

Jack Boritz

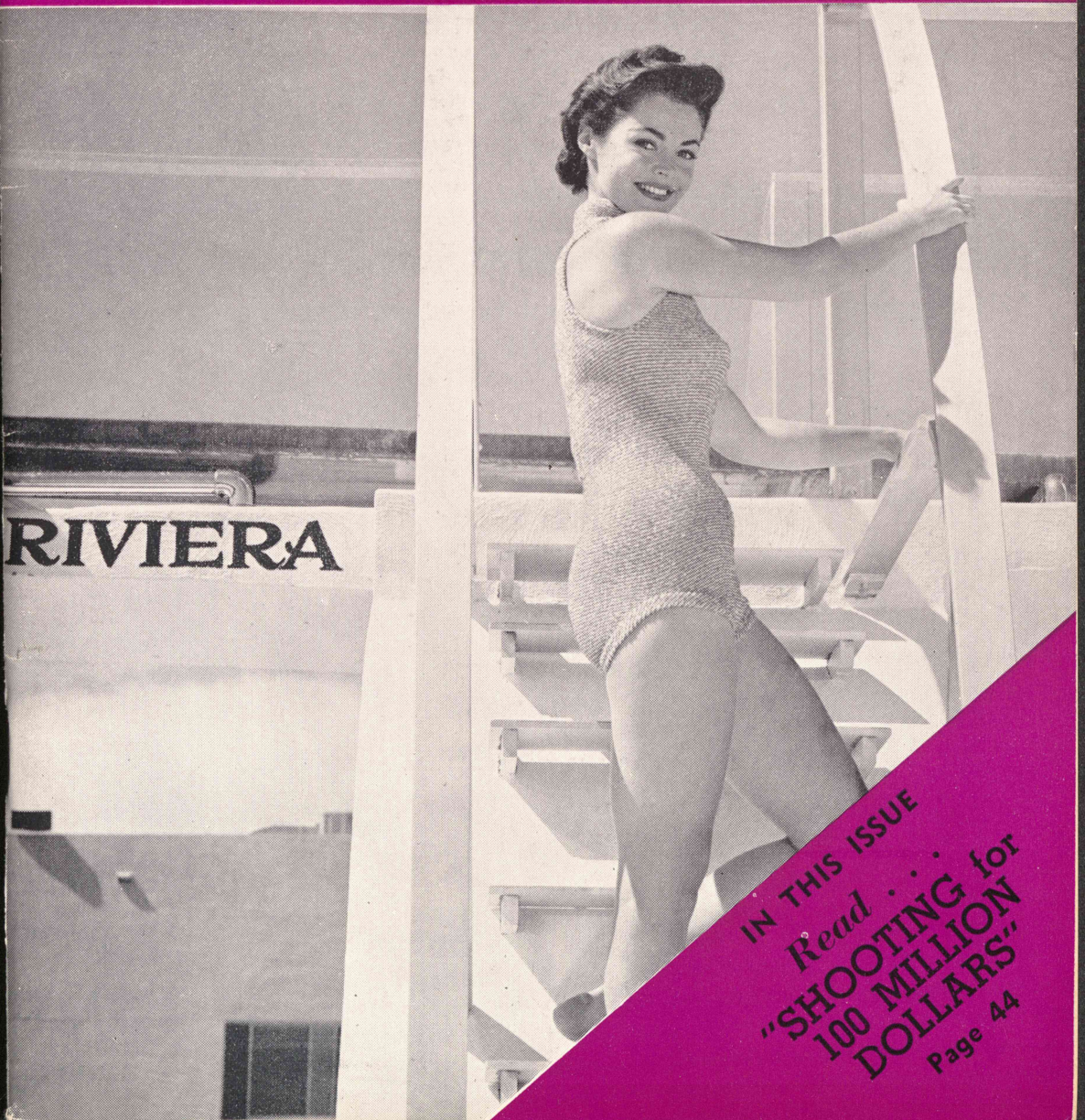
MARCH 30, 1957

25c

# Fabulous

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LAS VEGAS Magazine



IN THIS ISSUE  
Read . . .  
"SHOOTING for  
100 MILLION  
DOLLARS"  
Page 44

EL RANCHO VEGAS  
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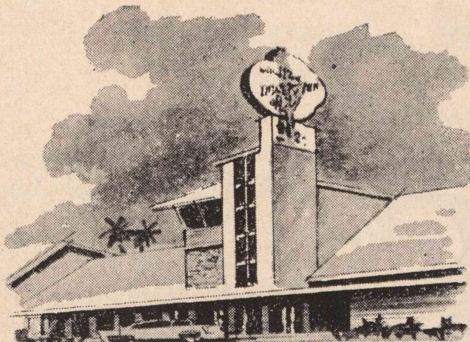
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*Wilbur Clark's*  
**DESERT INN**

# OBSERVATIONS

by CHARLES "POP" SQUIRES



## SPEAKING OF THE WEATHER

**I**N June of 1908, Msrs. Nicklin and Corkhill, owners of the town's only newspaper the "Las Vegas Age," wanted to get out of the newspaper business. I had just returned from an unsuccessful trip East to raise some business capital and was discouraged and almost broke. The country was still in the throes of the Depression of 1907, and money and optimism were scarce commodities. But the idea began to grow on me that perhaps, with this little weekly newspaper I might possibly be able to bolster the town's morale and, in a remote way, help Las Vegas get back on its feet. So, I bought a newspaper. But, now the problem was to find some news to fill up that newspaper . . . and fell back on the old reliable, the Weather. And, believe me

— in this country, the weather is news.

And especially back in those days, when most of the living quarters were only tents and shacks, and the unbearable heat and the unbearable cold and the countless millions of flies all made themselves felt. The question of the temperature often rose, and I was anxious to learn definitely what degree it actually was. The heat often felt as high as 149 degrees, and many expressed suspicions of that much and more.

Across the track from the railroad station I had noticed a box which I recognized as a shelter for United States Weather Bureau thermometers, and was told the station agent was too busy running the railroad to pay much attention to the weather and the records were not being kept. So, I took it upon myself to walk over to the weather

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JACK CORTEZ

**Fabulous**  
**LAS VEGAS**  
*magazine*

FABULOUS LAS VEGAS MAGAZINE — PUBLISHED WEEKLY, 1210 Stewart Ave. Publisher: Jack Cortez. Managing Editor: Bruce Barton Cortez. Art Editor: Joe Vergara. Advertising Manager: Hal Halstead. Staff Photographer: Bernard of Hollywood - Las Vegas. Address P. O. Box 748, Las Vegas, Nevada. Telephone DUDley 4-4922. Accepted as Controlled Circulation at Las Vegas, Nevada.

VOLUME IX, NUMBER 2 — MARCH 30, 1957

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THE **NEW PIONEER CLUB**  
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ONE THOUSAND



By Harvey Schuman

FLV welcomed a new Fabulous to the beautiful Royal Nevada Hotel — The **FABULOUS TONES**. This group, making their first appearance in "Show Capital USA," are packing the lounge nightly. And well they should with their renditions of "Blueberry Hill," "Danny Boy," and Rock & Roll. Versatility is the word for the entertaining **FABULOUS TONES**. Why not see for yourself at the "Wonderful Where in Las Vegas" — the Hotel Royal Nevada. . .

Say, **SONNY HEATH** — what's with you and the New Pioneer Club, and that big man **VEGAS VIC**? Are you trying to start a new trend in FLV? We've seen people play slot machines and hit jackpots, but a jackpot every half minute? Never! (And if you readers want to see this amazing sight, just hop down to the New Pioneer Club, see **VEGAS VIC** in person and take a listen to that wonderful sound of "JACKPOTS!" . . . The Sands Hotel has the very clever **ARTHUR WALSH & COMPANY** in the Copa Lounge. **ARTHUR** mixes comedy, dancing and singing into as enjoyable a group as these tired old eyes have seen. Dancing comes easy to this fine performer and he loves to answer requests for special steps from his audience. If you happen to be there when

**ARTHUR'S** on stage, be sure to request his version of a strip tease dancer — it's a riot. . . Have you ever felt like just plain relaxing to pleasing music and not know where to find it? Well, then. You haven't heard **RONNIE ROSE** at the Royal Nevada. Piano and organ are this man's cup of tea — and you'll find yourself in a listening mood when **RONNIE ROSE** is on stage. We predict a long stay for **MR. RONNIE ROSE** and his nimble fingers. . . The **NILSSON TWINS**, now appearing at the Golden Nugget are a real must if you like beauty and voice combined. These blond, vivacious identicals really sing up a storm. Their novelty numbers, such as "Pity the Poor Girl Singer" will tickle your funny bone, and "Saddle Your Saddle" will have you jumping in your seat. Don't miss this splendid group. . . **McINTYRE AND ROBINSON** with **JONI WILSON** are still going strong at the Dunes Hotel. Very seldom will you see drums, piano and a beautiful gal singer so entertaining. . .

Stopped in with **FREDDY BELL** and **THE BELL BOYS** (a smash at the Sands Hotel) to eat the best Pizza in town at Duffy's Tavern. **FREDDY** was amazed to find that two Germans owned Duffy's Tavern (an Irish name

(Continued on Page 21)



**FOOD, FUN, &  
ENTERTAINMENT  
24 HOURS A DAY**

Sammy Lewis Presents

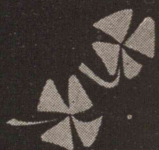
**DENNIS DAY**

Carsony Brothers

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**Starlight LOUNGE**

CONTINUOUS ENTERTAINMENT  
From Dusk 'til Dawn

**The Novelites**

★  
**Lenny Kent**

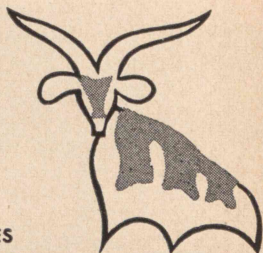
★  
Jacqueline Fontaine

★  
ERIC LAWRENCE TRIO

★  
BOBBY PAGE

A DINING THRILL  
YOU'LL ALWAYS REMEMBER!

the choicest of prime steaks,  
ribs and fowl  
are flame-broiled on huge  
open rotisseries!



FINE FOOD  
AT EXTREMELY  
MODERATE PRICES

**HICKORY Room**



**A**PRIL 4th has been set as the tentative opening date for the fifteen million dollar TROPICANA HOTEL. This newest member to the FLV bistro family is located on forty acres of land, twenty-six of which are still under construction. KEY HOTEL PERSONNEL include President T. M. SCHIMBERG—Vice President PAUL S. ANDERSON—LOUIS LEDERER (a familiar figure on the local scene) who will serve as Secretary-Treasurer — General Manager, our popular ROBERT O. CANNON — Operations Manager, CHARLES BARON — Casino Manager, J. K. HOUSSELS, Sr. — Executive Supervisor of Cuisine, ALEXANDER PERINO — Maitre D' will be EMILE HOLINER. Employees will number about 550 persons, approximately one for each guest to be accommodated. . . . Our buddy JACKIE FIELDS will be among the genial gentlemen greeting guests at this fabulous spot. As you know, he was formerly the Welterweight champion of the boxing world. . . . Show producer is star discoverer, MONTE PROSER, whose name is known to all; primarily for his New York COPACABANA days. . . . GORDON JENKINS is the master hand behind the music and lyrics with Lyricist TOM ADAIR lending his professional talents. (He wrote "Julie.") . . . An interesting detail about the Tropicana are the picturesque "Peacock Alleys." These lead from the lobby to all other areas and make it possible to bypass the casino in reaching all sections of the hotel. . . . Lest we forget! EDDIE FISHER is definitely set as the initial star to appear at the Tropicana. . . . We wish the TROPICANA strong footing in a

long and continued existence that will know nothing but success . . . and that's for sure. . . .

Watched the bowling representatives at their kick-off State Tournament luncheon which was televised over KLAS-TV on "Noon at the Dunes." We must say the gals looked more like fashion plates than athletes. At one time, women who indulged in sports were depicted as gargantuan amazons. Today, the strongest women athletes look like the most delicately helpless females — with one exception — these gals have their muscles in the right places (forgive us, "Oil!"). . . .

Quick-silver blonde ELAINE STEWART, co-starring in "The Tattered Dress" has gotten the jump on millions of Americans. She just completed all her Xmas shopping for next Xmas. . . .

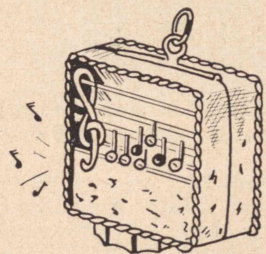
In from Toledo (stopping at the SANDS HOTEL) are the FRED MICKELS. Mr. M. is DANNY THOMAS' cousin. Even if you didn't know that, you couldn't miss the family resemblance. It's really amazing. Fred was in the cleaning business in Ohio and has moved his family to Beverly Hills where he will go into same type of biz as in Toledo. . . .

Oh, pish tosh! Now someone is suing JOE W. BROWN (of the HORSESHOE CLUB), claiming Mr. B. used his brainchild of displaying a million dollars. The plaintiff, Mr. John Arthur, claims he held "trademark applications to exploit the display of 100 \$10,000 bills." In our Den at home we have a few frames displaying U.S. pennies, nickels, quarters, etc. Wonder who holds trademark rights on this display and whose brainchild did we invade??

(Continued on Page 21)

**L. S. M. F. J.**  
**LUCKY STRIKE means faster Jackpots**  
"Where Jackpots are won, not just advertised"  
... it's always LIGHT UP TIME at the LUCKY STRIKE CLUB  
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**JUKE BOX** — set with ruby, sapphire and emerald  
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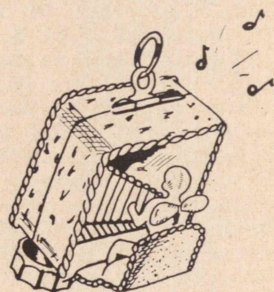
**ANGEL-PLAYING ORGAN** — all Gold; no stones  
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ALL PRICES INCLUDE FEDERAL TAX

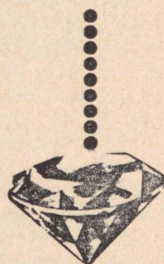
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*An Accurate Glimpse of the Future*  
**CRISWELL  
PREDICTS**



## WHAT PEOPLE WILL DO

**P**REDICT that Dictator Franco of Spain will cause the diplomatic fur to fly when he faces the World Court and calls a spade in the coming Gibraltar hassle! . . . I predict that Emily Post, who helped give manners to millions, will have her entire social do-and-don't filmed for television, which will prove the best American fad! . . . I predict that Charles Lindbergh will receive Congressional recognition over his latest hush hush discovery based on a new concept of scientific principles! . . . I predict that Lillian Gish, one of our greatest stars, will appear in the title role as Mother Cabrini in "20th Century Saints" a deeply moving motion picture on Faith! . . . I predict that President Eisenhower will personally direct new aid to all veterans in hospitals and others who are receiving medical aid! . . . I predict that Sir Winston Churchill will roundly denounce the present attitude and actions of Canada against the Crown, which will result in a divided House of Commons! . . . I predict that Edna Ferber, who wrote about Texas in "Giant" will next bring a blush of shame to the cheeks of a famed San Francisco family and their scarlet past! . . . I predict that Thomas E. Dewey will shock all Americans into a new reality of economy when he reveals the full plans for the St. Lawrence Waterway and what it will mean to the future protection and security of all!

## COMING EVENTS IN YOUR FUTURE:

I predict the next innovation of the funeral profession will be a plastic

transparent casket, which can be hermetically sealed plus a new type of embalming, which will permit your body to be kept a century, so that your descendants will be able to see exactly what you looked like! This new embalming method will make front page news when announced! . . . I predict that your next outdoor hobby will be that of hunting for "Lost Mines and Hidden Treasure" from the details given by Leland Lovelace in a book by that name. This healthy outdoor hobby will help to remove the tension from our 20th century living! . . . I predict a drive by our Federal Treasury to have each and every American declare any money they may have on deposit in any foreign bank outside of our borders as a precaution against favoritism in high finance! . . . I predict that the next rage in record players will be portables, the size of a handbag, with tiny records 3-inch disks in a built in storage panel! . . . I predict that barley, the much neglected grain, will soon be the new health food, with barley bread, muffins, pie-crusts, cake mix, icing and even ice cream! . . . I predict that national sponsors of television shows will become the thing of the past with segment or spot buying from July 1st on! Many top programs can be bought on a local basis cheaper than the local advertising rate, in an effort to control the power of the network! . . . I predict that imported items from France will cost you less in 1958 due to the coming import-export tax revisions!

## FOR PEOPLE AND PLACES:

Grace Kelly: You will receive the coveted award for your unselfish work in Catholic Charities for 1957! . . . Bos-

(Continued on Page 41)

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

CONTINUOUS FROM 1 P.M. • CARDS ONLY 3 FOR 10¢ • at the LUCKY STRIKE CLUB  
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to a summer evening  
cocktail party, very  
prettily slim sheathed

in a **bonnie best** original

It's custom-made of  
embroidered cotton  
satin. Colors are  
camellia pink,  
pastel blue  
and white

69.95



Model: Bette Thomas

**bonnie best**

Open daily from 10 A.M. to Midnight

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(DISCOUNTS ON ALL STANDARD MERCHANDISE)



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We cannot possibly list all the items we carry.  
Please call us for anything you may need or want.

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**CASINO ROOM**  
. . . **ROULETTE . . . DICE . . . "21" . . . ETC.**

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with **HAL HALSTEAD**

**THE CARSONY BROS.** are currently thrilling Riviera Hotel patrons with their precision acrobatics in the feature spot on the DENNIS DAY show. The boys, CARL, and twin brothers JOE and BERT were on the receiving end of a surprise "thrill" when they were greeted by platinum haired DOREEN ANDERSON of the Lanz Shop on their arrival in FLV. They first met in Glasgow, Scotland back in 1949 and in 1952 the boys attended a going-away party given for DOREEN who was leaving England for Halifax, Nova Scotia. Wherever you are or wherever you're going — when you leave friends just say "See you in Las Vegas" — it's a safe bet that you will, sooner or later. . . .

"CHRIS," Dunes phone "op," with hubby, AIRMAN 1st CLASS ROBERT POWERS and their three children are getting "shot" — It's all in preparation for their trek to Madrid. BOB takes up his duties there and all are happy that they can travel and stay together for the three year "stint." They leave May 16th. . . . Let TOM FORD, El Cortez bar manager tell you about an enjoyable week-end he spent in Phoenix, Ariz. recently. . . .

"TISH," C. W. in the Cirque Room

there has been "hostessing" her parents, MR. and MRS. SAM E. RAY of Chiloquin, Oregon during their vacation here. . . . Bet that LENNY 7, KATHY 10, and RENEE 12, were happy to see "MOM." FRAN RUDOLPH, another Dunes phone "op," recently spent a week with her daughters in Pomona, Calif. . . . Buddy Victor, from Brooklyn, and Al Osten, Larry Amanto and Doug Wells all from Toronto, Canada, met, sang and made it a foursome. They are the ROVER BOYS, ABC PARAMOUNT recording stars now featured in the El Cortez Cirque Room. Great talent these boys have and they will undoubtedly return to "Showtown" many times. . . .

"CHRIS" GRAHAM, formerly of the New Frontier, is now catering manager at the Hacienda Hotel. . . . If SHARI of the SHARI and the LIME-LIGHTERS group says "Come up and see my sketches" — she means just that. It's a hobby but she excels at it. I caught her doing one of BETTY GEORGE at El Rancho. And she sings too — "Catch" this trio entertaining at the Showboat. FREDDY HODGES plays accordion and vibes and ERNIE BANDICS strokes the bass viol while SHARI drums and vocalizes and it all makes good listening. . . . CLIFF FERRE "colabbing" with MARK MCINTYRE (PRUDENCE & PENNY'S DAD) on another future "song hit." They did "THE MONEY TREE." . . .

The HARBOR SPORTS CAR CLUB of L. A. wind up their precision run to L. V. when they clock in at the Hacienda Hotel around 10 A.M. 126 cars will be tabbed on their arrival. Climax will be the awarding of trophies, a banquet and dance in the Palomino Room at that bistro this evening. They leave at 6 A.M. for the return trip to L. A. —(Oh, My Aching Head.) . . . Wedding bells for NANCY RIDDLE, daughter of Dunes Pres.,

(Continued on Page 43)

*this week's cover...*

Visiting our FLV and having a "ball" is BARBARA DARROW, Starlet and famous Cover Girl of National publications. Miss D was photographed at the Hotel Riviera's Olympic Pool by Bernard's of Hollywood and Las Vegas.

OPENING  
★  
THURSDAY  
★  
APRIL 11th



in the Beautiful  
Palomino Room  
in the . . .

HOTEL

HACIENDA

COLE PORTER'S

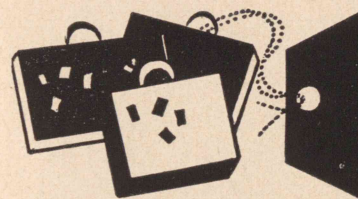
# "CAN CAN"

MUSIC By



TORRIS BRAND  
and his  
Orchestra

MAY WE SUGGEST YOU CIRCLE THE DATE ON YOUR  
CALENDAR FOR THIS GREAT *Musical Comedy*



Hillsway  
by ROLAND HILL

I AM currently spending my "vacation" here in Las Vegas at the wonderful BLAIR HOUSE working on two new books — the EIGHTH EDITION OF HILLSWAY (a travel guide that tells where to go, stop, eat, play and shop—listing some 7000 of the best places in the country and Europe, with over 300,000 copies in past editions having been sold in every country of the world, even behind the Iron Curtain to Russia and Communist China) and an entirely new book to be titled WHO'S WHO IN DINING AND LODGING that the WHO'S WHO HISTORICAL SOCIETY OF CALIFORNIA is going to publish. It is some job trying to keep track of so many fine places and get just the right wording in each writeup of the places in Las Vegas and Boulder City. To date I have heard only from the DUNES, FREMONT, TUMBLEWEED, WILBUR CLARK'S DESERT INN, KIT CARSON AND RANCHO ANITA MOTELS, EL CHOLO RESTAURANT, BLAIR HOUSE, and FOXY'S. The rest have all been contacted by CERTIFIED MAIL. I hope they will make it easier for me to give Las Vegas 100% coverage of the places I want the public to know about — they can contact me here this month if they have any questions. It is hard trying to help places get publicity when they won't help themselves — we writers and recommenders can give all the publicity in the world and if the places won't cooperate from their end, it is all for naught; i.e., like putting up outdoor signs showing that they are recognized by and approved for patronage by HILLSWAY, sending in their listings so that the book can give the right info, and by using this recommendation in their advertising in newspapers and periodicals, on their stationery, post cards and menus — then these recommendations fall by the wayside — it is just like plays and movies; they all want all the critics in the world for them and so why shouldn't hotels and restaurants and motels and night clubs

want all the recommendations they can get and shout it to the world.

I see the Dale Carnegie course is about to start here in Las Vegas. I am sure that every service employee and casino employee has already taken this course for it is an ever increasing wonder to me how these folks can remember every person that comes into their place, no matter how seldom or how often. It is these folks that bring me back time and time again ever since my first visit in 1940. I write about Las Vegas who do so much for Las Vegas and to name just a few: . . .

Nat Hart, the stately and dominant figure who is Maitre D' of the Flamingo Room does a magnificent job and sees to it that every person in the room has the right service which comes under the heading of having a wonderful time. He has surrounded himself with just the right captains and help; i.e., Hans Rubin, Larry La Penta, George Wysznski, Al Marks, Hugo Codabo, Jack Mitchell, Dave Marcus, Pierre Thomasset and Glenn Ours. At the Helen Traubel show the other evening May Alexander, took care of us beautifully as did Marge Devereaux, the cocktail waitress, both of whom have spent the past ten years working in this room. Missed Helen Leahy who used to be Nat's secretary and upon inquiring found that she had stepped up into the Line on stage and had just recently been married — a new way to get into the act and on stage: via the Maitre D's office.

Also stopped in at DOT'S FLOWER AND GIFT SHOP for a bouquet to take to a friend of mine, Dave Cotner's wife, Joan, who just had come home from SOUTHERN MEMORIAL HOSPITAL with a 6½ pound baby girl, Dorothy Lynn. Dave is now dealing at the LAS VEGAS CLUB — he had been at the WESTERNER for years. I hope Tutor Sherer and his associates and other owners here will realize how fine Dave is and give him a real break — he is one dealer that can deal any game and

(Continued on Page 43)



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**FACT MART:** There are two Smiths and a pair of Cases in the United States Senate. . . . Julie Wilson's poodle is named Black Bottom. . . . The Baker Mansion at 75 East 93rd St. is up for sale — with these provisos. No purchaser can turn it into a furnished room building; nor can the buyer demolish the structure to make way for an apartment dwelling. The house has this great distinction. We believe it is the only building in N.Y.C., or maybe the world, that has its own railroad siding underneath. Connects to N.Y. Central. Used once to accommodate Mr. Baker when he travelled. Anybody for Chicago?? Hilarious as he is and he does grab off laugh after yak, Eddie Mayehoff, in "A Visit From a Small Planet," using the author's material, is doing his old Ruban Bleu and Blue Angel night club act.

**Report From An Itinerant at a Stop Light:** Dinner at Quo Vadis for a most enjoyable session with the knife and fork and glass. Watching Gino handle it all alone; partner Bruno vacationing in Florida. Learning that Italian Rose wine can be the equal of the French. Running into sportscaster Harry Wismer, who years ago screamed for Pacific Coast representation in the Major Leagues. Now Herschel is working overtime to keep the Dodgers in Brooklyn. . . . Opening night at the Plaza's colorful Persian Room for our first glimpse at the internationally famous recording star, Jacqueline Francois. We missed her at her debut last year. With looks reminding of C. Colbert and some of the ease of Chevalier, Miss Jacqueline sells her act via rhythm, humor and pathos and all French 'chansongs'. She is an artiste thruout.

Easily the best female performer to trot over from Paris since la Piaf's first trek. Viva la Francois!!! A daylight chat with Sammy Kaye on Park Ave. We talked of the many romance items linking him with glamour girls in the columns. To which he replied: "One of them I don't even know, let alone being seen with her at a restaurant I have never been." . . . A grand two hours at the movies. A quartet of vignettes called "Gold of Naples." Some of the best acting and expert writing in too long a time. These pluses and Sophia Loren's too. . . . A lunch with newscaster Walter Cronkite to learn that his two little daughters were gifted with kittens by 'toycoon' Louis Marx. Knowing that Mrs. C. is soon to be a mother again we asked how the additions would be welcomed. "Very simple", answered Walt, "we'll have to get another kitten and a larger apartment." . . . A visit to the Cafe Rouge of Hotel Statler to give a listen to Freddy Martin's ork. Good music and good singers have always been Freddy's trademark. Review: As per always — smooth. . . . A pair of colleens spotted in Hutton's Lexington. Claire Fitzpatrick, "Miss Irish USA" and Vivienne McCullagh, "The Most Beautiful Colleen in Ireland." The latter brought over to meet the former for St. Patrick's Day by the Old Bushmill's Irish Whiskey. Now wouldn't you be knowin'!!! A look in again at Frank Parker's tip top tenoring at the Pierre and gathering the news that co-stars L. and E. Roberts are off on a three weeker at the Statler in Washington before returning to the Cotillion Room in early April.

**Laugh Brigade:** Funny while the world is filling up on Gaza, four countries are having their oil checked. . . . A wag called his Wall St. brokerage firm and the operator answered this way: "Merrill, Lynch, Pierce, Fenner and Beane." To which he replied: "How nice of you to remember all of them."

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Wilbur Clark's  
**DESERT INN**



**BEVERLEE  
DENNIS**

**OBSERVATIONS**

(Continued from Page 5)

station every evening about six o'clock, read the instruments and reset them. That is how I got into the weather business. About every week the record was published in the "Las Vegas Age," and I found it was a matter of real interest to its readers. After a year or two, I was appointed a Cooperative Observer for the U.S. Weather Bureau and moved the weather shelter to the back yard of my home at 407 Fremont Street. In 1927 it became apparent that there was a need for a regular weather station in Las Vegas, with an observer on duty day and night. Western Air Express had established one of the first air mail routes in America and complete weather reports were a necessity.

Las Vegas Air Field was moved to McCarran Field, eight miles northeast of Las Vegas, and a weather station was established with full-time weather observers. Later, McCarran Field was moved to its present location, eight miles south of town and its fine weather station went with it. It now has the important duty of directing air travel on one of the busiest routes in the country.

Those inclined to scoff at the government weather service may say, what's the use of a rain gauge in this country? In this country of little rain, the rain gauge is one of the most useful means of weather observation. It was upon the records of the average rainfall for this area that government engineers based their report to Congress of the great need of that gigantic structure, Hoover Dam, and other dams on the mighty Colorado River.

Although for the last thirty years rainfall in the Colorado River Basin has been less than normal and gives threat of leaving us short of water, these same records proved that rainfall in the basin is still sufficient. In order to provide ample water for the future, construction is now under way on a new series of dams on the Colorado. The lack of rain is not the only reason the rain gauge comes in handy. . . . In July of 1905, on a hot, blistering day a high wind suddenly came up, a black cloud of dust smothered us. Then it passed on and a torrential rain fell, and threatened to sweep us away — or so it seemed.

In our 30-room tent "hotel," I secured a small gang of men and worked all night trying to protect our bedding. In the morning we stood out in front of the hotel shivering and cold and wondered where we'd stored our coats last spring. How much rain fell that day and night we'll never know. But after the weather station "adopted" me, were recorded several notable storms, the most violent being on the afternoon of August 23, 1923. At that time I was Las Vegas' postmaster as well as the weather man, and about four o'clock a violent storm bore down upon us from the west. Lightning struck many times in town, tearing great holes in the roof of the railroad shops. Water ran four to six inches deep through every building on Fremont street. I barely missed being struck by fragments of the plate glass windows in the post office.

I am sure Judge A. S. Henderson still remembers his narrow escape from death in the Clark Building (now part of the Las Vegas Club.) Our rain

(Continued on Page 21)

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• APRIL 2nd •

*Frankie Laine*



## OBSERVATIONS

(Continued from Page 19)

gauge registered a fall of 1.92 inches of rain in a period of twenty minutes! There have been many more memorable downfalls since then, but as the man said, "Everyone talks about the weather, but no one does anything about it."

## LOUNGE STARS

(Continued from Page 7)

if ever we heard one) and served Italian food. Well, Freddy, That's FLV. Look for the unusual and you'll find it in our town. . . . The MARY KAYE TRIO, back at the Sahara Hotel, and a more welcome sight you may never find. It is our opinion, **this is one of the truly great groups of our day.** Welcome home, kids and we know you'll knock them dead. . . .

Took the beautiful wife over to HOBE' JEWELERS at the Thunderbird Hotel to get some costume jewelry and found MANNY LOPEZ AND ELVI CORONA (now at the Flamingo Hotel) doing the same. For being in town so short a time they sure know where to buy their jewelry — and inexpensive too. . . . THE THREE SHARPS over at the Royal Nevada are doing what comes naturally, and that's pleasing their audience with their novel ways. . . . Hope you took our advice and dropped in the Riviera Hotel to see LENNY KENT with JACI FONTAINE and the fantastic NOVELITES. This is just about the last word in lounge entertainment. Nobody leaves after one show at this bistro, and most people stay till 6 a.m. To write about these performers is impossible — you have

to see them to believe. . . .

Well, folks — guess we've had it for the week so will close, hoping to see all of you while struttin' down the strip. Till then, "Hit another jackpot, Roll another seven, and a Happy Black Jack to all." . . .

## THAT'S FOR SURE

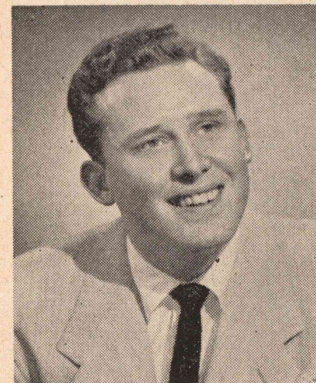
(Continued from Page 9)

Received a very enthusiastic call from COLONEL TOM PARKER who is 'flipping' over the quarter million dollar contract he signed for his boy ELVIS PRESLEY with MGM. The singer just completed a pic for HAL WALLIS, "Loving You," which stars ELIZABETH SCOTT and WENDELL COREY. . . . On March 28th, he began an eight day tour of one-nighters that will net him a pretty penny. Probably will break all existing "one nighter" records . . . if we know the Colonel. . . .

Just a little note to all of our readers: We feel you will find ROLAND HILL'S Special column of great interest this week. Read his story about the "One Hundred Million Dollar Shooter." The man to whom Rolly refers (CHARLES WARD, Pres. of Brown & Bigelow, Remembrance Adv.) is expected in FLV this week-end. At least — we hope so. . . .

MAMIE VAN DOREN, curvaceous screen actress, will be Queen of the Fifth Annual Tournament of Champions, to be played at WILBUR CLARK'S DESERT INN Country Club, April 18th thru the 21st. Her first official act will be to participate in a putting contest between WALTER WINCHELL and BING CROSBY, April 17th. . . .

(Continued on Page 37)



Happy to be associated with "Rich" Richardson

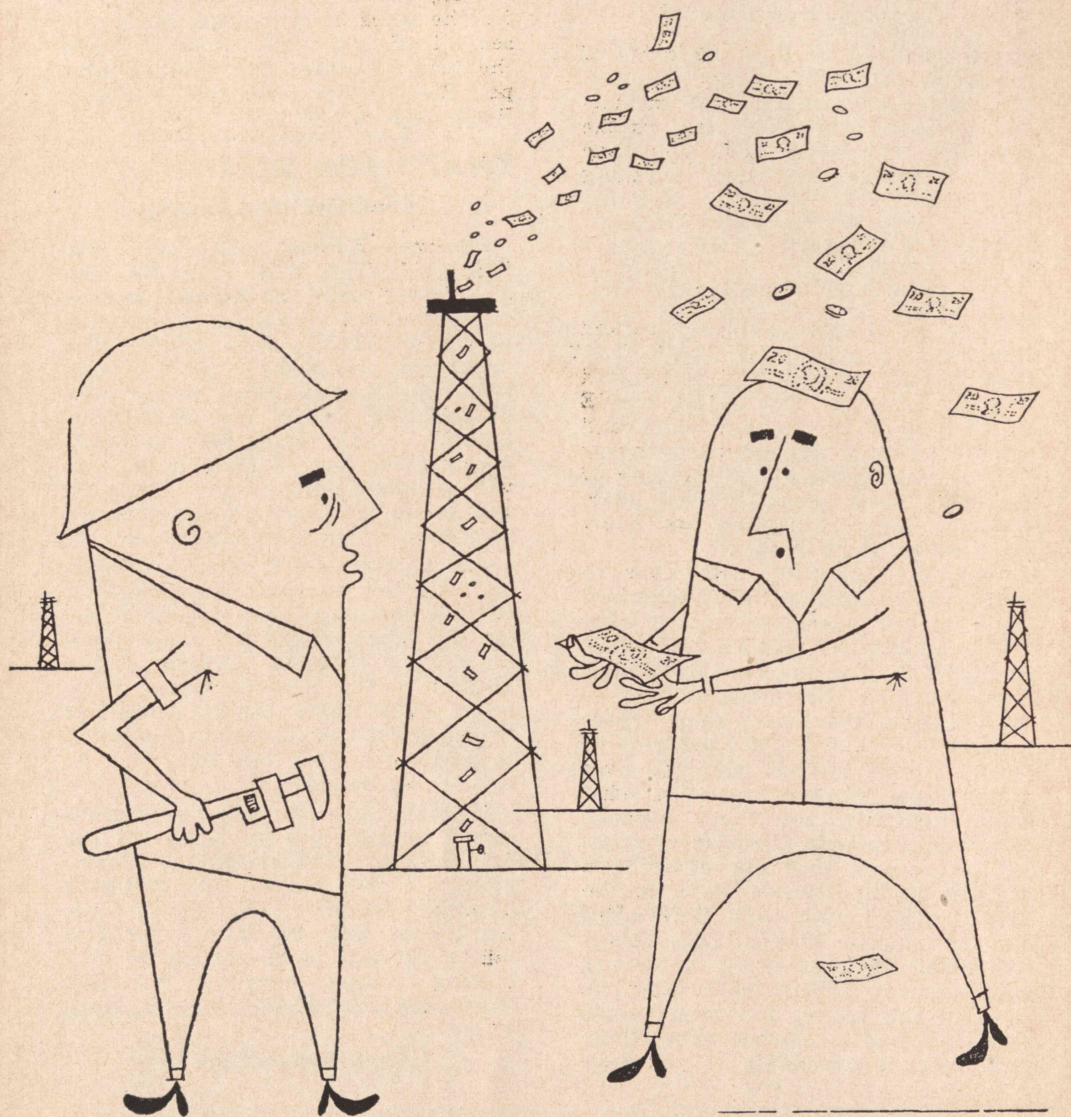
at the **Royal Nevada**

★ ★ ★ ★ ★  
**RONNIE ROSE**

MARCH 30, 1957

21

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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

March 5th thru April 1st

Show: Frankie Laine; Beverlee Dennis; Donn Arden Dancers; with Art Johnson; Carleton Hayes Ork.

"Showers in the Desert Room," showers of song from the inimitable FRANKIE LAINE. "Mr. Rhythm" in a smash revue proves why he's a top recording star in his program of outstanding hits; the return of that Adorable Menace, vocalist-comedienne BEVERLEE DENNIS; ART JOHNSON, of the beautiful voice as M.C. add to a "shower" no one wants to escape. . . . FRANKIE LAINE, poised, personable and America's foremost song stylist, demonstrates anew why he is tops among the nations' entertainment greats. His recent smash hit "Moonlight Gambler" is a "must" among his renditions of other favorites — includ-

(Continued on Page 29)

## The Dunes

(Not a Review)

March 28th thru Indef. Closing

Show: BEN BLUE and COMPANY, cast of 79 gorgeous gals; Special Acts; Special Choreography; Hoyt Henry and His Orchestra.

Our favorite, hilariously funny-man is back; opening in the Arabian Room with an outstanding cast of beauty and talent to the tune of 79 glamour gals, three distinct and separate lines of them plus, special music, specialty acts and SPECIAL Choreography! Rib-busting humor, beauty, superb dance routines, and girls, girls, girls. The mere mention of the name Ben Blue promises a show that is destined to satisfy and gratify all moods and tastes. Ben Blue and His All-Star Show will in all probability be a "must see," on everyone's list. More in next week's issue, plus other acts appearing with the comic.

MARCH 30, 1957

## EL Cortez

March 21st thru April 3rd

Show: The Rover Boys; Dr. Giovanni; Kenny Davis and The Red Heads; Buster Hallett Orchestra.

It's a hit show for the Cirque Room. It stars THE ROVER BOYS, four personable and talented ABC Paramount Recording stars. These harmonious fellows put on a wonderfully diversified song-fest that entertains musically, has your head shaking, your toes tapping and your hands clapping. BUDDY VICTOR, AL OSTEN, LARRY AMATO and DOUG WELLS also do some very fine impressions. Al Osten does a "Liberace" and rates cudors with "I'll Be Seeing You." Doug Wells does an impression of Johnny Ray with "Walking My Baby Back Home." Larry Amato pleases with a fine impression of Perry Comos' hit "KO-KO-MO."

(Continued on Page 29)

## El Rancho Vegas

February 20th thru April 16th

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

Seldom has any star received such ovations as those given to "Mr. T.V."— or still better, "Mr. Show Business . . . the one and only MILTON BERLE. 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 29)



## Flamingo

March 28th thru April 3

Show: Tony Martin; Alan King; Flamingoettes; Louis Basil Orchestra.

Producer Hal Belfer, always alert in presenting the very best entertainment to patrons of the Flamingo Room, has brought in (just for 1 week) the ever-popular, handsome and smooth-singing star, TONY MARTIN. His new songs, sung with an intimacy that makes each listener feel the song is for them alone, commands the hearty approval of both sexes. This man of great charm and always a STELLAR attraction again sings his way right smack, dab into your hearts. . . . Also on this same program in a triumphant return, is that inimitable jokester, ALAN KING. Taking most of his routines from life, this comedian finds an endless source of humor. Alan's

(Continued on Page 31)

## Riviera

March 13th thru April 9th

Show: Dennis Day; Carsony Bros.; Dorothy Dorben Dancers; Ray Sinatra & his orchestra.

Perfectly timed for St. Pat's holiday season is the new Clover Room show with singing star and a fine "Irish Tenor," DENNIS DAY; the exceptional CARSONY BROTHERS, recently returned to the U. S. from a smash tour abroad; two lavish production numbers by the lovely DOROTHY DORBEN DANCERS, ably backed by RAY SINATRA'S music. . . . DENNIS, the "wee brough of a lad," has the audience applauding with his always excellent presentation of "vocalure" in such numbers as "Flibberty Gibberty," "Make Believe World," "The Street Where You Live." He's a funster too, and with Og, the whimsical leprechaun, who is in charge of all Irish tenors, you'll get

(Continued on Page 29)

## Royal Nevada

Show: Fabulous Tones; Three Sharps; Ronnie Rose; Chico & His Afro-Cuban Group.

The "Wonderful Where" inked a very talented and entertaining group known as THE FABULOUS TONES. They last appeared in Miami, Florida and, after seeing them, you will also agree that Miami's loss is certainly our gain. This engagement is their first appearance in FLV. They excel in the talent department and their new material will keep you coming back for more and more. . . . The THREE SHARPS, who hail from San Francisco, offer clever impersonations and frantic antics that are pleasing and enjoyable. Bass, guitar and accordion make up this trio and guaranteed to appeal to even the most critical. Seldom have we heard the accordion played with such feeling and perfection. This is their

(Continued on Page 31)

## SAHARA

March 12th thru April 1st

Show: Tony Bennett; extra added attraction Constance Bennett; Moro-Landis Productions with the Saharem Dancers; Cee Davidson and his orchestra.

TONY BENNETT, fresh from a successful engagement at New York's Copacabana, opened in the Congo Room with another BENNETT, (no relation) CONSTANCE, of filmdom fame. The two B's make up another success package presented by this show-wise management. TONY B., versatile, personable and in fine voice gives out with such favorites as "I'll Be Seeing You," "It Had To Be You," "Taking a Chance on Love," and the beautiful "My Prayer." This wonderful singing star also presents a few numbers from his latest Columbia album entitled "Tony." Mr. Bennett can "belt"

(Continued on Page 31)

## TIME

## The Sands

March 20th thru April 9th

Show: Will Mastin Trio; Sammy Davis Jr.; Allan Drake; the Beachcombers and Natalie; the Copa Girls; Antonio Morelli and his orchestra.

Producer JACK ENTRATTER presents one of the great names in show business today — the WILL MASTIN TRIO, starring "Mr. Wonderful" himself, the one and only SAMMY DAVIS JR. To see SAMMY perform is a treat you owe to yourself. When this superb showman appears on stage, an air of realization and anticipation passes through the audience. SAMMY JR. recently starred in the Broadway musical "Mr. Wonderful," which left blase New York audiences "standing on their ears." He can dance up a storm like no one else, his impersonations are par

(Continued on Page 31)

## SHOWBOAT

March 21st thru April 3rd

Show: Vickie Young; Burt Henry; Nikki Joye; Garr Nelson; Mike Werner & his ork.

No need to "sit down, you're rockin' the boat" — the 'Boat is rocking and a'rollin' without any help from its passengers, except for the rousing applause and laughter through this entire new show. . . . VICKIE YOUNG, lovely and talented recording star gives out with vocals that delight the lovers of Rhythm and Blues, Rock & Roll, or just ol' fashioned sentimental ballads. And she's so pretty to look at, besides. . . . Reinforce your rib-cage. You'll need it to keep from expanding with laughter at the comicy of the happy wit BURT HENRY. He's not a relation to our HANK HENRY. He's a buffoon who'll send you home with muscles aching and only hoping you can remember

(Continued on Page 35)

## 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 a whirling dervish, herself. The blonde

(Continued on Page 35)

## 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 EVERSING, the Brazilian song-bird and a dynamic "chunko" 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

(Continued on Page 35)

*Thanks —*

JACK ENTRATTER

and

JAKE FREEDMAN

and

*the entire Staff of the...*

*Sands —*

*for one of the most exciting  
Engagements of our  
career.*

*The*  
**WILL MASTIN TRIO**

*The*  
**Sands**



Sammy  
DAVIS Sr.



Will  
MASTIN



**OUR STAFF**

Morty Stevens

Ernie Royal

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Nathen Crawford

John Hopkins

Charles Head

Paul Smith

*Oh yes—and*  
SAMMY DAVIS, Jr.

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FABULOUS LAS VEGAS

## DESERT INN

(Continued from Page 23)

ing, "Train," — by his own admission he went "arty" with the very beautiful new "Annabelle Lee." Throughout his generous program, FRANKIE proved his versatility by the perfect balance of belting of rock and roll and romantic favorites. . . . BEVERLEE DENNIS has established a high place as a big favorite on our Fabulous Las Vegas Strip, she sparks the tinder of wit and song with her combined talents toward laughter in full measure. The "Adorable Menace" hits a new high with her impersonation of the "Queen of Song," Sophie Tucker, and her standard bit as an elevator operator. BEVERLEE DENNIS will be around glittering among our fine comediennees for a long, long time. . . . The DONN ARDEN DANCERS in two colorful production numbers features lovely production singer, CINDY GIRARD as well as the excellent solos of dynamic DIANE VARGA and lovely FLO WALTERS. . . . Capable M.C. ART JOHNSON weaves together this entire program of outstanding entertainment with the excellent musical backing of CARLETON HAYES and his orch.

## EL CORTEZ

(Continued from Page 23)

Buddy Victor puts over an excellent pace-changer with the emotion packed "WHY WAS I BORN." One highlight among many renditions in their generous program is "SING YOU SINNERS." The Rover Boys are a fine quartet of excellent tone-blending and showmanship. . . . DR. GIOVANNI, well-known for years as the "World's Greatest Pickpocket" flabbergasts the audience with his "dip-so-mania" antics. The Dr. uses members of the audience as his "foils." He gets them onstage where he proceeds to relieve them of wallets, watches and practically everything that isn't attached to the skin. All this, without their knowledge. It's great for audience enjoyment. . . . KENNY DAVIS and THE RED HEADS, a new and exciting trio of girls, and the agile Mr. Davis perform a Calypso opener which has the patrons favorably anticipating the closing routine. . . . The BUSTER HALLETT Orchestra capably performs the musical chores for the entire show.

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## EL RANCHO VEGAS

(Continued from Page 23)

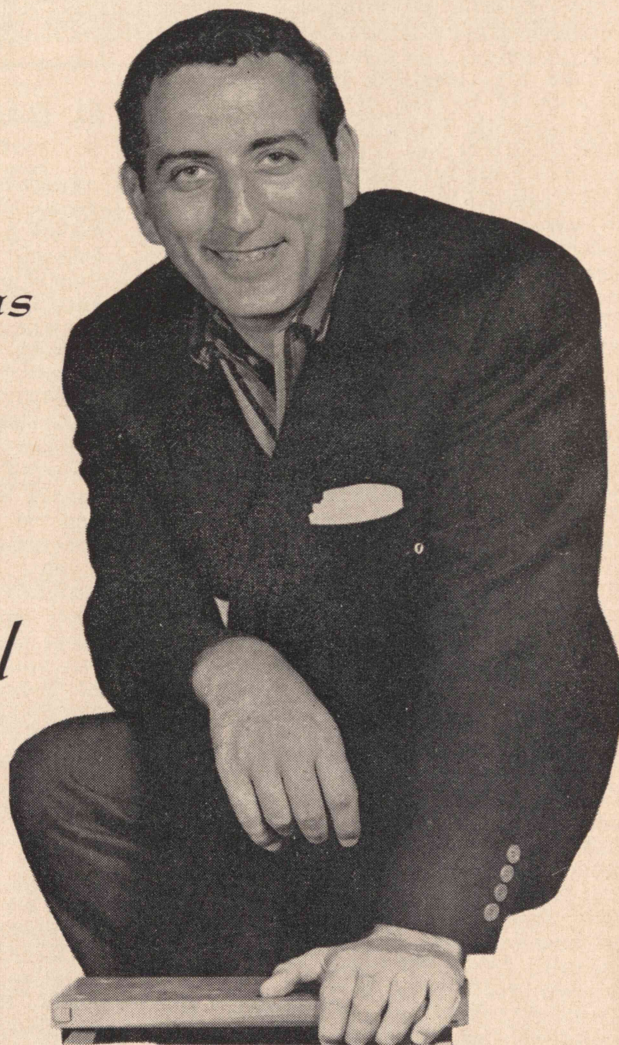
concerned. . . . BETTY GEORGE, whom BERLE intros as "the gal who makes Anita Ekberg look like a boy," followed by "Get your bets down, boys, they're coming out," is a chesty chickadee who can withstand Uncle Miltie's panickers and go right on belting out a song magnificently. "Love, Love, Love" is a bellringer. . . . STAN FISHER is a harmonica virtuoso of great renown and never has "Roumanian 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 bistor 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.

## RIVIERA

(Continued from Page 24)

a kick out of the "Trip Around the World." The "little one" sends DENNIS to London, Germany and Ireland . . . and wait until you see the "Day" as Yul Brynner — as a Cockney in London, in character, visiting Ireland singing "Machushla" and Calypso, no less, to the melody of "Matilda." . . . The CARSONY BROS., EARL and twins JOE & BERT will amaze you with their

Thank  
You  
Las Vegas  
for  
Showing  
me a  
Wonderful  
Time



*Tony Bennett*

unbelievable demonstrations of agility and balance. There have been many artists of this kind, but few show the perfection of co-ordinated movements that these boys have mastered. For example, a one-finger stand on a bowling ball by Carl, a one-hand stand on a cane with a brother wrapped around him, and many other feats. To see them perform is a treat. . . . Yes, DENNIS DAY, with his cast of DON DOYLE, who'll make you believe in leprechauns, the vocal assists from singers ANGEL MARLO, MONTE BATTEN, BILL PARSONS, DENNIS LOVE and CHUCK NELSON has brought a bright, new "family" show for all to enjoy. . . . The beautiful production numbers, featuring the DOROTHY DORBEN DANCERS have been held over from the Harry Belafonte show and are so easy on the eyes. . . . Backing the entire show is Maestro RAY SINATRA and his excellent orchestra.

### ROYAL NEVADA

(Continued from Page 24)

"serious" side of the program. . . . RONNIE ROSE on the piano is destined for a long stay at this bistro. Playing the music you like to hear plus, 'requestfully yours' comes easy to this fine performer on the "88." . . . New-comers to the Cabaret Room, CHICO & His AFRO-CUBAN Group, entertain you with their impression of ELVIS PRESLEY — in Spanish yet! And CHICO makes like LIBERACE. You will enjoy the music and the fun.

### SAHARA

(Continued from Page 24)

a tune and then tug at your heart-strings with nostalgia songs. You'll enjoy TONY BENNETT'S fine voice and his selection of tunes. His rendition of "I Can't Give You Anything But Love" is guaranteed to have your toes tapping and your fingers drumming. . . . CONSTANCE BENNETT, lovely and smooth in her role of supper club satellite singing and, yes — rockin'. The transition from the poised sophisticated-singing "Down With Love," "A Brand New Hat," "Happiness," the poignant "Boulevard of Broken Dreams" and the lovely "Parlez Moi D'amour" to a hoyden-ish jean clad hep cat belting out the old R & R delights all audiences. . . . The lovely

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SAHAREM DANCERS in the excellent MORO-LANDIS Productions complete a full evening of pleasure together with the always fine music of CEE DAVIDSON and his orchestra. . . . Opening Tuesday, April 2nd will be the wondrous singer of familiar melodies, LILLIAN ROTH — and the nimble-footed JOSE GRECO and his Spanish Dancers.

### FLAMINGO

(Continued from Page 24)

clever timing will stretch your imagination as he paints word pictures that tickle the funny-bone unmercifully. Catch this NBC comedy star. . . . The lovely FLAMINGOETTES score again, highlighted by the excellent musical backing of Louis Basil and his Orchestra.

### SANDS

(Continued from Page 25)

excellence and his singing is on equal basis with most of our top song stylists. SAMMY DAVIS JR. is at the pinnacle of his career. His name, "written with indelible ink," will live in the annals of show business as an ever-great and that's for sure. With Sammy are his uncle, WILL MASTIN and his dad SAMMY DAVIS SR., who are his "guiding lights" . . . the two gents are top-notch in their field of the tap and soft-shoe dance. Uncle and Dad put on a few specialty numbers and then it's SAMMY JR. who takes the spotlight — and that's all! ! And after many encores, "Mr. Wonderful" has to beg off. . . . On the same bill, and a newcomer to our scene is comic ALLAN DRAKE. He scored a big success when he appeared a few weeks ago at the Copacabana in New York City. His recent guest appearances on network television shows, and the audience reaction shows definite signs of "future star billing." ALLAN DRAKE is a very humorous fellow presenting new and refreshing material. . . . The

(Continued on Page 35)

★ ★ ★

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..

MARCH 30  
THRU  
APRIL 5

**SATURDAY — March 30**

- 10:30 8 Premiere Showcase
- 11:30 2 NBA Basketball
- 11:30 8 Basketball
- 1:15 8 Christian Science
- 1:30 2 Movietime
- 8 Florida Derby
- 2:00 8 Action Theater
- 3:00 2 Cartoon Cavalcade
- 4:00 2 Bowling Time
- 8 To Be Announced
- 4:30 8 Whirlybirds
- 5:00 2 Perry Como
- 8 Mighty Mouse Playhouse
- 5:30 8 Captain Kangaroo
- 6:00 2 Caesar's Hour
- 6:30 8 Lone Ranger
- 7:00 2 George Gobel
- 8 My Friend Flicka
- 7:30 2 Hit Parade
- 8 Two for the Money
- 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 Las Vegas Bowling
- 11:30 8 Conrad Nagel Theater
- 12:00 2 Night Cap Theater

**SUNDAY — March 31**

- 10:30 8 This Is The Life
- 11:00 8 The Christophers
- 11:30 2 American Forum
- 8 The Lighted Window
- 12:00 2 Outlook
- 8 Face The Nation
- 12:30 2 File 7
- 8 World News Roundup
- 1:00 2 Wide, Wide World
- 8 Odyssey
- 2:00 8 Mama
- 2:30 2 Oral Roberts
- 8 Mr. McBoing Boing
- 3:00 2 Meet The Press
- 8 Mystery Theater
- 4:00 2 Championship Bowling
- 8 Sunday Matinee
- 5:00 2 Steve Allen
- 5:30 8 Telephone Time
- 6:00 2 Alcoa Hour
- 8 Frontier
- 6:30 8 Cisco Kid
- 7:00 2 American Legend
- 8 Marge & Gower Champion
- 7:30 2 Wire Service
- 8 Frontier Doctor
- 8:00 8 Cinderella
- 8:30 2 Ray Anthony Show
- 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 — April 1**

- 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
- 4:30 2 Nat King Cole
- 8 Circle 8 Corral
- 5:00 2 Range Rider
- 8 Flash Gordon
- 5:30 2 Amos 'N Andy
- 8 Duffy's Tavern
- 6:00 2 8 News
- 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
- 10:35 8 Tonight at the Movies
- 12:30 2 Late Nite Owl Movie

**TUESDAY — April 2**

- 11:45 8 Premiere Showcase
- 12:00 2 Matinee Theater
- 8 Movie Playhouse
- 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 8 News
- 6:30 2 Armstrong Circle Theater
- 8 Kingdom Of The Sea
- 7:00 8 \$64,000 Question
- 7:30 2 Stage 2
- 8 Spike Jones Show
- 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
- 8 Hollywood's Best
- 12:30 2 Late Nite Owl Movie

**WEDNESDAY — April 3**

- 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 Range Rider
- 8 Joe Palooka
- 5:30 2 Amos 'N Andy
- 8 Duffy's Tavern
- 6:00 2 8 News
- 6:30 2 Greatest Fights
- 8 Death Valley Days
- 7:00 2 Wednesday Night Fights
- 8 Feature Movie
- 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
- 10:35 8 Hollywood's Best
- 12:30 2 Late Nite Owl Movie

**THURSDAY — April 4**

- 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 Range Rider
- 8 Brave Eagle
- 5:30 2 Amos 'N Andy
- 8 Duffy's Tavern
- 6:00 2 8 News
- 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 First Western Forum
- 10:00 2 Passport To Danger
- 8 Charles Boyer
- 10:35 2 Nite Owl Movie
- 8 Hollywood's Best
- 12:30 2 Late Nite Owl Movie

**FRIDAY — April 5**

- 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
- 3:00 8 Liberace
- 3:30 8 Charles Boyer
- 4:00 2 Be My Guest
- 8 Your Home Garden
- 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 8 News
- 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 Crusader
- 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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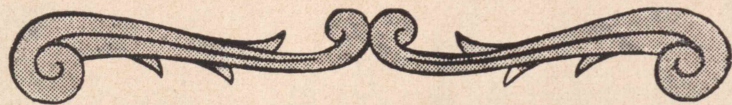
MOVIES'

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*and Thanks to Everyone for*

*11 Wonderful Weeks*

**PATTI ROSS**

## SANDS

(Continued from Page 31)

BEACHCOMBERS AND NATALIE, as in previous productions, are superb — offering excellent background vocalizing for production numbers. This little gal possesses a powerful and magnetic voice; most surprising to find in such a petite lady. . . . Choreographers RENEE STEWART AND BOB GILBERT present the beautiful Copa Girls in lavish production numbers outfitted in gorgeous costumes. Maestro ANTONIO MORELLI and his excellent men of music offer flawless musical background for the entire show.

## SHOWBOAT

(Continued from Page 25)

some of his "sharpies" to tell the gang at the office. . . . The smooth, the suave, the exotic gyrations of CHESTI DAHL are a joy to behold. This gal rates kudos in the artistry of the "exotic." Seeing is believing, and you'll be glad you did. . . . The rich, vibrant voice of the handsome M.C., GARR NELSON, weaves the entire presentation into a delightful pattern. GARR is ably assisted by the SHOWBOAT GIRLS, whose scantily costumed production numbers add zest to a well-rounded program of entertainment, backed by the fine music of MIKE WERNER and his orchestra.

## SILVER SLIPPER

(Continued from Page 25)

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. . . .

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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 25)

a few. Dubbed the "South American 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 control, 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." . . . JACK BUNCHE backs up the International flavor of this show with two beautiful production numbers.

IT'S BEEN FUN!



Thank You, Milton Prell  
 Thank You, Stan Irwin  
 Thank You, Wonderful Staff

LONG LIVE THE **SAHARA**

CONSTANCE  
 BENNETT

**THAT'S FOR SURE**

(Continued from Page 21)

Fabulous salutes the HOTEL EL CORTEZ. When the NEVADA WOMEN'S BOWLING ASSOCIATION convened here last week for their Annual Tournament, GENE McCLAIN and the El Cortez management picked up the tab for the keglerettes official breakfast-meeting. Mighty fine generosity in anyone's language. . . .

While on the subject of bowling, here are the official Nevada results:

**Teams:**

- A Division — FOURONG JEWELERS (Henderson)
- B Division — BANK OF LAS VEGAS (FLV)
- C Division — HORSESHOE CLUB (FLV)

**Doubles:**

- A Division — Bernice Claffey-Shirley Linn (FLV)
- B Division — Dee Olin-Theresa Auffrey (FLV)
- C Division — Frances Howe-Thelma Rutherford (FLV)

**Singles:**

- A Division — Bonnie Hobbs (Hawthorne)
- B Division — Marge Kerekes (FLV)
- C Division — G. Remy (FLV)

**All Events:**

- A Division — Evelyn Maton (FLV)
- B Division — Marge Kerekes (FLV)
- C Division — G. Remy (FLV)

**Hi Scratch Series:**

Bernice Claffey (FLV)  
 As you can see, our Las Vegas bowlers once again "did us proud." . . .

While cleaning house recently (?), JACK CARSON found a number of New Year's cards he had never used. His friends were later surprised to receive: "1949 New Years' Greetings" in their respective mail boxes. . . .

MAJOR RIDDLE (of the DUNES HOTEL) shares his daughter's happiness over her impending marriage. NANCY seems to have made a choice that has brought happiness to all concerned. . . .

Remember our item on the woman who took her NEW PIONEER CLUB winnings home in a large paper bag? Well, she returned to the scene of her good fortune, this past week. The paper bag was absent but the loot filled her purse. 'Boss Man' SONNY HEATH, called to tell us — she is ANNE SHAFER, operator of MARIAN'S RESTAURANT in Santa Clara, California. To those who doubted us or Mr. Heath drop a line to the gal and learn — how it's done. . . .

JOE W. BROWN'S HORSESHOE CLUB KENO Department is taking a beating from the players. Last week, someone hit the \$12,500 ticket. This week saw a \$5,000 winner, plus a few \$1250 victors. . . .

We're delighted to see SAM TESSLER back on the job, working the Swing Shift (Roulette Dealer) at the Hotel Hacienda. He and family are long time residents (approx. 14 yrs.) of FLV and "real nice people." Sam had to leave previous job (3 mos. ago) as a Casino Boss because of illness. Rest and exceptional care from Mrs. T. and his 2 lovely teen-age daughters did wonders for the guy. We know he'll be missed at Wally's Bridge Club by Pinochle and "Kaiyoodle" players but a fella just has to work. Sam promises that on days off and after working hours, he'll stop in — so have cards and game ready boys — Sam's a comin.'

You can talk about your pleasant, cheerful, considerate waitresses but we guarantee you can't find one to top the wonderful disposition owned by MIRIAM SCHUMAN. She makes a visit to DUFFY'S a definite vacation. All of her customers agree she has no equal. . . .

CHARLES ("Cupie") RICH (of the RIVIERA HOTEL) added another page to his Birthday Annual, March 24th. To heighten the occasion, Mrs. Rich successfully planned a surprise celebration that centered around a huge cake. The entire family was on hand to toast Mr. Rich's good health and happiness.

Over at the HACIENDA HOTEL, the management is rightfully anticipating




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**KINGS IV**



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**HOTEL**

From  
Midnight  
Till  
Dawn

an overflow turnout for COLE PORTER'S "Can Can Revue," set for an April 11th unveiling. You can bet your lucky dollar that the crowd goes where Porter's music can be heard. His strains are the variety that will stand out in prominence, no matter what the current musical craze may be (as if we had to tell you that! . . .

We certainly hope it won't be too long before DUSTY SPRINGSTON (of the LAS VEGAS BOWL) can tell us his charming wife has fully recuperated. Mrs. S. is presently resting, in compliance with her doctor's orders. We wish her a speedy recovery. . . .

Pretty NATALIA DARRYL, the girl who had her beautiful hair shaved off for "The Secret Diary of Joseph Stalin," is thinking of writing a book. It will entail her experiences in Russia and the U.S., with the appropriate title, "Short Cut To Fame." . . .

The old "previous commitment deal" prevented PEARL BAILEY from opening at the FLAMINGO HOTEL on the date scheduled. Instead, TONY MARTIN and ALAN KING flew in to fill the gap with their own stellar talents. The substitution is just for one week, however, for "Pearlie May" will appear, as of April 4th. . . .

The MILTON PRELLS (of the HOTEL SAHARA) sold their beautiful mansion. Buyers are the HEARKWELLS. He is a retired business man (from Canada) and she is a champion golfer. Welcome to FLV, Mr. & Mrs. H. Know you'll enjoy our town, the people in it and our Fabulous climate.

MARTHA HYER had a good reason for attending a preview with dark glasses. She wasn't "Hollywood gone," just hiding a black eye she received in a screen scuffle with JUNE ALLYSON, during the filming of, "My Man Godfrey." The punch was supposed to miss — but — brother — what contact!

As we predicted a few issues back, PAT GOODMAN and FAYE GOLDMAN were married March 17th at the JEWISH CENTER. (He is a box man at JOE W. BROWN'S HORSESHOE CLUB.) BEN and Mrs. PALEY were Best Man and Matron-of-Honor. A Reception Dinner was held at the ALPINE VILLAGE. Pat's Eighty-one year old Dad HARRY made the trek here from St. Louis to attend the nuptials.

GEORGE ARQUILLA (of the CALIFORNIA CLUB) hosted a "Champagne Party" for everyone at his club.

Ran into MILTON BERLE, quietly

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listening to his stunning wife (RUTH COSGROVE) at the HOTEL EL RANCHO VEGAS. Of course it's unusual for Berle to be quiet! Must have been due to Ruth's "New Look." Mrs. Berle is now sporting the latest 1957 streamlined figure profile and looks pretty terrific! . . .

JEFF CHANDLER has developed a novel method of "learning while you play." He and wife MARJORIE play "Scrabble" at every opportunity. Only names of foreign cities are allowed. . . .

Many in the downtown area are hoping a successful eye operation is in the cards for the eight year old daughter of the friendly woman behind the cigar counter at the WHITE CROSS DRUG STORE (2nd and Fremont Sts.) A lit-

On the House!



The Streamliner "CITY OF LAS VEGAS," with its free buffet, nostalgically recalls the good old days of free lunch counters to a lot of folks! Going to Los Angeles you can help yourself to a buffet supper with hot entree; enroute to Las Vegas, a Continental breakfast and buffet luncheon. You can eat when — and as often — as you like . . . and it's all on the house!

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Ar Los Angeles	11:45 PM
Lv Los Angeles	9:00 AM
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tle prayer from each of us would go a long way. . . .

JOAN and PETE BOMMARITO are still in a pink cloud, although their heiress, JOLENE PATRINA, is already two months old. They continuously rave about her full head of hair and dark eyes. Can't blame them. We agree that children are the most wonderful people in the whole world. TONI and WILBUR CLARK will be the Godparents for the youngster's Christening. (Pete is a day shift pit boss at the RIVIERA HOTEL.) . . .

NANCY MUCKERMAN (cocktail waitress at the ALPINE VILLAGE) has been described as "a graceful gal with a musical walk." What dat? . . .

Sorry to hear that JACK SLOTE received word his Dad had passed on in Rochester, New York. The Manager of BAIN'S has flown east to attend the funeral services. . . .

Fabulous sends fabulous bouquets to BUCK HARRIS and "RICH" RICHARDSON of the ROYAL NEVADA HOTEL. We can't cite any particular reason for our appreciation. They are just nice guys all the time and we are proud to number them among our good friends. . . .

The famed Calcutta auction for the Fifth Annual "Tournament of Champions" will be held Wednesday evening, April 17th at WILBUR CLARK'S DESERT INN. It is the pre-event highlight that leads up to the start of play. Famous names of the entertainment world will participate in the program. Twenty-four of the world's finest pros will tangle for the top cash of \$10,000. All players are "in the money" for even the last placed will tote home \$1,000 plus a free week at the Inn (and many special gifts). Eligible players to date are: Gene Littler, Sam Snead, Billy Maxwell, Mike Souchak, Dow Finsterwald, Bo Wininger, Don January, Peter Thomson, Cary Middlecoff, Dick Mayer, Arnold Palmer, Doug Sanders, Billy Casper, Jackie Burke, E. J. Harrison, Ted Kroll, Ed Furgol, Bob Rosburg, Art Wall, Jr., Fred Hawkins, Mike Fetick, Doug Ford, Jay Hebert and Jimmy Demaret. . . . The DAMON RUNYON FUND For Cancer Research receives a contribution of \$35,000 each year from the Inn. For the past five years, they have received about \$200,000 as a result of this golf endeavor. . . .

If you were looking in on KLAS-TV's "Noon At The Dunes," March 21st, you

undoubtedly noticed the beauty and talent of JEANNE WELBORN. The striking contralto lifted her glorious voice in song and was rewarded with showbiz offers. We have always been ardent boosters of this girl's ability and fervently hope this appearance will springboard her to a limelighted career. . . .

About JACK DENISON, Maitre d' RIVIERA HOTEL: That man will soon be able to open a cuff-link shop with his own personal collection. This "Silver Fox" has such a variety of the jewelled items, he could easily supply any store. All of them were given him by appreciative stars who have appeared in the places in which Jack has worked. They are all expensive and each set has an individual beauty. . . .

ROSEMARY and CARLO BIANCA sent out very clever birth announcements. The HORSESHOE CLUB Box Man announced the couple had "made their point after five years." Little Prima Anne weighed in on March 11th. Looks like a future beauty contest winner . . . and that's for sure. . . .

## CRISWELL PREDICTS

(Continued from Page 11)

ton: You will become a new tourist mecca and be heavily promoted by your new Chamber of Commerce! . . . Ex-President Truman: Your life will be depicted in a one hour spectacular on tv with you appearing as yourself in the last 15 minutes! . . . Normandie: The next money making venture with your airlines will be flowers by air to all parts of the world! . . . Elmer Winter: Your new plans for temporary help on a contract basis will be accepted in top secret war plants! . . . Rome: The Fontana Sisters fashion exposition will tour every nation in the world, and make new friends for Italian merchandise! . . . Ezra Benson: Your new farm plan will be voted by Congress in spite of a knock down, drag out fight where Party Liners are not wavering! . . . Russia: Your shift of economic control from party bureaucrats to industrial managers will signal a new course in planning for the future! . . . Rise

## Coming Attractions

ON THE FABULOUS STRIP

### DESERT INN

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

### The Dunes

CURRENT  
Indef. Engagement  
BEN BLUE  
and His REVUE

### El Rancho Vegas

APRIL 18  
JOE E. LEWIS  
ZSA ZSA GABOR

### Flamingo

APR. 4 THRU MAY 1  
PEARL BAILEY  
CONDOS & BRANDOW  
LOUIS BELLSON &  
QUINTETTE

### Riviera

APRIL 10  
KEN MURRAY'S  
BLACKOUTS  
Starring  
MARIE WILSON

### Royal Nevada

APRIL 17  
COTTON CLUB REVUE  
Starring  
CAB CALLOWAY

### SAHARA

APRIL 23  
DONALD O'CONNOR

### The Sands

APR. 10 THRU APR. 30  
NAT "KING" COLE  
SUE CARSON

### Thunderbird

CURRENT  
Indef. Engagement  
INTERNATIONAL  
REVUE

Happy..

to be at the  
"Wonderful  
Where"  
in Las Vegas

Royal  
Nevada

The

## FABULOUS TONES



Stevens: Your next Metropolitan role will be that of Florence Nightingale in a new opera by Lehman Engle with the Boer War background! . . . Kansas: You will plan a world's fair to take place in Wichita by 1959! . . . Sal Vance: Your new album of Cajun folk songs will find new favor in England! . . . Alaska: The summer tourist season will be the greatest to date. New travel fares will be cut both on the Canadian lines and on the American lines! Very good!

### YOUR INCREDIBLE FUTURE:

Who knows what tomorrow may bring? You, perhaps may not know, but our Federal Planning Board is quite aware. We are not the free agents that we may think, for we are controlled by Mother Nature, far more than we dare realize! The price of the bread on our table, the lumber for our homes, and our overnight day-to-day security depends upon the bounty of Mother Nature! The weather cycle with its dry, wet, mild, extreme, warm and cold decides whether we have abundance, making prices lower, whether we have normal, making prices the same level and holding them

there, or whether our weather is extreme, destroying crops and sending our prices skyrocketing! The manufacturer of clothing watches the weather chart, for he must be ready to furnish warmer, heavier clothing from the year before, or lighter weight clothing for the milder season! Our food packers know in advance of the crops how it will be from the season before! Our hospitals know of the extra beds they must provide for the trend of sickness follows the weather line very closely. We cannot displace Mother Nature, but we must learn to live with her, and profit by her actions, which are very evident, and create the age old laws of supply and demand! Yes, who knows what tomorrow may bring in your incredible future? Wait and see!

The conception of two people living together for 25 years without having a cross word suggests a lack of spirit only to be admired in sheep. Where there is a spirit there must be sparks. Don't think that your first row in married life will be the end of everything. It is more likely to be the real beginning.

FABULOUS LAS VEGAS

## 'ROUND THE TOWN

(Continued from Page 13)

MAJOR RIDDLE, and PIERRE RENE de GUERRE, real-estate biggie of Evanston, Ill. They will make their home in the Chicago hinterland. . . . MARY LOU WALTERS, TV songstress from Portland, Oregon is now featured with the GLENN THOMPSON TRIO at the El Rancho Vegas. MARY LOU has sung with many of our big-name bands on the coast including RAY ANTHONY and TEX BENECKE. . . .

Easy to understand why manager BILL BURTON'S face is dressed with smiles — two of his most "socko" acts will be appearing on the Strip simultaneously. The Inimitable MARY KAYE TRIO (that's FRANKIE ROSS, MARY & NORMAN KAYE) opened in the Sahara's Casbar Lounge last Tuesday, and the KINGS IV who have gained a host of followers in previous appearances, open at the Hacienda on April 1st. . . .

Caught the debonaire Riviera Maitre d' JACK DENISON admiring his cuff links — and why not — the star-sapphire beauties were gifted him by HARRY BELAFONTE. . . . Nice to see BONNIE DORLAND hostessing at the Showboat Shobar, while DOROTHY TSOURAS does the same in the coffee shop there. . . . GEORGE KAVANAUGH, the dapper Showboat manager, at Cedar of Lebanon Hospital in L. A. for a check-up. It may mean surgery. . . . PATTI ROSS, brunette Dancing Doll featured in the Minsky revue, will probably return to the "Strip" soon — a blonde Circe. . . .

Saw BETTY THOMAS busily posing for photos in some of BONNIE BEST'S creations. Bonnie sure knows how to pick 'em . . . both girls and styles. . . . Again it's hi-ho until next week. See you Round Town.

Here's to one whose love does not depend on my worthiness . . . whose service does not wait on my rewards. Her kindness is surpassed only by her goodness and her goodness is surpassed by no one. Mercy seasons all her thought of me, and devotion sweetens all her acts in my behalf. She is my surest counsellor, my staunchest advisor, greatest advocate, my most willing servant . . . my sweetest companion . . . and best friend. She is my Mother.

MARCH 30, 1957

**BENEFICIAL AGENCIES INC.**  
BENEFICIAL LIFE INSURANCE CO.  
**WALLACE & LEIGH ELLSWORTH**  
General Insurance  
Fire - Auto - Bonds - Life - Hospital  
DU 4-2233 or DU 4-6111  
1737 So. 5th • LAS VEGAS

## HILLSWAY

(Continued from Page 15)

deal it right, making it a pleasure for all visitors to play at his tables.

Stopped by the VEGAS JEWELRY AND LOAN COMPANY, too, to pass the time of day with a swell gent and his lovely wife, the Jack Sklars. Gee they are nice! While there police officer Hal Miller came in and I was most happy to donate to the PAL (Police Athletic League) drive for funds. He is president of the Nevada branch. You see the name belongs to the N. Y. Police department but they give the right to use this idea and name to any police force that wants to do this sort of work. A real worthy cause and I hope you all donate and receive one of their beautiful certificates for framing for your office or home den.

Drop in and hear a terrific organist and friend of mine, beautiful GAYLE WALTON at the FREMONT HOTEL. I am sorry they haven't her name up in lights outside. She is really worth it — I think her playing is as good as any music in town. Hails from Nebraska and her fine parents are here with her enjoying our town to the utmost. Jim Welch and his fine wife joined us to hear Gayle. Jim tells me he is leaving the DI to go with the Culinary Workers Union as Business Agent. I am sure sorry to see him leave the Coffee Shop here where he has been such an efficient and affable fixture, but good luck in your undertaking. His wife used to be in the Canary Room at the old Last Frontier and now runs the coffee shop, or coffee bar, in the Union Building down on N. Y. Avenue.

**NEVADA'S LARGEST  
WESTINGHOUSE DEALER  
BETTER LIVING, INC.**  
110 W. Charleston — Ph. DU 4-0505  
911 E. Charleston — Ph. DU 4-4641

# Shooting for \$100,000,000

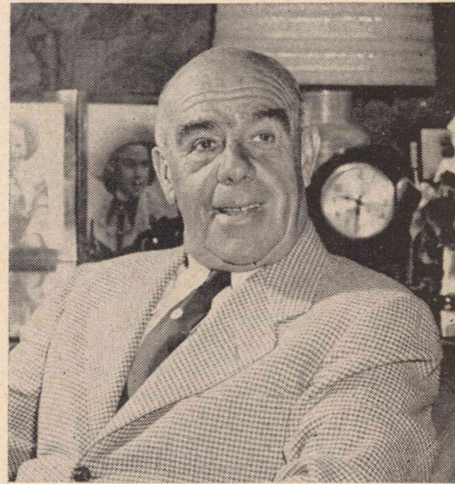
By Roland Hill

**W**HEN Charlie Ward chose to become Calendar King, the entertainment world lost a great showman.

For Charlie Ward has infused his flair for promotion, his colorful, dynamic personality and his business genius into a giant selling institution — tops in its field.

As president of Brown & Bigelow, Remembrance Advertising firm in St. Paul, Minn., he has made it the world's greatest calendar and advertising specialties house.

In addition to printing nearly 100 million calendars a year for home, office and desk, Brown & Bigelow offers businessmen scores of fine gifts. Creating deluxe desk pieces, beautiful gifts for home and personal use, and delicately tooled leather pieces costing hundreds of



"Calendar King" is the title given Charlie Ward by the advertising specialties industry.

dollars, his firm has reached into every corner of America with advertising ideas for businessmen.

Ward's incentive programs for his 1,200-man sales force that covers America and 34 foreign countries, his famous convention shows and his personal driving force are known throughout the business world. He has brought his company from the depths of depression to a fast pace on the road to success.

From a struggling company in 1933 when the "busiest persons around the plant were carpenters boarding up the place," he personally pulled the firm to top position. From a \$2 million gross, he has developed Brown & Bigelow to a \$55 million company. He has set the pace with expansion, improvement, diversification and new ideas.

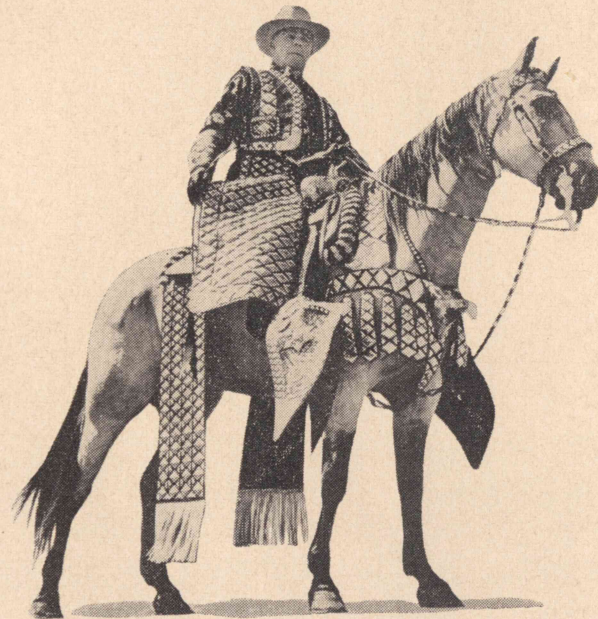
His sights are levelled at \$100,000,000 as the firm enters its 61st year. This month his men from sales offices in 56 principal cities gather in sales meetings to view his latest line of leather and novelty remembrances.

His talent for inspirational productions that pay off in increased sales include trips and awards programs on a vast scale.

But his faculty for inspiration is no gift. It means a 'round the clock schedule for Ward. He is up early, first at the plant. It is no sur-



A busy executive, head of a vast corporation with eight subsidiaries, Ward always has time for a visit with many friends who call.

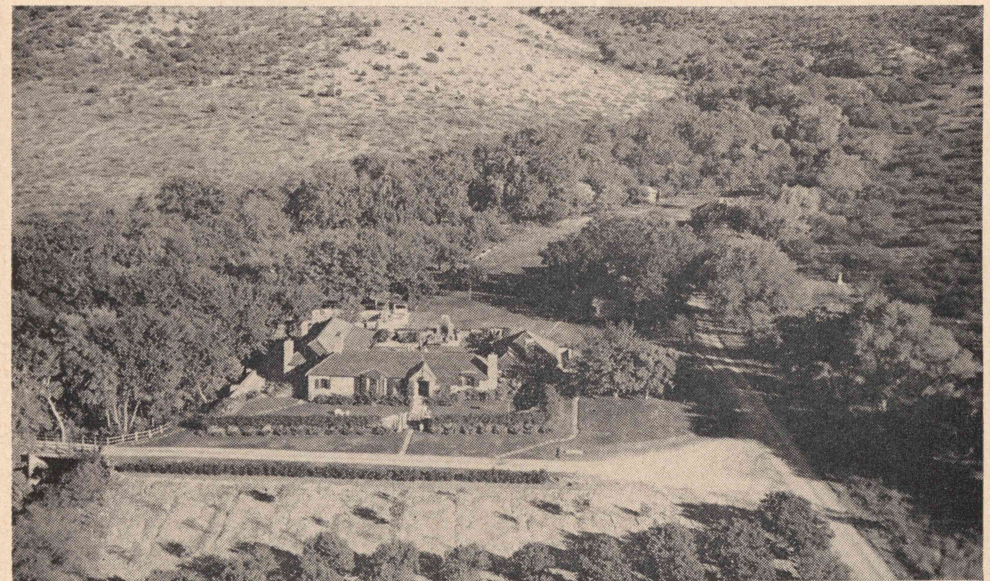


A dazzling showpiece is this Mexican tooled Sterling Silver riding outfit, a gift from Ward's sale managers. The ensemble weighing 150 lbs. is valued at \$22,000.

prise for his top people to be called to executive sessions before the work-a-day world has had breakfast. Ward lives his job 24 hours a day. This means sacrifice . . . for himself . . . for his family.

Often with a western motif or setting, some of his programs have included the famous Arizona Roundup of 1953 when he took 200 of his top salesmen on a 10-day deluxe trip via a special 18-car Santa Fe Chief from Chicago to Arizona and return.

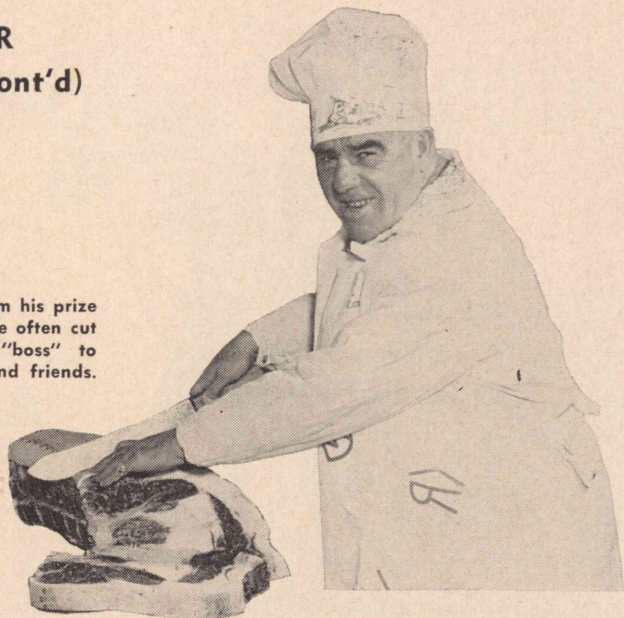
Salesmen visited Ward's glamorous "Rancho Roca Roja" at Rimrock, Arizona and stayed at the Arizona Biltmore in Phoenix. Men wore western garb. Each had his own sheriff's badge, enjoyed movies on the train, ate special meals and carried a personalized leather "poke" containing 50 silver dollars for pocket money.



The Ward Ranch home in Arizona, "Rancho Roca Roja," is headquarters for his vast holdings in excess of 250,000 acres.

**"SHOOTING FOR  
\$100,000,000 (Cont'd)**

Three-inch steaks from his prize Arizona beef herd are often cut personally by the "boss" to entertain salesmen and friends.



In 1950, celebrating Ward's 25th year as president, the Silver Jubilee brought his entire sales crew to St. Paul for a gala show and sales meeting.

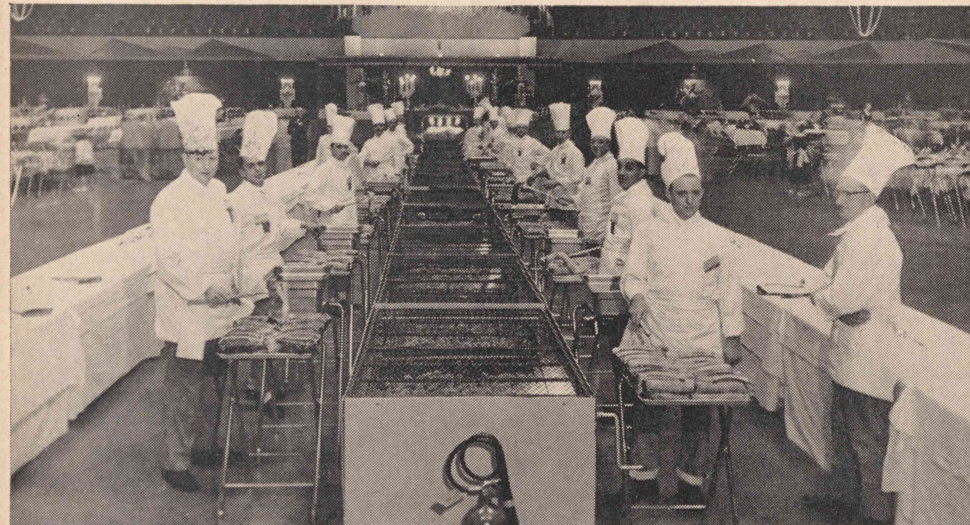
A host of celebrities, talent from Broadway and a gigantic show featured this meeting. In November 1956, Ward again brought the sales force, 600 wives of contest winners, artists and foreign representatives to a grand 60th Diamond Anniversary Jubilee in St. Paul.

Some 2,000 came via the largest commercial airlift in aviation history. Chartered planes featured special menus, orchids for the ladies and canapes on the way.

More than 300 prizes including diamond rings, fine watches, mink stoles and paid vacation trips were distributed to sales leaders and their wives.



Indians made "Chieftains" of top salesmen during the Arizona Roundup, sales award trip in 1953.



Famed Dionne Quintuplets, with young brother Claude, were week-long personal guests of Mr. Ward in 1952 in St. Paul.

Forty chefs prepared nearly 2,000 thick steaks on the largest indoor barbecue ever built at the recent 60th Anniversary Diamond Jubilee convention in the St. Paul Municipal Auditorium.

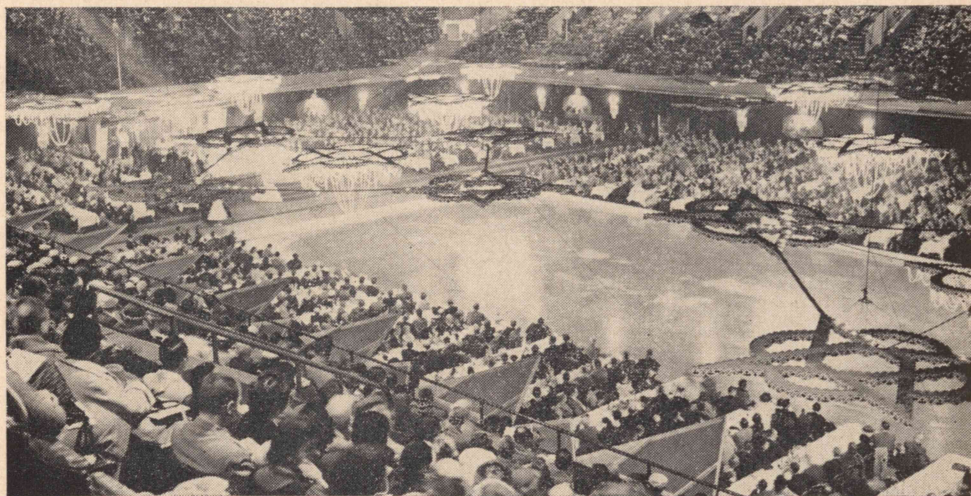
The entire St. Paul Municipal Auditorium was redecorated for the show. A terraced dining hall had hundreds of candles on draped walls while huge double diamond shaped units were lowered from 85-foot girders to make a false ceiling.

Down the center of this 3-acre arena was a 60-foot barbecue — largest ever constructed indoors. Twenty tons of mesquite logs from Arizona were used with charcoal to cook succulent 3-inch steaks, ribs, chops and fowl for the 2,000 guests.

The auditorium basement was made into a replica of Diamond Annie's Bird Cage Theater-Saloon, a roarin' spot in Tombstone, Arizona back in the 1880's. A 225-foot bar was constructed and on large canape tables were delicacies from all over the world.

One of America's great business leaders, Ward had a start that predicted no such good fortune. His meager beginning hardly presaged a career that extended from Mexico to Alaska; from conflict to gold panning — a life that brought him extensive holdings in mining transportation, ranching and farming.

He began his scrap with life very young. An improvident father forced his mother to send the boy out at an early age in the struggle for



Thousands of employes and their families packed the Jubilee Hall at the Auditorium for the family night ice show during the Diamond Jubilee. The dining hall was converted into a huge rink over-night for the program.

bread. He shined shoes on the streets near his home which was over a saloon.

At 14, he became cabin boy on an Alaskan ship.

After high school, he spent five years in this north country wresting gold from icy rivers, trying his luck at hard rock mining and making his way on freight boats. He grew and learned things that would pay off later in the blue chips. But the pots now were exceedingly small.

He found more outlet for his vigorous spirit as a captain and quartermaster for Pancho Villa during the revolution. He spent long years throughout the west in work on the range, on the railroads and as a lineman who helped string power through the Dakotas.

In 1925 Ward went to work as a \$25 a week bench hand at Brown & Bigelow. He worked hard. Regular promotions came his way as his improvements, suggestions and ideas made him a marked man.

In eight years, he rose from punch press operator to foreman, factory superintendent and finally general manager. When H. H. Bigelow, who founded the firm in 1896, died in 1933, Ward was voted president.

From 728 employes, the firm has grown under his leadership to more than 6,000. In addition to the main graphic arts plant, and its novelty leather, plastic and playing car operations, Ward has collected an armful of other companies.

Brown & Bigelow now has eight subsidiaries



The girl in the gilded cage featured the specially constructed Diamond Annie's Bird Cage Theater-Saloon at the Jubilee.

making boxes, envelopes, engraving plates, ink and other printing supplies and polyethylene. These subsidiaries stretch from St. Paul to Los Angeles.

While developing his firm, Ward did not overlook the human element. His philanthropies are well known. They include diverse groups and projects for every race, creed and color.

In addition to widely publicized efforts, Ward has quietly channeled thousands into medical foundations, research projects, hospitals, youth projects, educational programs and similar non-profit ventures.

He has helped thousands get a fresh start after adversity. If he has a hobby, it is helping others make good. "Flowers for the living" is one of his favorite expressions.

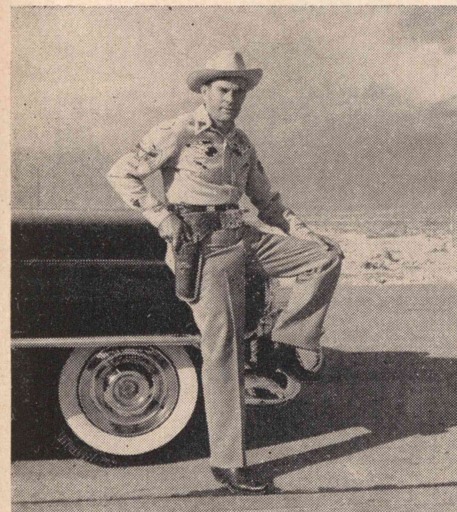
Through the years, more than 300 men and a score of women — all ex-convicts — have been given a chance for a better life at Brown & Bigelow. Many are paroled to Ward personally. In the factory, in the office — even in executive posts are men Ward has helped.

"I have found it good business to help wherever I can," Ward says.

At the family home in Hudson, Wisconsin is his charming wife, Yvette, publisher of the local paper, a director of the hospital she helped establish and as active in Brown & Bigelow as Ward himself. They have two teen-age daughters, Kiki and Vida, and a son, Herbert, 9.

At his Arizona ranch he has 3,000 head of cattle and breeds quarter horses. Here is a swimming pool, rows of guest houses and extensive orchards. From these he gains little profit since his apples and peaches are relished in hundreds of hospitals and institutions and in the homes of his many friends across the nation.

On periodic visits, Ward can be found riding high in the hills and across the mesquite-covered lands he knew so well as a young man.

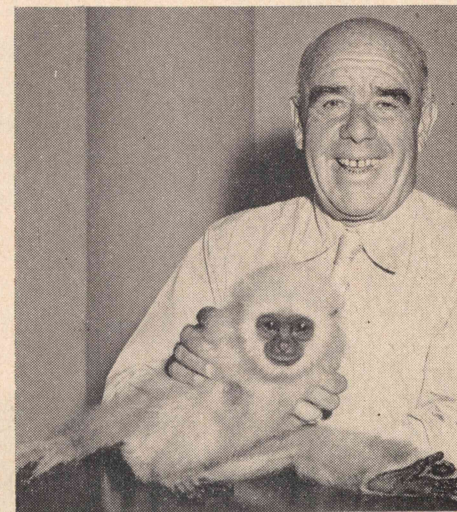


Larry Bair, sales representative in Las Vegas, is typical of the alert, business-like salesmen who sell Remembrance Advertising. More than 1,100 salesmen work out of 56 district offices. They have more than 200,000 customers, are active in the communities they serve.



Rare delicacies from all over the world were served at the Wild Game Table in the Jubilee cocktail bar.

A mink stole was one of the top awards at the Jubilee Convention. More than 300 prizes included diamond rings (for national sales winners), Silver Trays, Watches and Vacation trips.



As chairman of the businessmen's volunteer Como Zoo committee in St. Paul, Mr. Ward has handled a continuing drive for funds and the purchase of more than 100 animals to re-stock the Northwest's park.

... in the Fabulous **COPA Room**

JACK ENTRATTER presents

**WILL MASTIN  
TRIO**

STARRING "*Mr. Wonderful*"

**SAMMY DAVIS, Jr.**

**ALLAN DRAKE**

**THE BEACHCOMBERS with NATALIE**

**ANTONIO MORELLI and his MUSIC**

The Most Beautiful Girls in the West

Choreography by: Bob Gilbert & Renee Stewart

Costumes by: Mme. Berthe

Original Music & Orchestrations by: Antonio Morelli

Special Lyrics by: Jerry Graff

Created & Staged by: Jack Entratter

TWO SHOWS NIGHTLY at 8:15 & 12 P.M.

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**FREDDY BELL and THE BELL BOYS**

**CLARK BROTHERS**

**THE BEACHCOMBERS with NATALIE**

**FRANK MOORE FOUR**

Peppy Morreale Trio

Ernie Ross Trio

Tommy Doyle

*The Sands*

LAS VEGAS, NEVADA



WHO'S AT THE FABULOUS *Flamingo* THIS WEEK?

**TONY MARTIN**

and NBC's newest Comedy Star:

**ALAN KING**

Produced & Directed by

HAL BELFER

Music By

LOUIS BASIL & Orchestra

★ AT THE STAGE BAR ★

**DAVE BURTON & THE BURTON BOYS**

LAWRENCS & BOYER

RALPH GARI

MANNY LOPEZ

Showtimes 8:15 & Midnite

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BUSINESS BUILDER – himself . . .



***CHARLIE WARD***

PRESIDENT OF

**BROWN & BIGELOW**

*Remembrance Advertising*

ST. PAUL

MINN.