

Jack Cortez

FEBRUARY 23, 1957

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LAS VEGAS Magazine



JACK CORTAZ

Fabulous LAS VEGAS
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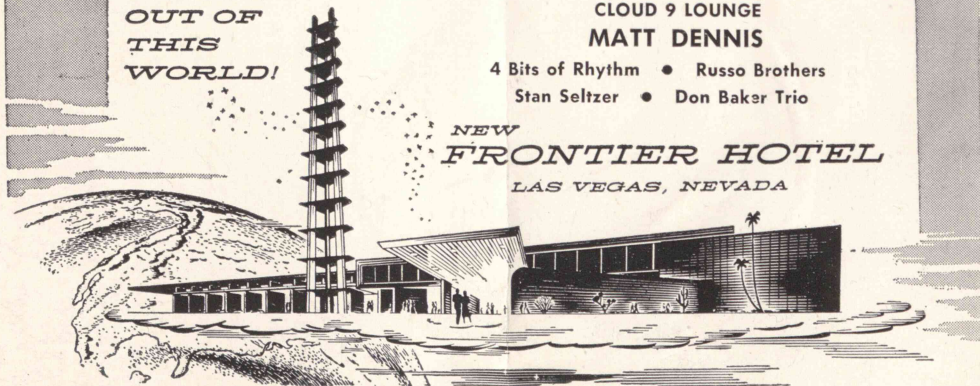
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OBSERVATIONS

by CHARLES "POP" SQUIRES



LAS VEGAS CHAMBER OF COMMERCE



ON FEBRUARY 12 the Las Vegas Chamber of Commerce held its regular monthly membership luncheon at the Hotel Fremont and gave well deserved honor to its past presidents with a short account of the activities of each who were able to be present that day as guests.

The program was conducted under the leadership of Art Ham, Sr., eldest surviving past president of the Chamber. The meeting was well attended and was of considerable interest to all present. However, few if any of the recent members of the Chamber realized that our Chamber of Commerce was not a new idea in Las Vegas when it was formed. Early in January of 1911 there had been several organiza-

tions in Las Vegas created, financed and kept going solely for the benefit of the community.

The first was born in June, 1905, through the urgent necessity of saving our lives. Sanitary conditions were terrible in the little, new town, housed in tents set in the brush, without sewers, lights or water, save that which we dipped out of the small creek fed by the small creek fed by the "Big Springs," or pumped from shallow wells six or eight feet deep which some of the people had dug in their back yards. Approximately a thousand horses and mules were kept in large corrals on all sides of the town, and flies by the millions swarmed over our bodies, our food and everything about us. There was little protection against the fierce heat and

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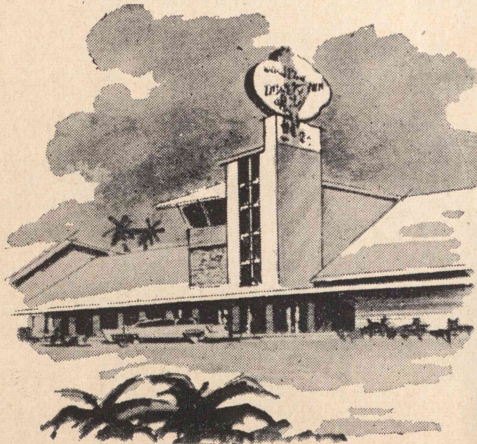
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"LOUNGE STARS"

By Harvey Schuman

HIGH HO," it's me again, and I have a "HANKERIN' FOR YOU." No, I haven't blown my top — I have just heard this great recording by THE BEACHCOMBERS AND NATALIE, released by CAPITOL. Be sure to get this one for your record collection, because it has all the earmarks of not only being a hit, but garnering a GOLD DISK for these socko entertainers. When you've had the pleasure of seeing and hearing THE BEACHCOMBERS AND NATALIE at the SANDS HOTEL, you can understand why their one month's booking turned into a sixteen months' engagement (thus far) and which could only be interrupted by that "mighty bird of pray," Mr. Stork. What with alternating between the COPA ROOM and the SILVER QUEEN BAR at the SANDS, plus recording sessions for CAPITOL, we'd say they're breaking ALL records. — You get it?

Stopped by at the FLAMINGO HOTEL STAGE BAR and couldn't keep my eyes off THE LAWRENCES & BOYER. Don't mind admitting, in all honesty, that BEVERLY LAWRENCE was the focal point. All that gal has to do is just stand up there and be beautiful and I'd be contented — but when she opens up those beautiful platinum pipes I'm in a hypnotic state from then on! This group has amazing versatility. The pianist plays the trombone, then the bass; then the bass player switches to the sax and the trumpet player whips over to the ivories; then ALL of 'em burst forth into a singing storm. By the time

you've distinguished the brass from the bass, they've switched around again and you give up, deciding to settle for just lookin' constantly at gorgeous BEVERLY while you listen to their collective genius.

Now for real gone cats, man, truck on over to the SINBAD LOUNGE at the DUNES, where the FOUR SHADES OF RHYTHM even have that Sultan atop his bistro shakin' his turban. Direct from a cudo bonanza engagement at the BLUE NOTE CAFE in Chicago, looks as tho they'll have an equally long and successful run at the DUNES. Think you've heard good blues interpretations? Son, you ain't scratched surface 'til you dig the FOUR SHADES OF RHYTHM. . . .

Hopped down to "The WONDERFUL WHERE" (and as if you diddnt know this is the ROYAL NEVADA) and draped myself around a cocoanut with a straw to enjoy THE FOUR MINTS. Here are four voices that blend better than Scotch and water. Man, they are the m-o-o-st! Even ANDY NAPOLEON and his group, who back up this youthful quartet, wear smiles throughout their repertoire. Be sure to request their impression of THE FOUR ACES. Spotted AL DOERING of the town's most popular pizza parlor, DUFFY'S TAVERN, obviously enchanted with these remarkable artists. Wanna bet that big things will happen for THE FOUR MINTS? Give you odds. . . .

Attention, VEGAS VIC, of the New PIONEER CLUB: Get out of my way! Why do they always put me right in
(Continued on Page 31)

this week's cover...

Miss VEE FERRARI, talented and beautiful dancing delovely, is just one of the many reasons why the "Minsky Goes to Paris" show at the DUNES HOTEL is enjoying a record-breaking engagement. Photo by Bernard of Hollywood & Las Vegas.

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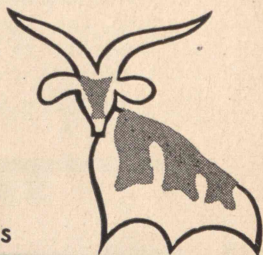
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HICKORY Room

that's for sure..
by JACK CORTEZ

AO date, more than one thousand (1,000) entries (from sixteen states — including Hawaii and Mexico) have been received for the NATIONAL INVITATIONAL GIN RUMMY TOURNAMENT. Play is scheduled for March 7th thru the 10th at the FLV "Strip" hotels. Top cash prize of \$10,000 is attracting the men and women, to say nothing of the second award of \$5,000 and twelve (12) additional cash prizes. Other awards will be made to daily winners, including the distribution of a variety of cups, trophies and gifts. The Tournament was created in behalf of charity, with the March of Dimes — City of Hope — Variety Club Heart Fund — Jewish Temple of Las Vegas and St. Anne's Parochial High School all participating. A host of celebrities have been "boning up" on the game, including JIMMY DURANTE, JOE E. LEWIS, TONY MARTIN, PATTI PAGE and XAVIER CUGAT. OSWALD JACOBY will direct the play. Rules will follow his book, "Oswald Jacoby on Gin Rummy" . . .

At a very tender age in life, we were introduced to the fact that women needed very little prompting to set new fads and fashions. The world is sadly accustomed to woman's vacillation. Now — the men have decided to institute a new fad — namely g-o-a-t-e-e-s, more commonly spelled — goat-ees! When FRANKIE LAINE opens at the DESERT INN, March 5th, he will sport a dandy of his own. (Wonder if MITCH MILLER is the masculine power behind this move?) . . .

Our choice of "Perpetual Ambulant of the Year" is BUCK HARRIS, General Manager of the ROYAL NEVADA HOTEL. He is, without a doubt, just

about the finest host one could hope to meet. You would suspect he had been presented with multiple sets of orbs, at birth. Buck seems to sense the presence of new arrivals, even when he is facing away from the door. Despite the mobs at the bistro, Mr. Harris makes each one a familiar face. . . .

Although it's practically old hash in FLV, we thought our out-of-town readers would like to hear the latest on JOE W. BROWN'S (Horseshoe Club) oil well. Mr. B. decided to disband the equipment after drilling approximately 8500 feet, at a cost of \$300,000. However, we sincerely doubt that Mr. Brown has surrendered the idea, completely. . . . FLV owes this gentleman a great deal. He has stirred up a lot of good will for our territory, to say nothing of the publicity and unheralded donations to charity. . . .

LOU MANCHON, President of the NEW FRONTIER HOTEL, has appointed CHUCK LUFTIG, popular localite, as Executive Director of Public Relations of this hotel. Chuck began his official duties last week (Feb. 16). We believe that Mr. Manchon made a very wise choice in Chuck Luftig for this highly important position. Chuck is widely known for his fine business acumen and his ability to make friends for that which he represents. Long time resident of Las Vegas, Chuck has the admiration of the local citizenry and is well known throughout the country. Good luck, fella!

Sure got a kick out of VIC DAMONE on the PERRY COMO tviever, last Saturday. Vic combined an admirable display of soft-shoe styling with his usually excellent singing to provide a danged good show. . . .

(Continued on Page 33)

L. S. M. F. J.
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CRISWELL PREDICTS



WHAT PEOPLE WILL DO:

I PREDICT that President Eisenhower will extend the hand of friendship to all nations and invite them personally to attend a world conference for peace and prosperity before the summer of 1957 comes to a close! . . . I predict that Queen Elizabeth will openly break with the House of Commons with a royal proclamation that will have far reaching results! . . . I predict that Ex-Dictator Peron of Argentina will secretly visit America to consult with three medical experts concerning his health! . . . I predict that Red Skelton will change the trend in Hollywood by playing seven different characters in one film, which will prove him to be the funniest man in the world! . . .

I predict that the late Stalin will again assume his place as the number one God of Godless Communism, and that the new generation of Russians will be taught to pray in his name for personal and national security! . . .

I predict that Mary Garden, the famed American prima donna, will again thrill a new generation of Americans with a farewell tour! . . . I predict a world-wide revival in the works of Horatio Alger Jr. who did more to influence youth a half century ago with his rags-to-riches novels! Motion pictures, radio, newspapers and tv will find Alger the rage! . . . I predict that Bruno of Berlin, "the designer's designer," will lead the fashion parade with sensational new styles for both men and women with Mr.-and-Mrs. nylon identicals, even to matching colognes, pomades and Jewelry!

COMING EVENTS IN YOUR FUTURE:

I predict a world-wide revival of Latin art, music and literature, with Mexico City becoming the Athens of the 20th Century! . . . I predict the most important treaty of 1957 will be signed by 27 nations within 27 days!

. . . I predict that oil will flow in gusher style from the many rigs 42 miles from our Southern Coasts! . . .

I predict that Ceil Chapman will be voted the professional woman of the year for her leadership in the world of American Fashions! . . . I predict that plastic lace will be the next threat to the garment industry, replacing hand work with machine stamped products, resulting in lower priced dresses and blouses for women throughout the nation! . . . I predict that a new series of tragic storms will sweep down from Canada, and strike a death blow at the Great Lakes Area with great loss of life and property! . . .

I predict that you men will be able to make your own suits with a new do-it-yourself-kit with ready cut materials which can be spliced together without sewing! . . . I predict a new built-in water softener for less than ten dollars, which will fit in your faucet and will not wear out! . . . I predict a national revival of the old game of Chinese Checkers in a new bright package with new rules for four to play, plus a fabulous solitaire game! . . . I predict that our largest department stores will battle the competition of the super-markets by organizing sales crews to sell door-to-door and create good will. When the

(Continued on Page 17)

L. S. M. F. B.

LUCKY STRIKE means fine BINGO . . .

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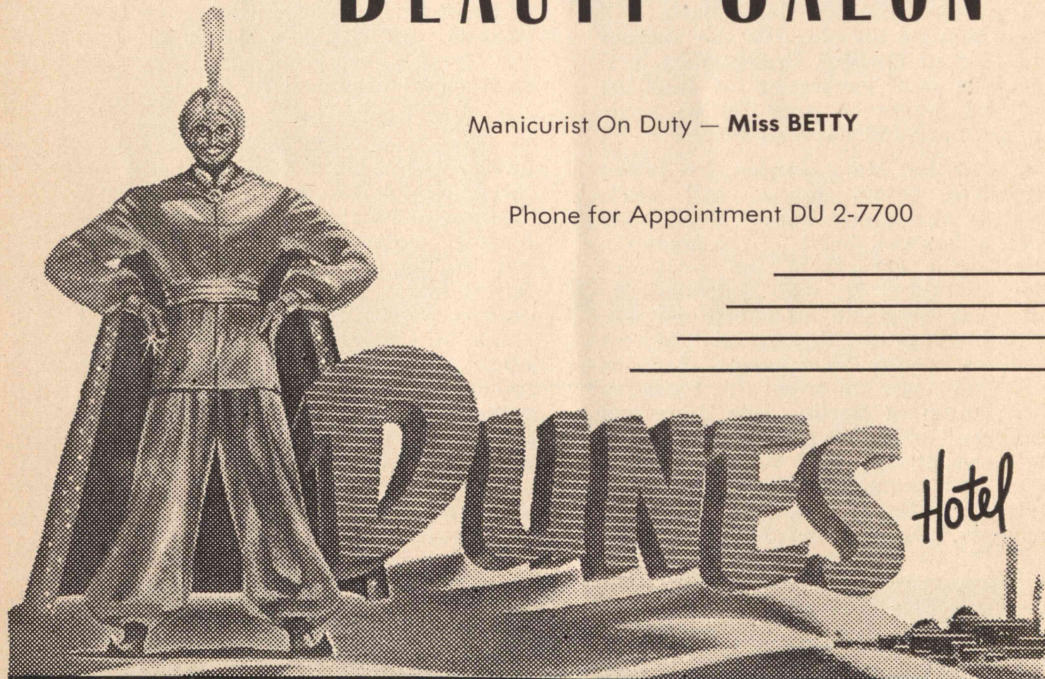
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with HAL HALSTEAD



SLIGHT CASE OF EDUCATION: Take a trip out along the "Strip" and read the signs announcing the current attractions at each hotel. Collectively they read like a "Who's Who!" of show biz. Each and every hotel's marquee featuring a "solid gold" name in the world of entertainment, plus added attractions of "name" acts which guarantee hours of pleasure to the entertainment seeker, AND ALL THIS AT A TIME OF YEAR WHICH IS SUPPOSED TO BE "SLOW" for FLV! It all gives credence to the words of BEN GOFFSTEIN of the RIVIERA HOTEL. Last week VARIETY quoted BEN as saying that Las Vegas has outlived the "Burst Bubble" era and has emerged more stable (and smarter) and that all indications point to a rising income era. BEN gives much credit for the "come back" to the fact that the hotels are concentrating on new convention business and are campaigning for this extra business to fill their hostelries during so-called slow seasons, and for the improvement in transportation facilities. BEN GOFFSTEIN is so confident of the future that he indicates, a construction policy is now in the planning stage which will add 200 additional rooms, a roof garden and exhibition hall to his plush hostelry. DICK CHAPPELLE, resident manager of the RIVIERA HOTEL, is due for much of the credit for the increase in its hotel business. This veteran hotel man is well known and liked in all parts of our country and has always sold Las Vegas in his travels and public relations work. The RIVIERA is not alone in this confident, forward-thinking trend. All strip hotel

owners voice the same optimistic thoughts and are readying plans to attract more people and to be able to accommodate the greatly increased influx of people to the "Showplace of U.S.A." . . .

Good news (but not unexpected) to hear that JERRY LEWIS' first week at the PALACE in NYC broke all house records. Now we know why "JERRY LEWIS SINGS" (his new DECCA album). . . . LARRY KRANTZ, FLAMINGO HOTEL bellman, and his missus will play host to the long-legged bird in April, his fourth visit to this happy family. . . . KAY REID, a MINSKY SHOW gal at the DUNES HOTEL, is in Los Angeles testing for a movie at INTERNATIONAL STUDIOS. . . . IRENE PACE of PACE REALTY seen ankling into the FIRST NATIONAL BANK the other peeyem, depositing the proceeds from all those big real estate deals no doubt. . . . If you want to be in solid with DICK WORTH, DUNES HOTEL security officer, just offer him some candy (preferably Blum's). He has a sweet tooth for chocolates. . . .

Saw MORY of MORY'S MEN SHOP, garnering an autograph at the DUNES. I'll bet that that's one "pin-up" that won't be on display in the store! . . . ALLEN BOWMAN of ESQUIRE SHOE REPAIR, doesn't have time to see all our Strip shows. He's too busy "saving souls." (Ed. Note: Al is also busy "saving suedes." Has a new renewit discovery that resuedes shoes and bags of any color and which WON'T RUB OFF.) . . . ANN PERKINS, photographer, being escorted 'round town by DESERT INN comic JACK DURANT. JACK and ANN are "auld acquaintances" from back in Ellay. . . . SHARON SKORA, cigarette girl at the DUNES, used to "balladeer" with bands in the Chicago area, having left the Windy City to be with her family in FLV. Her dad is RAYMOND, dealer at the EL RANCHO VEGAS HOTEL. . . .

Who says there is no sentiment in FLV? Flowers and candy girls, DALE, EBBY and MICKEY of the DUNES, worked 'round the clock on Valentine's Day, filling orders for loved ones of our hard bitten (?) males — yep, marrieds too. By the way, belated birthday greetings to EBBY DULEBE of said flower shop (day shift). . . .

(Continued on Page 38)

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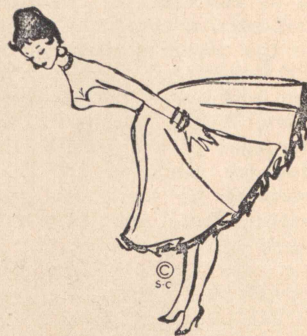
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Hillsway
by ROLAND HILL

IN LAST week's column I covered most of the highlights of the magnificent St. Paul Winter Carnival, but I don't believe I described the \$50 a plate dinner and charity ball sponsored by the GENEVA CLUB at the St. Paul Hotel, which climaxed this stupendous affair. The fantastic ice statues, appetizer booths, food displays and a whooping gourmet's delight dinner was something to behold. The only way to describe it would be to visualize all the chuck wagons and great parties given in Las Vegas laid out all at one time, and even then this affair would be superior — and that is quite a claim! When 500 top chefs, food dispensers and wholesalers, as well as managers of the top restaurants and hotels, in two such great cities as St. Paul and Minneapolis get together and put on an affair, you can just imagine the result.

Never have I been treated so royally in all the years I have traveled to famed places all over the world! Thanks, Bill Wolf, and your wonderful family, and to everyone, for making all this possible and for all the wonderful publicity and good will you generated for Las Vegas by having me attend as "Mr. Las Vegas, Himself."

Charlie and Yvette Ward (Brown & Bigelow) hosted an all day Saturday party in my honor at their charming farm home over in Hudson, Wisconsin. They sent Lars Rorbick, a former chauffeur of theirs and now one of the department heads at Brown & Bigelow, for me at 10 in the morning. After a nightfall of four inches of snow, the countryside was as beautiful as I have ever seen it, and when we drove into Quality Park Farm No. 2, the Ward's personal homeplace among all the farms owned and lived on by the executives of BROWN & BIGELOW, the sight was absolutely breathtaking. Rolling hills, studded with pine trees covered in a blanket of the purest white, with the sprawling buildings shimmering in their coats of ice 'neath

the winter sun, made the perfect model for a BETTER HOMES AND GARDENS spread. The sight was just unbelievable in its grandeur.

George Newbarth (farm manager) was heaping mesquite wood on the great open fireplace of imported Italian marble (the mesquite wood had been shipped in from the Ward's ranch at Rimrock, Ariz.), when I arrived, and when Maid Nina Rorbick announced me, Charlie came out to greet me quickly, and ere long had me on a tour of this great mansion that is so



We are proud to print the above picture in which our esteemed columnist, Roland Hill, is shown being knighted "Sir Fabulous Las Vegas" by His Majesty, Vulcanus XVII, King of the St. Paul Winter Carnival, at the formal ceremonies held in the Driftwood Room of the Lowry Hotel in St. Paul, Minn.

exquisitely done, yet in such good taste and so liveable that you would think you were in your own little bungalow. Charlie's wife, Yvette, did all the interior decorating, herself, and incidentally she does all the decorating of all the vast BROWN & BIGELOW plants and offices. I wish all my readers could see Charlie's presidential office in the main building at Quality Park in St. Paul. No executive in the world is so perfectly and wonderfully ensconced in an office. Looks like a movie

(Continued on Page 40)



Congratulations!

“CHUCK” LUFTIG

ON YOUR APPOINTMENT (Feb. 16)

— AS —

**Executive Director Of
Public Relations**

OF THE

**NEW
FRONTIER**

We're Certain You'll Be A Great Asset To Pres. Lou Manchon,
His Associates and the Patrons Who Frequent The Hotel.

A FRIEND

CRISWELL PREDICTS

(Continued from Page 11)

customer does not come to the store, the store will come to them, at no extra cost!

FOR PEOPLE AND PLACES:

Peggy Hopkins Joyce: Your life will be filmed by Hollywood as one of the super productions of the coming season! . . . Mobile, Alabama: You can expect a boom in your area due to new naval plans! . . . Vice President Nixon: Your vote will be the deciding vote in the coming hot debate on the pension question! . . . Portland, Oregon: You face a city scandal over your public park! . . . Speaker Sam Rayburn: Your next hobby will be a very popular syndicate column for newspapers plus a panel show on television! . . . Luther Burbank: A plant growing formula you perfected thirty years ago will be used widely by our Department of Agriculture to help control the increasing plant disease of rust! . . . Wichita, Kansas: Boeing Aircraft will soon construct a testing field for the latest type of plane! . . .

Salesmen: Your profession will be glorified by a special statue of the typical salesman in the lobby of the Merchandise Mart in Chicago! . . .

New York City: Your free Central Park Band Concerts will add community singing this summer! . . .

Duchess of Windsor: Your voice will be heard narrating your own life's story when it is filmed! . . . Valentino: A best selling book will be based on your life and your loves! . . . Vending Machine Manufacturers: You will require a special permit to install any of your machines in Oklahoma after July 1st! . . . Wall Street: Look for a boom year in foreign trade, despite

the Suez Canal crisis! . . . Children: Your next favorite will be a vitamin candy, which will be given you free in your public schools!

YOUR INCREDIBLE FUTURE:

Are we drifting toward a uniform, highly organized Universe? Are we naturally headed for complete Oneness? Are we soon to enjoy or detest a world wide dictated economy, where every dollar we have is numbered, every carrot we grow, harvest and consume is accounted for? Will there be only one brand of soap, cigarettes, automobiles, canned goods or clothing? Where only one solitary item exists, there will be no further use of salesmen, advertising, discussion or preference. Truthfully, my friend, there are no salesmen in Soviet Russia. In the state-dictated economy there is no place for them. Customers take what is presented to them, or they can do without. In the American way of free competitive economy the salesman is the active participant in gearing industry to your wishes! In the controlled economy there are no refunds! No likes! No dislikes! Be happy that there are advertisements for you to read, radio commercials for you to hear, and tv commercials for you to sit through. As long as this exists, we will be saved from totalitarianism! Mother Nature is well organized, and this often reflects on the true nature of man, but is no guarantee against freaks. Even though our world was a highly organized community, there would still be the chance that some would suffer and starve, while others prospered. As long as personal choice remains, we are assured of a personal liberty! When the day arrives that the salesman is no longer needed, because there is only one brand of soap or cornflakes to buy, we have reached a sorry time in our incredible future!

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

"CURTAIN TIME"

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

DESERT INN

Feb. 4 thru March 4

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

Glowing, radiant PATTI PAGE, "The Singing Rage," is packing 'em in at this bistro, with a veddy, veddy smart presentation, indeed. PATTI whams across all the songs that have brought her fame and fortune, with "Johnny Guitar" a standout, showcased with some very clever lighting effects, plus the gorgeous guitar playing of BOB MORGAN. Her medley of hits at the finale is so wonderful the audience seems determined to break all applause meters in existence. "Tennessee Waltz," which always seems to be the BIG favorite, is bewitchingly beautiful, with a mirrored sphere shooting reflected shafts of light throughout the vast Painted Desert room, mirroring all the colors of the spectrum, with the beautiful Patti the apex. "Love You Love You Love You" is another enchanting number, with pianist ROCKY COLE doing some impressive ivory gymnastics. There's an aura of "something different" around PATTI PAGE, endearing her to all with quite an impact. . . .

JACK DURANT reaches a new high in self destruction, as he slams himself around in the most organized pratfalls to be imagined. Not satisfied with the hysterical laughter he draws with his monologue on marriage and the joys (?) thereof, the comedian insists upon making himself a stretcher case for your thorough enjoyment with those intermittent one-man wrestling matches. Warning: If you don't go properly rib-supported, you, too, will accompany this gent on that stretcher one of these days. . . . DONN ARDEN surpasses his famed record, with two elegant production numbers, which the DONN ARDEN DANCERS interpret magnificently. Music for the show is by CARLTON HAYES and his orchestra.

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.

With a consistent sellout for all 3 shows nightly, "MINSKY GOES TO PARIS" now boasts new acts and plentiful novelty to balance the "red hot and blue" that has been gleaming critics' bon mots as well as audience word of mouth publicity. . . . The "G" string is an "A," and the cleavage is natal, when 24 gorgeous gals with 24 feathers (more or less) dance and prance artfully, introduced by TED LAWRIE, the Club Lido (Paris, France) rage, and who is most impressive as the featured singer in the production numbers. . . . For comedy and cleverness, LARRY GRISWOLD scores in a

(Continued on Page 25)

El Rancho Vegas

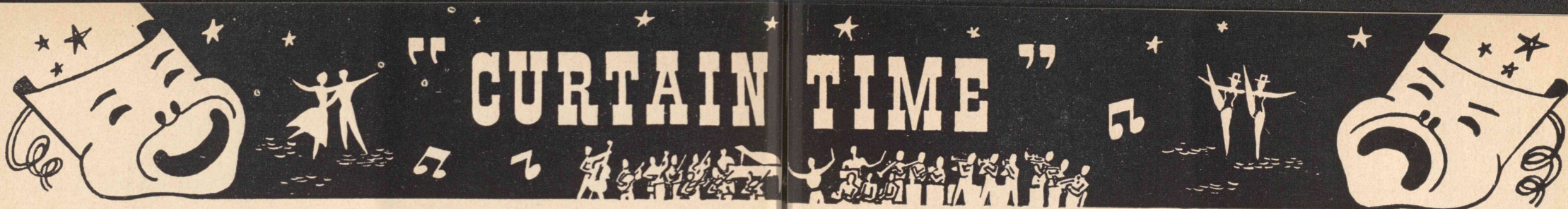
(Not a Review)

Feb. 20 thru April 16

Show: Milton Berle and His Hilarious Revue with Betty George, The Dunhills, Stan Fisher and The Metropolitan Sextet; The Renee Molnar Dancers; Dick Rice & His Orchestra.

America's number one entertainer, "MR. TELEVISION," himself, presents one of the best laughbusters seen on the Strip in many a Nevada moon. Booked for 8 weeks, MILTON BERLE and His HILARIOUS REVUE is sure to keep localites and tourists in a mellow mood throughout the yock packed engagement. Surrounded by a bevy of talent, and with a format of rich material, it is an "ALL BERLE" show, with the versatile "Miltie" pulling all of 'em out of the hat quicker 'n you can recover from the last belly bushin' laugh. . . . BETTY GEORGE,

(Continued on Page 25)



Flamingo

Feb. 14 thru March 6

Show: Dinah Shore; The Skylarks; The Half Brothers; The Flamingoettes; Louis Basil & His Orchestra.

You may have seen DINAH SHORE in movies, on teevee and in person in FLV many times, but you'll never witness a better performance than this one, for the "Southern Lady of Charm" tops herself. Special material, and with arrangements by that master of them all, HARRY ZIMMERMAN, svelte DINAH brings you a variety of vocals that thrill beyond words. And can that gal rock 'n roll! "Smack Dab in the Middle" is prefaced by a short talk on the current rock 'n roll controversy, revealing quite a logical streak in the clever Miss Shore. Showstoppers are two spirituals, backed by THE SKYLARKS. Never will you hear "Swing

(Continued on Page 25)

NEW FRONTIER

Feb. 11 thru March 10

Show: Victor Borge; Shaw-Hitchcock Dance Productions; Garwood Van & His Orchestra.

Although the VENUS ROOM is the largest show room on the FLV Strip, this bistro may have to start enlarging it pronto, so great is VICTOR BORGE, whose one-man laugh marathon is lining 'em up a block long to get in to see his show. Dispensing with orchestral intros, VICTOR plunges into his act, gradually building up from chuckles to out and out roars of hysterical yocking. Seated at his piano, which is bannered "ViBo Farms," the devilish Dane proceeds to mix up a recipe of "Poultry and Polonaise" with extra dashes of variations on musical themes, so that one has to bend an ear, but good, to distinguish this cluttered counterpoint that somehow comes out howlaciouly entertain-

(Continued on Page 25)

Riviera

Feb. 13 thru March 12

Show: Harry Belafonte; The Novelites; The Dorothy Dorben Dancers; Ray Sinatra and His Orchestra.

Something strange and wonderful happens when HARRY BELAFONTE sings that first note. What he does to your emotions is comparable to an experience on a roll-a-coaster. No more than a moment of gladness permeates your being, when suddenly you become vaguely sad. You believe in love, then wham! — you have reason to be a cynic. "Scarlet Ribbon" is sensuous, but "John Henry" is acute melancholia; "Mama Look a BooBoo Dey" stretches your lips into a broad grin, gradually rising to the highest pitch of laughter; then you're right back where you started — sad as all get out because he's crooning "Jamaica Fare-

(Continued on Page 27)

Royal Nevada

Show: The Treniers; Martin Denny Group; Gabiddon's Royal Calypsos; Billy Regis & Charlita; The Four Mints.

This bistro's Cabaret continues to garner cudos far and wide for its elegant entertainment. . . . In the top spot are THE TRENIERs, who not only capture new devotees nightly, but also draw the same clientele to return again and again. Reason for this? The surprise element is always present in their format! It's always new and different — CLAUDE TRENIER, brothers CLIFF and MILT, DON HILL, JIMMY JOHNSON, HENRY GREEN and GENE GILBEAUX, just may do anything to make you enjoy your visit, whether it be swinging from the chandeliers, playing piano upside down — oh, well, who can describe them? Go see for yourself. . . . The MARTIN DENNY GROUP is the most unusual

(Continued on Page 27)

SAHARA

(Not a Review)

Feb. 19 thru March 11

Show: The Ames Brothers; Fran Warren, extra added attraction; Saharem Dancers; Cee Davidson & His Orchestra.

Romantic ballads, operatic arias and sparkling comedy all are included in the repertoire of THE AMES BROTHERS. Good looking and personable, all, JOE takes care of the operatic arias; VIC and GENE do the comedy; and ED sings the romantic ballads. The boys are excellent linguists, too, singing their songs in French, Spanish, Italian and German, as well as in English. Hailed from coast to coast as "the new Marx Brothers," the AMES BROTHERS are the fair haired recording stars of RCA ('tis said that RCA employees speak their name, reverently, three times, before beginning each

(Continued on Page 29)

The Sands

Feb. 13 thru March 12

Show: Marlene Dietrich; Joey Bishop; Page & Bray; The Beachcombers with Natalie; The Copa Girls; Antonio Morelli & His Music.

The smartest gal in show biz is MARLENE DIETRICH, so say the critics, and you will agree when you see this JACK ENTRATTER production. Wearing startling gowns, one of which is fashioned with 227,000 hand sewn diamond beads, with a huge white wrap made from the down from the breasts of 300 swans and measuring 12 feet long and 8 feet wide, gorgeous, glamorous MARLENE has more sex appeal in one slight movement than a dozen sweater girls young enough to be her grandchildren. She sings a dozen or so ditties, with "Johnny," "Lili Marlene" and "Laziest Gal in Town" having the most mass appeal.

(Continued on Page 29)

SILVER SLIPPER

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

So you thought summer had come to Las Vegas in February, didn't ya? And all the time it was just the heat wave engendered by that "Red Hot & Crazy Revue" cast. New acts, new situations, hotter and crazier than ever, just keep those summer clothes in your closets. . . . HANK HENRY in the stellar spot is the most howlacious huckster in the world, and if you can keep up with his snide and snappy repartee you're a candidate for Smithsonian. The entire show is slanted around this laugh happy fellow and he does a solid job of integrating. . . . Two exotics fan

(Continued on Page 27)

Thunderbird

Feb. 7 thru Feb. 27

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

THE MERRY MACS might well be tagged "The Trend Setters," since they inevitably come up with the very latest of formats. These three gents and a gal are consistently revolutionizing the style harmony for vocal groups. Considered the world's greatest close harmony team, they have returned to FLV from their third extended world tour. They have appeared at the Palladium in London at least seven times. Personable, listenable, down to earth folks, THE MERRY MACS have something to sell and know how to sell it, and are widely imitated, yet no group ever has been able to come up with even a reasonable facsimile. They remain a challenge to both the "arrived" and the

(Continued on Page 29)

★ ★ ★

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

FEB. 23
THRU
MAR. 1

SATURDAY — February 23

- 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
8 Whirly Birds
- 4:00 2 Bowling Time
8 Vincent Lopez
- 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 24

- 10:30 8 This Is The Life
- 11:00 8 The Christophers
- 11:30 8 The Lighted Window
- 12:00 2 Outlook
8 Face The Nation
- 12:30 2 File 7
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 Goodyear Playhouse
8 Frontier
- 6:30 8 Cisco Kid
- 7:00 2 American Legend
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 25

- 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 & Weather
- 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 2 Captain Gallant
8 Highway Patrol
- 8:30 2 American Legend
8 Dr. Christian
- 9:00 2 Playhouse
8 I Love Lucy
- 9:30 2 People Are Funny
8 December Bride
- 10:00 2 News & Owl Movie
8 Dick Powell
- 10:30 8 Telenews
- 10:35 8 TV Theater
- 12:00 2 Late Nite Owl Movie

TUESDAY — February 26

- 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 Armstrong Circle Theater
8 Kingdom Of The Sea
- 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 8 If I Had A Million
- 10:30 2 News & Owl Movie
8 Telenews
- 10:35 2 Nite Owl Club
8 Hollywood's Best
- 12:00 2 Late Nite Owl Movie

WEDNESDAY — February 27

- 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 Mr. & Mrs. North
- 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 Lil Rascals
- 5:30 2 Amos 'N Andy
8 Duffy's Tavern
- 6:00 2 News & Weather
8 News & Weather
- 6:30 2 Greatest Fights
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 Life With Father
8 I've Got A Secret
- 10:00 2 News & Owl Movie
8 Search For Adventure
- 10:30 8 Telenews
- 10:35 8 Hollywood's Best
- 12:00 2 Late Nite Owl Movie

THURSDAY — February 28

- 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 News & Owl Movie
8 Conrad Nagel Theater
- 10:30 8 Telenews
- 10:35 8 Hollywood's Best
- 12:00 2 Late Nite Owl Movie

FRIDAY — March 1

- 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
8 To Be Announced
- 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 News & Owl Movie
8 Telenews
- 10:35 8 Hollywood's Best
- 12:30 2 Late Nite Owl Movie

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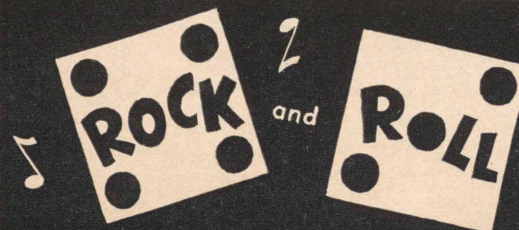
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DUNES

(Continued from Page 19)

trampoline act that is different and hair-raising. . . . PAT AMBER HOLLI-DAY is a towering beauty with flaming tresses, whose exotic dancing is swivel rhythm with a set of gyrations to behold. . . . MISS VALLKYRA, "Miss Cheesecake of 1956" is another exotic dancer with a pair of stems that are a sculptor's dream. . . . NICKI & NOEL are show stealers with their comedy ballroom dancing. "Dime a Dance" is the highlight of their clever routines. . . . Go prepared to endure aching ribs, the price you will pay for laughing at the group comicy of JOE DERITA, IRV BENSON and MURRAY BRISCOE, aided and abetted by GRACE REED. . . . Petite and pretty MISS LONI is a foot juggler of re-known, whose tootsies perform miracles of grace and coordination. . . . Magnificent staging, dreamy costumes and elegant props, "Minsky Goes to Paris" is smartly integrated, sparkling with talent and far more red hot than "blue." . . . HOYT HENRY and His Orchestra command the music that bolsters this "heat wave" in the winter time in FLV.

EL RANCHO VEGAS

(Continued from Page 19)

voluptuous vocalist is equally clever in comedy bits, but having been endowed with the three C's (cleavage, cheesecake and charm), she'd be a hit without such great talents! . . . For the prettiest triple tonguing trumpet playing these ole ears ever heard, STAN FISHER is a ball on brass, brother. . . . THE DUNHILLS are a welcome back dance team, not seen in FLV since 1954. When feet are in perfect agreement, you know it's the DUNHILLS, for these lads have you sitting forward on your seats so as not to miss a beat of their tapping artistry. . . . THE METROPOLITAN SEXTET are musical comedy instrumentalists who add lots of class and clowning. . . . Bouncing with "BERLISM'S," bountiful bolstering by DICK RICE & HIS ORCHESTRA and smart production numbers by THE RENEE MOLNAR DANCERS, "Hilarious Revue" is a MILTON BERLE best. See this show!

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FLAMINGO

(Continued from Page 20)

Lo' Sweet Chariot" and "Noah" sung more gloriously. "Tomorra" and "We're Gonna Have a Ball" are clever ditties that score, as do the standards which she made famous. The audience-participation number, with darling DINAH directing, sets a gala mood that lasts long after the show is over. Gracious, gorgeous and magnetic, DINAH SHORE is truly a great performer and there is no wonder why Chevrolets are jamming the highways and byways bumper to bumper, with this little lady doing the teevee huckstering. . . . THE SKYLARKS are a quintet of the finest singers in the world (3 lads and 2 lassies), who not only showcase Miss Shore, but create palmpounding a plenty in their featured spot. "Jealous Lover" and "Alexander's Raetime Band" glean cudos. God given voices lined with pure platinum, THE SKYLARKS take you flying into celestial splendor. . . . THE HALF BROTHERS juggle Indian heads to the accompaniment of clever group comedics, with the highlight of the act their choosing "a guest of distinction" to come on-stage and permitting them to flip a cigarette from his mouth, a hat from his head, with the guest stooze wondering if he won't wind up "a guest of extinction." . . . THE FLAMINGO-ETTES do a clever Irish jig routine in a HAL BELFER PRODUCTION that is sparkling with Irish color and laughter, and the show is backed by LOUIS BASIL & HIS ORCHESTRA, who play the entire show "blind" behind curtains, a difficult feat that comes easy for this masterful maestro.

NEW FRONTIER

(Continued from Page 20)

ing. Chopin with "Happy Birthday," Harry Beethoven with "Missouri Waltz" and Mozart a la Libera (complete with teeth and winking), interspersed with monologues on anything

*Hey-
Ho

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WITH
NATALIE



and everything, including the change in his living habits, (he contends he can't go to bed with the chickens anymore since living at ViBo Farms), VICTOR BORGE probably gleans more converts to "long hair" music than all the conservatories in the world have done in a century. You will be happy to know, too, that he includes his phonetic punctuation routine. If you like your Chopin with cheese, your Beethoven on rye, and your Mozart with schmaltz, you'll like VICTOR BORGE. If you like your music "straight," he proves up as a piano virtuoso to please the most discriminating critic, playing "Ave Maria" with a heavenly touch, indeed. . . . The SHAW-HITCHCOCK DANCE PRODUCTIONS are slanted toward the star of the show, satirizing BORGE'S poultry business, and prettier little "chickens" you'll never see than the SHAW-HITCHCOCK DANCERS. . . . GARWOOD VAN and His Orchestra preside musically and masterfully.

SILVER SLIPPER

(Continued from Page 21)

the flames. Co-star DORIAN DENNIS does a "slow and easy" strip, with the males in the audience doing a fast and uneasy tie loosening act simultaneously. . . . New to the gyrating hips caper is petite brunette, SANDY SIMS, formerly an El Rancho Vegas Hotel line dancer, who has it made as a featured entertainer. . . . ALLEN & ASHTON steal the show with their satirical terping. "Stripper's Honeymoon" and "Dancing in the Modern Manner" both are fast, humorous and clever routines. . . . Adding punch and judo to this pandemonium is diminutive comic SPARKY KAYE whose accumulated cudors would wrap around the world more times than we can count. . . .

For novelty you'll enjoy ROBERTO, one of the cleverest puppeteers to grace FLV boards. . . . Then there's the very marrow of your funnybones, JIMMY CAVANAUGH, MAC DENNISON, MISS NEVADA, and the SILVER SLIPPERETTS, important members of the Silver Slipper Stock Co. Without these wonderful folks, one can't imagine a Slipper show. Same goes for GEORGE REDMAN and HIS ORCHESTRA, a group who can meet more cues and breaks that any ork in the biz. See this show!

Do your shopping
in fabulous
LAS VEGAS
and SAVE!

RIVIERA

(Continued from Page 20)

well." A million sales of "Matilda" (RCA Victor), and still going strong, makes this number an audience favorite. Whether it be a calypso tune, a folk song, or a ballad, HARRY BELAFONTE sings with a deep understanding of the very nature of the song. Technical perfection is absorbed in his emotional stimulation with which each song is sung. HARRY BELAFONTE is one of the most amazing artists ever to have appeared on the American theatrical scene. Assisting him are MILLARD THOMAS and VIC MESSER on guitars, and DAN BARRAJANOS, on the congo drums, a trio of musicians equally expressive at their art. . . .

Those masters of mass mayhem, THE NOVELITES, knock your funnybones together unmercifully, as they combine comedy with instrumentals. Accordionist FRANKIE CARR remains the most intelligent "idiot" ever to have stumped a headstretcher. JOE MAYER, bass, and ART TERRY, guitar, manage to control this menace with some musical rioting of their own, and the trio finale in a raucous reveling, rather crashing yockbuster. . . . The DOROTHY DORBEN DANCERS showcase with a duo of excellent production numbers and the entire show is backed by RAY SINATRA & HIS ORCHESTRA.

ROYAL NEVADA

(Continued from Page 20)

entertainment to be found. Composed of only four instrumentalists, they sound like a symphony orchestra. An endless repertoire, these gents can come up with any "beat" known to music. . . . GABBIDON'S ROYAL CALYPSOS are Jamaicans and favorites of Princess Margaret. Their first FLV appearance, these authentic calypso sepias are creating deep penetration into the show biz belt, from Trinidad to every nook and cranny on the globe. For the utmost in entertainment, DON'T MISS



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Mr. Michel

and

Mr. Pepe

(Formerly of the
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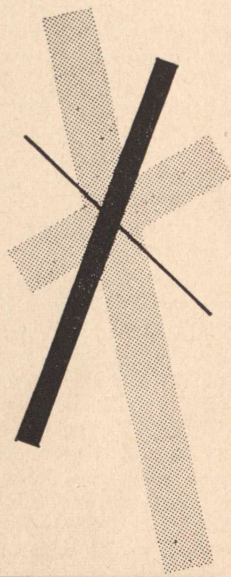
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★ **MR.
MICHEL**



★ **MR.
PEPE**

OUT ON SEEING these magnificent artists. . . . The BILLY REGIS QUIN-TET starring CHARLITA, RCA Victor recording artists, are also versatility at its best, with that "sweet trumpet" of BILLY REGIS' and the fiery CHAR-LITA'S vocals, socko from the first note. . . . The FOUR MINTS are from the "deep South" and their FLV debut is a solid hit. This is close harmony — so close it sounds as though one voice has been born with all keys of music rolled into one. . . . Yep, for variety in entertainment, atmosphere and the unusual, the ROYAL NEVADA'S Cabaret without doubt is "The Won-derful WHERE in Las Vegas."

SANDS

(Continued from Page 21)

Her low, husky voice may not be the most lyrical, but it darned well is the most come-hitherest! Not a femme in the audience fails to clutch her spouse just a little tighter when this star emotes. BURT BACHRACH does an able assist at the ivories. Surrounded by "THE MOST BEAUTIFUL GIRLS IN THE WEST" in two new line productions, plus the magnificent voices of THE BEACHCOMBERS and NATA-LIE, the entire production, entitled "Moon Over Manhattan," is a DIET-RICH triumph. . . . JOEY BISHOP, a hold over, is a "comic's comic," as said herein many times before, and if you don't believe it, watch for other Strip laugh hucksters sneaking in to catch his show in between their own stints, when they can manage it. Thus it is well known, and no surprise, to everyone that JOEY BISHOP is an automatic hold over, brother. . . . PAGE AND BRAY are one of the top acrobatic dance teams strutting the boards today. Their fancy lifts and spins are as exciting as they are beau-tiful. . . . Background music for the entire show is by ANTONIO MOR-ELLI and his celestial orchestra, the kind of music that draws applause all of its own 'midst this star-studded show.

SAHARA

(Continued from Page 21)

day's work!), their first recording, "You, You, You," doing better than a million and a half sales and with sub-sequent disks topping that figure. ED is "a singer's singer," VIC fractures

fellow-comedians, and GENE is the best foil in the biz. JOE, with his operatic background, provides superb tonal quality to the quartet's vocal arrange-ments. Musical director AL SEMOLA completes this "hot property," cleverly directing the brothers into high pin-nacles of accomplishment. . . . The leading lady of "Pajama Game," the year's smash musical comedy, FRAN WARREN, is the extra added attrac-tion. This whimsical vocalist is the product of what might arbitrarily be called the second jazz age. It was Danny Kaye who said that musical comedy needed FRAN WARREN, just as the lovely singer's career needed musical comedy to reach the height of her own ambitions. The great reviews she has garnered wherever "Pajama Game" has played, proves up Danny Kaye as a first rate prophet, for as he predicted, musical comedy found a bright new star. . . . THE SAHAREM DANCERS are enchanting in a pair of MORO-LANDIS productions and CEE DAVIDSON & HIS ORCHESTRA pro-duce wonderful music as they back the entire show.

THUNDERBIRD

(Continued from Page 21)

"on the way" artists in their field. . . . SONNY HOWARD is funnier than ever, if that is possible! How he does it, no one will ever know, but this comic can impersonate anybody living or dead, including the distaff side. So exact are his impressions of his fellow-entertainers, you can close your eyes and swear you're at ten Strip shows at once, while sitting in the Navajo Room at the "T" Bird." Some of the famed personalities he imitates may well ob-serve this master showman for a better perspective of themselves and conse-quently become even greater than they are now. . . . LES CARDINALS, a group of acro-instrumentalists, present versatility and originality in this their FLV debut, which guarantees repeat engagements. . . . GAIL ROBBIN'S production numbers are beautifully done by the THUNDERBIRD DANCERS, and emcee vocalist BAR-NEY RAWLINGS is in very fine form, indeed.

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The LAWRENCES & BOYER

Featuring . . .

BEVERLY LAWRENCE

Currently
STAGE BAR



"Mac" McDonald . . .
Trombone

LARRY McKENNA . . .
Drums

OBSERVATIONS

(Continued from Page 5)

every day new cases of sickness were developing, until we realized that there was serious danger of a general epidemic.

After talking with several of the Las Vegas men who seemed the most responsible (we were all strangers then) I posted a notice calling a meeting for the next evening at Hotel Las Vegas. A dozen or more men showed up. After we had discussed the situation it was agreed to form a Las Vegas Sanitary Committee. I was asked to put the matter into writing and present it at another meeting the next night.

There was more interest shown at this second meeting and of course more discussion and disagreement. The chief point of disagreement was: "If we do adopt regulations we have no law in Las Vegas and no authority to enforce them."

We adopted sanitary regulations and enforced them, even though in a few cases they worked a seeming hardship on a few. However these sanitary regu-

lations improved conditions and very likely saved a lot of us from shallow graves in the desert brush.

Our next public service organization was the "Las Vegas Board of Trade" formed in August, 1905, to prevent Los Angeles creditors of failing mercantile establishments from seizing all of the assets, leaving nothing for the Las Vegas creditors. It was a desperate move, yet it served to save Las Vegas from considerable loss on several occasions.

The next community organization was the "Lincoln County Division Club." It began its active operations in 1907 and continued until after the county was divided by the legislature and Clark County was formed on July 1, 1909. It was a strenuous, and for us at that time, an expensive campaign. But when our new county of Clark was organized and we were "on our own," all agreed that it was well worth the effort.

Our next public service organization was a purely booster one. It was planned by one of our very distinguished citizens, an attorney whom we called "Judge" M. S. Beal. The name

of it was the "Las Vegas Promotion Society" and its motto was "Nothing to Sell," which was printed on every piece of literature. Judge Beal wrote most of the publicity, which was very good, touting the Vegas Valley as a second Imperial Valley, a valley which would produce every kind of crop, with irrigation.

A new citizen came to Las Vegas about 1909. James G. Givens was a sincere hard working man, I believe, and most anxious to benefit the community. It was entirely natural that he should become the first president of the Las Vegas Chamber of Commerce. Very few of the present members ever heard his name. I have copies of some of the things he wrote about Las Vegas Valley and I am sure some of that publicity would do credit to present day writers.

Now, in closing this column on the Las Vegas Chamber of Commerce, perhaps I should mention its first duly elected officers as they appeared on its official records of January 18, 1911: President, James G. Givens; Vice President, E. W. Griffith; Second Vice President, W. D. Worrell; Treasurer, W. R. Bracken, Additional directors and chairmen of committees: Commerce, Frank A. Clark; Manufacturers and Mercantile Affairs, Charles P. Squires; Agricultural and Horticultural Problems, E. A. Eixon; Mining, H. M. Lillis; Transportation, John M. Heaton; County & Municipal Affairs, W. E. Hawkins; Hotels, Dan V. O'Leary; Finance, W. R. Thomas; and Membership, W. B. Mundy.

Many ex-husbands have found out that the cost of LIVING doesn't compare with the cost of LEAVING!

LOUNGE STARS

(Continued from Page 7)

back of you? There I was at the STAR-LITE LOUNGE at the RIVIERA, trying to see RUSH ADAMS and you had me blocked. You just wouldn't move, either, no matter how many times I yelled and punched at you. Can't blame you, however, that RUSH fella commands that kind of abject attention. This lad can really put over a song, especially his rendition of "It's Later Than You Think." This is one number that makes you pause and think a plenty. . . .

For rafter shakin' rock 'n roll, sans sideburns, THE RUSSO BROTHERS can really beat it out. Drums, bass, piano and sax make up this quartet at THE CLOUD 9 LOUNGE, NEW FRONTIER. Doing the same good biz for this lounge as they did for THE KEYNOTER in Hollywood, looks like a holdover at option time. Tho many groups are tagged as "brothers," few really are; but it is easy to see that THE RUSSO BROTHERS are honest to goodness syblings. . . . At this same spot, the FOUR BITS OF RHYTHM, together with their "Million Dollar Doll," ELEANOR FRANKLIN, are show stoppers. That frantic comedy duo in the group, JUCIE BRUCIE and SIR CHARLES GRAY, knock collective funnybones together so rapidly it sounds like a skeleton hoedown at the CLOUD 9 LOUNGE. Pulled myself away to conserve strength enough to get myself down the Strip for another date at the SANDS HOTEL, where ROMAINE BROWN and THE ROMAINES are making calypso history. You walk away singing "Hold Her, Joe, Don't Let Her Go" — and that's

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exactly what this bistro is doing to them. They just ain't gonna let you go. "Ro."

That little jumping bean, EDDIE PEABODY, is back at the HACIENDA, playing his banjo in mid-air, and to a capacity crowd nitely. Did you know that Eddie is a Captain in the Naval Reserve? Ah-ten-shun! Better get out and see him before he makes FLV out of bounds. . . . When a group can make a beat-up-old-legend like me wanna dance, that's danceable music, yeah! ERNIE COLEMAN at the DESERT INN'S SKYROOM is a three piece group that sounds like a jam session.

What unknown magic does DAVE BURTON possess that permits him to hold an audience spellbound, even in the midst of a jumpin', noisy casino-lounge? That's exactly what this truly splendid performer accomplishes at the FLAMINGO Stage Bar. What stage presence!

Hope you took my advice last week and made like a kangaroo by jumping down to the HACIENDA to hear the JODIMARS. These must be the original personality kids — showmanship at its best, believe me. . . . If you

like a bit of Scotch (music, that is), THE SWINGING SCOTCHMAN featuring JOANNE WILSON, will enchant you with their clever performances at the DUNES. Just piano and drums, with JOANNE doing the thrushing, it's a format smartly presented. . . . At this same bistro in the stellar spot was JOSEPHINE PREMICE and we want her to know that the FLV welcome mat is out permanently. This extraordinary vocalist will be sorely missed after having been at the SINBAD LOUNGE for such a long and socko engagement. Loads of luck, gal. . . .

You all know that MATT DENNIS (CLOUD 9 LOUNGE, NEW FRONTIER) is called "a singer's singer" and there is no better cudo than that. His stylings are unique and he has a magnificent personality, with ability to spare. . . . MRS. BYDIE HEATH, mother of that genial general manager of the NEW PIONEER CLUB, SONNY HEATH, visiting here from Waco, Texas. A crack shot, she can shoot a squirrel in the eye from 100 yards (wonder if she can help me with crap shooting?). She and her devoted son were in the CASBAR LOUNGE at the

SAHARA, being highly entertained by LOUIS PRIMA and KEELY SMITH.

ANN WELDON, currently at the HACIENDA, is as charming to speak to as she is to hear. But then all our entertainers in FLV are gracious, so if you see them around, just walk up and say "HI." They love talking with you. . . . By the way, stopped by at GAREHIME'S MUSIC CO., downtown, and found half the musicians in town buying one thing or another. This is THE music center in our town and the place where all the latest recordings are on hand as fast as they are released.

The hour was late and I had really blown my top (taking lessons on the trumpet from the BILLY REGIS QUINTET & CHARLITA at the ROYAL NEVADA), but stayed up for the 2:00 ayem beat to catch LADY T AND HER CALI-CALYPSONIANS at the EL RANCHO VEGAS. That this gal is a real lady and a real "T" (tops it must mean, for that she is), you'll agree. Can't even describe this brand of calypso artistry, but might say it is a combo of South American and California styling that comes out hybrid calypso of the best. Like mixing champagne and beer (Texans call this drink "Shandygaff", the mixture is better than the authentic. . . . Now it's 6:00 ayem and my fuzzy brain has forgotten to register which one of you lounge geniuses asked me to tell you where to get your Thunderbird glazed. It's LEO'S CUSTOM GLAZE SHOP at 1715 Fremont, the place where they feature blue coral and all handwork. Doesn't have to be a Thunderbird. Leo will even glaze a Cadillac or — what have you.

Before closing, must mention that

MAC HARRIS, Maitre d' and host FRED WARREN at the HOTEL ROYAL NEVADA, are two of the nicest gents you'll ever want to meet. They have typical gracious FLV personality.

Hope to see ya while struttin' down the Strip. 'Til then, keep the news hot and your hearts cool.

THAT'S FOR SURE

(Continued from Page 9)

DONNIE WILLIAMS (food waitress — DUNES HOTEL) is one of the most pleasant gals in FLV. Her youthful appearing spouse, GEORGE was one of the best "Golden Glovers" in the country, more years ago than he cares to admit. . . .

The FLAMINGO HOTEL can be justifiably proud of the scoop they will introduce on June 20th. It must have taken an awful lot of convincing for AL PARVIN (President) and HAL BELFER (Producer) to talk JACK BENNY into making his nightclub debut, here. The comedian was signed to a three week pact. . . .

When ED LEVY of the SANDS HOTEL finally decided to take a vacation, little did he know that misfortune would welcome him to Miami Beach, Florida. Upon his arrival in the deep South, Ed was hospitalized and is still looking at the white walls, blocking out the sunshine. We're hoping for a fast recovery and back on the job with all his friends.

Congratulations to EMIL RESNIK upon his new appointment as Casino Manager at the HACIENDA HOTEL. Emil, started last week and working 18 to 20 hours to get things humming real smooth. . . .

Thank
You



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Riviera



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For Making My
First Date In
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RUSH ★
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*It's fun
to be back
once again
at
Wilbur Clark's
DESERT INN*

★ JACK ★
DURANT

Flaming-tressed JESSICA JAMES (leading woman in the "George White Scandals of 1957") was signed to appear at the SILVER SLIPPER, March 1st. The beautiful thrush can really belt out a song and will probably have a long run at the Slipper, if Broadway doesn't interfere. . . .

Heavy comedian in the AMES BROTHERS combine (HOTEL SAHARA stars) is brother, VIC. His zany mannerisms and "goo-goo" eyes are his trademarks. Originally desirous of dramatic expression, Vic altered his decision as a result of a school play. He switched to comedy when his serious emoting brought peals of laughter. . . .

Today is the birthday of our wonderful Editor — Vi Taylor. Happy Birthday, Vi, and may you celebrate many, many more. This is one gal who disproves that old cliché that beauty and brains do not mix. Our Vi can set the pace in either capacity and come out the winner every time. We'd like to express our appreciation for her loyalty and excellent editorial efforts, but we know this would bring a request for a raise, so we'll just say, "Thanks a million, and keep up the great work."

BOB RICE (co-owner — DUNES

HOTEL) is wearing that certain look of complete happiness. His wife (MIDGI) just returned from a ten day sojourn in New York and Rhode Island, visiting her brother-in-law and sister (who celebrated their Thirtieth Wedding Anniversary, Feb. 9th). Bob admits the ten short days seemed like ten thousand years of continuous torture.

We were delighted to see BERT KNIGHTON (President of PEPSI-COLA) back on the FLV scene. He recently returned from Mexico where he vacationed with the JOE ROSENBERGS (RIVIERA HOTEL). . . . Our gratitude to Mr. K. for the Pepsi-Cola cooler he sent to this office. . . .

When the genial general manager of the NEW PIONEER CLUB, SONNY HEATH, latched on to the idea of creating "VEGAS VIC" as a real live person to publicize and promote the NEW PIONEER CLUB, he hit a gold mine in H. K. WRIGHT, the 7' 4" giant who is kept busy signing autographs for both localites and tourists, wherever he goes. And does VEGAS VIC go, go, go! Not only does he sell the NEW PIONEER CLUB, reflecting the wonderful man who "fathered" the idea, SONNY HEATH, but he does a



DROP IN AND
SAY "HELLO"

We're Happy To Be Entertaining
You In The CLOUD 9
Lounge Of The

NEW FRONTIER

RUSSO BROS

magnificent job also of selling Las Vegas as a whole. Dressed in glamorous Western attire, VEGAS VIC is a striking picture as he lectures to service clubs, appears on all the widely known teevee shows throughout the



CELEBRATE INSTALLATION

. . . The women of the Jewish War Veterans Post No. 711 Ladies Auxiliary, are pictured above at Wilbur Clark's Desert Inn following their installation ceremonies. Left to right are, Mildred Grobstein, President; Bebe Levy, Treasurer; Jean Tobman, Jr., Vice-President; Phyllis Ross, Corresponding Secretary; Ann Glazer, guest; Betty Schatz, guest; Dorothy Shepps; Donna Kutzen, Program Chairman; Betty Fox, Publicity; Adele Engel, Historian; Berniece Page, Recording Secretary; Dorothy Friedland, Sr., Vice-President; Mrs. Bertha Samuels, National President of the Jewish War Veterans Ladies Auxiliary. (Photo by Wilbur Clark's Desert Inn)

land, garnering friends not only for his boss, SONNY HEATH, the NEW PIONEER CLUB and LAS VEGAS, but for himself. VEGAS VIC is to be commended for the marvelous work he is doing — a great guy and a Prince of a Man.

Looks like another birthday is going to be celebrated by NAT HART, Maitre d' FLAMINGO HOTEL. On February 25th, he and his lovely wife will "deduct," rather than add another 365 days. (Can you do that?) . . .

In his own quiet, unobtrusive manner, JACKIE FIELDS manages to perform good deeds, through the use of his own time and talents. Without any advance notices, the former welterweight champion of the world began a class for fifteen boys in the Church at Third & Bridger. He teaches them the art of self defense. Jackie welcomes all others interested and — fellas! There is no charge! How about that??

Fabulous felicitations to BARNEY RAWLINGS, emcee and production singer at the THUNDERBIRD HOTEL (for some eight or nine years). Barney resigned his position to accept a post with the L.V. CHAMBER OF COMMERCE as head of the L.V. Retail Merchants Division, filling the vacancy left by ROLAND VAILE, who stepped up to Managing Director of this august organization. It is a foregone conclusion that Barney will do a wonderful job for the C. of C. . . .

Beautiful "Pajama Game" star FRAN WARREN, currently co-starring at the HOTEL SAHARA (with the AMES BROS.), is widely known for her waggish sense of humor. A national magazine asked her to tell them (1,000 words or less at twenty cents a word) why she had chosen a singing and acting career. At a time when Fran could have used the two hundred dollars, she wired back: "I like the hours. You owe me eighty cents." . . .

Handsome PHIL MCGRAW (of JOE W. BROWN'S HORSESHOE CLUB) was one of the greatest lightweights of all times. He has the distinction of being the ONLY boxer to fight twice within eight days at MADISON



We're Just Crazy About This DUNES HOTEL

Hope To See All
Of You

THE 4 SHADES OF RHYTHM

SQUARE GARDEN. His two "soft" opponents were STANLEY LOAYZA (of Chile) and EDDIE (Kid) WAGNER (of Philly). McGraw received fifty-four thousand dollars for both fights. . . .

Although VICTOR BORGE (NEW FRONTIER HOTEL) is touted as being a "one man show," he will deny that. L'AMOUR, his Poodle, is the star of the show as far as Victor is concerned. The dog merely dashes onstage at one point, runs around the piano and races off. L'Amour doesn't care too much for traveling from city to city without a lamppost to call his own. In fact, he rues the day that a Mr. Borge knocked on his Parisian door and asked "Quel est le pris du petet chien dans le vitrine?" (How much is that doggie in the window?) . . .

A humorous letter from JERI GREENE, comedian SHECKY'S 'squaw'. She writes that Shecky just completed a fine engagement in Reno. Not to be outdone by other visitors, the comedian got a divorce. No, not from his wife! . . . **From twenty-two lbs.!** . . . Shecky appeared on the same bill with that sensational youngster, seven year old BARRY GORDON. A new comedy team in the making? . . .

You have never seen a harder working act than that of the TRENIERS, currently in the Cabaret at the ROYAL NEVADA HOTEL. CLAUDE, CLIFF, BUDDY and MILTON combine with the rest of the outfit to form one of the greatest socko productions a supper-clubber will ever witness. Their infectious rhythms seep into your body and pour out of your pace-keeping feet. We guarantee you'll get tired from trying to keep up, long before the Treniers take a break. (Bottle up that energy and send some over here, men!)

Back in town after a successful visit with a Los Angeles Plastic Surgeon is ROSALYN ("Sahib") ANTER. The DUNES HOTEL cocktail waitress is delighted with her new nose and we must admit it looks beautifully natural.

Spotted syndicated columnist JIMMY STARR at EL CHOLO, home of the most authentic Mexican food in these h'yar parts. Another devotee of this restaurant is LILI ST. CYR, who visited the place thrice weekly, during her long HOTEL EL RANCHO VEGAS engagement. Can't understand how Lili can eat that rich, exotic food, without gaining an ounce. . . .

The HOTEL SAHARA will boast two

talented BENNETTS on its March 12th opener. They will be TONY, the talented singer and CONSTANCE. This will be Miss Bennett's nightclub debut and, needless to say, FLV is full of anticipation. . . .

A tip of the Fabulous hat to LENNY KENT, appearing in the Starlite Lounge of the RIVIERA HOTEL. He created the skillful mimicry used in his act with JACI FONTAINE. The material is nothing short of terrific! Showfolk flock to the spot and laugh the aches out of their jaws. . . . Incidentally when the NOVELITES complete the BELA-FONTE show in the Clover Room, they will also set up their gear in the Lounge. The Starlight Lounge should be a red hot spot on the sizzling "Strip." . . .

Another FLV dice dealer who makes losing quite painless is EDDIE FALCONE, of the WESTERNER CLUB. The way he smiles when he pays off on a bet makes the customer think the house is happy to lose. Could be!

Our sincere gratitude to YVETTE and CHARLES WARD for their autographed copy of her "Russia, Through Free Women's Eyes." Mrs. Ward is a prominent and talented writer. Hubby, Mr. Ward is President of BROWN & BIGELOW (St. Paul, Minn.) We are looking forward to the Wards visit here, come March. . . .

MARIANNE'S wants all fashion-conscious women to know their Winter stock was cleared in January and the newest of Spring fashions are just waiting for a space in your closets. . . .

FLV has reacted favorably to the series of book reviews conducted by HUBERT TURNER in the Canary Room of the NEW FRONTIER HOTEL. On March 3rd, he will review "How Never To Be Tired," by MARIE BEYNON RAY. Hubert is heard daily over radio station KRBO from 8:30 to 8:55 a.m. on "Thoughts For The Day," sponsored by the Last Frontier Village Shops. . . .

D. J. TURK of the COPA LOUNGE (on the "Strip") always manages to introduce something new in his place. Now, he is negotiating with the former chef of the late KING EMANUEL of Italy. If the last few pertinent details can be agreed upon, Turk will bring the expert to FLV. (The Steubenville Turk is a go-getter — yes?) . . .

Just to keep our readers posted on the life of "LITTLE MURRAY," who slices them thick at the DIXIE DELI-

JACK CORTEZ

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CATESSEN: The little fellow has a Xmas Savings account. No — he doesn't deposit the money. "Bossman" GEORGE BURNS handles that end. Wonder if the nice weather of the past few days has put ideas of travel into Murray's mind? . . .

ROSELLYN ROUSSELI of Bakersfield and Texas has spent the past five weeks at the ROYAL NEVADA HOTEL. The very lovely shoe and oil heiress seems to have more local friends than many of our FLV residents have. Small wonder. She looks like a POWERS model, out on an assignment. . . .

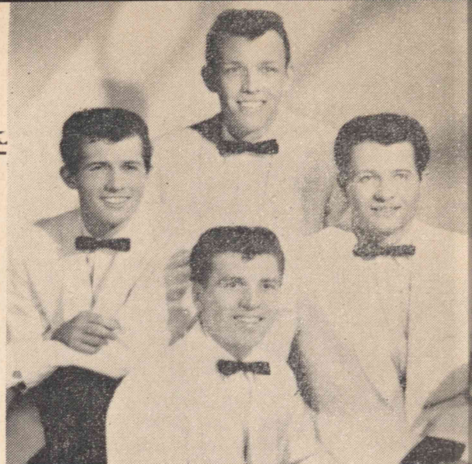
When you feel a pang of hunger while out driving, stop in at the BLUE ONION. This is one of the nicest drive-ins we've patronized in many a year. One of the owners is always on hand to check each and every order before it is served. Every outgoing order is wrapped in silver foil to retain its original temperature and freshness. Topping all, the food is delicious.

Wishes of success to MICHEL and PEPE. The duo formed a partnership and have taken over the Beauty Salon at the DUNES HOTEL. Michel is another who has succumbed to the goatee influence. In keeping with identical uniforms and appearances, Pepe is now developing a goatee of his own. Both are hard working and conscientious—respected and admired by many for their outstanding talents in their chosen field. . . .

Warm birthday wishes to MRS. FLOYD COPE, of the BOTTLE HOUSE. The charming lady celebrates the anniversary of her sweet sixteen day on February 28th. . . .

'Tis nice to see TOM DOUGLAS back on the local scene. He was persuaded to return to FLV and the HOTEL EL RANCHO VEGAS by BELDON KATLEMAN. There, Tom will once again produce his stellar shows. Not only is Mr. D. a nationally famous Interior Decorator, he has many other, diversified talents plus the envied reputation of a showman and excellent producer. Well, some guys just have it — and

Thank You
"Rich" RICHARDSON
and all of you
wonderful people
for accepting . . .



Currently

The
★ 4 ★
MINTS

Royal Nevada
HOTEL

Tom seems to have all!

Time out to send our heartfelt wishes to CHILI and JOHN UHLMAN. On February 28th, the honeymooners will celebrate their Third Anniversary. Is it our beautiful full moons that instill them with such contented, connubial bliss? . . .

A Birthday-Valentine party was held for MARILYN WITTIG and BILL GRANT by the CARMELIERS, a Catholic young people's group. The setting was the Nevada Room of JOE W. BROWN'S HORSESHOE CLUB (Feb. 14th). This pleasant room is fast becoming the meeting place for prominent clubs and organizations in FLV. Always there to entertain is DOROTHY SEIFERT and ACE BALKIN, ivory alternates. . . .

Bartenders FRED and JOHN (of the CHIANTI BROILER) are great rounders themselves. After they complete their shift, they visit their compadres and spread some of their loot around FLV. With two such good will ambassadors and ambition to boot we hope the Chianti will enjoy big bizness.

The proprietor of MORY'S MEN'S SHOP is very proud to note his clothing is prominently displayed in all

"Strip" and downtown hotels. Theatrical folks spread the word around and Mr. Green is deluged with those wanting to wear the latest and finest in attire. Mory is a perfectionist and will not let suit out of store unless it's 100%. — Even though you aren't a performer, this is the place for you, also . . . and that's for sure. . . .

'ROUND THE TOWN

(Continued from Page 13)

When MARLENE DIETRICH made known her preference for an accordion accompanist to her "Lili Marlene" number (SANDS HOTEL), Maestro TONY MORELLI called on AL DAY to fill the spot. AL'S trio is currently at the FLAMINGO and in his "spare" time does some teaching. . . . The shimmering "pour-me-into-it" gown worn by songstresses SHIRLEY BASSEY at her CIRO'S opening in Hollywood was created for her, by very talented and lovely MADELINE LESKY "boss lady" of ON STAGE. Shirley made her highly successful U.S.A. debut at the EL RANCHO VEGAS HOTEL recently. . . .

BETTY CARTER, change girl at the

FABULOUS LAS VEGAS

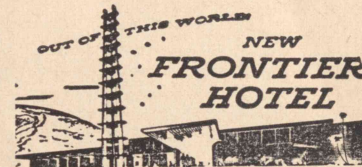


4 BITS OF RHYTHM

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ELEANOR FRANKLIN

Their
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Now
Appearing
CLOUD
- 9 -



FLAMINGO, and hubby HARLEY of the NEVADA TITLE and GUARANTY CO., have returned to their respective jobs after a vacation spent gardening and relaxing at home. Perfect! . . .

KENNY GURSCHKE, former SILVER PALACE dealer, now at the FLAMINGO, and very happy about the

whole thing. . . . "MUFFINS" (ADELINE to you) of MUFFINS KNIT & NEEDLECRAFT, has all the women of FLV flocking to her shop for the new spring styles in knitwear. . . . JEFF ROSS, of the FLAMINGO, again greeting his many friends after a trip to Chicago. . . . Everyone, from DINAH SHORE to the technicians, joined AL PARVIN in extending birthday greetings to HAL BELFER, producer of the FLAMINGO HOTEL shows, on February 16th. The beautiful gold wrist watch presented to him by the lovely Flamingoettes makes watching time a pleasure, according to Hal. . . .

DINO GOUNARI, night security officer at the DUNES, is a former University of Dayton (Ohio) footballer. Young DINO, a scholarship student, is employed in a highly technical position at NELLIS AFB every day. . . .

Maitre d' ARTURO, EL RANCHO VEGAS, was a house guest of FRANK SINATRA in Palm Springs last week.

. . . Was that WILLY (the bunny) of the RIVIERA'S CLOVER ROOM squirring DIANNE SCHWARTZ to several plush spots? Dianne is better known as PAULA of the team PAULA & PAULETTE, trampoline artists recently with GEORGE WHITE'S SCANDALS.

JOE RANDO of the COPA LOUNGE entertains his customers nightly with his piano artistry. Succulent spaghetti to soothing sonatas — that's living.

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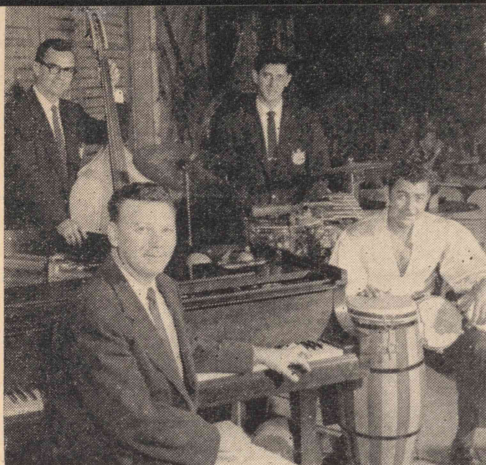


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CABARET

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MARTIN DENNY

BONGOS: AUGUST COLON

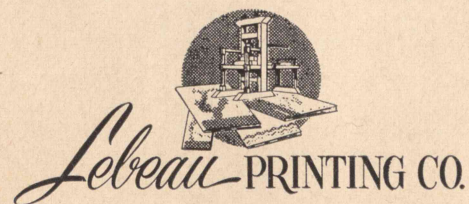
VIBES: ARTHUR LYMAN

BASS: JOHN KRAMER

Mgr: Gabbe, Lutz & Heller, Arnie Mills.

... There is a plan afoot to combine all charitable drives under one banner. Instead of the several independent and organizational drives, which are conducted yearly to raise money for the many worthy causes. The new plan, if followed, would mean just one request from our citizenry and the monies derived would be apportioned to the various agencies. Everyone would give a little more but give it just once. Sounds like a terrific idea and would be known as the UNITED COMMUNITY CHEST. Understand the plan has been very successful in other cities throughout the nation. . . .

MILTON BERLE is probably the best known comic in the world. Countless millions have watched "Uncle Miltie" on TV for years. "MR. TELEVISION" was in a huddle with GERI NOLAN, publicity director at EL RANCHO VEGAS, last Sunday evening (Feb. 17) and you can be sure his Feb. 20th opening at ERV was the topic of conversation. . . . Time to take off now for another trip 'round the town. . . . 'Til next week, then, it's THIRTY.



**2216 West Granada
Phoenix, Arizona**

Publications Exclusively

HILLSWAY

(Continued from Page 15)

set that Cecil B. DeMille might have dreamed up for a top executive.

Yvette and Charlie are like a couple of kids when they show off their place, which they do so graciously. Reminded me of the Wilbur Clarks and their fine home in Las Vegas. I was flattered, and honored, indeed, when Charlie personally cancelled all previous appointments for this particular day, because as he said, he wanted "to reminisce with Roland." Then the guests started arriving! His vice presidents and their wives, Robert Henderson, V. P. in charge of special sales; K. B. Priester, V. P. in charge of manufacturing; Pierce Atkinson, V. P. in charge of the Southern Division (Las Vegas is in this category); John Frolicker, Assistant to the Vice President; a Mrs. Wendell Peterson, who, I understand, is the wealthy widow of a Hudson attorney; and Willis Miller, editor in charge of the HUDSON STAR OBSERVER, which is one of Yvette's personal hobbies.

A roaring fire in the fireplace of the huge amusement room was welcomed on that wintry day, and two bartenders were in attendance in back of the room-length bar. The appetizer table in the center of the room groaned with delicacies from all over the world, including the blackest and hardest bread I had ever tasted and which Yvette had brought back from her recent tour of Russia. She had called New York the day before for an order of caviar, which was flown out for this gala party.

The mid-afternoon dinner in the elegant dining room was one that I shall never forget. Such taste I have never encountered, even at all the dinners

I have attended at the White House in Washington, D. C. I was seated on the right of the hostess, as the guest of honor, and of course I was very happy to be so honored. Charlie had charcoal broiled the steaks, himself, on his own bronze-covered broiler in the vast kitchens that looked for all the world like the one at the THUNDERBIRD HOTEL, or I might say even like that of the late Tony Lucey's kitchen in his beautiful home, where he used to hold forth to the amazement and entertainment of his special guests.

Herbert Bigelow Ward, their good looking young son, came in from a day of skiing, together with young and handsome Ronald Fitzel, the chauffeur, who (I suspect) was employed as much for a companion and tutor for their son as for a chauffeur for Charlie (Yvette drives her own cars). Their two daughters matriculate at the fashionable Emma Willard Finishing School in New York. Oddly enough, one of them has won over 500 blue ribbons for riding and wants to be a horse breeder, while the other one insists that she wants to be a Veterinarian. And neither is being dis-

couraged by their fabulously wealthy parents.

I have endeavored to describe Mr. and Mrs. Charles Ward in great detail, because before many weeks have passed they will be the guest of the Wilbur Clarks in Las Vegas — and Las Vegas never will have two finer guests than these two dynamic people. Yvette is an important contributor to worthy causes, which she prefers to that of attending bridge and tea parties. She owns and personally runs the HUDSON WISCONSIN HOSPITAL and the HUDSON STAR OBSERVER newspaper, along with her interior decorating tasks, and has just written a book entitled "RUSSIA—THROUGH FREE WOMEN'S EYES," as a result of her recent tour of that country, and which has been published. Yvette is as beautiful and charming as she is vivacious and capable.

I sincerely hope that Las Vegas goes all out to entertain these two wonderful people when they arrive sometime in March. They have invited me to be their guest at that time and I am looking forward to this great occasion with the keenest of anticipations.

Coming Attractions

ON THE FABULOUS STRIP

DESERT INN

MAR. 5

FRANKIE LAINE

The Dunes

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**MINSKY GOES
TO PARIS**

El Rancho Vegas

APRIL 18

**JOE E. LEWIS
ZSA ZSA GABOR**

Flamingo

MAR. 7 THRU MAR. 27

HELEN TRAUBEL

**NEW
FRONTIER**

MAR. 11 THRU MAR. 31

**YMA SUMAC
HARMONICA RASCALS
THE LANCERS**

Riviera

MAR. 13

DENNIS DAY

SAHARA

MAR. 12

**TONY BENNETT
CONSTANCE BENNETT**

The Sands

MAR. 6 THRU MAR. 19

DEAN MARTIN

Thunderbird

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SHORE**

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THE TRENIERS

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BILLY REGIS — CHARLITA

THE FOUR MINTS

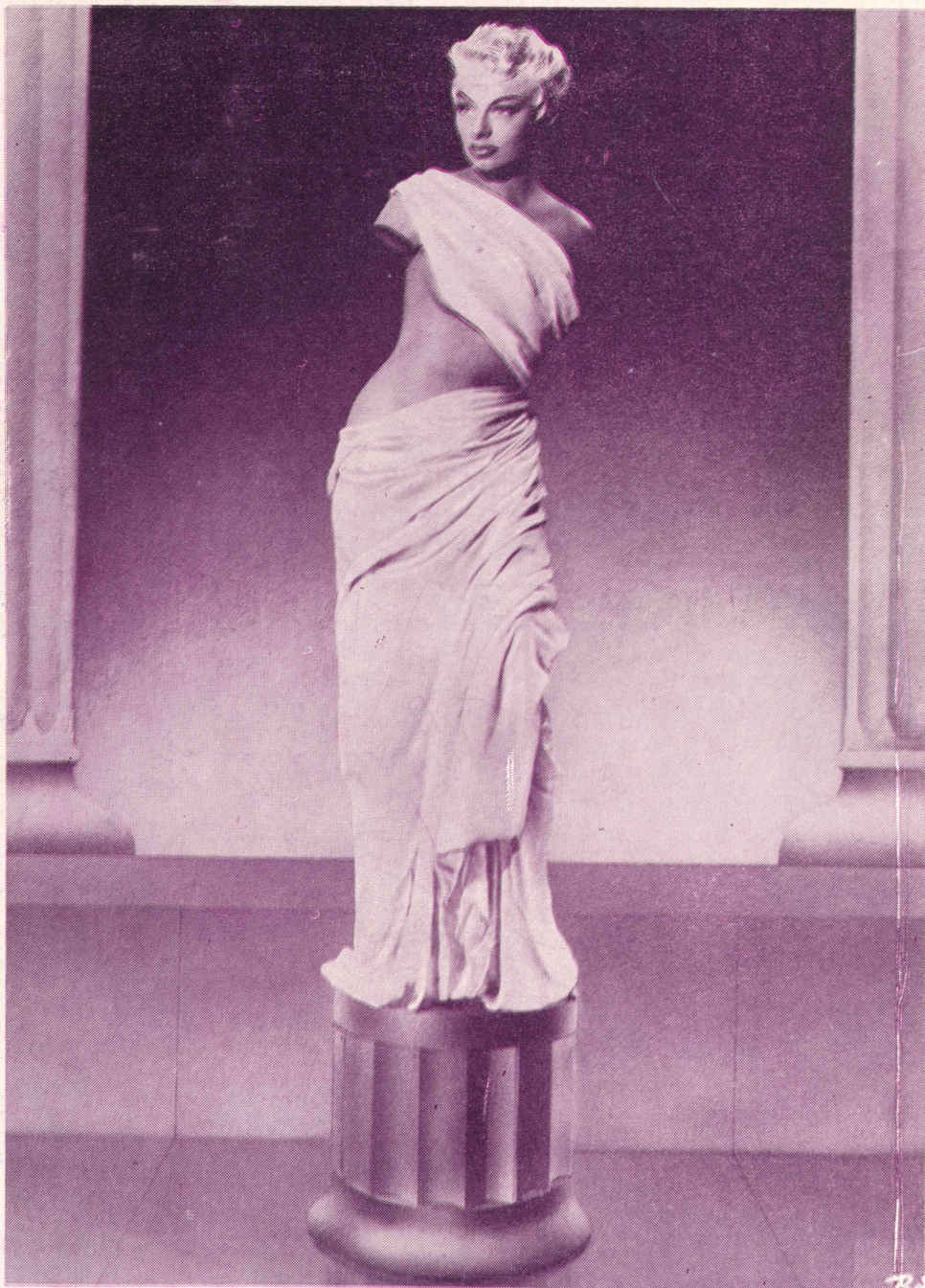
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