

Jack Bortz

MARCH 9, 1957

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LAS VEGAS Magazine



JACK CORTEZ

Fabulous LAS VEGAS
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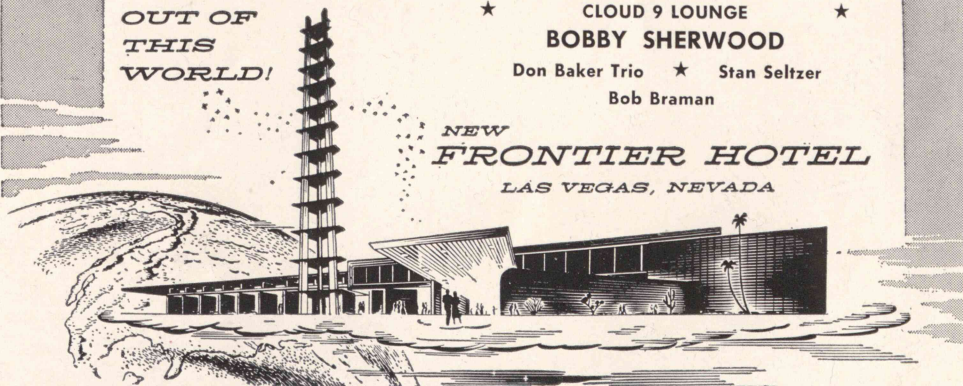
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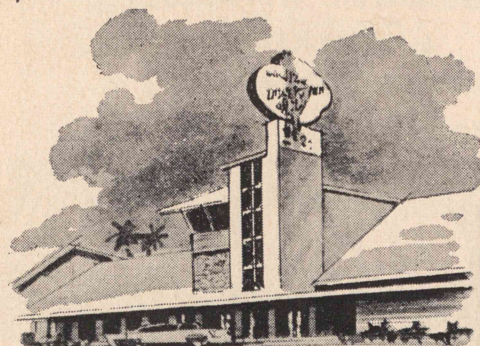
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Wilbur Clark's
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OBSERVATIONS

by CHARLES "POP" SQUIRES



ARE WE ROUGHNECKS?

GATHER from the amount of talk about cheating gamblers that many people think Las Vegas is inhabited mostly by swaggering, .whisky-drinking, .opium-smoking people without any sense of decency or fairness. Because Nevada has licensed gambling, many outsiders think that we approve all the evils of gangsterism.

Nothing could be farther from the truth. We in Nevada are the first ones to impose any control over gambling. We as a state are for the first time in history doing something about eliminating the evils of crooked gambling. We have eliminated to a very large extent the evil features of games of chance, recognizing the obvious fact that gambling has existed in every land throughout the ages.

We challenge public opinion to consider fairly the question as to whether gambling in most of our great cities is not a greater evil than in Nevada. Here we recognize the evil and are doing something to remedy it. In other states the people and the public officials shut their eyes to the evils and pretend that everything is all right.

After this slight diversion from the subject I had in mind, I wish to call attention to the fact that Las Vegas is founded on religious faith, beginning when the Mormon missionaries started a Mission in 1855. Their first act was to build a "Bowry" and hold religious services. Down through the years religious services have been held by people of all faiths. In 1904 when the railroad reached Las Vegas from the East, services were held in the 14 by

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MARCH 9, 1957

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By Harvey Schuman

OLD EVERYTHING. It's me again and I'm Ridin' High with the very clever **SABRES**, who are now appearing at the **SAHARA HOTEL**. These lads have come up with a wonderful new album called "Ridin' High," and we have the privilege of seeing them every night at the **CASBAR LOUNGE**. Why not stop down at the **SAHARA HOTEL** and see for yourself why the **SABRES** are Ridin' High. . . . Seven nites I'm struttin' down the Strip but never get tired of listening, seeing and talking to these wonderful lounge stars. . . . **JOE (Subtle) BURTON**, one of our great piano ticklers, is at the **DUNES HOTEL** with his group. Man can that boy rattle the ivories. He's also on Monitor for the next three weeks. Where else in the world but **F.L.V.** could you find such a gold mine of talent in so small an area? . . .

Over at the **NEW FRONTIER HOTEL** the one and only **BOBBY SHERWOOD** with the **FRANK MOORE FOUR** are causing an avalanche. Everything moves when they play. I found myself slipping off my chair just listening to what I think is the most — when it comes to hep music. **BOBBY** is a real must for anybody who likes swing at its best. Had a hard time finding a seat with all the women in the lounge. What's your secret magic, **BOBBY**? . . . Also at the **NEW FRONTIER HOTEL**, **RIC MARLOW**, who has been in the big room has moved to the lounge. **RIC** sings a song to delight both male

and female alike. Having just finished a very successful record entitled "That's What I'm Gonna Be," this **RIC MARLOW** has big things in store for him. . . . Well, on I go at the height of the evening, which in any other town would be the wee small hours of the moon, to take in **ANN WELDON**, the very lovely songbird at the **HACIENDA HOTEL**. Be sure that you request "Whatever Lola Wants," because when **ANN** finishes this song it's Whatever Lola Wants, **ANN WELDON** gets. . . . The **JODIMARS** at the **HACIENDA HOTEL** are still hopping. Their new record "Cloud 99" looks like a real smash. . . .

EDDY PEABODY, at the same bistro, can thrill you with his banjo and easy ways. The way he bounces I'll bet his fingers never get callouses. . . . Just met the better half at the **SANDS** to listen to The **BEACHCOMBERS & NATALIE**. This is about as great a singing group as you want to hear. No wonder this is their 16th month, and it wouldn't surprise me if after their bird visitor arrives they come back for 16 months more. This is really a record in lounge entertainment appearances. The **CLARK BROS.** at the **SANDS HOTEL** dance themselves right into your heart, "Holy Mackerel Andy," be sure you see the fast stepping **CLARK BROS.** . . . **LENNY KENT & JACI FONTAINE** are still packing them in at the **RIVIERA HOTEL Lounge**. This, for a different type

(Continued on Page 35)

this week's cover...

features Mary Malone lovely dancer at International Revue at Thunderbird Hotel. We learned that de-lovely Mary is a farmerette at heart. If any of our readers should be interested in farming — contact Miss M. and she may consent to help in pitching some Hay. Photo by Bernard's of Hollywood and Las Vegas.



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CONTINUOUS ENTERTAINMENT

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**Lenny Kent
Jacqueline Fontaine**

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**RUSH ADAMS
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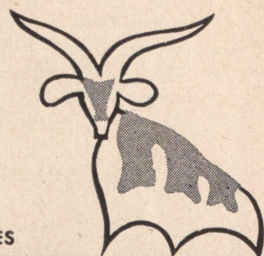
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HICKORY Room

that's for sure..
by JACK CORTEZ

ON Sunday evening, March 17, an Entertainment Industry Tribute will be given JIMMY DURANTE, the beloved comedian who has brought laughter to so many. The Dinner will be held at the WALDORF-ASTORIA (New York). Proceeds will be used in behalf of the needy and less fortunate of show business. In addition to the Jewish Theatrical Guild, participating charities include the Welfare Funds of the American Guild of Variety Artists and the American Federation of Television and Radio Artists, the Actors Fund, Will Rogers Memorial Hospital, Motion Picture Relief Fund, the Catholic Actors Guild, Negro Actors Guild, Episcopal Actors Guild and the Yiddish Theatrical Alliance. . . .

Back again on our fabulous scene is our columnist and traveler, ROLAND HILL. Taking into account the many visits he makes to FLV, we still maintain that "Rolly" should move his skillet to a local residence. Mr. Hill's friends are quite impressed with his appearance. He has displayed remarkable will power in refusing the delicious delicacies this town has to offer and has shed twenty-four undesirable pounds. The old calorie chart certainly has mesmerized old "Rolly." . . .

Since he established his remarkable reputation on the COLGATE COMEDY HOUR, comedian JONATHAN WINTERS' star has been in its ascendancy. He has created a sensation among viewers and turned in a top-notch performance on STEVE ALLEN'S show, last week. His impressions of both sexes are non-pareil. We just howl when we catch him on his own TV show, interviewing characters he has

created on film. Well, now we'll have the opportunity to watch this laugh maker in person. Jonathan will star in the NEW FRONTIER HOTEL'S presentation, opening April 1st. It is his debut in FLV and we warn you — you'll return for many encores of his amazing wit. . . .

Dan Cupid certainly works overtime at JOE W. BROWN'S HORSESHOE CLUB. A St. Valentine's wedding united food cashier (Nevada Room), MILLIE GUY and dice dealer, JOHN-NY GENNARO. Best Man was AL MENGARELLO (of AL'S RENDEZ-VOUS) and PEGGY ANN FORD was Maid-of-Honor. . . .

Over at the RIVIERA HOTEL, HARRY BELAFONTE broke all existing records established in that bistro by his predecessors. He proved the title "Singing Sensation of America" was rightfully his. If you passed this show up, take a tip! There are still three days left for you to catch Harry and the NOVELITES at the Riviera. . .

It will be wonderful to see that tiny mite, YVONNE MORAY back in FLV. Years ago, she played the old CLUB BINGO. Now, she returns (next week) to play the HOTEL SAHARA, which stands on the same ground. Petite Yvonne has a powerful abundance of talent and can hold her own in any competition. . . .

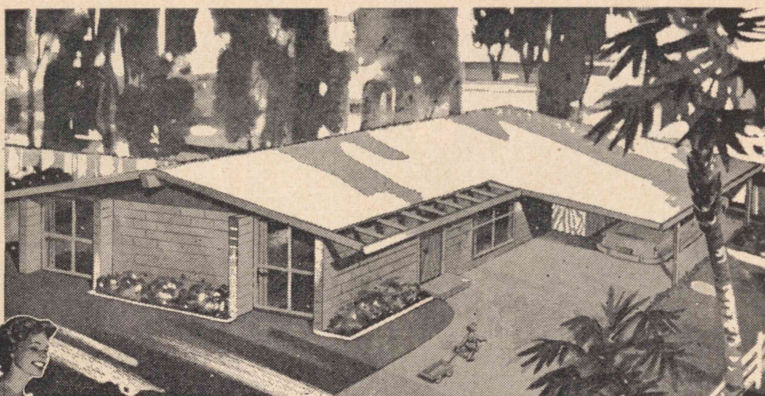
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(Continued on Page 33)

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WHAT PEOPLE WILL DO:

PREDICT that a multi-million dollar scandal will soon rock the Tv-radio-and-advertising world! One major network will demand the return of all the pay-offs given on both sides to favor certain programs and keep them on the air. In spite of poor ratings and no audience, these programs are renewed, and forced down the throats of the sponsor, the long suffering public, and to the detriment of the TV and radio stations! Look for a bloody revolution to break out almost overnight! . . . I predict a fantastic atomic city to rise in the very middle of the California desert by this time next year! . . . I predict a national price war on television sets within the next thirty days! . . .

I predict that the Poodle Society will divide on the new styling of the Zulu trim versus the Dutch cut, and this will be far reaching, for two separate conventions and shows will be held!

. . . I predict that the next rage will be "marathon piano playing," replacing the "dance marathons" of the 1930s! This new fad will have wide appeal, with classical music being the most difficult to perform, and to win with? . . . I predict that the heavier snowstorms are yet to come in the Montana and Wyoming areas, even tho the season is growing late! . . . I predict that the Fontana Sisters of Rome will feature plastic glass cloth replacing nylons for summer wear. This amazing cloth will not stain, rip or wrinkle!

COMING EVENTS IN YOUR FUTURE:

When one of our major corporations prepared a prospectus on a stock they were to issue, they expected the stock to really pay out twenty years from now, in 1977! They asked their investors, who were schools, colleges, churches and people of great wisdom to propel themselves into 1977, and told them what they would see! (1) World wide fingerprinting! Every man, woman and child in the entire world would be fingerprinted and filed away in apple pie order! (2) A new controlled economy, where the shortages were balanced against the surplus, the good years cancelled out against the bad ones. Return to the gold standard! (3) A three day work week, of five hours each! (4) A package insurance policy, insuring you from pre-natal to perpetual care of your grave! (5) Push button diagnosis of disease, with prescribed treatment by an electric brain. No mistakes could possibly happen! (6) Instant contact by visual telephone to any part of the world! (7) The world will have grown smaller, with London only fifteen minutes away by jet, and Honkong, 20 minutes! (8) English will have become a hybrid language, mixed with many foreign expressions, as will other tongues! (9) Color and creed will blend into an indefinite line! and (10) We will wear air conditioned clothing, live in rarified air conditioned homes, have our own autogyro on our roof, devour pills for food, learn while we sleep thru subconscious infiltration, where entire nations can be conditioned for war, for

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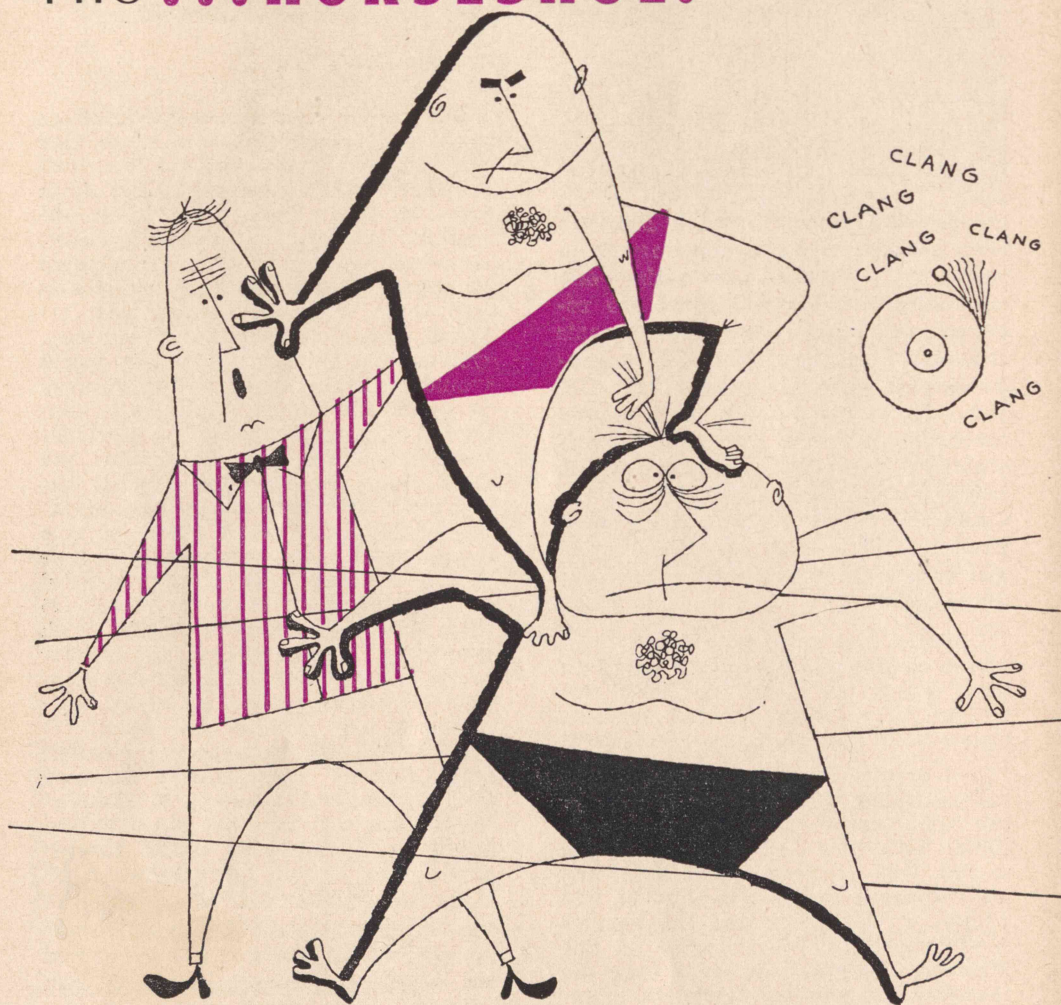
L. S. M. F. B.

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MARCH 9, 1957

O. K. fellas'....the match is over
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The **...HORSESHOE.**



Joe W. Brown's
**Horseshoe
Club**



with **HAL HALSTEAD**

SHOW STOPPERS: The NOVELITES will make a short journey from the stage of the Riviera Clover Room to the boards of the Starlight Lounge at the close of the HARRY BELAFONTE show. This will be great news for those who have not been able to witness this zany act during the record breaking BELAFONTE engagement. The hilarious antics of these boys, FRANKIE CARR (accordionist and hill-billy "idjut"), JOE MAYER, bass viol (who finally succeeds in doing a Johnny Ray impression after rib-busting heckling from his partners), and ART TERRY, a "cuzzin" with a guitar, will make you so slap-happy that you're liable to invite your mother-in-law for a visit. The boys gave Arthur Godfrey's tremendous T'Vee audience so many belly yocks that Arthur would have kept them indefinitely but for prior commitments. I'll bet you'll return again and again to the Riviera Lounge to see this group in action.

There is something new under our Vegas sun. It's a new musical sound by the "song-sational" LENY EVERSONG. She hails from Brazil and her first club appearance in the U.S.A. is being made at the Thunderbird Hotel. LENY was very tired (and there is much of her to be tired) after the long trek to Vegas with her husband, son, and manager, PAULO ALENCAR. The night-long and day-long rehearsals allowed no rest prior to her opening but she had the first night audience cheering for her song-styling (in English) of many of our hit tunes, climaxed with her now famous "Jezebel." This number on CORAL

RECORDS introduced her to American disc lovers. For those who are "listening" for a new voice, LENY has what you have been waiting to hear.

The vocalizing (and terpsing) of personable DON KIRK and the finely executed dances of MARY MENZIES and the FLAMINGOETTES in the HAL BELFER productions always assure a thrilling introduction to the fine shows in the Hotel Flamingo showcase.

SHOW GOERS: Shows to entice the entertainment loving glands of the most prodigious show-goers opened this week in Las Vegas. FRANKIE LAINE brings a new act to the D-I and his horde of fans will be pleased with his stroll down the "LAINE" of song. With FRANKIE is that darling girl-type comic, BEVERLEE DENNIS (the "menace") — you'll love her.

DEAN MARTIN, in at the Sands is sure to have the walls there bulging at the seams to withstand the throngs advancing on the Copa Room. Miss HELEN TRAUBEL, in a long awaited appearance will thrill you. This grand lady of opera, the pal of DURANTE, has never been heard to better advantage than in this production at the Flamingo Hotel.

Downtown, the El Cortez has brought a "first" to Las Vegas. The Calypso Revue with the exciting MAYA ANGELOU will be the subject of many laudatory words in the following days. WALLY VERNON, veteran fun-maker, and MARCIA EDINGTON, no veteran but lots of fun, will be aboard the Showboat. All are sure antidotes for the March 15th blues.

WITH THE SHOW FOLK AND SOME HOME FOLK: JOE RANDO may soon be heard in one of our Strip lounges. He is rehearsing a trio these days which blends well with his busy piano fingering and makes very pleasant listening. JOE is the proprietor of the popular Copa Lounge — as if you didn't know. . . . GABE ZAMPANTI, recently heard with the Mild Tones at the Dunes has joined another trio at the Showboat. . . . CHIQUITA and JOHNSON, acro-ballet sensations here and with the JERRY LEWIS Palace show, open at the Miami Beach Eden Roc on March 15th. JERRY is doing such terrific business for the New York showplace that the package was held over an extra week.

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'57 MERCURY
'57 CHEVROLET
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'57 CHRYSLER



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Hillsway
by ROLAND HILL

BACK HERE in my room at the Los Angeles Athletic Club it hardly seems possible that such a short time ago I could have been where it was 15 degrees below zero. It is hard to realize that I was up at my "summer" cottage at Mora, Minnesota, spending the weekend with my friends, the Marcus Zetterbergs, who had such a short time before been with me in Las Vegas. Driving out to the cottage on Ann Lake and seeing it for the first time in its wintry setting was thrilling. There it bravely stood in all its bright red glory amidst the stark and naked forest of trees, many of which were white birch, the white wooden fence surrounding it midst the acres upon acres of pure white snow without a sign of life anywhere. It was a picture I will not soon forget and I was glad of the chance to see the place in the winter time. Ann Lake was literally covered with small fishing shacks, and I was told that twenty to twenty-five pound northern pike were not the exception and that everyone was having phenomenal luck fishing.

And to top off my wintry trip into the north country, besides all the activities I have previously told you about, I was host at a dinner party at the Minneapolis Athletic Club, attended by Glen and Norma Hage, publishers of the Kanabec County Times, and the Dr. Ed Burseths, all of Mora. On the Saturday night before my departure, Jennie Arneson entertained at her home with a real old-fashioned Norwegian supper at which she served lutefisk and lefse, and to which she had invited all my relatives. And I almost forgot the dinner party my

brother and sister-in-law, the C. Dewey Hills, gave one evening in my honor. No one back there seems to mind the cold weather half as much as we out here in the southwest mind it just talking about it. The more I live out here the more I am coming to believe that change of seasons is good for a person and something we ought to quit running away from.

The Zephyr streamliner to Chicago was a beautiful train and the trip very relaxing and interesting. I sat most of the time up in the domeliner, and the winding ride down the Wisconsin side of the Mississippi River was really beautiful. The diner is one of the most beautiful I have ever seen and the meals are served in grand style and are excellently prepared. The Zephyr is one of four daily streamline trains to Chicago from the Twin Cities, and nowhere in the world is there better service or more elegant — competition does that for this part of the country, and incidentally these were the very first streamline trains anywhere in the world.

My five days at the SHERMAN HOTEL were wonderful. I guess I am the only individual who actually goes to Chicago for a rest and a vacation. Chicago is a bustling city at any time of the year but especially in mid-winter when it seems that every group imaginable is holding its annual conventions here. I do the same thing every time I go to Chicago. Sleep and eat, shop at Marshall Field's, and have late snacks at HENRICI'S Restaurant on Randolph Street, where my mother and father did the same thing on their honeymoon, and the

(Continued on Page 39)



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ANN WELDON



ASSURANCE: One of the brainy women of the world, Mme. Pandit, sister of India's leader, Nehru, was kind enough to engage in a telephone conversation with your writer a few days before she ended her brief visit to New York to return to her current station in London. We asked about world conditions and the prospects of peace. "I think," she answered, "that the worst is over, but people and countries relax very easily. One must remember that vigilance is the price of liberty."

Humor Depot: How's about calling illegal immigrants — "Quota backs"? Suggest this sign for a working excavation crew — "We Dig You The Most." . . . Description in a line for the curled up Carroll in the crib advertising "Baby Doll" — Baker's dozin'. . . One builder to another: "This'll be a great structure once rigor mortas sets in." . . . Next time we see a disabled elevator, we're gonna hang this sign on the door. "Mr. Otis Regrets." . . . The Middle Eastern philosophy seems to be that the Saud is mightier than the Pen—tagon.

People: Edward G. Robinson admires art, activity in old age and cigar smoking. He tells us his three favorite people are Picasso, Baruch and Churchill. . . . Gen. Romulo, the emissary from the Philippines, when he played baseball, was quite a shortstop. For years this has bugged him. Is he taller than Phil Rizzuto? Walter Pidgeon, who is around sixty as the calendar flies, is proud of his straight figure and non-protruding tummy. His beef against Manhattan at this time of year is that he can't play outdoor tennis — the exercise he depends on to keep off the

bulges. . . . Ty Cobb's constant feuds with Ted Williams are based on the old master's great admiration for the Splinter. Ty once told him at a table in Toots Shor's that if he worked at it, with his great reflexes and eyes, he might be able to hit .600. . . . Judy Scott, Jerry Lewis' new singing discovery, is only eighteen, but she has a valid plan for one her age to acquire sophistication. Says Judy: "See foreign movies, drive a sports car and walk a dog." We don't think she means all at the same time.

Plugville: 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 names. . . . Chicken cutlet, Mercedes and Riesling Hugel, (French Rhine Wine) at Alex Chiesi's homey Hapsburg House. A dining delight. . . . Ed Wynn's wonderful dramatics in "The Great Man." An added dimension for a brilliant buffoon. . . . Lilo's continental song act at the Pierre's Cotillion Room. Some early spring in a late winter. . . . An information book called "Superlatives." Tells you the largest, smallest, hottest, coldest about everything. You come away too smart to talk to your neighbor. . . .

Observation Post: In the flicker, "The Roaring Twenties," made around 1940, now on tv, a radio broadcast supposedly in the '20s, mentions this: "It's the music of Don McNeill and his orchestra." Wonder if the wit of Winnetka knows about it??? . . . Tempus fugit and transportation modes change. The airlines can be happy over this recognition. In the song, "Everything Happens To Me," recorded by Frankie with T. Dorsey's band in the '40s, the lyric said: "catching cold and missing trains." F. Sinatra's just released Capitol album has the song again, only this time the new words come out as "missing planes." . . . L & M ciggies have succumbed to the vogue and have been packed in the flip top, crush proof box as per the filter competish. So now the LM stands for this. Like Marlboro. . . .

Strictly Personal: Always suspected that arrested people, who turn camera-shy, started out in life willing to expose the mug at the least provocation for any relative's Brownie. . . . Gene Tunney was a better fighter than his

(Continued on Page 40)

Queen Anne of Cleves Says:

"I Always Flip My Wig Over That Dear Boy
JONATHAN WINTERS. You Will, Too, When
You See Him."



OPENS AT THE . . .
MONDAY, APRIL 1

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"CURTAIN TIME"

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

DESERT INN

March 5th thru Apr. 1
(Not a Review)

Show: Frankie Laine; Beverlee Dennis; Donn Arden Dancers, with Art Johnson; Carlton Hayes and his orchestra.

The man who put rhythm into the heart of America is back on the fabulous scene. FRANKIE LAINE set a pace of song styling that has been greatly imitated. Still, he remains the irreplaceable master. When the personable Frankie hits the spotlight, it's

(Continued on Page 25)

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 gleaning critics' bon mots as well as audience word of mouth publicity. . . . Held

(Continued on Page 25)

EL Cortez

March 7th Opening
(Not a Review)

Show: "Calypso Review," starring MAYA ANGELOU with the LESTER HORTON DANCERS; Dancing Cirquettes; Buster Hallett Ork.

The "Cradle of the Stars" threatens to increase its envied reputation of introducing new stars to FLV showgoers. The El Cortez certainly knows how to pick the winners. They've scored once again with MAYA AN-

(Continued on Page 27)

El Rancho Vegas

Feb. 20 thru Apr. 16

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

Seldom has a star received such a standing ovation as that given MILTON BERLE on opening night. The shouting, whistling and table knocking could be heard as far as McCarran Field! Making his entrance from the rear of the Opera House, with a stream of one-liners that kid the patrons unmercifully, the show gets off to a yock bustin' start immediately, and which is sustained throughout by this prankster. "Uncle Miltie" heckles all the great artists he has so wisely surrounded himself with in this package, mixing up everyone but the entertainers themselves, much to the joy of all

(Continued on Page 25)

Flamingo

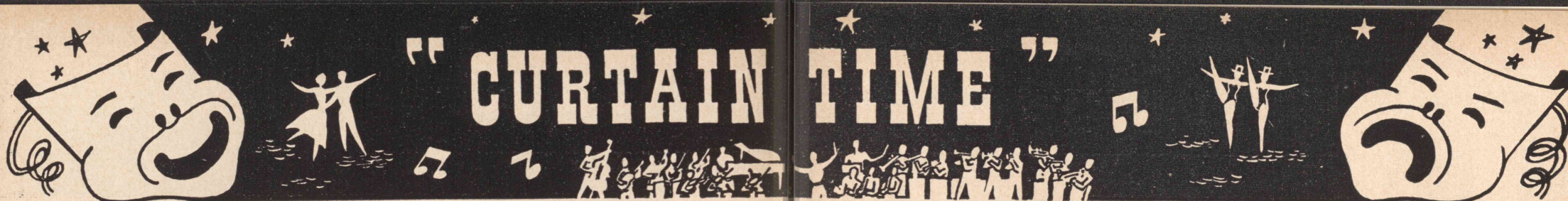
March 7th thru March 27th
(Not a Review)

Show: Helen Traubel; Robert Lamouret; Richiardi, Jr.; Flamingoettes; Louis Basil Orchestra.

It is indeed our pleasure to welcome back HELEN TRAUBEL, the Grande Lady of song. When Miss Traubel politely defied stiff-shirted advice to shy from niteclub engagements and the like, the multitude was delighted. This gracious woman not only possesses one of the finest voices of this era, she was also endowed with a super-abundance of humor and quick wit. Miss T. leaves a definite imprint on your memory and has a special place in the hearts of all lovers of show business. . . . ROBERT LAMOURET is a talented ventriloquist who manages to imbue his inanimate assistant with a fascinating personality.

(Continued on Page 27)

MARCH 9, 1957



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 some-

(Continued on Page 27)

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 Farewell." A million sales of "Matilda"

(Continued on Page 27)

Royal Nevada

Show: The Treniers; Martin Denny Group; Gabiddon's Royal Calypsos; The Four Mints; The 3 Sharps.

This bistro's Cabaret continues to garner cudos far and wide for its elegant entertainment. . . . In the top spot are THE TRENIERES, 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

(Continued on Page 31)

SAHARA

Feb. 19 thru Mar. 11

Show: Ames Brothers; Fran Warren, Extra Added Attraction; Saharem Dancers; Cee Davidson & His Orchestra.

You'll love producer STAN IRWIN a bushel and a peck for this one! THE AMES BROTHERS, definitely America's Number One Quartet, come up with a brand new act that accentuates their wonderful harmonizing talents, as well as playing up both their comical and serious sides. The boys are lavish with their songs, giving you everything from opera to specialty numbers. "It Only Hurts for a Little While," "Who Built the Ark," "Because," and many others too numerous to mention, smash applause meters. "By the Light of the Silvery Moon" is a pleaser, with the boys garbed in tonsorial splendor of that song's era. JOE'S fiery rendition of "Old Man River" seems to make the

(Continued on Page 31)

The Sands

March 6th thru 20th
(Not a Review)

Show: Dean Martin, with Hal Borne at the piano; HI-TOWERS; Beachcombers with Natalie; Copa Girls; Antonio Morelli and his Ork.

Since striking out on his own, this is DEAN MARTIN'S initial night club engagement. The singer has carefully prepared for his solo return into show business. Popular "Dino" faced the challenge of filling the spotlight alone with meticulous care. His completely new act involved a great amount of concentrated effort. Dean's desire for perfection led him to sign HAL BORNE as his accompanist. Hal is a familiar figure to showgoers for he formerly supported another Martin lad (name of Tony). We'll be in the opening night

(Continued on Page 31)

SHOWBOAT

March 8th thru 20th
(Not a Review)

Show: Wally Vernon; Marcia Edington; Garr Nelson; Showboat Girls; Mike Werner and his Ork.

Put a big comedy wrapper around a song, a dance and a heap of fast humor and you come up with WALLY VERNON. Wally is a performer of the old school. He believes in giving you the pleasure of variety, which is constantly at his fingertips. Wally, though basically a slapstick comic, is really a very good soft shoe dancer. He can also belt out a witty song with remarkable ease. . . . MARCIA EDINGTON fills the exotic portion of the bill. She is a highly attractive female with eye-filling measurements that fall into the right places. . . . GARR NELSON, the singing emcee, maintains his prominent position in the productions here, surrounded by the vibrant SHOWBOAT GIRLS.

SILVER SLIPPER

March 1 thru Indef. Engagement

Show: "Girlesque Follies of 1957" starring Hank Henry, Boubouka, Jody Lawrence, The Barbary Coast Boys; featuring The Peopettes, Jessica James, Silver Slipper Stock Co. and George Redman & His Ork.

Producer EDDIE FOX slams across the hottest, fastest moving production seen to date at this popular spot. As usual, the entire format is slanted toward the world's greatest yock buster, comedian HANK HENRY, who does overtime at double takes when co-star BOUBOUKA wiggles everything she has in unison with her little tummy that spins like a top. This sultry Algerian is one of the most glamorous and most authentic Oriental dancers in the biz. . . . Exotic dancer JODY LAWRENCE has more gyrations than

(Continued on Page 39)

Thunderbird

Feb. 28 thru Indef. Closing

Show: International Revue starring Leny Eversong; Tulara Lee; Peg Leg Bates; Boy Foy; Juno Calypso Trio; Jimmy Clark Trio; The International Beauties.

The veteran producer TOM BALL scores once again with his current colorful INTERNATIONAL REVUE. TOM presents a talent-packed show to NAVAJO ROOM patrons. The INTERNATIONAL REVUE stars LENY EVERSONG, the Brazilian song-bird and a dynamic "chunk o' power" in her FLV debut. A voice as big as her body, and a style as refreshing as her South American charm, LENY wins thunderous applause, and many encores. She demonstrates her virtuosity by also singing songs in English, including her very successful "Jezebel," the romantic "Tenderly" and the emotion-packed "Stopped the Clock," to list a few. Dubbed the "South American

(Continued on Page 39)

My Sincerest Thanks To

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*for the Well Wishes and Inspiring Message
expressed in the congratulatory ad
(Feb. 23, 1957 issue) on my appointment
as Executive Director of Public Relations
of the Hotel New Frontier.*

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DESERT INN

(Continued from Page 19)

like witnessing a Command Performance. Frankie Laine sings and the world loves it. . . . The "Adorable Menace," BEVERLEE DENNIS has proven a top favorite in FLV. We've already lost count of the numerous return engagements she has fulfilled in this entertainment capitol. The singing comedienne slips the noose of delight around her spectators and they're hooked for life. . . . ART JOHNSON lifts his engaging voice in the production numbers that feature the exciting talents of the DONN ARDEN DANCERS. The lovely ladies never fail to provide thrilling choreography and breathtaking costumes. . . . Show music is capably provided by CARLTON HAYES and his ORK.

DUNES

(Continued from Page 19)

over from the original cast and catapulted into the stellar spot in the show is coloratura KATHY BARR. The matchless beauty of this lilting songbird is excelled only by the magic of her rendition of "I Love Paris." Her sensational performance has been the springboard to a bright future in movies and teevee, with scouts from both mediums beating a path to Las Vegas to snag this great artist. . . . 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 trampoline act that is different and hair-raising. . . . PAT AMBER HOLLIDAY 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

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MARIANNE'S

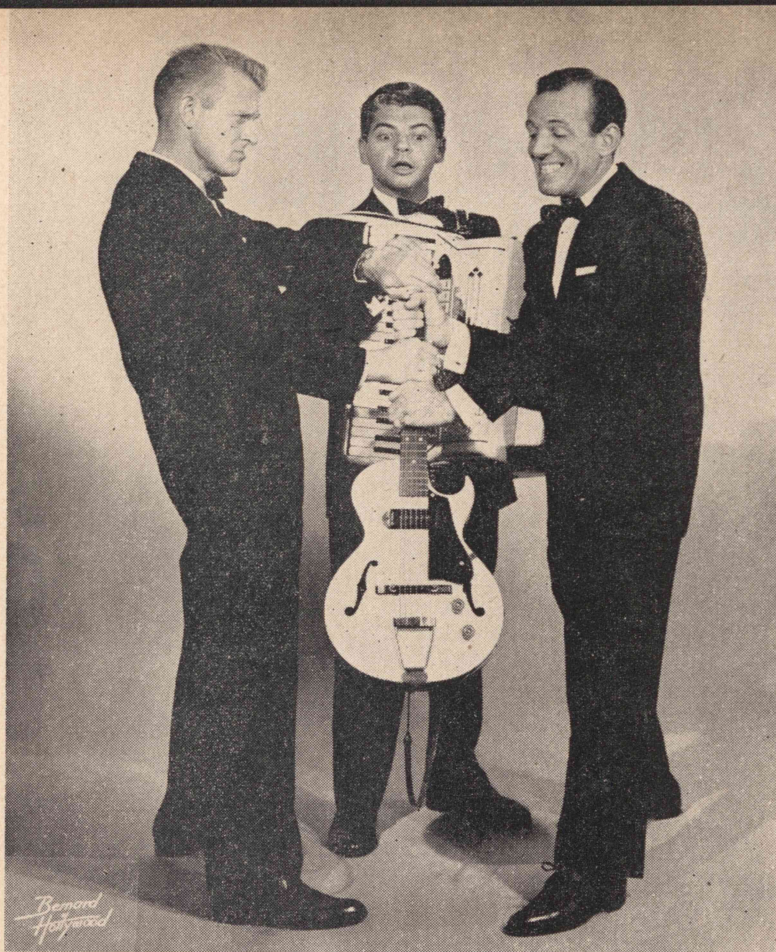
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BRISCOE, aided and abetted by GRACE REED. . . . Petite and pretty MISS LONI is a foot juggler of reknown, whose tootsies perform miracles of grace and coordination. . . . Magnificent staging, dreamy costumes and elegant props, "Minsky Goes to Paris" 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)

concerned. . . . BETTY GEORGE, whom BERLE intros as "the gal who makes Anita Ekberg look like a boy," followed by "Get your bets down, boys, they're coming out," is a chesty chickadee who can withstand Uncle Miltie's panickers and go right on belting out a song magnificently. "Love, Love, Love" is a bellringer. . . . STAN FISHER is a harmonica virtuoso of great renown and never has "Romanian Rhapsody" been played more beautifully. "Night and Day," accompanied by Uncle Miltie's "one-noters," and "St. Louis Blues" with said comic conducting, is mighty fine entertainment. . . . THE METROPOLITAN SEXTET create a change of pace with their operatic arias — and yes, the great clown is in on this act, too — but you'll like, like, like this mixture of "Schmaltz and Scherherazade." . . . For precision dancing, THE DUNHILLS are the greatest. These terping tornadoes get an able assist from BERLE, who dances it "straight," proving that he is still one of the best of the high stepping hoofers. . . . Well integrated, smartly styled, THE MILTON BERLE REVUE unquestionably will do an SRO biz for this bistro during the entire eight stanzas. . . . THE RENEE MOLNAR DANCERS showcase with an excellent intro production number, and DICK RICE and His EL RANCHO ORCHESTRA are a standout in the musical bolstering of the entire show.



JOE MAYER ★ FRANKIE CARR ★ ART TERRY

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from Midnight To Dawn

at the *Magnificent*

Riviera

**THE
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EL CORTEZ

(Continued from Page 19)

GELOU, a gal who has become known as "Miss Calypso." Maya looks upon her audience as a collection of friends and endows them with a sincerely affectionate attitude. If you admire Calypso, blues and just the right amount of jazz, catch Maya and you'll thank us for the tip. . . . In support of Miss Angelou are the LESTER HORTON DANCERS. Here is a group that is among the most supple on the American stage. Watching their fluid movements is enough to make anyone wish he had studied professional dancing. . . . The DANCING CIRQUETTES make a very attractive picture as they artfully execute their sequences. . . . BUSTER HALLETT and his aggregation of music makers provide the tuneful background.

FLAMINGO

(Continued from Page 19)

The Duck actually seems alive as he exchanges brilliant repartee with his master; a tribute to Monsieur Lamouret's ability. . . . A newcomer to FLV is RICHARDI, Jr. Although we haven't had the pleasure of catching his act (at this writing), his advance publicity releases hail him as a master of legerdemain. This is a form of entertainment that has always intrigued us and never fails to provide constant pleasure. . . . HAL BELFER introduces a sparkling production for the FLAMINGOETTES, "Going To the Irish Fair." It is obviously a salute to ST. PATRICK'S DAY. Knowing Mr. Belfer's accomplished creations, this one will make you wish you had been born in old EIRE. . . . LOUIS BASIL and his ORCHESTRA weave a fine musical setting for the entire show.

NEW FRONTIER

(Continued from Page 20)

how comes out howlaciouly entertaining. Chopin with "Happy Birthday," Harry Beethoven with "Missouri Waltz" and Mozart a la Liberace (complete with teeth and winking), interspersed with monologues on anything and everything, including the change in his living habits, (he contends he can't go to bed with the chickens any-

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 more since living at ViBo Farms), 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. . . . Opening Monday, Mar. 11 will be the one and only YMA SUMAC. . . . Comedy by JOHNNY PULEO and HIS HARMONICA RASCALS. . . . THE LANCERS, and PAGE & BRAY, excellent acrobatic dance team plus new production numbers by Shaw-Hitchcock.

RIVIERA

(Continued from Page 20)

(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

(Continued on Page 31)



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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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YOUR
FABULOUS
LAS VEGAS
WEEKLY
TV GUIDE

this week on TV..

MAR. 9
THRU
MAR. 15

SATURDAY — March 9

10:30 8 Premiere Showcase
11:00 8 Hockey
11:30 2 NBA Basketball
1:15 8 Christian Science
1:30 2 Movietime
8 Action Theater
3:30 2 Uncovered
8 Whirly Birds
4:00 2 Bowling Time
8 Vincent Lopez
4:30 8 Captain Kangaroo
5:00 2 Perry Como
4:45 8 Santa Anita Races
5:15 8 Mighty Mouse Playhouse
6:00 2 Caesar's Hour
8 News & Weather
6:30 8 Lone Ranger
7:00 2 George Gobel
8 Star Performance
7:30 2 Hit Parade
8 You're On Your Own
8:00 2 Lawrence Welk Show
8 Jackie Gleason
9:00 2 Request Playhouse
8 Gale Storm
9:30 8 Mr. & Mrs. North
10:00 8 Gunsmoke
10:30 2 Fremont Hotel Theater
8 Telenews
10:40 8 Las Vegas Bowling
11:40 8 Conrad Nagel Theater

SUNDAY — March 10

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 2 Topper
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 Chevy Show
8 Frontier
6:30 8 Cisco Kid
7:00 2 American Legend
8 Jack Benny
7:30 2 Wire Service
8 Frontier Doctor
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 — March 11

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 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
4:30 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 Stanley
8 Dr. Christian
9:00 2 Playhouse
8 I Love Lucy
9:30 2 People Are Funny
8 December Bride
10:00 2 Treasure Hunt
8 Dick Powell
10:30 2 News & Owl Movie
8 Telenews
10:40 8 TV Theater
12:00 2 Late Nite Owl Movie

TUESDAY — March 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 Linda Ware Show
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 Hour
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 You Had A Million
10:30 2 News Jackpot
8 Telenews
10:35 2 Nite Owl Club
10:40 8 Hollywood's Best
12:00 2 Late Nite Owl Movie

WEDNESDAY — March 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 Mr. & Mrs. North
4:00 2 Food Page
8 Everything Under The Sun
4:30 2 Xavier Cugat
8 Circle 8 Corral
5:00 2 Gene Autry
8 Joe Palooka
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 Ozark Jubilee
8 Search For Adventure
10:30 2 News & Owl Movie
8 Telenews
10:40 8 Hollywood's Best
12:00 2 Late Nite Owl Movie

THURSDAY — March 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 Linda Ware Show
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 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 Shower of Stars
9:00 2 Sheriff of Cochise
9:30 2 Ford Show
8 Four Star Playhouse
10:00 2 News & Owl Movie
8 Charles Boyer
10:30 8 Telenews
10:40 8 Hollywood's Best
12:00 2 Late Nite Owl Movie

FRIDAY — March 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 Charles Boyer
4:00 2 Be My Guest
8 To Be Announced
4:30 2 Xavier Cugat
8 Circle 8 Corral
5:00 2 Blondie
8 Lil Rascals
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 Men Of Annapolis
8 Whirly Birds
8:30 2 Uncovered
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
10:40 8 Hollywood's Best
12:30 2 Late Nite Owl Movie

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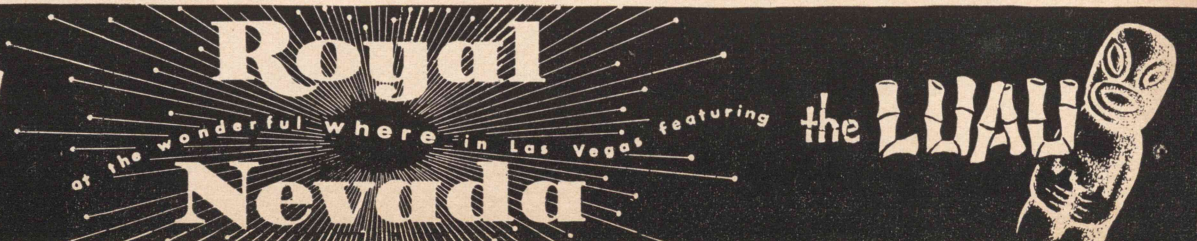
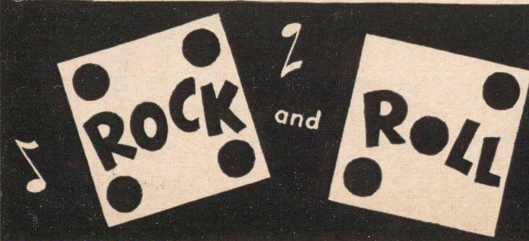
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- ★ SPORTS
- ★ WEATHER
- ★ FEATURETTES

'Round the Clock

MOVIES'

★ ★ ★



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Our latest Album

R.C.A. VICTOR

Orchestra Conducted by Dennis FARNON

The Sabres
Fritz - Jerry - Dick

SAHARA HOTEL

Special Thanks: STAN IRWIN

Agency
G. A. C.

NORMAN MALKIN
Personal Management

RIVIERA

(Continued from Page 27)

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, rafter 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. . . . Opening Wed., March 13 and starring in the CLOVER ROOM will be DENNIS DAY in an all new show. We suggest early reservations.

SANDS

(Continued from Page 21)

audience to catch this one. . . . The HI-TOWERS are newcomers to Las Vegas. They are a highly-skilled acrobatic group guaranteed to keep you breathless. . . . The BEACHCOMBERS with NATALIE offer their harmonious voices in the production numbers provided by the stunning COPA GIRLS. . . . ANTONIO MORELLI and his ORCHESTRA stimulate applause for their musical background.

ROYAL NEVADA

(Continued from Page 20)

DENNY GROUP is the most unusual 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 OUT ON SEEING these magnificent artists. . . . 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. . . . THE 3 SHARPS are recording artists of reputation. This is their FLV debut and we're certain they'll be in the Cabaret for an extended engagement. . . . Yep, for variety in entertainment, atmosphere and the unusual, the ROYAL NEVADA'S Cabaret without doubt is "The Wonderful WHERE in Las Vegas."

SAHARA

(Continued from Page 20)

old Mississippi flow right through the Congo Room. Highly versatile, harmoniously incomparable, these artists must be seen to be fully appreciated, for much of their talent is visual. Cudos to their musical director, AL SEMOLA. . . . Extra added attraction, petite FRAN WARREN, star of the Broadway hit, "Pajama Game," is a shocker when she belts out "Hey There" and "Steam Heat," amazing everyone with the tremendous power housed in that tiny body. Every move this little lark makes is loaded with stage presence, projecting beauty and charm in extra good measure. "Just One of Those Things" is a wistful wow, and "Slaughter on Tenth Avenue" is a windstorm windup you'll never forget. You'll swear that the Great White Way has taken over the FLV Strip, because this lass is Miss Broadway, herself. . . . The SAHAREM DANCERS are breathtaking in a pair of MORO-LANDIS productions, particularly in the very frothy, feathery and feminine number. The Scottish number wafts you to the land of kilts and bagpipes with the gals never better at their precision terping than in this "Highland Fling." CEE DAVIDSON & His Orchestra rate bouquets for excellent musical backing for the entire show. . . . Opening Tuesday, Mar. 12 will be famous recording artist TONY BENNETT and lovely screen star CONSTANCE BENNETT, making her nite club debut in the Congo Room, plus little Miss DYNA-MITE, YVONNE MORAY.

JACK CORTEZ'

Fabulous

\$8.

PER YEAR

LAS VEGAS magazine

P. O. BOX 748



SOUTH
America's
☆
GREATEST
☆
Singing
STAR
☆

The **FABULOUS**

Lenny Eversong

The newest sensation — The newest sound

on the American musical scene

now appearing at the Wonderful

HOTEL *Thunderbird*

A
CORAL
RECORDING STAR

FABULOUS LAS VEGAS

THAT'S FOR SURE

(Continued from Page 9)

2-9750 or go to Campaign Headquarters at RONZONE'S Department Store. Campaign closes today, March 9th — so — better hurry! . . .

For many years, COLONEL BLAKE was Day Manager at the PIONEER CLUB. Well, sir! He packed his gear and has taken up the post of pit boss at the HACIENDA HOTEL. We wish him the best of luck. . . .

JACK SKLAR (of VEGAS JEWELRY & LOAN CO.) enjoyed spaghetti a la Caruso (in the ITALIAN GRILL), as he listened to the lively banter of AL FIRESTONE. Al reminisced about his "one performance" with the great CARUSO, when Al was a mere fourteen years of age (approximately sixty years ago). (He carried one of the spears.) . . .

Best wishes of happiness to IRENE WRIGHT and MARCEL DUVAL who tied the knot on March 9th. Presiding over the ceremony was JUDGE FRANK McNAMEE. The reception was held in the home of JOAN HAYES (secretary to ALLARD ROEN—DESERT INN). The bride is Gal Friday to the Inn's publicity director, EUGENE MURPHY and the groom is a Captain at the SANDS HOTEL. . . .

While on the subject of Judge McNamee, we've been listening to many glowing reports on his ability as an after-dinner speaker. The Judge spoke about Russia at the last 20-30 Club meeting and he amazed attendees with his refreshing approach to speech making. (We knew it all the time. All you had to do was ask us!) . . .

There is a new singer with the GLENN THOMPSON TRIO, at the HOTEL EL RANCHO VEGAS. She is MARY LOU MARTIN, who sang with many top name bands (among which was CHARLIE BARNET). CORAL KENT has given up the spotlight to do a bit of knitting, while waiting for her Stork date. . . .

Another diet enthusiast is NICK KELLY, Manager of the Copa Room at the SANDS HOTEL. (He and "Rolly" should compare calories.) Since Nick's trip to the COTTAGE HOSPITAL in Santa Barbara, he has been adhering to his diet and is slowly (but surely) diminishing his avoirdupois. . . .

At the ROYAL NEVADA HOTEL, last Saturday evening looked like New Year's Eve (no fooling)! We're ex-

tremely pleased to see the hotel faring so well in the hands of the new administration. Incidentally, gourmets! You should try the fabulous "Sunday Champagne Breakfast" offered here. Once you sample it — you'll make it a habit.

Sure looks as though the FLAMINGO HOTEL will be putting JUDY GARLAND'S name on its marquee in the near future. Negotiations are underway at present and it seems a 1957 booking will definitely be arranged. . . .

A gentle hint to damsels interested in PAT GOODMAN, box man at JOE W. BROWN'S HORSESHOE CLUB. There is a certain blonde who has the "inside track" with Pat and they may be contemplating an orange blossom announcement. . . .

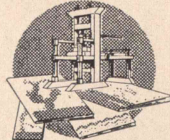
Spied GUS GIUFFRE playing a KENO ticket at the FREMONT HOTEL. (He is the popular Channel 13 TV announcer.) Gus explained that the announcer's low salary is insufficient for family support and the only way a TV man can offer his loved ones sustenance and shelter is by "hitting an eight spot," once a year. . . .

New York's MINNIE and JACK LEFF are back for another of their many visits, stopping at the ROYAL NEVADA HOTEL. There, they are visiting their friend, JIMMY DAVIS, graveyard pit boss. Mr. Leff is the well-known Insurance tycoon and Minnie is well-known as the "21" and roulette loser. . . .

Fabulous wishes of happiness and success to TONY CANINO in his new post. Last week, the handsome chap became a swing shift pit boss at the NEW FRONTIER HOTEL. . . .

Nothing could make us more delighted than the news that DORIS and BEN STACK (of the IMPERIAL COIN CO.) will bring their heir home from the hospital when this edition hits the stands. The infant has had a big fight on his hands since its worldly incep-




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Phoenix, Arizona



*It's fun to be
at the New Frontier
with Frank MOORE
and the
Frank MOORE Four
with
Don MOORE
And NO MOORE*

Bobby Sherwood



tion and we sincerely pray he will enjoy nothing but the best of health from here on in. . . .

Many localites will be interested in a certain wedding ceremony that materialized at the LITTLE CHURCH OF THE WEST, on March 3rd. Bride is the beautiful CAROL FRONCK. The very fortunate groom is JOHNNY MARCHIANDO, a well-liked figure in FLV. At one time, Johnny was a clubowner in this resort community. He is now a top Restaurateur in New Mexico, where he recently opened one of the largest Drive-Ins, in partnership with STAN HARRIS. . . . Standing up for the newlyweds were POLA and JOHN GREER. . . .

Just before BRENDA HOLLIS concluded her SHOWBOAT HOTEL engagement, we were pleasantly surprised to learn her husband of three and one-half weeks is GENE GRIFFIN. He sang at the DESERT INN a few years ago. Gene composed the song, "Brenda," which he sings as a background for his wife's performances. The personable chap recently won one of GODFREY'S "Talent Scout" shows but bypassed all offers to remain with his

wife. . . .

A Fabulous salute to BILL TENER, who works around the clock, tending slots at JOE W. BROWN'S HORSESHOE CLUB. Bill's crew is comprised of skilled workers who are an asset to the club. . . .

While speaking of the Horseshoe, we offer our profound condolences to MARIE DORSETT who lost her mother, February 27th. Mrs. D. flew to Denver for the funeral. . . .

NELL REASBECK could very well make a fortune, teaching employes the proper way to treat the public. The desk clerk at the APACHE HOTEL is the personification of graciousness. Given a chance, her favorite topic is daughter, JACKIE SCHABER, a nurse at the BEVERLY HILLS CLINIC, in L. A. . . .

In our February 23rd issue, we ran a surprise ad that an anonymous person had reserved, congratulating his buddy CHUCK LUFTIG on his new post as Public Relations Director of the NEW FRONTIER HOTEL. As a result of it, Chuck happily informed us he received congratulations from all corners of this country. (Nice to know

our readers find the ads so interesting!) . . .

JACK SCHLANGER, outstanding Clothier of Torrence, California, stopped at the RIVIERA HOTEL with his friend, NAT HARTMAN. He kept Nat busy commuting between the "Strip" and the downtown area. . . .

We were happy to note that THELMA and JOHN DIXON celebrated their Twenty-Third Wedding Anniversary, last week. She is head hostess at the DUNES HOTEL and he is a bartender in the Skyroom of the DESERT INN. The Dixons are charming people; the kind everyone enjoys meeting and knowing. . . .

MORRIS WALDMAN (of JOE W. BROWN'S HORSESHOE CLUB) owned some well known bars in Chicago, among which was the CALICO CAT. He and his two sons enlisted in the Army during World War II and Dad was made a Sergeant. . . .

If STAN FISHER had decided on the sport world instead of showbusiness, he would have been one of the top tennis champions of this decade. (Stan makes his harmonica talk in the BERLE show, at the HOTEL EL RANCHO VEGAS.) The handsome boy has played in many tournaments and has proven he has the prowess to wear a crown. . . .

Fast becoming a popular rendezvous is the LUAU at the ROYAL NEVADA HOTEL. The atmosphere is highly conducive to relaxation and nowhere else can you enjoy your food better than in a spot such as this where speed and haste are left on the other side of the threshold. . . .

We kinda think SONNY HEATH (of the PIONEER CLUB) should stop supplying LOUIS FISHBEIN with so many cigars. If Sonny wasn't such a darned nice guy, we'd suspect he was trying to stunt Louis' growth . . . and that's for sure.

LOUNGE STARS

(Continued from Page 7)

lounge act, is a solid hit. LENNY, one of our better comedians will certainly

have you in hysterics with his "Buddy, Buddy" routine. . . . Who wants to sleep in a town with so many places to go and with so many nice people to meet. DANNY AGUIRRE, the bar manager of the NEW FRONTIER HOTEL, is one of these people. Always with a smile and helping hand to any and all alike. Three stars to a swell guy, DANNY AGUIRRE. . . . On I go to the FLAMINGO HOTEL to see THE LAWRENCES & BOYER featuring BEVERLY LAWRENCE, and the remarkable DAVE BURTON, singing sensation at the Stage Bar. All this and gambling too. Man, oh man, if this isn't living, what is. . . .

Woops, almost missed telling you about the SILVER SLIPPER with its "Gay Ninety" atmosphere, and one of the best shows I've had the pleasure of seeing, with MISS NEVADA, JODY LAWRENCE, SPARKY KAYE and Mister Comedy himself HANK HENRY — how could this help but play to standing room crowds nightly. Mr. EDDIE FOX, you really are a fox the way month after month you come up with some of the best entertainment in F.L.V. . . . By the way, I'll bet you didn't know the night cook at Duffy's Tavern, BILL ANDERSON, had the honor of fixing veal parmigian for PRESIDENT & MRS. EISENHOWER at a Kansas City Restaurant. . . .

Only goes to show we have celebrities you never hear of. . . . Well, I hope you've been to the "Wonderful Where" in F.L.V. The ROYAL NEVADA HOTEL, and seen the Fabulous TRENIERS. They fill the Lounge every nite with their antics, and the Oh, so good FOUR MINTS with their Rock & Roll, modern and jazz type style, and MARTIN DENNY with his sensational group — still last, but by no means least, the marvelous GABBI-DONS with calypso at its best. . . . Gee, it's 6:00 A.M. and here I am still looking for some place to go. I've got it, I'll go to bed. Goodbye for now, must get my rest. Hope to see ya while struttin' down the Strip. Till then, I remain.

JACK CORTEZ

Fabulous

Mailed anywhere in
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LAS VEGAS magazine

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PER YEAR

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ON THE "STRIP"



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Wally's BRIDGE CLUB

OPEN 'ROUND THE CLOCK

WOMEN WELCOME

3313-A South 5th — Du 4-0023 (Just North of Sands Hotel)

CRISWELL PREDICTS

(Continued from Page 11)

peace, for good, for bad, for joy or calamity. So it will be 1977!

FOR PEOPLE AND PLACES:

Red Skelton: You will play yourself as well as eleven members of your family, both men and women, in the most hilarious TV spectacular of the year! . . . Rome: The greatest Anti-Communist demonstration in all history will be held on May Day! . . . Mamie Eisenhower: Your next venture will be an autobiography in which you will tell many intimate facts known only to your family in this best seller! . . .

Paris: All houses of prostitution will be closed by order of the Government in a new morals campaign! . . . Governor Folsom: You will bring new industries to Alabama, which will insure continued prosperity, even in the rural areas! . . . Hollywood: You will prepare for one of the most revealing investigations for former communists and present sympathizers in your history!

. . . H. G. Wells: A special memorial edition of your famous novels dealing

with the future will soon be issued, with prepared footnotes on your forecasts and predictions! . . .

Las Vegas: You will become the world's greatest convention city by the end of 1958! . . . Elizabeth Arden: Your next cosmetic creation will give women that breathless, exciting look thru vibrant transparent makeup, including powder base, powder, matching lipstick, eye shadow, plus a spray for the skin! . . . Wichita: You can expect Pentagon top-brass to witness a new secret test flight within the next month! . . . Belle Livingstone: Your life and times as the "Speakeasy Queen" will be the basis of a Broadway musical by Rex Ford and Arthur Jones for a September opening.

YOUR INCREDIBLE FUTURE:

The science fiction stories of yesterday are actualities today! The fantastic flights of fancy have become dull and accepted facts! I would like to pay a special tribute to James McConnell for his many wonderful forecasts of the future, particularly his "Nor Dust Corrupt" in the current issue of "If" science fiction magazine. McConnell takes us several years into the future,

when Mother Earth has become the great cemetery of the Universe. Burial on Mother Earth was the dream of every person in the galaxy, and the hope of every soul that one of his family would one day rest on home ground. This was after the atomic wars and shortly before the Interplanetary Peace Project! The space on Mother Earth was at such a premium, and so rare, that cremated remains were only permitted, in the size of an inch cube! These cremains were stored in caves and lakes were drained, oceans filled in, so that these billions of sentimentalists could have their final wish of earth burial! My friend, this is not so fantastic as it may seem, for America itself is running out of burial grounds, and in some memorial parks, five and six loved ones are resting in the same grave, one on top of the other! Our ever increasing population, our dramatic growth and our eternal reaching out for new space, clearly shows our destination! We are all travelers on the highway of life, and some day one of your great-great-great-grandchildren, will sigh for earth burial on this planet, in their incredible future!

'ROUND THE TOWN

(Continued from Page 13)

What a party — I mean the surprise birthday party given to DINAH SHORE last week by Flamingo Hotel "biggies." Practically every "name" and entertainer on the Strip stopped in to pay homage to the "Queen of Hearts." The architecture of the cakes made them a conversation piece. . . . JIMMY CLARK and the UP-TO-DATERS doing double duty and a

stellar job as a singing group with the International Revue and then continuing to entertain after-show patrons in the Stage Bar Lounge at the Thunderbird. The fresh style and animation of this trio, composed of JIMMY CLARK, JIM AUGUST and GLEN JONES, makes pleasant listening.

The very lavish production numbers staged for the HARRY BELAFONTE show at the Riviera are highlighted by the excellent specialty numbers interpreted by dancers JACK TYGETT, RENE DE HAVEN and WILDA TAYLOR. ~~X~~ HAL BELFER, producer, at the Flamingo, spent some hectic hours in L.A. recently. Last minute conferences with SID KULLER, writer-producer, affecting current HELEN TRAUBEL show and the forthcoming PEARL BAILEY show — arrangements for costumes, sets, etc., made HAL a very busy fellow indeed. TED DALE, conductor and arranger, who was responsible for the beautiful Hong Kong sequence in a recent BELFER production, is now doing a series for Guild Films, according to HAL. ~~X~~

MR. and MRS. BOEHMER of the Lanz Shop leave Sunday (10th) for a 3 week vacation. They will motor into Mexico and visit Guadalajara and Acapulco, then Mexico City and all points of interest. Happy motoring, folks. . . . Among the guests of the D-I are MR. and MRS. D. R. LAUCK and MR. and MRS. M. HALE, all of Wichita, Kansas. These folks are cousins of D-I drug store owner "DUD" LAUCK and are enjoying our fabulous town. . . . "PAT" HARBIN, local gal who majored in drama at the University of Arizona, is now among the stars nightly. She is a stewardess for United Air Lines.



The "Beauty" On
The Line — has
A "Guest" On the
Hook.

Tulara Lee

Currently At The

THUNDERBIRD HOTEL

MARCH 9, 1957

Hello,
Vegas!

HAPPY TO
BE AT . . .

The Dunes

Joe (Subtle) Burton

New York to Chicago flight. PAT writes that she'll be in F.L.V. soon for a visit with her mother GLADYS HARBIN of the D-I. . . . Belated birthday greetings to LILLIAN CHERRY. This cheerful lady, (also at the D-I vending gum, smokes and exquisite jewelry) celebrated (and we mean celebrated) the event on Feb. 28th.

BOBBY MELVILLE of Milbray, Calif. a recent guest in our town, enjoyed making the rounds with host DON KIRK, of the Flamingo staff. . . .

Also visiting here and making the most of it was MR. and MRS. ROBERT W. GATES of Burlingame, Calif. MR. GATES owns the very ultra haberdashery shop there. They stayed at the Flamingo while in F.L.V. . . .

CHUCK NELSON, former production singer at the Sands, is now giving voice to the productions at the Riviera. Happy warbling, fella. . . .

Even old "SANTA CLAUS" reads FABULOUS. In our Xmas column we expressed the wish that the JO ANN JORDAN TRIO would soon return to L.V. Santa heeded our plea 'cause they are now entertaining us with their

JOE BURTON

SESSION



Lullaby Of The Leaves
Unchained
Roulette
Person From Moscow
Boris's Tune
Sometimes I'm Happy
Almost Like Being In Love
Please Don't Talk About Me When I'm Gone
It's Easy To Remember
Jo Rautin
Albert's Blues
Yardbird Suite

special routines of music and fun in the Riviera Starlight Lounge. . . . Entertaining their 70 yr. young mother is proving loads of fun for MR. and MRS. R. A. BROWN and MR. and MRS. R. M. BROWN of Alberta, Canada. Just a question of who's going to be first to say "quits" — bet it won't be "MOM." . . . RUBY JORGENSEN swam out of L. A. (the rains came) and was happy to return to FLV And the D-I drug store. . . .

LOUIS SALDINA, charming maitre d' with the infectious smile at the Thunderbird, remains perpetually young because of an excellent philosophy, he *thinks* young. . . . Really wonderful to see EDNA HAWKINS, D-I change girl, back at work. This popular girl underwent a serious spinal operation recently in a San Diego hospital. . . . The Crown Room of the Royal Nevada may open soon to the merry music of CAB CALLOWAY and his COTTON CLUB REVUE. . . .

JIMMY WHITE, erstwhile stage mgr. at the Dunes is now acting as traveling stage manager with the LARRY STEELES' "SMART AFFAIRS." This package is now playing the Village in

S.F. . . . MRS. B. MILLS of the D-I smoke shop, taking a month's leave to vacation down in San Antonio where she will visit her son, in the heart of Texas.

Popular hotel man, JOHN TEGELER, DI front desk, leaves this field to take a position as Radiation Safety Engineer with Reynolds Electric. The new job will put JOHN at the Mercury Atomic Test Site. . . . Congrats to EDNA SCHEPPMAN, (MICHAEL CORDAY'S sister and co-worker). It was a 6 lb., 8 oz. boy. Hubby, GENE, is with Western Air Lines. . . . That's 30 for another week. Be seeing you 'Round Town.

HILLSWAY

(Continued from Page 15)

place hasn't changed a bit since then. Arthur Desmond, Public Relations Director for the Sherman, entertained me at lunch in the gorgeous College Inn Porterhouse downstairs, and also, saw to it that I had one lunch over at their ultra-swank PUMP ROOM in the AMBASSADOR EAST, which is to me one of the very top places in the world to dine. He also showed me through the TOWN HOUSE on the roof, which is an elegant lunch club all glass-enclosed with a superb view of the lakefront. The membership of the club is made up exclusively of young Jewish businessmen who work in the loop. I hated to end this "siesta" in the windy city by returning via TWA tourist flight to Los Angeles, but as the old saying goes, all good things must come to an end. And after only six hours of the smoothest ride imaginable, I was magically transported from sub-zero weather to the land of sunshine. Truly, an age of miracles now has become common-place.

SILVER SLIPPER

(Continued from Page 21)

a whirling dervish, herself. The blonde beauty is captivating. . . . For lilting

songs that send you off on a journey of reminiscing, THE BARBARY COAST BOYS (BOB FISHER and MILT FIEBER at piano) are the greatest at this barber shop warbling.

. . . For novelty, THE PEOP-ETTES are an unusual puppet act, using their own heads — a half man — half puppet caper that is striking in its unusual treatment. . . . And hold your fire, boys, "JESSIE" JAMES is back, belting out those songs with the equal perfection as did another famed "Jessie" sight the whites of your eyes at a 100 yards. JESSICA JAMES former leading woman of the recent George White's Scandals of 1957, has joined the SILVER SLIPPER regulars, and this flaming tressed thrush is one of the most dynamic additions this cast has boasted in many a moon. . . .

Diminutive comic SPARKY KAYE, gorgeous MISS NEVADA, wow wow MAC DENNISON, emcee JIMMY CAVANAUGH and the ravishingly beautiful SILVER SLIPPERETTES, all are the solid touch in this package, together with the musical backing of maestro GEORGE REDMAN & HIS ORCHESTRA.

THUNDERBIRD

(Continued from Page 21)

Sophie Tucker," she'll win your heart with her infectious smile and captivating mannerisms. . . . A surprise item in this exciting Revue package is a curvaceous and lovely Warner Bros. film star — Brunette TULARA LEE. She's a comedienne who sings, dances and "acrobats." A humorous bit is when she invites a patron to share the stage with her. You'll hold your breath, then laugh uproariously when the "slips" occur. . . . PEG LEG BATES — a "wonder man" of taps, continues to astonish all with the perfect precision and rhythm of the "wood" in all his syncopated numbers. . . . BOY FOY, master of balance and con-



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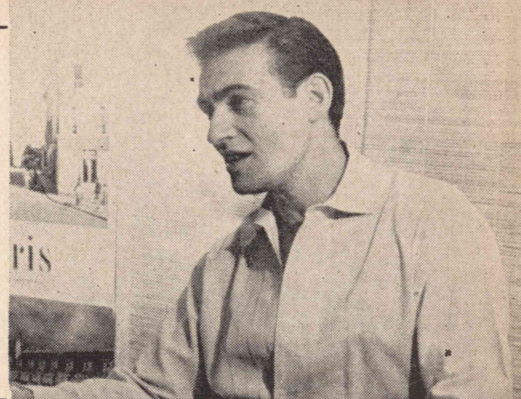
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At The Hotel

NEW FRONTIER

RIC MARLOW



trol, will keep you in suspense as he plies his art in juggling, all done on various-sized unicycles. . . . The rhythmic blend of voices of JIMMY CLARK and the UP-TO-DATERS is a youthfully refreshing segment of this package. They also entertain in the Lounge. These lads will bear close watching in the field of trios. JIMMY CLARK is the M.C. for the entire Revue. . . . The JUNO CALYPSO TRIO, featuring calypsonian dancing of JEANNIE THOMPSON, precedes the colorful closing number of Trinidad flavor and pleasing patrons with re-appearance of the show's star LENY EVERSONG, and INTERNATIONAL beauties, among whom is exotic MAI TAI SING, original star of the "China Doll Revue." . . . GAIL ROBBINS backs up the International flavor of this show with two beautiful production numbers.

MIGHTY MIXTURE

(Continued from Page 17)

records indicate or the public knew. He made up his mind to beat an opponent months before the fight. . . .

The best commercial plug for a product in a movie comes up for Tuborg beer in "Anastasia." . . . The next time you think of a blonde, all lady, beautiful and charged with class, we'll bet you start and stop with Madeleine Carroll of 1939. . . . The Polonaise is one of the most spirited restaurants in this town. And the food happens to be excellent. . . . Can't think of the 1960 elections without feeling that John Kennedy and Henry Cabot Lodge will figure as possible candidates for the veep spots on their respective tickets.

OBSERVATIONS

(Continued from Page 5)

20 tent school house by a Methodist clergy, Dr. Bain.

After Clark's Las Vegas Townsite was opened, churches of several denominations were established and as early as 1908 the fine Episcopal Church which used to stand at the corner of Second and Carson, was built. Since that time churches of many denominations have been built and now religious services are held every Sunday in more than fifty churches. This, it seems to me, is ample proof that Las Vegas is well endowed with the spirit of religion.

What started me off on this cultural vein is the fact that one of our near friends, Hubert Turner, is opening a new avenue of culture in the form of a series of most interesting book reviews given over the radio, 1050 on your dial, each morning at 8:30. That morning broadcast is leading us into new and pleasant channels of thought and is being listened to with interest by a large audience.

Mr. Turner has quite an extensive library of rare, old books from which he gathers the material for his programs. The response to his broadcasts prove conclusively that Las Vegas is not lacking in literary talent and culture.

Of course everybody knows that Las Vegas is dubbed "the entertainment center of America," because in our great resort hotels the best and most costly talent of the stage may be seen all for the price of a good dinner. That is made possible by our licensed and strictly controlled gambling. We do not close our eyes to the well known fact that nearly everyone enjoys a

game of cards and likes to make a little bet. If you go to New York you may see great shows to be sure, but the cost will be as great or greater than for the same attraction in Las Vegas, with no fine dinner included.

The more I think it over the more I am convinced that there is no state in America in which the mass of the people live cleaner lives than right here in Nevada. We make every effort to drag crooks out into the open where they may be properly dealt with. Then the crooks, cheats and swindlers know there is no place in Nevada for them and they are gradually learning to keep away from us.

As evidence that we are not a lot of ignorant goofs in Nevada, please cast your eyes over our very fine school system. Our State University, although comparatively small in number of students, stands high among the best in the land.

From the very day the little town of Las Vegas was founded, our schools have been our chief concern with good results. You people who decry our moral status will, we hope, look over our very fine schools in Las Vegas.

I am sure that no other city can point with more pride to its great high schools and its many fine elementary schools. It sometimes has been hard to keep our schools up to requirements, but we have done so. The fact that Las Vegas is keeping abreast of the demand for the best possible education for our children, is evidenced by the fact that already a branch of the University of Nevada is established here with an initial enrollment of 600 students.

What I am trying to say is that we resent being derided because we have taken the gambling evil by the horns and are shaking the crooks and card sharps out of it at a rate that makes them whine.

Those who know Nevada best believe sincerely that we are on the right track. And Nevada intends to give the present system a full and complete trial before we think of going back to the old system with its greater evils.

Honesty is still the best policy; but, strange to say, some people feel they cannot afford the best.

Coming Attractions ON THE FABULOUS STRIP

DESERT INN

APR. 2 THRU APR. 29
THE McGUIRE SISTERS
APRIL 30
JANE POWELL

The Dunes

HELD OVER INDEFINITELY
**MINSKY GOES
TO PARIS**

El Rancho Vegas

APRIL 18
**JOE E. LEWIS
ZSA ZSA GABOR**

Flamingo

MARCH 28
PEARL BAILEY

NEW FRONTIER

APR. 1 THRU APR. 21
JONATHAN WINTERS

Riviera

MAR. 13
DENNIS DAY

SAHARA

APR. 2 THRU APR. 22
**LILLIAN ROTH
JOSE GRECO**

The Sands

MAR. 20 THRU APR. 9
WILL MASTIN TRIO
starring
SAMMY DAVIS, JR.

Thunderbird

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HAL BORNE AT THE PIANO



THE HIGHTOWERS



THE BEACHCOMBERS
WITH NATALIE

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ANTONIO MORELLI and His Music

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Costumes by: Mme. Berthe

Jewels by: Coro

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CLARK BROTHERS

THE CUES featuring JIMMY BREEDLOVE

ROMAINE BROWN and THE ROMAINEs

THE BEACHCOMBERS WITH NATALIE

PEPPY MORREALE TRIO

Ernie Ross Trio • Tommy Doyle

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Sands

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