J. Lerner's laruping time with the Shaw inspired linguistics remains a delight from the front jacket to the back cover quotes.

Of Thisa and Data: It is now considered opinion that the only gents who had a right to pen auto-biographies were Walter Chrysler and Henry Ford. . . . Second visit to dig Lena Horne at the Waldorf. Review: Wow!!! Her smash engagement at the Waldorf with turnaway crowds nightly adds lustre to the respective abilities of the affable Gigi Molinari, maitre d' Albert and his assistant, Francois, in handling people. Taste and tact are the answers. Plugs, too, to the captains and waiters. . . . "Twenty Questions," a remembered

and missed radio and video show, even if we did produce it from '47 into '54, gets a mention in a mixed-up, but apparently successful movie called "Written On The Wind." . . . Description of a commercial detergent's smaller affiliate: A 'soap-sidiary.' . . .

Atlantic Records keeps the faithful happy with an l.p. album called "Midnight At Mabel Mercer's." Excellent songs, fine reproduction and forty-three minutes with the indescribable Mercer magic. . . . The beard brigade of the smart set might be aptly tagged: 'Chintellectuals.' . . . Louis Untermeyer's collection for Hanover House, "A Treasury of Ribaldry" is devoid of smut, dirt and pornography; yet it is loaded with urbane wit on adult subjects. Banter from Boccaccio, poetry by Dot Parker, etc. . . . When "The Ten Commandments" finally ends its Broadway run and moves to the local houses, we hope Variety headlines it this way: Moses Closes on Stem. Love Thy Nabe. . . . Louis Sobol's nightly radio show from the Eden Roc Club is the brightest hypo the broadcast circle has had in months. On ABC and loaded with celebs. . . .

Memo On The Maestro: The late Arturo Toscanini, serious music's greatest, had this standing beef with television. A few years ago, he went up to 8H in the RCA Building, known as his studio, and saw the conversion to TV, with the trappings, lights, sets, etc. In rage, the maestro said: "I shall never set foot in here again." His remaining radio programs and record dates were switched to Carnegie Hall. P.S. He kept his word. In this life, he never went back to the scene of his NBC Symphony days.

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LOUNGE STARS

(Continued from Page 11)

"WONDERFUL WHERE" in Las Vegas — The ROYAL NEVADA. . . .

Many happy returns to AL DORING, former bartender at W I L B U R CLARK'S DESERT INN, now the new owner of DUFFY'S TAVERN on the Strip. A real nice guy, a real nice spot — Try dinner there TODAY. You'll like. . . .

Saw a whole raft of LOUNGE STARS t'other night at the RAILROAD PASS casino. All mouths were watering over KELLY McGINNESS steaks. For "desert", casino manager AL DEAN spun the "wheel of fortune" and JOHNNY TODD dealt out the 21's. Another real cozy spot for superb food and hospitality — Worth the drive out.

JUST IN PASSING: The beauteous blonde welcomer to the SILVER SLIPPER showroom is DARLENE — a more gracious welcome you never got — anywhere! . . . Ditto for DOROTHY LANE, assistant maitre d' at the EL CORTEZ. . . . Betcha you thought I had forgotten to mention THE TRENIERS in the foregoing ROYAL NEVADA bit. Fooled ya — just saving the best for last. . . .

See all of you real soon, and, I HOPE, in better health. 'Til next week, au revoir. . . .

CRISWELL PREDICTS

(Continued from Page 13)

held of all Loop proprietors, to help stem the growth of suburban shopping centers! . . .

Mary Baker Eddy: Your life will be fully and spiritually told between the covers of a memorial edition early in 1958! . . . Mobile, Alabama: Federal dredging will make your port more active and productive in 1958! . . . Thomas E. Dewey: The next event in your life will be a diplomatic tour of the Near East! . . . Brazil: A new specie of wild coffee will bring down

the cost per pound, throughout the world! . . . Shirley Temple: You will be the Number One child star of television, with the release of all of your old pictures! . . . San Francisco: Your smog problem will increase when the Bay Area becomes 35% industrialized through new zoning! . . . Bill Miller: You will bring a Sultan and his Harem to Las Vegas in an authentic series of plays and entertainment of the Orient!

YOUR INCREDIBLE FUTURE:

My friend, when you close your eyes tonight, it could easily be that you could awaken to a shocking, new world! It could be very possible that Mother Nature may slip up in her delicate balance of things! My friend, if one extra egg of the locust were to hatch, and the insect survive, a plague of locusts could easily be the answer! If one extra seedling of a weed were to survive, our nation could easily be overrun with weeds! If one star in the sky could slip but a fraction of an inch, a meteor or a shower of meteors could result! If our earth would list a fraction of an inch in its orbit, we could be hurled into a limitless eternity! If the strange, gaseous atmosphere that inhabits the wide blue yonder would touch the oxidized area of our planet, an explosion could take place that would rock the entire stellar system! If the sun were to move a mile closer to the earth we would all be burned to a cinder! If the moon would change its orbit one iota, there would be a series of tides which would wash us from the earth! If the gravitational pull of the earth were reduced or shifted, we would be hurled into chaotic space. If all vegetation were to suffer a blight, the oxygen in our air would be destroyed and we could die of suffocation overnight! Yes, my friend, when you close your eyes tonight, it could be that you may awaken in a shocking, new world, which may very easily be a definite part of your Incredible Future!

'ROUND THE TOWN

(Continued from Page 15)

Hobe designed several pieces for some of our notable citizens. He returned to New York on Sunday, Feb. 3rd. . . .

The "lookers" had better get settled before the annual rush begins, according to DAVE GREENHUT of LAS VEGAS RENTAL AGENCY. Dave's wife, GRETCHEN, will graciously answer all your questions. . . . No wonder BERT BERNHEIM always seems so cheerful. His BLAIR HOUSE is always tenanted with the most distinguished people. Great buy, beautiful spot — so why not? . . . GEORGE (Cogan Cleaners) MYRICK and wife, CLAUDIA, moved into their new Charleston Heights home last Saturday. The extra bedroom will be done either in "pink" or "blue" for their new tenant in April. . . . BILL WHITE, dealer at the GOLDEN GATE, and his wife, RUBY, former change girl at the RIVIERA HOTEL, would like you to know that you can now obtain the best poultry and the freshest eggs from the WHITE EGG CO., 612 W. Bonanza. Good luck, BILL and RUBY, in your new business. . . . Many acts familiar to FLV showgoers are appearing with JERRY LEWIS at the PALACE THEATRE, NYC. CHIQUITA & JOHNSON, favorites in the acroballet dance and recently seen at the FLAMINGO HOTEL, are prominent on the bill. . . .

JOSEPH J. HENNESSEY (printing exec) and his lovely wife, MILDRED, of Chicago, in at the NEW FRONTIER after a month in Honolulu. We may not be as hot as Honolulu but you can bet we're not as chilly (?) as Chicago, either. . . . MR. & MRS. LEONARD W. BEVAN (he is president of "THE FAIR" Department Store in Ft. Worth — and what a store!) are guests at the DESERT INN. They brought some friends along to show them our FLV and we're sure that MR. & MRS. H. RANSOM, MR. & MRS. SANFORD WEBB and MR. & MRS. THOMAS ABBOTT, all of Ft. Worth, Tex., will want to return often to enjoy our Showtown, U.S.A. Always welcome, folks. . . . While MR. & MRS. ("DUD" and BILL) LOUCK of the DESERT INN DRUG STORE and SMOKE SHOP are enjoying the pleasures of Nassau, Havanna and Miami (their first vacation together in 40 years!), RUBY JORGENSEN is "tending store." A friend

of the Loucks for many years, from Arkansas, Ruby would have been a member of their wedding party but she had the mumps. The Loucks are expected to return soon but they're not worrying as long as Ruby is in charge.

ALLAN BOWMAN of ESQUIRE SHOE REPAIR is the man responsible for our cocktail waitresses never getting that "run down" appearance. He keeps them "well heeled" at all time. . . . PANCHO, maitre d' of the DESERT INN, is one of the best known and admired hosts in his profession. Although usually austere, the antics of comic JACK DURANT onstage in the PAINTED DESERT ROOM, had PANCHO giving with the "belly laughs." Jack's comedantics were never better. Also enjoying the opening night of the PATTI PAGE show was TOMMY CLARE, host in the DESERT INN'S LADY LUCK lounge, and his charming wife. The "vocallure" of PATTI PAGE has been best brought about in her present format. Beautifully and skillfully done. Patti is one of the top TV entertainers today. Look and listen and you will not question why. SCOOP! PATTI PAGE plans to have a different hair-do for every performance! . . .

That's all for this week, folks. Be seein' you on my jaunt "Round the Town."

HILLSWAY

(Continued from Page 17)

that in the RIVIERA coffee shop and started talking to a wonderful young lad by the name of Joe Soff who has been out here in our town for four months working in the FRANK RICHARDS store in the RIVIERA and his other men's shop over in the SAHARA. Such a nice guy and one that I certainly want to keep as a friend for a long time to come. Why, oh why, must people always think that you have some angle if you just want to be friendly? Is it such a crime to want to make friends?

Want to thank Geri Nolan for the invitation to the Joe E. Lewis birthday party at the EL RANCHO that Dean Murphy and I attended with Vi Taylor and Robert Antonini. WHAT A PARTY — a million dollar's worth of talent from all along the "strip" and with Captains Roy Benson and Bill Ryff taking care of us we didn't want

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for a thing. Arturo Petterino, the new Maitre d', certainly did a whale of a job on his first "big job" filling Johnny Morelli's shoes, who incidentally has gone on to the NEW FRONTIER as Maitre d'. I was sick at first when I heard that Johnny had left the EL RANCHO but when I learned that Arturo was to take his place I felt pretty good about it. I am not able to take care of these people like I know I should, so in lieu of other tokens of appreciation I like to just like them personally and to write about them every chance I get because they are the ones who make your evenings "out" much more enjoyable. I could write a book on the Maitre d's and the captains and waitresses in this town — they are the finest in the world.

I received a letter recently that certainly made me feel very good and it sort of helps to prove to me, at least, that my work in spreading information and good will about places to go, stop, eat, play, and shop, has not all been in vain. The Honorable ORVILLE FREEMAN, Governor of Minnesota, writes to me, in part, as follows. . . . "WERE YOU IN THE STATE (MINNESOTA) A GREATER PROPORTION OF THE TIME, I WOULD ASK YOU TO SERVE ON OUR TOURIST ADVISORY COMMISSION, SINCE YOUR BUSY AND VARIED CAREER DOES, OF NECESSITY, PRECLUDE THE ATTENDANCE, WHICH IS SO DESIRABLE ON THE PART OF SUCH A GROUP, I AM HOPING YOU WILL, INSTEAD, CONSTITUTE YOURSELF A PERSONAL ADVISOR TO COMMISSIONER J. W. CLARK OF OUR DEPARTMENT OF BUSINESS DEVELOPMENT. ALSO I WOULD LIKE YOU TO CONTINUE TO BE MINNESOTA'S 'ENVOY EXTRAORDINARY' TO THE NATIONS OF THE WORLD, TELLING THE THOUSANDS YOU MEET AND GREET WHY YOUR HOME STATE IS NOW AND ALWAYS HAS BEEN FIRST

AMONG ALL AREAS FOR THE MAXIMUM SATISFACTION IN LIFE."

The other day hotel manager Bob Cannon arranged for Dean Murphy and me to have a tour of the TROPICANA HOTEL. He got Charles Kloorfain to be our guide and when Charles got lost — yes lost in the maze of rooms and halls and kitchens, he quickly called on Chef Martin Appelt for help. Wait until you see PEACOCK ALLEY, the GOURMET ROOM, the theatre restaurant, the beautiful lobbies done in wonderful blues, and the rooms, all of which have private balconies with superb views of our gorgeous mountains in the distance, and the serpentine bar. You will be amazed and I am sure you will all agree that there is just nothing like it in the entire country. I for one can hardly wait until it is opened.

And did you know that Las Vegas has one of the finest health clubs and gymnasiums in the country? Tommy Dominique runs it and I understand for the people who live here he has an overall membership which costs only \$100 per year. Such fine people as Earl Caroon, stage manager of the Desert Inn, works out here nightly between shows; Haig Eshow of the GARWOOD VAN orch. at the New Frontier is also here regularly weight-lifting, as are Harvey Thompson of the Engineer's Safety Unit of the Unions, and two other very fine lads, Sonny Wilson and Johnny Robinson who are both dealers at the RIVIERA. Sonny is being seen around town with Jaci Fontaine, the lush blonde star at the SILVER SLIPPER. Larry Mushkin of LARRY'S SHOE STORE down on Fremont also exercises here regularly. The LAS VEGAS HEALTH CLUB is at 114 New York Avenue at "A" Street. Go in for a steam, a massage, or a series of lessons in health building and scientific exercising.

Lytton Taylor, a friend of mine from the ST. PAUL PIONEER PRESS & DISPATCH was here with the TWA QUICKIE VACATION TOUR and I don't know when I have seen a man so pleased as he was when DEAN MURPHY talked about him from the stage of the FLAMINGO and mentioned Lytton's paper and hometown. Even newsmen appreciate being written and talked about! Lytton Taylor is certainly going back home and write

some wonderful travel columns on our town because Las Vegas went all out to entertain him and the whole group.

I like coming to Las Vegas because the local people are so darned nice to me. Dave Cottner invited me to the weekly dinner meeting of the 20-30 Club which is held each Thursday evening at 7:30 at the very fine ELWELL HOTEL downtown, and there I met some really swell fellows. If any of you men are between the ages of 20 and 39, it behooves you to get in touch with this group. I used to be a charter member (yes, I was once young enough too!) back in Duluth, Minnesota. The President, Bill Briare of the PECCOLE INSURANCE AGENCY is so handsome that he should be in the movies instead of selling insurance and I am only sorry I did not know him sooner so that I could have included him in my list of the most handsome and best dressed men in Las Vegas. I might add that attorney Paul Larsen, past president I believe, also belongs in this category. All of which means that these three fellows mentioned in this paragraph

will have to kick in 25c in the pot for getting their names mentioned in print — the fund going towards sending delegates to the Insurance Convention of 20-30 Clubs in San Diego this June. And incidentally, the Vegas group has bid on the 1958 convention which will mean, if they get this international conclave here in Las Vegas the expenditure of at least \$10,000; so I hope that all of you, my readers, and hotel owners and businessmen will get behind them and help underwrite part of this expense that will bring international figures and fame to our town.

When things go wrong, and you've lost faith with this world . . . this quotation will give you new hope: "When nothing seems to help, I go and look at a stone cutter hammering away at a rock perhaps 100 times without as much as a crack showing in it. Yet, at the one hundred and first blow it will split in two . . . and I know it was not that last blow that did it . . . but all that had gone before."

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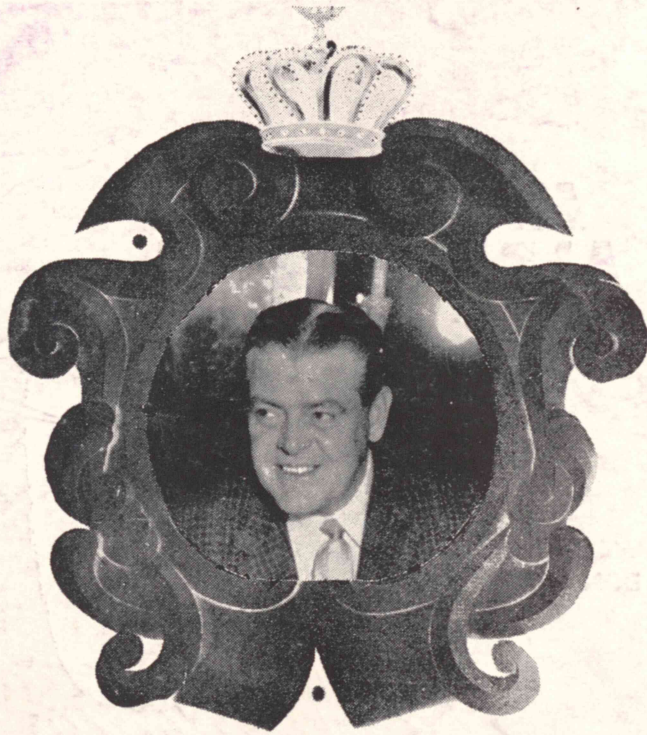
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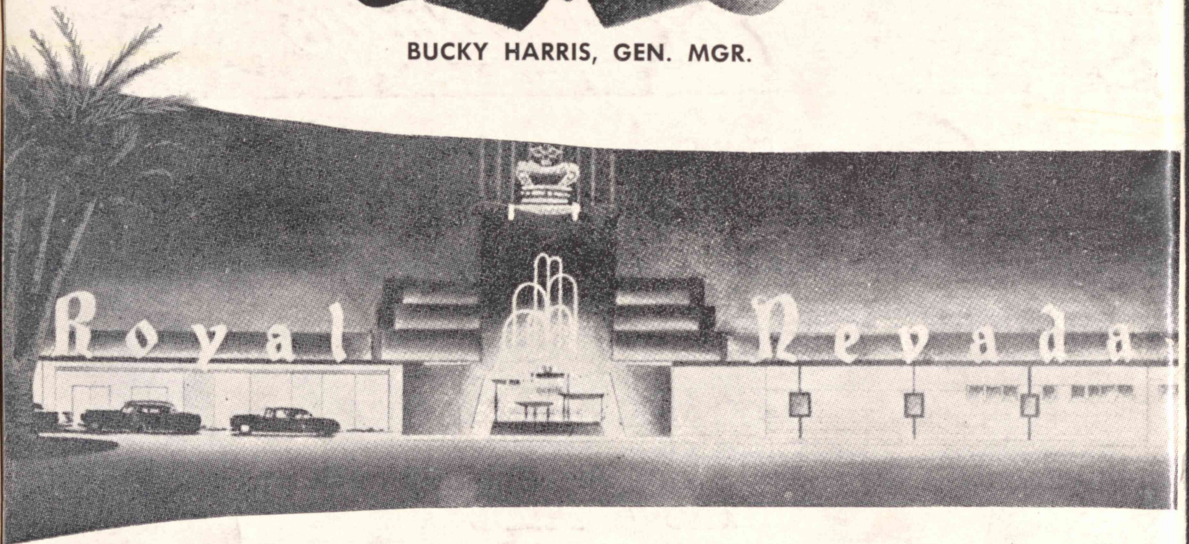
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