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LAS VEGAS Magazine



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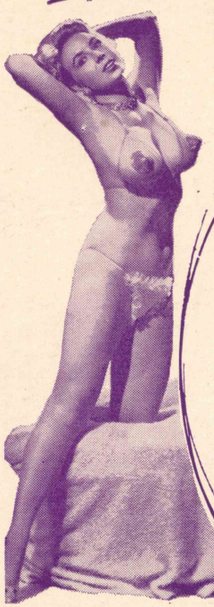

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JANE
FROMAN

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Misao Shuree and Her Kabuki Girls

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Produced and Staged by Tom Ball

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Wilbur Clark's
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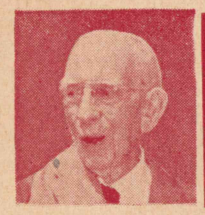

OBSERVATIONS

by CHARLES "POP" SQUIRES

CHRISTMAS MEMORIES

WHEN you are treading again the happy years of your childhood the memory of those scenes becomes acute, and some of the incidents which brought us so much happiness return to us. Among the happier memories are those of Christmas.

Just now, the little, happy, elk-like poem "The Night Before Christmas" comes to mind again and again, and because of its rhythm and fanciful rhyming and the memories it stirs up, and because it seems no longer to be known to our children as it was to us "oldsters" of long ago, it seems to bear repeating. To me, it tops, for rhyme, rhythm and alliteration, any of the modern poems. Because of this poem, the author, Clement C. Moore, was much loved by most of the boys and girls in America in those days of long ago.

T'was The Night Before Christmas
By Clement C. Moore

T'was the night before Christmas
When all through the house
Not a creature was stirring,
Not even a mouse.
The stockings were hung by the chimney with care
In hopes that St. Nicholas soon would be there.
The children were nestled all snug in their beds,
While visions of sugarplums danced

(*Continued on Page 74*)

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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. Associate Editor: Harry Parker. 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 40 DECEMBER 21, 1957

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Photo-engraving by A Bar A Engraving Co., 124 S. 3rd St., Phoenix, Ariz.
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Monte Proser's Tropicana Revue

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Dorothy Kirsten

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Dick Shawn

with

NEILE ADAMS

the most beautiful girls in the world!

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distinguished dining in an atmosphere of continental charm. soft lights and sweet music

NOW PLAYING IN OUR
SHOWCASE

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AND HIS
Royal Hawaiians

CONTINUOUS ENTERTAINMENT

Hotel
Tropicana



An Accurate Glimpse of the Future

CRISWELL PREDICTS



TIME can fly fantastically fast . . . for it seems like only a few days ago that we extended our Holiday Greetings to all our friends via the pages of Fabulous Las Vegas Magazine. Here are a few gifts that you will find under your Christmas Tree for the coming year of 1958!

THREE IMPORTANT CYCLES TO WATCH!!!

1958 will prove to be the crossroads of history! Never before in the record of crime we call history has there been the undercurrent, the riptides, and the unseen dangers which lurk beneath the surface. Yes, we who go beneath the surface of things do so at our own risk! There are three things this year which will affect you and your family personally: (1) The violence of the climate on a worldwide basis. (2) The famine cycle. (3) The political unrest!

When we speak of the weather cycle, we speak of sheer violence. The increase of earthquakes on the fifty year cycle climax (the San Francisco earthquake was in 1906). So you see we are slightly overdue on the West coast for other disturbances! Every half century in geological records, a series of monster quakes have brought ruin, death and destruction to some part of the world on a grand scale! We are moving into that cycle, which our geologists call "the echo," and it could mean a disaster at any given moment.

The famine cycle works on the quarter-century basis, which coincides with the violent weather cycle of not only earthquakes, but typhoons, heavy snow, blizzards, hurricanes, tornadoes, and very late seasons. The failure of crops will reflect, not only in India, China and the Orient, but also into Africa, South America, and Australia. American farmers will be asked to feed the world, and at a good selling price!

Politics makes very strange bedfellows! By the time 1958 becomes history, you will find more strange partnerships and stranger alliances than ever before. Nations, races, and creeds who have been irreconcilable will subdue their smoldering hate, and join in a common bond! This will directly affect you and the price you pay for many items, as the political history of a nation is tied to the value of its money!

We are in a strange roulette of existence, and our chips have already been placed on the table! We are wagering against the mighty forces of Godless Communism in every area of the world! The coming months will prove a fantastic challenge to the personal faith of every American, and that includes *you* personally!

You have a front row seat, and here is why! A major revolution is taking place right under your very nose! This revolution will be so far changing and far reaching that by this time next year, you won't recognize THE ENTERTAINMENT WORLD! The lavish spectaculars, the gaudy musical comedy productions and dramas filled with pageantry will be a thing of the past! This will not only take place on television, but in radio, threatre, night-clubs, and touring attractions! The entire entertainment world will revert to the one-woman, or one-man type of presentation! The moviemakers of Hollywood have found out that the TELEVISION SCREEN CAN ONLY HOLD ONE FACE AT A TIME, OR AT THE VERY MOST, TWO! The huge casts, once needed

(*Continued on Page* 58)

the magnificent
Riviera
HOTEL

FOOD, FUN, &
ENTERTAINMENT
24 HOURS A DAY

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A GALA HOLIDAY REVUE
STARRING
MR. HARRY BELAFONTE
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DOROTHY DORBEN DANCERS
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Phone DU 4-5678 for Reservations
Showtimes: 8:15 and 12:00 Midnight

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CONTINUOUS ENTERTAINMENT
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★
Wilder Bros.
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Bobby Page
And His Musical Pages

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

that's for sure..

by JACK CORTEZ



ISN'T THIS a wonderful time of the year? Homes are filled with light hearted gaiety and a rosy hue has invaded the hearts of everyone. Weariness is replaced by exuberant energies and the season calls for rejoicing. . . . Children are enchanted with the brilliantly decorated evergreens and Carols are being sung while last-minute wrapping chores are attended. . . . The tantalizing odor of baking fills the kitchen, as mother happily plans that special menu for her loved ones. . . . It is at this moment that giving takes precedence over wanting. . . . Yet, if you are hoping Saint Nick will bring a special desire to your possession, we sincerely wish you will obtain all you want. As for us, our desire is to see happiness in the faces of all. This is the greatest treasure of all; far better than diamonds, furs and the most expensive cars. You don't need a fortune to bring delight to the hearts of your loved ones. Just let them know how much they really meant to you. Smiling devotion will be your reward. One of the greatest gifts is that of yourself. Give of yourself, to lighten the task of a dear one. Give of yourself, to bring importance to someone's being. Give of yourself and you will find the reason of life. . . . Christmas doesn't mean a trip to the finance company. A gift of the heart is never forgotten. When you see the angel on your Xmas tree smile, you'll know the true meaning of Xmas . . . and that's for sure.

A Year's Review in Fabulous Las Vegas:

JANUARY 5, 1957

COVER: SMILEY WASHBURN, BADWATER BILL and the beautiful GUICE Twins.

On January 5, FLV's first complete TV show went out over the CBS network for an hour show, called, "FABULOUS LAS VEGAS."

Although PINKY LEE scored an overnight success in the London vehicle, "United Notions," he had to withdraw from the cast. The fog tortured his sinus condition and Pinky had to return to the U.S.A.

ABE SCHILLER cut quite a figure in the "Rose Bowl Parade," astride his beautiful horse, saddled with the historic gear of WILLIAM S. HART. (Abe is Executive Veep of the FLAMINGO HOTEL.)

The LOU ELLENSONS returned to FLV, after spending the Xmas holidays in L.A. with their children.

SAM BARR took an extended leave-of-absence from JOE W. BROWN'S HORSESHOE CLUB and returned to Baltimore, Md., December 27, 1956.

JOSEPHINE PREMICE introduced her pagan, primitive, passionate witchcraft to the Lounge of the DUNES HOTEL.

Belated congratulations went to PATTI PAGE and CHARLES O'CURRAN, wed at WILBUR CLARK'S home, December 28th.

(*Continued on Page 27*)

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
117 FREMONT ST. • DOWNTOWN • PHONE DUdley 2-7551

SHOWBOAT

A HOLIDAY FUN FEST

ANTONE & CURTISS

GARR NELSON and the SHOWBOAT GIRLS
VIC ARTISE & HIS ORCHESTRA

SHOWTIMES: 11:00 P.M. — 2:00 A.M. — 3:30 A.M.

PARTY BINGO — 3 P.M. & 9 P.M.
50c a card pay for All Games — BIG CASH AWARDS

FREE BINGO — 1 P.M. & 7 P.M.
Win Up To $3,200.00

NITE OWL BINGO — 1:00 — 3:15 — 4:45 A.M.

TRY OUR FABULOUS BREAKFAST 49c
12 MIDNIGHT to 6 A.M.

Hotel • Casino • Bar • Restaurant
On the Boulder Hwy. — Phone DU 2-7575
Continuous Ent. **5 P.M. to 6 A.M.**

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CLOVER CREDIT *Jewelers*
423 Fremont Las Vegas, Nevada

NEVADA'S *Friendliest*
Credit JEWELRY Store
Over 1000 Gifts to Choose From

- **No Money Down**
- **A Year To Pay**
- **Payments Start Feb. 1958**

(Don't be a Rover — Come to Clover)



For any Occasion —
— It's Suits Made to Order

SNYDER'S
Insured Clothes for Men & Women

New Imported Fabrics from Italy, Belgium, Scotland, England Etc.:

YOUR CREDIT IS GOOD

419 South 5th St. — Phone DUdley 2-6644

"GLITTER GULCH"

By HARRY PARKER

THE WORLD'S most brightly lighted two blocks, that portion of downtown Las Vegas along Fremont Street between Main and Second Streets, has, amazingly enough, found space to hang Christmas lights and decorations to take on a touch of the Holiday look. The addition of these attractive decorations, while they don't add a very impressive candlepower output to the dazzling array of neon signs covering both sides of this active canyon from almost ground level to hundreds of feet into the sky above, do not go unheeded by passersby and their message of cheer and good will is effectively transmitted to them.

Normally one of the most colorful sights to any tourists passing, these miles of neon tubes that overshadow even the spectacular lighting displays of fabled Broadway and Hollywood Boulevard, naturally lose some of their tinselic beauty to the softer incandescent glow of lesser fixtures calling attention to the anniversary of the Birth of Christ and the arrival of the Christmas season.

It is an astonishing thing to note the change wrought upon the inhabitants, permanent or temporary, by the addition of just this small touch of ornamentation.

Gambling in general is unlike most businesses in that it deals in large amounts of currency yet doesn't render a tangible commodity in return to the person who has spent, through losing at a game of chance, a quantity of money.

At its worst, when operated cleanly and fairly as it is in all of Las Vegas, it provides a stimulus that few people, either occasionally or regularly, can resist. To a winner it spells all of that same excitement connected with riding its fickle flight plus the added thrill of winning.

It isn't an easy game from either side of the table and occasionally true values can become lost in the shuffle. After all, for twenty-four-hours a day, human beings reduce everything to the most available least common denominator — money. This really isn't surprising, nor is it peculiar to this industry alone.

It seems to result then, at least in the observations of this writer who has lived seven Christmas seasons in Las Vegas, that the Holidays are welcomed as warmly here as you will find anywhere in the world. Everyone seems grateful for the opportunity to emerse themselves completely into the often referred to "Spirit of the Occasion" and to let it reflect throughout the area for long after the holidays have passed. Perhaps it is our imagination, but the Christmas Candle, and all it stands for, seems to burn more brightly and for a little longer period of time than it does in the average city.

On the heels of these few reflections in Christmas Spirit a La Vegas,

• COFFEE SHOP •
— OPEN 24 HOURS —
SERVING REGULAR PRICED FOODS

2 HOURS FREE PARKING
2 BIG LOTS at
1st & Ogden —
2nd & Ogden

the **MINT**

DOWNTOWN • LAS VEGAS

Cirque Room

"Cradle of the Stars" Presents

Gala Holiday Package

George Arnold's

RHYTHM ON ICE

Buster Hallett Orchestra

SHOWTIMES .....8:30 & 11:30

LATE SHOWS: Fri. & Sat. — 1:30 A.M.



In the LOUNGE

5:30 P.M.-5:30 A.M.

DANTE VARELA

★

DAVID STREET

★

GEORGE CASS DUO

Food at its BEST At MODERATE PRICES

HOTEL El Cortez

NO COVER

NO MINIMUM

Phone DU 2-1500

we would like to take this opportunity to greet some of the very wonderful Glitter Gulch personalities we've met and worked with during the past year. For those we haven't met to date may we have that pleasure in 1958.

First of all to MAX GOOT, 1957 Chairman of the CITY OF HOPE, who, together with a driving, hard-working crew did such a wonderful job in behalf of Cancer and Heart victims with a record breaking fund drive. . . . RICK WILLIAMS, Publicity head of the GOLDEN NUGGET and his lovely assistant CAROL STEWART. . . . "FARMER" MILTON PAGE, LARRY HEZZELWOOD and JIM YOUNG, Co-owners of the BOULDER CLUB. . . . GOLDEN GATE Bossman BOB PECARDO. . . . JEANIE EBELL, FREMONT HOTEL Change gal. . . . WALTER ZICK and HARRIS SHARP who did such a beautiful job

(*Continued on Page* 172)

Season's Greetings

FROM

Management and Personnel

OF THE

'Old' Boulder Club

— DOWNTOWN —

'Round the Town

with HAL HALSTEAD

ONE short year ago I penned my first Christmas column for this edition of Fabulous Las Vegas Magazine. During the year that has elapsed, many changes have taken place on the Las Vegas scene. Of course, this era of Sputniks, Muttniks and what-have-you-niks, is an era of changes and particularly so in our ever growing FLV. The spotlight of National publicity has glowed brightly and continuously on our town for some time now, and will continue to do so for years to come. Even the announcement of Russia's launching of a global sphere could not overshadow the momentous news that Bing Crosby had married Kathy Grant. Very few people (and I'm not one of them) understand the import of "Sputnik" — but everyone in the world can "thrill" with the love affair of the famous Bing—and the climax—the wedding—happened right here in our—Fabulous Las Vegas.

It has been interesting to me to re-read the columns of ROUND THE TOWN written during the past year. It is of course, impossible to reprint them all for this edition, but I have selected a few excerpts from each column at random and I will jot them down here and perhaps refresh the memories of some of you readers. On January 5, 1957, we noted that:

"Familiar faces seen at the ROYAL NEVADA opening were RED MEANY, chief of the bartenders, JACK RAVETTI, popular silverhaired bartender, and cocktail waitress ELLIE CAVANAUGH, all of whom were formerly at the Silver Palace. Also decorating the mahogany with luscious drinks was FREDDIE LIND, whom you last saw at the EL RANCHO . . . WALTER WINCHELL'S recognition of our own MITZIE HULS augers great things for a great gal. It couldn't happen to a nicer person — as the V.F. will no doubt agree . . ."

It seems that most of those familiar faces can now be seen at the New SANS SOUCI—at least at this writing. By publication time, other changes could be made. And I doubt if W.W. had in mind the marriage of MITZI to MR. JAMES STUART of the TROPICANA—but it happened—and greetings to all you nice people.

Then on January 19, 1957:

"BILL MITCHELL of BONANZA AIRLINES, soon to announce an item of importance to air travelers. BONANZA is continually looking forward, with faith in Las Vegas progress . . . The old virus bug found lodging with many Las Vegans recently. MICHAEL CORDAY of the beauty salons has been bedded by the flu . . . Two months old ANTHONY, son of CHRIS, PLANET ROOM, Captain at the NEW FRONTIER, at home now after a hospital siege . . . ARTURO, major domo of the CLOUD 9 LOUNGE also a victim of the dreaded bug . . ."

The first item has been borne out many times since then by the rapid expansion of Bonanza — and doesn't the second item have a very familiar ring to it—only this year they call it "Asiatic Flu."

On January 26, 1957, I recorded that:

"A very promising future is in store for redheaded thrush, JESSICA JAMES, of GEORGE WHITE'S SCANDALS at the RIVIERA. Her impression of Ethel Merman is a honey . . ."

Although it's not quite what we meant, it is indeed a promising future, because the charming JESSICA is now married and in the throes of motherhood.

EXCLUSIVE SO. NEVADA ENGAGEMENT!

STARTS XMAS DAY AT 2:00 P.M.!

The World's Most Honored Show

52 Best Picture Awards and World-Wide Honors

MICHAEL TODD'S



Around the World in 80 days

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MAIL ORDERS NOW!

MATINEES AT 2:00 P.M.
Wed. 1.50-1.80
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NIGHTLY AT 8:30 P.M.
EXCEPT SUN. AT 7 P.M.
Mon. thru Thur 1.80-2.20
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DEC. 25-27-30-31
1.50-1.80

NEW YEAR'S EVE
AT 8:30
2:50 — 3:50

MAIL ORDERS PROMPTLY FILLED
Herewith $..... for..... seats for the .....
Performance on .....
Name .....
Address .....
City ..... Zone .. State .....
Make check or money order payable to:
HUNTRIDGE THEATRE
LAS VEGAS - NEVADA
(Enclose Stamped Self-Addressed Envelope)

SEATS ON SALE DEC. 16
Theater Box Office and
Gift Shops of Riviera & Fremont Hotels

HUNTRIDGE

Charleston Blvd. & Maryland Pkwy.
DU 2-8600 DU 4-6214

Taken from the column of February 2, 1957, it said:

"Once in a Moon over Vegas we are privileged to be present at what might be the actual birth of a star. That was the thought which came to me as I listened to the song "Sinphonies" as delivered by SHIRLEY BASSEY at her American debut in BELDON KATLEMAN'S EL RANCHO VEGAS. This gal really has what it takes and believe me, SHIRLEY knows what to do with it. On her arrival in New York, SHIRLEY recorded for Columbia Records with MITCH MILLER . . ."

SHIRLEY has been acclaimed all over the land since her debut here, and is one of the bright new stars in the firmament.

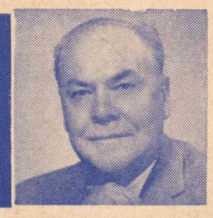
In the same column it said:

"SAM LANDY, special traveling representative of the DUNES, is doing a nice bit of public relations for all of Las Vegas. SAM gave an informal talk to the men of Temple Beth El in San Mateo, California, recently, in which he included some highlights on gambling. The talk was very well received and SAM has had many requests for similar discussions before other business and social groups. Sounds like a splendid idea and one which will do a great deal to dispel the many . . . etc . . ."

(*Continued on Page* 144)

Hillsway

by ROLAND HILL



IT SEEMS as though every magazine in the country today is printing condensed versions of timely best-seller books, so as my way of saying a MERRY CHRISTMAS to all of my readers in FABULOUS I would like to give them a Christmas gift of a pocket-version of my latest book HILLSWAY — EIGHTH EDITION — Foreworded by our own WILBUR CLARK, and dedicated to the great state of Minnesota on the occasion of its HUNDREDTH BIRTHDAY in 1958.

This edition contains 6491 names of the best places to eat and stay in the United States, (304 having write-ups about them that I think make interesting reading) a story about every state in the Union, 597 in all of Europe, 163 in Alaska and Canada, 50 in Hawaii, and 172 in Mexico. In addition I have listed 927 of the BEST stores in America in which to shop, and 771 names, dates and addresses of the top extravaganzas such as our own HELLDORADO here in Las Vegas, thus making this edition of HILLSWAY the only Where to Go, Stop, Eat, Play, and Shop Travel Guide Book in existence in this country. Remember in this condensed version I have just picked at random key places all over the country, and if you want the book, itself, and everyone should have a copy of it in his glove compartment for ready reference just like he has maps, you can obtain same by writing me at P. O. Box 2090 in Long Beach, California, and enclosing $2.00 in currency and HILLSWAY will be in the next mail to you. You, too, after reading HILLSWAY will become a "Happy Wanderer" just the same as I. MERRY CHRISTMAS and Bon Voyage!

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Birmingham
Bankhead Hotel
Gadsden
Reich Hotel
Mobile
Admiral Semmes Hotel
Montgomery
Dinkler-Jefferson Hotel
Dale's Penthouse Restaurant
Talladega
Purefoy Hotel & Motel

●

ARIZONA 1,040,000
Flagstaff
Hotel Monte Vista
Globe
Apache Land Lodge
Grand Canyon
Bright Angel Lodge
Holbrook
Whiting Motor Hotel
Nogales
Rancho Santa Cruz
Phoenix
Camelback Inn
Westward Ho Hotel
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Flame Restaurant
Tovrea's Stockyard Restaurant
Scottsdale
Hotel Valley Ho
Tucson
Ghost Ranch Lodge
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Wickenburg
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Ted's Cafe
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ARKANSAS 1,909,511
Eureka Springs
Basin Park Hotel
Hot Springs Nat. Park
Arlington Hotel
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●

CALIFORNIA 14,000,000
Anaheim
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CARNIVAL OF GIRLS AND LAUGHS
"HOLLY-DAZE REVUE"
STARRING
HANK HENRY ● KULDIP SINGH
PATTI WAGGIN • JOEY COWAN • MAC DENNISON
JIMMY CAVANAUGH • FAMOUS SLIPPERETTES GEORGE REDMAN'S ORCHESTRA
Choreography By Barry Ashton
SILVER SLIPPER LAST FRONTIER VILLAGE
— FREE PARKING — SHOWTIMES 9:00 P.M.-11:00 P.M.-1:15 A.M.-2:45 A.M.
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Balboa
Christian's Hut
Balboa Island
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Beverly Hills
Beverly Hilton Hotel
Beverly Hills Hotel
The Oyster House
Lawry's Restaurant
Romanoff's Restaurant
Tail O' The Cock
Buellton
Andersen's Pea Soup
Buena Park
Knott's Berry Farm
Burbank
The King's Arms Restaurant
Carmel
Carmel Valley Inn
Corona
Springborg's Glen Ivy
El Centro
Barbara Worth Hotel
Glendale
The Kopper Kettle
Hollywood
Roosevelt Hotel
Cock 'N Bull
Moulin Rouge
Bit O' Sweden
Laguna Beach
Hotel Laguna
Victor Hugo Inn
La Jolla
Del Charro Hotel
Holiday House Restaurant
The Marine Room
Jamar Dining Room
Long Beach
Apple Valley Steak House
Los Angeles
Biltmore Hotel
Statler Hotel
Ambassador Hotel
Perino's Restaurant
Barraclough's Restaurant
Westwood House Restaurant
Monterey
Casa Munras Hotel
North Hollywood
Alfonse's Restaurant
Palm Springs
Chi Chi Restaurant
Doll House
Desert Inn
Racquet Club
San Diego
El Cortez Hotel
U. S. Grant Hotel
Anthony's Fish Grottos
San Francisco
Fairmont Hotel
Mark Hopkins Hotel
Commodore Hotel
Maurice Hotel
Grison's Steak & Chicken Houses
Alfred's Restaurant
Skipper Kent's
San Pedro
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(*Continued on Page* 94)



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WHEN the Christmas season rolls around each year the human mind just naturally follows a prescribed pattern and begins to reflect backwards on the events and occurrences of the rapidly diminishing year. The advent of the holiday and its festive spirit seems to temper these reflections and in summing up experiences of the immediate past we tend to discount recollections of those things that perhaps did not please to the fullest extent, but rather we dwell at length on the more enjoyable tangibles and intangibles experienced and make our summation with them foremost in our minds. Fortunately, for us all, this is a general attitude and it further enhances the spirit of "giving" so universally prevalent on Christmas Day. In addition to feeling that we want to make token gifts of thanks to those we love as a partial and loving payment for their affection during the past year, we enjoy greeting and thanking friends, acquaintances and, many times, people we do not even know for a particular gift of friendship, kindness, or some other thing that made us happy by its having been available for our enjoyment. Such is the intended spirit behind this year's "Lounge Star's" column. For the past year, this writer, and countless others, either living in Las Vegas or visiting with us for a few days, have enjoyed the talent and art offered by an impressive army of performers in all of our Lounges throughout the city. The writer, feeling that we have all derived a full measure of enjoyment along the way, wishes to thank these wonderful entertainers for the happiness they have sent our way via the medium of the Lounges.

All in all there have been approximately three hundred of these groups appearing in some seventeen-odd *Lounges* dotted throughout Las Vegas, both on the fabulous Strip and in the heart of the famed "Glitter Gulch" of Fremont Street.

Who presented the best group is of little interest, as is which Hotel consistently provided the biggest and most expensive names. What is important is that every one of these groups, the Hosts they played for and the personnel that comprised them is deserving of special Christmas Greetings and thanks for their contribution toward helping to make Las Vegas the true "Entertainment Capital of the World" and for buoying up countless spirits during one of those "difficult periods" we all experience and attempt to escape.

We shall try here to touch all bases and to leave no one out. But should we pass over any group or *Lounge Star* who appeared in FLV during the year, be sure the omission was not one of intent, but rather mute testimony to the many frailties and shortcomings of the human mind.

Now we'll ask you to reminisce with us as we attempt to recall, briefly, the performances of "*Lounge Stars of* 1957." See how many of them you can recall along with us.

Who could forget the pagan and primitive Calypso witchcraft of JOSEPHINE PRENTICE and Her wild and savage group of AFRO-CUBAN CALYPSONIANS at the DUNES. . . . The melodious THREE SPARKS who entertained at the EL CORTEZ and THE THUNDERBIRD HOTELS. . . . Pianists ACE BALKIN and DOROTHY SEIFERT in the *Nevada Room of* JOE W. BROWN'S HORSESHOE CLUB. . . . Trombonist BRUCE DAVIS and His lilting combo at the HACIENDA. . . . Frenetic and

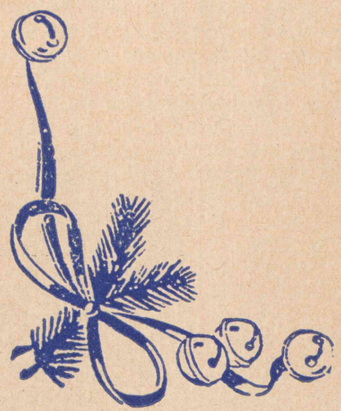
(*Continued on Page* 20)



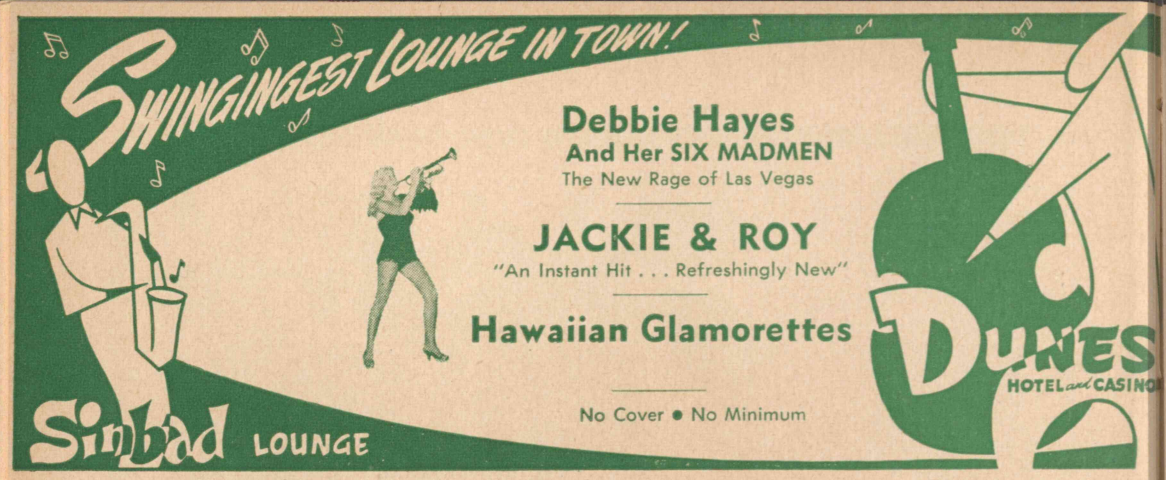


RGHT AT THE TOP OF OUR
CHRISTMAS WISH LIST - - -
OUR SNCERE, GOOD WISHES TO EACH
AND EVERYONE!
SEASON'S GREETINGS

DOROTHY & JOE W. BROWN



Joe W. Brown's
Horseshoe Club
DOWNTOWN LAS VEGAS



LOUNGE STARS

(*Continued from Page* 17)

comical HARRY RANCH and his "Yakerama of 1957" at the GOLDEN NUGGET. . . . The thrilling TOMMY SANDI TRIO at the Stage Bar of the FLAMINGO HOTEL. . . . The fabulous TRENIERS—CLAUDE, CLIFF, MILT, BUDDY and the gang — who opened the "new" *Cabaret Lounge* of the ROYAL NEVADA last February. . . . The Amazing CLARK BROTHERS — JIMMY and STEVE — who spent thirty-three record breaking weeks in the *Copa Lounge* of the SANDS. . . . The great jazz clarinetist BARNEY BIGARD with sultry DIANE LEFTI in the *Sinbad Lounge* of the DUNES and later in the *Copa Lounge* at the SANDS. . . .

Charming MARVELLE at the piano and the ERNIE COLEMAN TRIO in the *Sky Room* of the DESERT INN. . . . The incomparable "PREEM and STEAM," LOUIS PRIMA and KEELY SMITH with SAM BUTERA and THE WITNESSES, *Casbar Lounge* of the HOTEL SAHARA. . . . NEELE CASTELL and CHAMACO in the *Cloud Nine Lounge* of the NEW FRONTIER. . . . The SONS OF THE GOLDEN WEST — BUSS BOYK, DAVID YEARY, SAMMY WHITE and PAUL SCHILLING — with their great Western novelty and classics in the *Starlight Lounge* of the RIVIERA HOTEL. . . . International and local favorite DAVE BURTON and THE BURTON BOYS atop the *Stage Bar* of the FLAMINGO. . . . MANNY LOPEZ with lovely NORMA CALERON in the same spa. . . . LYNNE DAVIS and HI JAX plus LOS NORTENOS and violinist JULIAN FOORMAN and His INTERNATIONALISTS (later CONTINENTALS) in the *Cabaret Lounge* of the ROYAL NEVADA and then in THE THUNDERBIRD. . . .

Captivating "Mama" NATALIE and THE BEACHCOMBERS were

(*Continued on Page* 126)



Joe Vallera's
ITALIAN GARDEN
ROTISSERIE
LAS VEGAS' NEWEST & MOST UNIQUE RESTAURANT
Delicious Italian Foods ★ Specialty Foods
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Mighty Mixture

by GARY STEVENS

WHAT KIND OF A YEAR HAS IT BEEN???? That chamber of the brain which stores memories has been considerably enlarged during the transitory period we came to know as 1957. *It has been terse with its staccato spray of events; at no time was there even a smattering of ennui in the world's atmosphere. The past twelve months bristled with the unexpected.*

An Arkansas governor, relatively unknown, clashed with the President and subtly suggested that we obtain individual state appraisal of U. S. Supreme Court decisions. His actions, whether we want to believe it or not, came close to forcing minor or major civil strife all over the South. Fortunately, moderates came to the fore and cooler heads prevailed where hot ones were developing.

A Queen of England was forced to the embarrassing position of defending her home life. The regal Elizabeth and her consort Philip made the gossip columns. Excluding Margaret Rose's "on again — off again" romances, this was the first time the imperturbable House of Windsor had mumblings since the then Prince of Wales spoke "ex animo" about the lady he loved and lateraled the King's crown to his brother, George. To placate the group at 10 Downing Street, reassure her people and stand before the world as a happy wife, the grown up "Lillibet," with dignity and maturity, visited Canada and the United States with Prince Mountbatten at her side.

Major league baseball, long the epitome of America's national pastime, did an unprecedented geographical shuffle job and removed from New York City both of those arch-rivals of interborough competition, The Brooklyn Dodgers and The New York Giants. After much fencing, maneuvering and cross continent conversation, the Polo Grounders up and left for San Francisco and the "Bums," from east of the East River, addressed their belongings to Los Angeles. The diamond upheaval was climaxed when the genre of World Series championships was changed. The New York Yankees, multi winners of the fall classic flag, went down to defeat before a gritty group of Milwaukee Braves, sparked by pitching and performances of one Lew Burdette, who accomplished hurling results in baseball's big show that eclipsed all tossing records save those written in the books by Christy Mathewson more than a half century ago.

And there was Sputnik, a scientific triumph for the Russians in the contest of who gets to the furthest point fastest. To those who see the future of the universe in rockets, atomic power and guided missiles, no doubt the revolving satellite gave the Commies a huge propaganda victory but the Russkies, when they try for the big prize, a ride to Luna, might be surprised. It is just probable that a hotel will be nearing completion when they arrive. Anybody for the Moon Hilton!!!

In 1957, American home life presented this dichotomy. Elder statesman Harry Truman, the President who loved the piano, became a grandfather when daughter Margaret, now Mrs. Daniel, gave birth to a boy; Tommy Manville, who is chauvinistic

(*Continued on Page* 90)

Church of Religious Science
Rev. Lee W. Mooney, R.Sc.M., Minister & Practioner. Headquarters: 1000 E. Oakey Blvd. Phone DU 4-7201. Sunday Service: 11 A. M., Elks' Hall, 3rd & Carson. Healing Meeting: **Wednesday, 8:00 P.M., 1000 E. Oakey.** Radio KORK Spot announcements all week.

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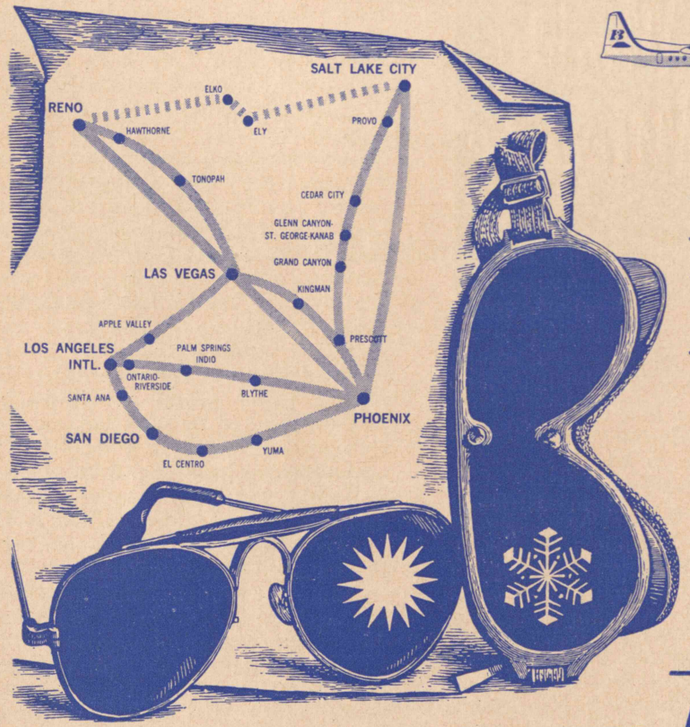

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Behind the Hollywood Headlines

Villain or hero, good guy or bad, Cameron Mitchell doesn't care which as long as he can be both! Speaking of his screen characterizations, of course. "My one dread in acting," says Mitchell, "is that of being typecast. I don't think there is anything else that will completely stagnate an actor more than this, unless it's not working at all." Mitchell, who co-stars with Glynis Johns in "ALL MINE TO GIVE," literally slugged, battered, pistol-whipped and murdered his way to screen stardom. In his first big acting opportunity in "THE OUTCASTS OF POKER FLAT," the mobile-faced Mitchell unleashed such a variety of simulated venom, slapping, beating and shooting his fellow cast members, he was voted by the crewmen "the meanest doggone heavy who ever terrorized a sound stage." "Immediately I was offered my choice of parts," he says, "but I just couldn't accept any of them. Each one had me beating and killing everyone in the script. I knew that the choice had to be made right then. Either I fall into a stereotype as a villain, or I wait for the right part and try to make a career as a versatile actor for myself." Cam decided to wait, and his judgement has paid off handsomely, making him now one of Hollywood's most sought after actors. After achieving success as a "menace," Cam shifted gears through such roles as the gay, anything-for-a-laugh Happy Lomen in "Death of a Salesman," the cowardly sheriff of "Tension at Table Rock," a polished career diplomat in "ESCAPADE IN JAPAN," and the poverty-stricken but courageous Scottish immigrant in "ALL MINE TO GIVE." "I want audiences to expect me in any kind of role, and to be able to accept me in it," he says. "In today's market with tremendous exposure to millions a common thing, I th'nk versatility is the key to success. The stereotyped actor just can't make it anymore." . . .

Movie mothers who don't think a career and children can be mixed successfully ought to take a good, long look at Jane Powell. Jane, who returns to the screen in "THE GIRL MOST LIKELY," after a two-year absence during which she had her third child, is a firm believer in the policy that a career and a home can be combined, and is going all out to prove it. "I can't understand all the cry about movie stars who have children and want to pursue their careers also," says Jane. "Mothers all over America today are proving that work and home-making can be combined. Statistics show that over 55% of all the working wives are also working mothers. And doing it successfully." Not only is Jane's screen career in full swing, but she's forging into new fields, with recording contracts, TV appearances and night club acts. "And with careful planning, not haphazard working," Jane emphasizes, "I also have a very happy home." Jane's secret is extremely selective bookings. She only accepts picture commitments that will enable her to be home every evening, and if a location of any duration is needed, she arranges for the children to accompany her. "Television engagements are no problem either," smiles Jane. "Right now I'm only accepting one-shot appearances or filmed shows so I can be at home as much as possible." From the children's viewpoint, Jane's night club engagements are the best of all. Jane takes bookings for weeks at a time in places like Las Vegas, and the children go right along with her. "They love it," she says.

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THAT'S FOR SURE

(*Continued from Page* 9)

BARBARA and FRANKIE ROSS bundled up their infant daughter and headed for a month's vacation in Honolulu, after the MARY KAYE TRIO closed at the HOTEL SAHARA (Casbar Lounge).

MARY KAYE headed for her farm to keep her date with the Stork.

Watched our favorite actor, LEE J. COBB, relaxing at the NEW FRONTIER HOTEL.

We congratulated MILTON PRELL and his associates upon their acquisition of the Gun Club at TULE SPRINGS RANCH.

PIERETTE and BILLY DANIELS beamed at the DESERT INN, as they discussed their six week old daughter, ANDREA MARTINE.

THE BOULDER CLUB was back in business, after a complete overhauling.

Localites were fuming over the discontinuation of bus service to the "Twin Lakes" district.

TONI and WILBUR CLARK celebrated his birthday, December 27th, with a gigantic soiree at their mansion.

HARRY RANCH opened at the GOLDEN NUGGET in time to help 700 employes celebrate their tenth annual Xmas bonus and special service pin awards.

BETTY HUTTON gave a Stork shower for MARY KAYE at the HOTEL SAHARA, December 27th.

JANUARY 12, 1957

COVER: Reminder of the VARIETY CLUB TENT NO. 39's Induction Dinner, January 14th.

We were on a vacation and our guest columnist was ROY MACK. Mr. Mack dedicated his paragraphs to the fabulous JOE E. LEWIS and excerpts from his amazing life story.

JANUARY 19, 1957

COVER: JACI JOHNSON – then on JAN MURRAY's TViewer, "Treasure Chest." Our offices joined many other local establishments in the mopping-up process that followed an FLV flood.

BELDON KATLEMAN hosted a birthday party for JOE E. LEWIS at the HOTEL EL RANCHO VEGAS, January 13th.

LLOYD ST. JOHN, owner of TWIN LAKES LODGE, made a "Filmsway" short, for the FORD MOTOR CO.

ROY W. POTTER, of Moapa, Nevada, dropped by to renew his subscription and to inform us our publication was the only means Moapans have of keeping up with FLV.

DR. PAUL POPENOE was signed to lecture at the NEW FRONTIER HOTEL, January 22nd (under the sponsorship of the L.V. Marriage Counseling Service).

Local photographer ARNOLD was informed that the pix he took of JOHNNY DESMOND were being used to exploit the singer's pic, "The Life of Russ Columbo."

BELDON KATLEMAN booked SHIRLEY BASSEY (of London, England) into the El Rancho.

KALANTAN was en route to New Orleans for a three months booking.

The CITY OF HOPE set January 27th for its Installation Dinner at the HACIENDA HOTEL.

RICHARD TAYLOR was appointed General Manager of the Hacienda.

JANUARY 26, 1957

COVER: JOAN ADAMS, Cocktail Waitress at the HOTEL SAHARA.

Pianist ACE BALKIN was entertaining patrons in the Nevada Room of JOE W. BROWN'S HORSESHOE CLUB.

Before he closed at the FLAMINGO HOTEL, TONY MARTIN suggested to Prexy AL PARVIN that the star's dressing room should be redecorated for ANNA MARIA ALBERGHETTI.

Our dear friend, NICK FRAZZINI, became a Security Officer at the ROYAL NEVADA HOTEL.

Belated birthday greetings were extended to AL PARVIN, President of the FLAMINGO HOTEL, January 24th.

JUDY DORSETT (niece of HARRY DORSETT, of the HORSE-

(*Continued on Page* 29)

Season's Best

JERE & JACK SNYDER

Happy New Year

419 South 5th — DU 2-6644

Season's Greetings

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JANUARY 16

TONY MARTIN

"MISS AMERICA OF '57"

★

Riviera

DECEMBER 24

HARRY BELAFONTE

SHOW

SAHARA

JANUARY 28

MARLENE DIETRICH

The Sands

JANUARY 22

JERRY LEWIS

Tropicana

SOON

JAYNE MANSFIELD

THAT'S FOR SURE

(*Continued from Page* 27)

SHOE CLUB) planned a natal day celebration, January 30th.

LOUELLA PARSONS raved about ROSE MARIE'S opening at the STATLER HOTEL. Many top show biz names were in attendance.

NATALIE and STAN FAYMAN welcomed their heiress, DIANE ELIZABETH, January 17th.

BEN STACK, of the IMPERIAL COIN CO., showed FLV to his visiting parents (of New York).

BESS and JOE ROSENBERG (of the RIVIERA HOTEL) were vacationing in Mexico.

MOE DALITZ invited us to participate in the ground-breaking ceremonies for the JOSEPH MAGNIN store, next to the COLONIAL HOUSE.

WALLY'S BRIDGE CLUB was granted a license to feature "Pan."

BILL MOORE sold out his interest in the HOTEL EL CORTEZ and SHOWBOAT HOTEL to J. K. HOUSSELL.

FRANK PORTNOY was among the local visitors.

GEORGE ABDU moved his dealing equipment to the HOTEL EL RANCHO VEGAS. MARIO GALLO also took up post as floorman at this bistro.

MORRIS KLEINMAN (co-owner of the DESERT INN) and BOB HOPE were in town.

BILL MILLER sold out his interest in the DUNES HOTEL to MAJOR RIDDLE and left that hotel, January 23rd.

JOE GLASER, ABC head, was in town.

EVA SAVOY, cocktail waitress at the DESERT INN, framed her then recent divorce papers.

BILL and GEORGE CAPRI wore such fancy shirts at the FLAMINGO HOTEL, they outshone LIBERACE.

SAM LANDY was back at the DUNES HOTEL.

LILI ST. SYR and DARDIE ORLANDO (Mrs. HAROLD MINSKY) caused a stir when they arrived to shop at MARIANNE'S.

At the SIXTIETH DIAMOND ANNIVERSARY JUBILEE of BROWN & BIGELOW (St. Paul, Minn.), President CHARLES A. WARD gave away diamonds!

HARRY RAHNER was back at his old job at the NEW FRONTIER HOTEL.

DINAH SHORE was booked to open at the FLAMINGO HOTEL, February 14th.

We suggested the Las Vegas March of Dimes office appoint ABE SCHILLER Honorary Chairman (for life) for their drives.

FEBRUARY 2, 1957

COVER: JEANNE GARLAND, dancer and model.

Members of the VARIETY CLUB TENT NO. 39 AUXILIARY presented outgoing President, FERN KOZLOFF with a gold heart, personalized in diamonds.

KEELY SMITH and LOUIS PRIMA were awaiting a second visit from the long-legged bird, while entertaining at the HOTEL SAHARA.

JOHN GRAYSON was the new Casino Manager at the DUNES HOTEL. He built and operated the HOTEL EL CORTEZ, in 1941.

The majority of top brass at the SANDS HOTEL was at the SANTA BARBARA COTTAGE HOSPITAL for check-ups, surgery and general complaints.

RICH RICHARDSON and his associates were granted the license to operate the ROYAL NEVADA HOTEL.

ROSEMARY and CARLO BIANCA (Box Man at JOE W. BROWN'S HORSESHOE CLUB) had a pending date with the stork.

Belated birthday greetings went to FRANK FUNGE, in San Francisco.

MRS. ALEX GOLDFINE (Hubby is Casino Manager at the HOTEL EL RANCHO VEGAS) was vacationing in Palm Springs.

We thanked SY LIEN (Stage Manager at the HOTEL SAHARA) for the beautiful boxer he gave us.

(*Continued on Page* 180)

ANNO IV

Peace and happiness in the New Year!



Antonio Morelli and his Music

The Copa room—

The Sands

"CURTAIN TIME"

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

DESERT INN

(Not a Review)
December 3rd thru December 29th

Show: Miss Jane Froman; Tom Ball's "Geisha Girl Fantasy" with Misao Shuree and Her Kabuki Girls with Junichi Hamada; Toy and Wing; The Tong Brothers; Chai and Somay; Florence Ahn; Tony Toyoda; Jo Ann Miya; Carlton Hayes and His Orchestra.

America's "First Lady of Song," lovely JANE FROMAN, headlines the spectacular Christmas package in the magnificent Painted Desert Room. The rich contralto voice of this most gracious performer singing the music the world loves to hear is a thrill never to be forgotten. Her superb talent and indomitable courage in the face of severe adversity have earned her the devotion and admiration of people the world over. MISS FROMAN is one

(*Continued on Page* 34)

The Dunes

Show: Holiday for "G" Strings Produced by Harold Minsky featuring Carrie Finnell; Rita Grable; Valerie ValJean; Sheila Ryan; The Elegantes; Harbers and Dale; The Ramses; Gautilier's Steeplechase; Tommy "Moe" Raft; Dick Dana; Murray Briscoe and Garwood Van and His Orchestra.

HAROLD MINSKY'S exciting "Holiday for 'G' Strings is truly the greatest all around production in the fabulous, world-wide MINSKY history! There are FIFTY-SIX of the most gorgeous, cuddly beauties to ever set daintily arched feet connected to slim ankles and curved legs on stage. The dazzling, illuminated runway brings these charmers tableside to everyone, and is one of the most beautiful staging effects ever utilized on local boards. . . . Starring in the show

(*Continued on Page* 34)

EL Cortez

Show: George Arnold's "Rhythm On Ice" starring Larry Ellis; Gloria Oakley; George Zak; Phil Richards and The Ice-Cubettes; Buster Hallett and His Orchestra.

Christmas and New Year's festivities are carried out with a maximum of color and authenticity in the popular Cirque Room as GEORGE ARNOLD'S "Rhythm On Ice" lends the theme of a white Christmas to this Desert area. . . . This is an all-new and special Christmas package devised by Producer-Star GEORGE ARNOLD in the excellent and now famed tradition of previous Ice-Show packages. . . . GEORGE, himself, stars on the silver blades and demonstrates his amazing versatility as a skater of remarkable ability. . . . Singer LARRY ELLIS makes a tremendous hit with

(*Continued on Page* 38)

El Rancho Vegas

(Not a Review)
November 27th thru December 24th

Show: Miss Lili St. Cyr; Micki Marlo; Barry Ashton Dancers; Dick Rice and His Orchestra.

Always easy on the eyes, lovely MISS LILI ST. CYR headlines the current TOM DOUGLAS Produced Opera House show and features a stunning new act and wardrobe gathered on her recent triumphant tour to Paris. Her interpretation of exotic sketches is unmatched in the art of sophisticated and tasteful "peeling". She is seductive, charming and a performer of great personal magnitude and keen showmanship. The staging for her numbers is brilliant and carried out with the customary lavish technique. It's easy to see why LILI

(*Continued on Page* 38)

CURTAIN TIME

Flamingo

(Not a Review)
December 5th thru December 25th
Show: The Mills Brothers; Extra-added attraction Debra Paget; The Flamingoettes; Jack Cathcart and His Orchestra.

Appearing in this swelling musical holiday package are the world famous MILLS BROTHERS whose performance in the Flamingo room enhances the splendor of the Christmas Holiday season. These four sensational tunesmiths, recording artists of countless song hits, are among the greatest musical stylists showbusiness has ever known. They have been parading their wares for years in and around Fabulous Las Vegas and each engagement seems more successful than the one before. They capture all of the poignant beauty of the music as they

(*Continued on Page* 38)

HACIENDA

Show: The Four Tunes; The Don Baker Group.

The smart Jewel Box Theatre continues to present the best available in variety and quality with an outstanding lineup of musical talent and their current attractions are among the best ever staged here. Headlining the show are the marvelous FOUR TUNES, a quartet of expert musicians who feature one after another of the top tunes of the day. Their biggest hit is the very popular "Marie" that has sold over one million copies for them on the Jubilee Label. Their arrangement of this fine old tune really swings! The DON BAKER GROUP spin a variety of musical moods as they play arrangements designed for pleasant listening. Their repertoire

(*Continued on Page* 43)

Riviera

October 30th thru December 23rd
Show: "Damn Yankees" starring Nathaniel Frey; Devra Korwin and Ralph Lowe and featuring Charlotte Fairchild; Robert Shafer; Al Lanti; Joe Flynn; Sally Brown; Burt Bier and Howard Krieger.

Following one of baseball's shocks of the decade last fall, the gay spoofing of the National Pastime as unravelled in "DAMN YANKEES" takes on additional meaning. It's a clever and witty musical all about a feverish effort to topple the so called "Invincible Yankees" from top spot in the league. . . . Devilish NATHANIEL FREY does an excellent job in the Mephistopholean role as "Applegate." His rugged good looks and acting prowess make the part jell. . . . Bewitching DEVRA KORWIN sings

(*Continued on Page* 43)

SAHARA

(Not a Review)
December 17th thru December 30th
Show: Betty Hutton with The Jones Boys and Herb Lurie and Jerry Fielding; Staged and Directed by Bob Sidney; The Saharem Dancers and Cee Davidson and His Orchestra.

Santa Claus left one of his most precious packages under the SAHARA HOTEL tree in the person of "Miss Perpetual Motion," glamorous and frenetic BETTY HUTTON. This great performer's many superlative talents are impossible to adequately describe in mere words. She is one of the most versatile and energetic performers showbusiness has ever seen. BETTY has the knack of turning out brilliant performances that never fail to leave an indelible print of her crazy

(*Continued on Page* 43)

The Sands

(Not a Review)
December 18th thru January 21st
Show: The Will Mastin Trio starring Sammy Davis, Jr.; Rowan and Martin; The Vogues; The Copa Girls; Antonio Morelli and His Orchestra.

The Christmas and New Year's Holidays are complete with the appearance of the great WILL MASTIN TRIO starring SAMMY DAVIS, JR., in this special Yule Season show as staged by Producer JACK ENTRATTER. Spotlighted in this package of frolic and cheer, "Mr. Wonderful," SAMMY, JR., is at his all-time best and he clearly demonstrates why he is one of showdom's most popular current attractions. He sings, dances and clowns around with the finesse born in a natural showman. His impersona-

(*Continued on Page* 43)

SHOWBOAT

(Not a Review)
Show: Antone and Curtiss; Garr Nelson and The Showboat Girls; Vic Artise and His Orchestra.

Just a scant six months ago MARC ANTONE and JACKIE CURTISS broke every attendance record posted at the popular SHOWBOAT. Now these two terrific comics, who are on the verge of breaking into the really "big-time" with a vengeance, have been returned to the scene of their previous smash success and are dispensing the brand of humor that has labeled them for eventual stardom. They are a pair of honest comedians whose formula consists of shattering the audiences with every known and unknown laugh making device in the business. Both boys rely heavily on

(*Continued on Page* 47)

SILVER SLIPPER

(Not a Review)
Show: "Holly-Daze Revue" starring Hank Henry; Kuldip Singh; Patti Waggin; Joe Cowan; Mac Dennison; Jimmy Cavanaugh; Silver Slipperettes; George Redman and His Orchestra.

Hilarity, music and beautiful girls reign supreme throughout the glittering festivities of EDDIE FOX'S "Holly-Daze Revue." HANK HENRY stars in this latest epic and treats you to more of his superb comedy antics that have established him as standard laugh equipment in Fabulous Las Vegas. . . . KULDIP SINGH, sensational and handsome singing discovery of GROUCHO MARX, covers the room with a blanket of swelling vocals projected in a clear and concise voice. . . Exotic beauty PATTI WAGGIN

(*Continued on Page* 47)

Tropicana

(Not a Review)
December 18th thru Indefinite
Show: Monte Proser's "Tropicana Revue" starring Dorothy Kirsten and Dick Shawn with Neile Adams; Dante D' Paulo; Leona Gage; Lizanne Truex; Bobby Milano; Kitty Dolan; Bill Norvas Singers; The Tropicana Girls and Nat Brandwynne and His Orchestra.

MONTE PROSER presents his second edition of the "Tropicana Revue" entitled "You Gotta' Be In Love" with magnificent DOROTHY KIRSTEN, glamorous star of the concert and opera stage in the starring role. Her thrilling voice and gracious personality are ideally suited to the show and her first appearance on a Las Vegas stage is sure to be a smashing success. There are few sopranos in the world today who possess the tonal quality,

(*Continued on Page* 47)

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DESERT INN

(*Continued from Page* 31)

of those few performers who live her music completely and she sings each song from the heart. Her presence in Las Vegas goes a long way toward making this one of the brightest Holiday showbusiness seasons ever. . . . Held over and drawing consistant raves from appreciative audiences is TOM BALL'S "Geisha Girl Fantasy." This show within a show has been acclaimed the best package ever assembled by the master producer of Oriental-style packages. As an extra-added-attraction it is a superb instrument of widely varied and unusual entertainment. Much of the high ranking talent comes direct from Tokyo and unfolds in the authentic character of "The Land of the Rising Sun." . . . The GEISHA GIRLS present routines from traditional through modern in Japanese choreography. . . . Also in the show are MISAO SHUREE and Her KABUKI GIRLS with JUNICHI HAMADA. . . . Dance Specialists TOY and WING. . . . Acrobatic artistry as performed by THE TONG BROTHERS. . . . Eye-catching Nipponese novelty CHAI and SOMAY. . . . Beautiful Oriental exotic FLORENCE AHN. . . . Singing sensation TONY TOYODA and the traditional Japanese Dances of JO ANN MIYA. . . . Music behind the show is by CARLTON HAYES and His ORCHESTRA who get an able assist from Japanese musicians for the "Oriental Fantasy."

DUNES

(*Continued from Page* 31)

is rhythmic and lovable CARRIE FINNELL, possessor of one of the most unusual acts in showbusiness today. Her routine is a showstopper and unlike anything ever seen before! . . . Beauteous RITA GRABLE, tabbed "The Blone Gentlemen Prefer" shows why she earned that moniker, and in no uncertain terms. RITA shows more than enough of her lovely self to convince you! . . . New Orleans beauty

(*Continued on Page* 38)



Season's Best

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FABULOUS LAS VEGAS WEEKLY TV GUIDE

this week on TV..

DEC. 21 THRU DEC. 27

SATURDAY — December 21

12:00 2 Movie
8 Hockey
2:30 8 Action Theatre
3:00 2 Cartoon Cavalcade
4:00 13 MGM Movie
5:00 2 Country Music Jubilee
8 Mighty Mouse
6:00 2 Bowling Stars
13 MGM Movie
6:30 2 Gisele MacKenzie
8 Lone Ranger
7:00 2 Command Appearance
8 Kingdom of the Sea
7:30 8 Zane Grey
8:00 2 Perry Como
8 Gale Storm
8:30 8 If You Had A Million
13 MGM Movie
9:00 2 O'Henry Playhouse
8 Gunsmoke
9:30 2 Lawrence Welk
8 Paris Precinct
10:00 8 Movietime
13 MGM Movie
10:30 2 Movie
11:55 13 MGM Movie
1:05 13 MGM Movie

Merry Christmas

SUNDAY — December 22

11:00 8 Pro Football
12:00 2 Youth Wants To Know
1:00 2 Wide, Wide World
2:30 2 Outlook
3:30 2 Movietime
8 Seven Lively Arts
3:50 13 MGM Movie
4:30 2 Douglas Fairbanks Presents
5:00 2 Championship Bowling
8 Vagabonds
5:30 8 Roy Rogers
5:35 13 MGM Movie
6:00 2 Chevy Show
6:30 8 Sahara News Caravan
7:00 2 Loretta Young
8 Jack Benny
13 MGM Movie
7:30 2 Date With The Angels
8 Boots & Saddles
8:00 2 Steve Allen
8 Ed Sullivan
9:00 2 Official Detective
8 Grey Ghost
9:30 2 Martin Kane
8 G. E. Theatre
13 MGM Movie
10:00 2 By Line — Steve Wilson
10:15 8 Late Movie
10:30 2 Movietime
11:00 13 MGM Movie
12:30 13 MGM Movie
2:30 13 MGM Movie

MONDAY — December 23

3:30 13 MGM Movie
4:30 8 Kingdom Of The Sea
5:00 2 Captain Gallant
8 Popeye
5:05 13 MGM Movie
5:30 2 Waterfront
6:30 2 American Bandstand
8 Robin Hood
7:00 2 Suspicion
8 Casey Jones
13 MGM Movie
7:30 8 Capt. David Grief
8:00 2 Zorro
8 Danny Thomas
8:30 2 Tales Of Wells Fargo
8 December Bride
9:00 2 Twenty-One
8 Silent Service
9:30 2 People Are Funny
8 Highway Patrol
13 MGM Movie
10:00 2 Ray Milland
8 I Spy
10:35 2 Double Feature
8 Late Movie
11:30 13 MGM Movie
1:10 13 MGM Movie
2:35 13 MGM Movie

TUESDAY — December 24

3:30 13 MGM Movie
4:30 2 Pied Piper
8 Kingdom Of The Sea
5:00 8 Popeye
6:30 2 Disneyland
8 Name That Tune
7:00 8 $64 000 Question
13 MGM Movie
7:30 8 Our Miss Brooks
8:00 2 Wagon Train
8 To Tell The Truth
8:30 8 Phil Silvers
9:00 2 City Detective
8 State Trooper
9:30 2 Top Tunes & New Talent
8 Big Story
13 MGM Movie
10:00 8 TV Reader's Digest
10:35 2 Double Feature
8 Late Movie
11:20 13 MGM Movie
1:20 13 MGM Movie
3:00 13 MGM Movie

Happy New Year

WEDNESDAY — December 25

3:20 13 MGM Movie
4:30 8 Kingdom Of The Sea
5:00 2 Sheena
8 Popeye
5:05 13 MGM Movie
5:30 2 Waterfront
6:30 2 Madison Square Garden
8 Death Valley Days
7:00 2 Christmas Program
8 Armstrong Circle Theatre
13 MGM Movie
8:00 2 Harbor Command
8 Millionaire
8:30 2 Men Of Annapolis
8 I've Got A Secret
9:00 2 Navy Log
8 Big Record
9:30 2 Chevron Playhouse
13 MGM Movie
10:00 2 China Smith
8 Talent Scouts
10:35 2 Double Feature
8 Late Movie
11:30 13 MGM Movie
1:20 13 MGM Movie
2:35 13 MGM Movie

THURSDAY — December 26

3:30 13 MGM Movie
4:30 2 Kingdom Of The Sea
5:00 2 Racket Squad
8 Popeye
5:25 13 MGM Movie
5:30 2 Waterfront
6:30 2 Hawkeye
8 Texas Rangers
7:00 2 Rosemary Clooney
8 Sword of Freedom
13 MGM Movie
7:30 2 Jane Wyman
8 Frontier Doctor
8:00 2 You Bet Your Life
8 Honeymooners
8:30 2 Dragnet
8 Climax
9:00 2 Sheriff Of Cochise
9:30 2 Tennessee Ernie Ford
8 Playhouse 90
13 MGM Movie
10:00 2 The Tracer
10:35 2 Double Feature
11:05 8 Late Movie
11:45 13 MGM Movie
1:45 13 MGM Movie
3:15 13 MGM Movie

FRIDAY — December 27

3:30 13 MGM Movie
5:00 2 76 Sports Club
8 Popeye
5:05 13 MGM Movie
5:30 2 Waterfront
6:30 2 Touchdown
8 Rin Tin Tin
7:00 2 Cavalcade Of Sports
8 Trackdown
13 MGM Movie
7:30 8 Annie Oakley
8:00 2 Court Of Last Resort
8 Whirleybirds
8:30 2 Crusader
8 Schlitz Playhouse
9:00 2 Kraft Theatre
8 Red Skelton
9:30 8 Decoy
13 MGM Movie
10:00 2 Playhouse
10:05 8 Spook Show Dbl. Feature
10:35 2 Double Feature
11:20 13 MGM Movie
1:35 13 MGM Movie
3:10 13 MGM Movie

Monday thru Friday

REGULAR PROGRAMMING

11:00 2 Howard Miller Show
8 Beat the Clock
11:30 2 Bride and Groom
8 House Party
12:00 2 Matinee Theatre
8 Big Payoff
Tues. & Thurs.
Life With Elizabeth
Mon., Wed., Fri.
12:30 8 The Verdict Is Yours
1:00 2 Queen For A Day
2:00 2 Comedy Time
8 Encore Theatre
2:30 2 American Bandstand
3:00 2 Romper Room

★ ☆ ★

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GIFT ITEMS

DUNES

(*Continued from Page* 34)

VALERIE VALJEAN is another exotic lovely with blonde tresses and a form devine to make your pulse quicken. . . . SHEILA "The Peeler" RYAN is featured in the outstanding "Shake That Shook The World" number and you've never seen anyone shake the way she does in your entire life! . . . The sensational ELEGANTES are a lively quartette of modern singers who present good material with a syncopated beat. . . . The RAMSES stun everyone with their unusual pyramid building and acrobatics built around their husky female anchor man! . . . GAUTILIER'S STEEPLECHASE is a charming novelty act with horses and dogs executing intricate and difficult tricks that will amaze you. . . . HARBERS and DALE are as graceful a pair of dancers as you'll ever watch perform. . . . Comedy and glamour are the keynote in each of the FOURTEEN fast moving scenes. TOMMY "MOE" RAFT, DICK DANA and MURRAY BRISCOE are the threesome of zany comedians who provide rib-tickling mirth and merriment at every turn. . . . The gorgeous costuming is by JACK'S of HOLLYWOOD. . . . The Choreography was devised by MADAME KAMAROV and the wonderful music behind the show is provided by talented GARWOOD VAN and his great ORCHESTRA who support the artists to perfection.

EL CORTEZ

(*Continued from Page* 31)

every patron as he serenades the room from behind a roving mike in the audience and also provides expert background for the stunning new production numbers. He's a handsome and personable lad with an ideal voice for musical-comedy production. . . . Blonde and curvaceous GLORIA OAKLEY continues to rate as the show's top glamour attraction and this little skater, a protege of SONIA HENIE, demonstrates her big time ice show potential for all to see. . . . GEORGE ZAK flashes over the ice performing a myriad of seemingly impossible acrobatic leaps and spins and continues to stop the show with his daring backward flips and cartwheels on skates. . . . PHIL RICHARDS is another excellent solo performer and in duet work with GEORGE ARNOLD is a tough performer to top. . . . The special Holiday Production numbers feature beautiful new costuming and the precision skating of the charming ICE CUBETTES. . . . BUSTER HALLETT and His ORCHESTRA continue to provide tremendous musical support for the entire show.

EL RANCHO

(*Continued from Page* 31)

is referred to as the "Queen of the Exotics," a title she is thoroughly entitled to and one she will not relinquish for many years to come. . . . Pretty and winsome MICKI MARLO keeps you spellbound throughout her entire matchless program of swelling song. Her repertoire consists of a magical collection of mood creating and lilting tunes all interpreted superbly through her own inimitable styling. . . . The BARRY ASHTON DANCERS offer eye-opening production numbers and their performances are always enthusiastically received. They feature outstanding choreography as created by BARRY, himself, and perfect terpsichorean execution of each flashing routine. . . . Music for the entire show is under the capable direction of DICK RICE and played by his competent ORCHESTRA. . . . Fabulous JOE E. LEWIS, with AUSTIN MACK at the Piano, and marvelous EYDIE GORME open December 25th with a gala Christmas show.

FLAMINGO

(*Continued from Page* 32)

sweeten into richer and richer tones, hitting the highs and the blue notes with unbelievable ease. . . . Extra-Added-Attraction DEBRA PAGET, one of Hollywood's most exciting stars and beautiful women, shares the spotlight with the MILLS BROTHERS

(*Continued on Page* 43)



CHRISTMAS GREETINGS

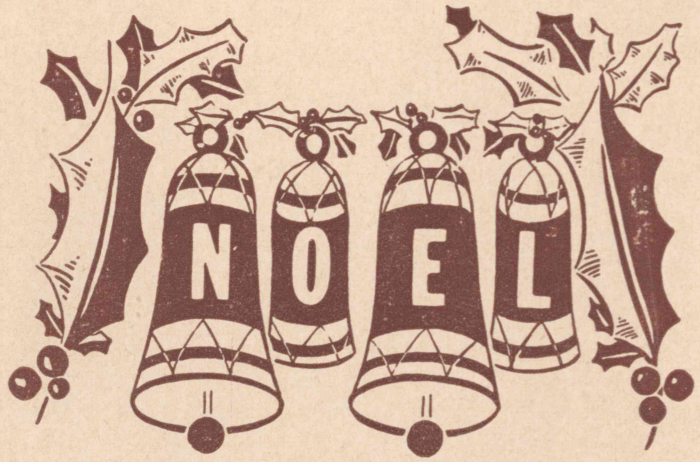
Hildegarde



the Season's Best...



NAT "King" COLE ★ ★ ★



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FLAMINGO

(*Continued from Page* 38)

and presents a program of pleasing vocals and a variety of eye-appealing and exciting dancing. Recently selected as the girl with the most beautiful legs in Hollywood, DEBRA also possesses a stimulating figure along with a sultry and sexy beauty that few women can match. . . . The FLAMINGOETTES appear in two sparkling production numbers in the festive holiday spirit. . . . Surrounding the show with splendid musical support are JACK CATHCART and His ORCHESTRA. . . . Opening Thursday, December 26th is the incomparable JUDY GARLAND.

HACIENDA

(*Continued from Page* 32)

includes a delightful mixture of modern and standard tunes delivered in a smooth style that demonstrates unusual musicianship.

RIVIERA

(*Continued from Page* 32)

and dances with the abandon of a lovely nymph and her interpretation of sexy "Lola" is exceeding well done . . . Handsome RALPH LOWE makes the part of "Joe Hardy" tick and is superbly cast as the home town hero who finally succeeds in clouting the Yanks out of contention. . . . The original plot was laid by author DOUGLAS WALLOP in his best selling novel, "The Year the Yankees Lost the Pennant." It's a gay and carefree musical mixture of sports and delightfully carefree comedy with outstanding singing and dancing sequences. . . . In support of the stars are CHARLOTTE FAIRCHILD (Meg); ROBERT SHAFER (Boyd); AL LANTI (Van Buren); SALLY BROWN (Gloria); JOE FLYNN (Rocky); BURT BIER (Smoky) and HOWARD KRIEGER (Sohovik). . . . . You'll love all of the great music, choreography and racy dialogue attendant with this show that is pennant winning material from start to finish. . . . JACK HAVENER directs the RAY SINATRA ORCHESTRA to give everyone glowing musical support. . . . Opening Tuesday, December 24th, with a glittering Christmas package is internationally famous balladeer HARRY BELAFONTE and a star-studded show.

SAHARA

(*Continued from Page* 32)

antics to last you a lifetime. Dancing, singing, comedy or impressions—she does them all equally well and never gives you a moment to rest while she's on-stage. . . . With her are the sophisticated CHEERLEADERS with HERB LURIE, who work with her in several numbers. They are a smart and highly styled group which is evidenced in their every effort. Their singing and dancing is memorable and very well done. . . . Miss HUTTON'S all new act is staged and Directed by BOB SIDNEY. . . . Her Musical Conductor is talented JERRY FIELDING . . . JACK LATIMER is at the piano and FRANK DE VITO plays drums for her accompaniment. . . . All of her special material was devised by JAY LIVINGSTON and RAY EVANS. . . . Miss HUTTON'S gowns are by MICHAEL WOLFE and Her Stage Manager is MILTON STARR. . . . The Production numbers for the SAHAREM DANCERS; devised and put to music by SONIA SHAW and BILL HITCHCOCK, are the most spectacular seen in a long time. . . . CEE DAVIDSON and His ORCHESTRA back the show stoutly with their superior musical efforts. . . DONALD O'CONNOR comes into the Congo Room with a gala show New Year's Eve.

SANDS

(*Continued from Page* 33)

tions and impressions of fellow showfolk are expert in every detail—voice, mannerism and facial expression. When "Uncle" WILL MASTIN and SAMMY DAVIS, SR., are featured in the spotlight, you can see at a glance where this fountain of talent was

(*Continued on Page* 47)

EL CORTEZ Hotel ENTERPRISES

Wish Our Friends A

Merry Christmas

☆ *And A Very* ☆

Happy New Year

☆ ☆

El Cortez HOTEL

• DOWNTOWN •

SHOWBOAT HOTEL

• BOULDER HWY •



Greetings

MAJOR RIDDLE

The Dunes
HOTEL

SANDS

(*Continued from Page* 43)

born. Their exhibition of specialty dances are enthusiastically and artistically done and always greatly appreciated by the throngs on hand for every performance. . . . Two of FLV'S favorite comics, dapper funmakers ROWAN and MARTIN, weave a pattern of uninterrupted hilarity throughout their entire stint onstage. They can shatter the equilibrium of the most staid and conservative viewer with effortless ease. There seems to be no limit to the shennanigans employed by these two madcaps in their route to winning you over completely. . . . THE VOGUES continue to do excellent choral work behind every spectacular production effort of the truly gorgeous COPA GIRLS. . . . Backing the show with exceptional musicianship all the way is Maestro ANTONIO MORELLI and His ORCHESTRA.

SHOWBOAT

(*Continued from Page* 33)

excellent singing backgrounds to break-up the comedy patter and wonderful impressions. They also inject some fancy hoofing and are never at a loss for something to clinch their success. The toughest part of their entire act is to "bow-off" the stage, as audiences receive them so enthusiastically they return again and again in command to the thunderous applause . . . . In this show, singer and Emcee GARR NELSON spins a magical holiday mood with special vocal selections in the spirit of the festive occasion. GARR also leads the pert SHOWBOAT GIRLS in both exciting production numbers. . . . VIC ARTISE and His ORCHESTRA supply the music behind the show and do a fine job throughout.

SILVER SLIPPER

(*Continued from Page* 33)

flashes daring form and a lush figure in her animated "undress" dance routines. . . . Additional comedy is provided the show with clever patter and material as presented by JOEY COWAN and "wow wow" MAC DENNISON. . . . Emcee JIMMY CAVANAUGH is another mainstay of the SLIPPER Crew and lends his clear Irish tenor and "straight" comedy role to bolster the show throughout. . . . The SILVER SLIPPERETTES pour forth a stream of glamour in their picturesque production numbers and GEORGE REDMAN and His ORCHESTRA provide the musical wrapping for this outstanding Christmas package.

TROPICANA

(*Continued from Page* 33)

range and volume of this talented lady of beautiful song. . . . DICK SHAWN is making a triumphant return to the "Tropicana Revue" and takes up where he left off a short time ago to continue his brilliant work in this show. A "stand up" comedian of excellent reputation, DICK expands his talents in this production and clearly demonstrates a decided flair for musical comedy roles. . . . Heading a huge cast of high ranking singing and dancing talent appearing throughout the colorful "musical vignettes" are beautiful and shapely NEILE ADAMS and dashing DANTE D'PAULO . . . They are well supported by LEONA GAGE; dance sensation LIZANNE TRUEX; BOBBY MILANO; KITTY DOLAN and The BILL NORVAS SINGERS. . . . Each of the glamorous TROPICANA GIRLS is a vision of loveliness and their production dancing is precise and far above the average . . . NAT BRANDWYNNE and His ORCHESTRA add beauty to the original GORDON JENKINS composed score and afford each artist firm support.

Bob: "I hear you are invited to a party given by royalty. Do you know how to address them?"

Jack: "I sure do. A count is your lordship, a countess is your ladyship, and an admiral is your battleship."

Merry Christmas



Ritz Bros.

AL ★ HARRY ★ JIMMY ★





a merrychristmas and a happy new year to all!

That's our Fondest Wish to You!

Come Enjoy the Holiday Fun Show!

BETTY GRABLE

AND AN ALL-STAR REVUE

DONN ARDEN DANCE PRODUCTIONS
CARLTON HAYES & ORCHESTRA

Begins Monday, December 30 — Gala New Year's Eve Show!

Wilbur Clark's **DESERT INN**

. . . IT REALLY HAPPENED . . .

ENOUGH has been written and said about Sophie Tucker as an incomparable entertainer. Every superlative in the dictionary has been lavished upon her. She needs no introduction to any audience anywhere in the world. She needs no praise from any of the journalistic critics. She needs no publicity build-ups. She needs no phony props or gimmicks to put herself across.

Enough has been written and said about Sophie's commanding stage presence; about her majestic warmth of emotion; about her resplendent wardrobe; about her amazonian physique and energy.

Those of her gifts and talents that meet the eye and the ear have all been adequately recognized and appreciated. What I would like to write about here about Sophie are her more important qualities — her spiritual qualities.

As I sat, the other night in the opera house of the El Rancho Vegas in Las Vegas, watching Sophie perform, feeling the pulsating waves of warm affection flowing from the audience to Sophie, and from her back to them; as I once again came under her spell, along with the hundreds of other willing captives, as she delivered her charming sermon of love and considerateness with all the authority of a priestess; I finally came upon the essential ingredient of greatness in Sophie Tucker; behind all her ribaldry and mirth and good-natured scolding, there was one central theme: the theme of love. It suddenly came over me that Sophie was a preacher, that in her own way she was preaching and proclaiming the old biblical adages and commandments.

And this feeling found confirmation at the close of her performance, when Sophie, in humbly acknowledging the plaudits of the crowd, urged that they perform an act of "Zedokah" by giving her a subscription for charity.

Here, I thought, is this woman's special claim to fame. And here is the secret of her unflagging energy, her willingness and ability to carry on even after a half century of the strenuous tyranny of show business.

For to Sophie, her professional success is not an end in itself. It is merely the means to an end. The real end, the higher goal, is her spiritual and religious fulfillment.

This it is that I would like to write and talk about.

For Sophie Tucker's record of "Zedokah" will live on long after her huge successes as an actress and entertainer have been dimmed down the long passageways of time.

We and our children, and our children's children, are and forever will be the beneficiaries of those good works. They include gifts, in money and in love, to humanitarian causes all over the United States, and in countries abroad as well.

These include hospitals and homes for the aged; playgrounds for children and summer camps: houses of learning and of worship and of healing: innumerable other causes serving humanity's physical and spiritual needs.

Also included are such things as the Sophie Tucker Medical Ambulance donated to the people of Israel by the Mogen David Aid Society of London; and the Sophie Tucker playground in Shaar Ha'Negev in Israel, sponsored by the women's division committee of the United Jewish Appeal of New York, which Sophie hopes to dedicate in person in 1958, during

(*Continued on Page* 122)

BEST WISHES



DANNY

★ ★ ★ THOMAS

Season's

Greetings

from the

MANAGEMENT

AND

PERSONNEL



The Magnificent

hotel Riviera



★ *Vivian* ——

Blaine ★ ——



CRISWELL PREDICTS

(*Continued from Page 7*)

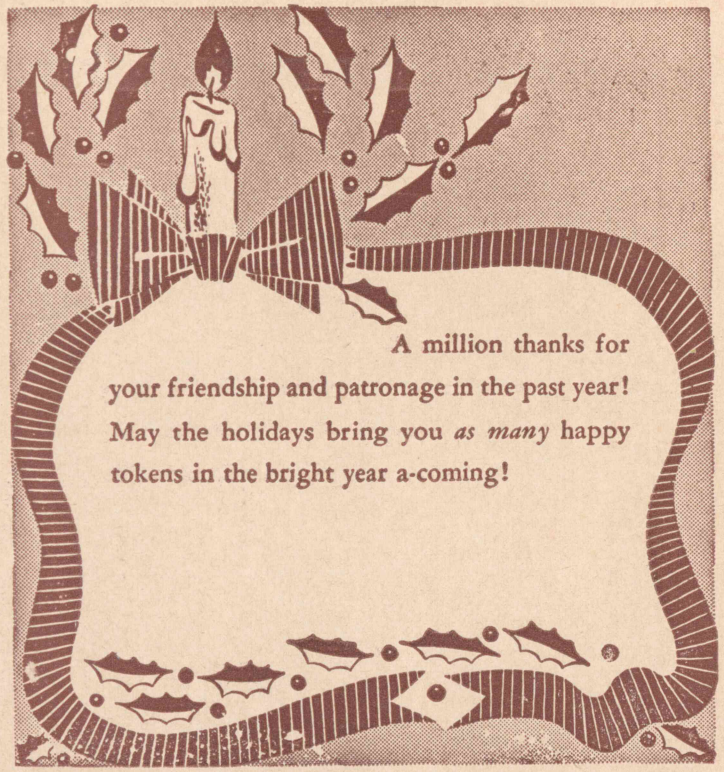
to embellish a program, look like insects on a small TV screen! The entertainment world will consist of one-man and one-woman shows, which you will be able to enjoy. Costly polls and surveys have been made, only to find that the one-man and one-woman show is remembered far beyond the other trivial hash hurled at the American public! Here is another hush-hush reason, also: The mounting cost of production, due to the unions, both in technical staffs, performers, and musical background. Remember this prediction!

Here is another revolution that is quietly taking place, and how it will effect your daily life! All the daily necessities of life will be wrapped and packaged in brand new clothes, with eye-appeal, color and a great built-in urge to buy! This built-in psychological appeal will draw the money from your pockets like a magnet! I assure you it will be a pleasure to spend your money for these delightful, newly packaged products, soon to greet you in your supermarket or department store!

One of the most far-reaching of all employer-employee relationships will soon be tried by the Bell-Telephone System! Each year, from September to June, different groups of employees will attend the Bell-System of Educational Conferences. Actual telephone problems will be discussed and solved in small groups. The teachers and lecturers are top telephone men, professors from leading colleges, experts in economics, finance, labor-relations, business management, and public relations, who will reach all employees by closed-telecasts, film, and in person! That is not all! The Bell Telephone Company is the leading company offering any woman a chance for a secure place in the business world of tomorrow! There are many facets of this public service, and it is very gratifying to be connected where your services are a vital part of the daily life of America and of the World! Yes, my friend, you are quite safe as an employee, for it will be sometime before telephones go out of style!

Stray Straws in the wild wind — you will be confronted by (1) soft, compelling, conducive background music that will lift your spirits and please your inner-ear in factories, clubs, hotels, fraternities, stores, shopping centers, banks and offices! Good music will help you to appreciate yourself, your surroundings, and the service you receive! (2) A dandruff removing shampoo which will take the dead skin from the most delicate scalp, and help to restore healthy, vibrant hair! (3) You will be able to buy a 1915 styled automobile with a 1958 motor. This innovation will catch on like wild-fire, and you will make every effort to be the first in your area to have this latest 1915 model! (4) The state of Georgia will make a special bid for industry by furnishing cheap, natural gas to cut production costs, and to produce a superior product. Georgia will stress a plentiful supply of trainable labor, milder climate, ample water, convenient plant sites, and the tops in transportation! (5) A new cosmetic cream will soon receive national promotion. It is made from the controversial Mesquite, the lumbersome tree that grows on the Texas plains. It has also been found that Mesquite leaves are nourishing for cattle! (6) A Delta Wing B-58 with a detachable pod for bombs and extra fuel can now fly over one-thousand miles per hour! This Convair product has been called the "Hustler" by the Pentagon! (7) Spun Aluminum will be the next material used for all types of luggage from small vanity bags to overnight cases, including wardrobe trunks! (8) The railways will soon experiment with an "Excursion Special" which will serve you free food (buffet style) with music and entertainment, all included in the price of your ticket! (9) Hot water can be yours instantly with a new faucet attachment, the size of a half dollar! This tiny mass of electric wiring can instantly heat and deliver

(*Continued on Page 62*)



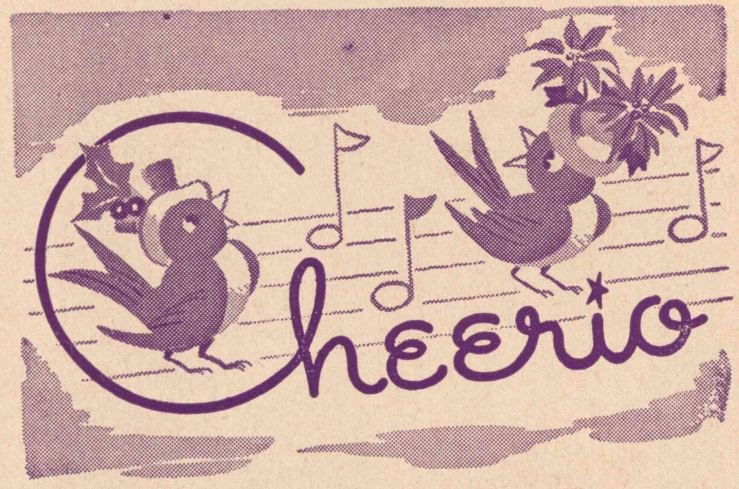
A million thanks for your friendship and patronage in the past year! May the holidays bring you *as many* happy tokens in the bright year a-coming!

George E.

☆ MITZEL

Sans Souci Hotel





On wings of song
this message gay
goes speeding on to you...
Merry Christmas!

FRANK ★ ★ SINATRA ★

The Sands HOTEL

CRISWELL PREDICTS

(*Continued from Page* 58)

a continuous flow of water! and (10) Salt Lake City will openly boast that they have every major basic, raw chemical; sixty-percent of American phosphate reserves; two hundred and fourteen different minerals; one-third of nation's copper; largest proved uranium reserves in the nation; one-fourth of nation's coal reserves; largest steel mill west of Mississippi; healthful climate, with low humidity, plus plenty of elbow room for you and your family to grow all in the center of the industrial west!

From all vertified reports, this summer will be the hottest to date! With the intense heat, there will be many people who will suffer sun-stroke or heat prostration. The number of these cases will increase but it will be most helpful to know that there are other causes of fainting, and unconsciousness which are: (1) Brain or skull injury (apoplexy, stroke, fracture of skull). (2) Hemorrhage. (3) Uremic poisoning (kidney disease). (4) Diabetic coma (sugar diabetes). (4) Drug addiction (alcohol, morphine), (6) Mental disease (as epilepsy). TREATMENT: Call a doctor! Until he arrives he will most likely tell you to apply cold to the head and heat to the feet. Apply restoratives such as smelling salts, providing the patient has merely fainted. You will be asked to aid others in the years to come!

There is a vagrant star who will say hello to mother earth on April the 24th or 25th! You will be able to see, for the first time, with your naked eye, the Arend-Roland Comet, which is now headed toward the sun, and will pass mother earth fifty million miles out in space, or about half the distance between the earth and sun! This comet is only seen once in every thousand years, and is the very comet which was described during the Early Crusades, which came as an omen of ill fortune for the world! The only thing we have to compare to this comet is Halley's Comet, last seen forty-seven years ago, and not scheduled to make another appearance until 1986! This Arend-Roland Comet will be six hundred and twenty-seven times brighter than any other comet to date! Frozen gases will give the fuzzy looking comet a new radiation pressure, and will cut diagonally through the big dipper! All planetariums will have specially trained telescopes on this fantastic visitor from outer space! This Nomad of the wide blue yonder, this hobo of the heavens, which will greet us again, on the round trip, taking a thousand years! Is this the comet that the poet Milton believed was purgatory, where the souls from man and woman rested during the brief passage between life and eternity, which we call death? The space between is but an hour, the frail duration of a flower!

You will be forced to like the blackest and the strongest coffee in all the world direct from the Arabic states of the Middle East! A new advertising campaign was secretly launched and contracted last week that will contain powdered cream and gives you a creamy cup of steaming coffee. Here is the catch – once you coffee lovers taste this exciting blend, either Cafe Con Leche (with powdered cream) or Cafe Solo (straight black coffee, with no sugar or cream) you will find the stimulation so wonderful that you will never again be satisfied with American coffee, for "Cafe" will have it beaten in every way!

Bombardment of Ivlons will be very much in the news, for this new application of radar will actually remove the fatty substances from meat, – leaving the rich non-fattening high protein. Even the Latin dish of pork, rice and beans, one of the most fattening combinations known, can be greatly reduced in the calory count.

Your next taste sensation will be the Banana Cordial, a medical type of rum, which stimulates the appetite. This cordial will be prescribed by Doctors and Nutritionists as highly beneficial to certain patients. You will also be able to use it for cooking, sundae topping and whipped puddings.

(*Continued on Page* 66)

Wishing One and All

Merry Christmas

and Happy New Year

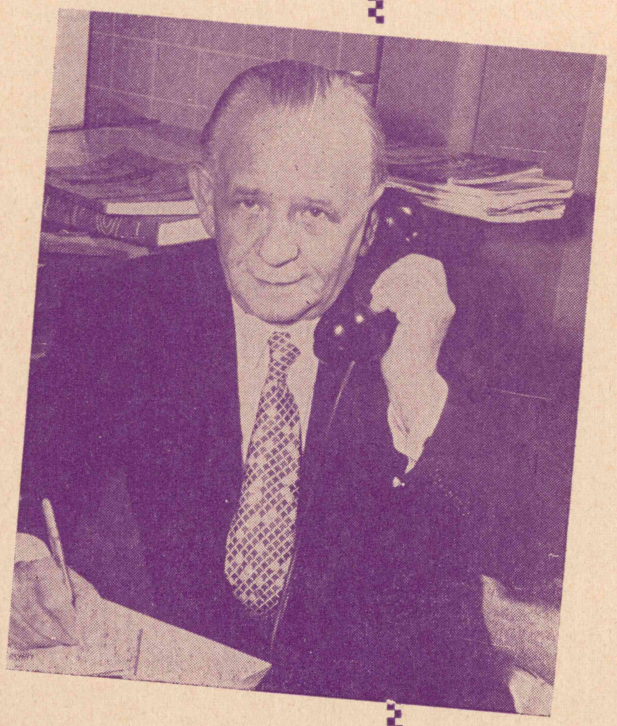


SOPHIE TUCKER



Christmas Greetings





MR. & MRS.

JAKIE FREEDMAN

CRISWELL PREDICTS

(*Continued from Page* 62)

I predict the next smaller room area of the East coast will be in the vicinity of Gettysburg, where our President is a gentleman farmer. Such cities as Harrisburg, York, and Littletown, Pennsylvania, will enjoy new prosperity! Many new industries and factories will move into this golden circle. Furniture making, clothing, and small-items manufacturing, including plastics, will lead the prosperity parade in this area! Remember this forecast! It will prove most valuable later!

There is only one profession that continually pays off, and that is the profession of salesmanship! Our entire world is built upon salesmanship! Nothing happens until somebody sells something! If you are seeking part-time or full-time employment your best chance will more than likely be in the field of sales work! Yes, nothing happens until somebody sells something!

FOR MEN AND WOMEN WHO WANT TO LOOK YOUNGER

Sometime ago on my television program, over the radio, and in my syndicated column, I promised to give you a secret formula by which a very famous Hollywood star was able to look half her age. This great star has also told me her secret formula and I now give it to you and know you will profit by this European beauty secret. Stars of television who must wear heavy make-up hours at a time have used this formula for fresh, clear skin and have insured themselves against make-up poisoning. It is so simple, yet so effective, that three large cosmetic manufacturers, who spend millions of dollars in advertising, brought pressure to bear, and kept this secret formula from being made public. This youthifying process consists of four simple steps — once a week! (1) Scrub your face and neck thoroughly with a mild antiseptic soap, in warm water. Pat the skin dry with an absorbent towel! (2) Shake a bottle of ordinary milk of magnesia thoroughly, and then spread the milk of magnesia liberally over your face and neck. Relax for a few minutes until this thoroughly dries, drawing the impurities from the skin and purging the pores, as it does the body when taken internally! To remove the thoroughly dried milk of magnesia mask, spread another layer of milk of magnesia over your face and neck which dissolves the first layer instantly! Then, remove the milk of magnesia with a warm, damp towel, (3) Take a small amount of pure olive oil, heat it to an above-body temperature, and apply over the face and neck with a dab of cotton or rub it in gently with the fingertips, stroking upward! Let this remain for five minutes until your skin soaks up the natural oils of the olive! (4) Have a bottle of ice-cold witch-hazel to use as an astringent, which removes the excess oil, leaving your skin fresh, clean and clear. This will magically help to erase the frown lines in the forehead, and also will help to tone the general contour of your face and neck, giving you a restoration of more youthful line.

The only thing you need to know about the value of this famous beauty secret is that it is now being given every day in a Fifth Avenue salon in New York City for $25.00. For a few cents in your own home you can pamper yourself once a week with this method. The first or second time you use it, your skin may be slow to respond, for you will remove considerable dead skin, and surface grime! After three or four treatments, your skin will become radiant and will have a natural glow, a new youthful firmness! Men will find that they can shave easier and closer! You girls will find that your make-up takes on a new, natural and younger look.

Again, I would like to tell you that this famous actress, who looks half her age, has used this simple formula to stop Father-Time in his tracks!

The next time you shop, buy one bottle of milk of magnesia, one bar of mild medicated soap, one bottle of

(*Continued on Page* 70)

A Merry Christmas
And
A Happy-Happy New Year
TO ALL MY FRIENDS HERE And EVERYWHERE



TED ★ LEWIS ★

★ ★ ★

Season's Greetings



•

★ ★ JOHNNIE RAY ★ ★



CRISWELL PREDICTS

(*Continued from Page 66*)

pure, imported olive oil, and one bottle of witch-hazel! You will soon be so young looking that your friends will pass you in the street and hardly recognize you!

Exclusive for you and you alone! May we reprint an item from the APRIL 1957 NEWSLETTER which caused many newspaper editorials, TV-radio comments and many indignant letters?

"You will not find it in your newspaper, on your television, or radio, nor will you hear many people talk about it, but the real truth is that DOGS are being raised in huge kennels to be used as food in Arizona! These mongrel breeds are bred for size, and size only! A rare delicacy for the Indians and many other gourmets. BARBECUED, BAKED, BROILED AND STEWED DOG is fast becoming a very acceptable and popular dish for the main course in many, many areas! The dog has an interesting history, retaining some of the ancestral characteristics of the wolf. Hunting dogs bay, sometimes howl at night, buries a bone, has acute sense of hearing, smell, vision, strong legs, sharp teeth, lean muscular body and protective fur! Early man domesticated the dog to help in hunting, and modern dogs have been developed to suit various needs. For example: working and hunting dogs, shepherd dogs, watch dogs, carrier dogs, racing dogs, retrievers, pets, and now food dogs. Over two hundred domestic breeds are constantly increased by crossing known breeds to secure desired qualities! This was the process used for securing the tender meat of high protein value in an eating dog. Although the Chinese have raised Chows for eating — this is the first time this barbaric practice has reached America!"

Many of our readers challenged this practice of eating dogs here in our nation, so I sought an interview with CHIEF BEARPAW of the COMANCHE TRIBE! Chief BearPaw is a full blooded Comanche, of the tribe near Boise, Utah, numbering fifteen thousand active, pure Comanches reaching into Arizona! The Chief, almost thirty, is tall, stately, athletic and a true child of the outdoors! He is a noted authority on Indian lore, lending his talents to research and to movie making! He is proud of being an Indian! We now quote the interview given exclusively by Chief BearPaw, which will dispel any doubts in the public mind about the eating of dogs!

"Yes, you may certainly say that dogs are used for food more than we think. The Comanches use a wild dog (of the coyote family) almost exclusively. These dogs are domesticated, and raised for the sole purpose of providing food! Dogs are hand picked for weight and for solidity of flesh! The dogs are then placed in a cave, where they are fed all of the raw meat they can possibly eat for twenty days! Deer and horse meat are preferred, due to the high protein value! These dogs now become very firm of flesh, and at the end of the twenty days, are taken out and shot through the neck! This vital zone is used for slaughter, for it is quick and does not damage the other portions of the body! The slain dogs are then carefully skinned, with the pelts being used for moccasins and coats. The dogs are then cut up into half-pound hunks, bones and all, and are placed into a large vat of boiling water, for eight hours! From time to time, carefully pared cuts of wild potato and wild onion are added, plus tender cuts of wild Indian turnip to heighten the flavor! The pottage resembles ordinary American beef stew! The meat of the dog is rich, red and high in protein! The Dog Soup is then cooled and served in gourds, the five to six inch diameter size! The odor is most pleasant, and the meat is tender! This is served only once a year at the Annual Ceremonial Dances. The soup is delicious, and truly is fit for the Sun God, which it aids to celebrate! Other Indian tribes have special recipes handed down

(*Continued on Page 74*)



Season's Greetings

ABDU

and

MUSTAFA

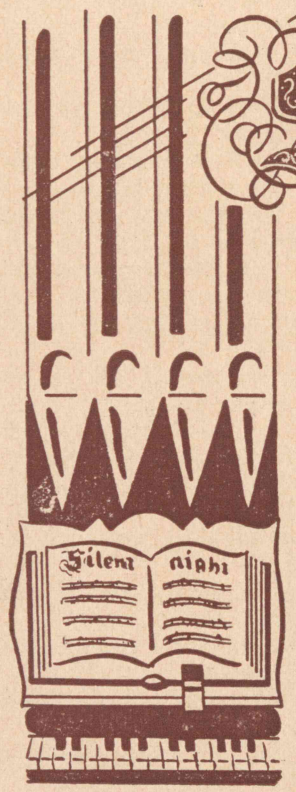
•

The

AMIN

BROTHERS





Silent night

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

Tony Martin

CRISWELL PREDICTS

(*Continued from Page* 70)

generation after generation, long before the advent of the white man!"

HERE IS MY PREDICTION: ONE OF OUR LARGEST FROZEN SPECIALTY FOOD COMPANIES WILL PRE-FREEZE "DOG SOUP" NEXT YEAR AND OFFER IT TO THE GOURMETS OF AMERICA! Yes, I predict a very wonderful year ahead for all of us!

OBSERVATIONS

(*Continued from Page* 5)

in their heads.
And Mamma in her kerchief and I in my cap
Had just settled down for a long winter's nap,
When out on the lawn there arose such a clatter,
I sprang from my bed to see what was the matter.
Away to the window I flew like a flash,
Tore open the shutters and threw up the sash.
The moon on the breast of the new-fallen snow
Gave a luster of midday to objects below.
When, what to my wondering eyes should appear,
But a miniature sleigh and eight tiny reindeer,
With a little old driver so lively and quick,
I knew in a moment it must be Saint Nick.
More rapid than eagles his coursers they came,
And he whistled and shouted, and called them by name:
"Now, Dasher! Now, Dancer; Now Prancer and Vixen!
On, Comet! On, Cupid! On, Donner and Blitzen!
To the top of the porch, to the top of the wall!
Now, dash away! Dash away; Dash away, all!"
As dry leaves that before the wild hurricane fly,
When they meet with an obstacle, mount to the sky,
So up to the housetop the coursers they flew
With a sleigh full of toys and St. Nicholas too.
And then in a twinkling I heard on the roof
The prancing and pawing of each little hoof.
As I drew in my head and was turning around,
Down the chimney Saint Nicholas came with a bound.
He was dressed all in fur from his head to his foot,
And his clothes were all tarnished with ashes and soot.
A bundle of toys he had flung on his back,
And he looked like a peddler just opening his pack.
His eyes — how they twinkled! His dimples — how merry!
His cheeks were like roses, his nose like a cherry.
His droll little mouth was drawn up like a bow,
And the beard on his chin was as white as the snow.
The stump of a pipe he held tight in his teeth,
And the smoke it encircled his head like a wreath.
He had a broad face and a round little belly
That shook when he laughed like a bowl full of jelly.
He was chubby and plump, a right jolly old elf,
And I laughed when I saw him in spite of myself.
A wink of his eye and a twist of his head
Soon gave me to know I had nothing to dread.
He spoke not a word but went straight to his work,
And filled all the stockings; then turned with a jerk,
And laying his finger aside of his nose,
And giving a nod, up the chimney he rose.
He sprang to his sleigh, to his team gave a whistle,

(*Continued on Page* 78)

MERRY
CHRISTMAS

To Our Many

FRIENDS Everywhere



Chuck Luftig — Eli Lubin

The DISCOUNT HOUSE

711 South 5th St.

•

Phone DU. 4-8771
-8772

Christmas Greetings



★ ★ *Charlie* ***BARRON*** ★

Tropicana

OBSERVATIONS

(*Continued from Page 74*)

And away they all flew, like the down of a thistle.
But I heard him exclaim ere he drove out of sight,
"Happy Christmas to all and to all — a Good Night!"

This was a true picture of the Santa Claus the children years ago believed in, and woe to the person who tried to disabuse our minds of this lovely myth — even when we were old enough to know better, we still held to it with all our might — such is the faith of childhood. This little poem seems to have about all there is of Christmas cheer. In my youth, almost every child knew it but its lines brought happiness and laughter to older people as well as young. To us children, Santa Claus was very much alive although, of course, deep in our hearts was hidden the realization that he was only a myth.

We did, never-the-less, persist in hanging up our stockings on Christmas Eve until after we were men and women. We, who had reached the mature age of ten were just as expectant as the little tots. For years we expected Santa to bring us a Chatter Box, a year's subscription to the "Youth's Companion," an orange, a few nuts (including some wonderful Brazil nuts) and a plentiful supply of red, sugar-covered candies. The weekly "Youth's Companion" had a wonderful list of prizes and premiums and was published by Perry Mason Co., in Boston and seemed able to last through the ages. I wonder what became of it?

"The Chatter Box" was a book bound in hard covers printed in red and yellow. On the back cover was an advertisement of only four words, printed in big red letters: "EPP'S COCOA — GRATEFUL — COMFORTING."

It was the first display of big advertising and it seemed to us that any outfit who could afford such lavish advertising would last forever. It also has sunk into oblivion. The book was about six by eight inches in page size and was full of interesting stories for children. I have not heard of it for many years.

The orange we peeled, and then separated its segments, allowing ourselves one a day. The candies were divided so as to make them last as long as possible. No, we were not poor people, but in those days we were taught the advantages of thrift above lavish expenditures.

As we grew a little older Christmas took on a more substantial meaning. On the third finger of my left hand I am still wearing a ring set with a colorful, changeable tiger's eye stone. It was placed on that finger by my mother on Christmas Day 1883 and is among the dearest of my possessions. Hidden away in a box is a blackened, old silver Elgin watch and chain given me by my mother and father when I graduated from the high school in Austin, Minnesota that I carried until 1895.

In 1889, we lived in Redlands, California, and I had an office in San Bernardino, ten miles from Redlands. This was the first Christmas after Delphine and I were married, and of course, I wanted to give her something beautiful and lasting. I chose a wicker arm chair at a store in San Bernardino and had it woven with pink and blue ribbons. On Christmas Eve I had the chair well done up with wrapping paper and took it to the little narrow gauge railroad motor which then ran between the two towns. It began to rain, so, to the discomfort of the other passengers, I managed to get my precious chair inside the car with me.

It was raining furiously when we reached Redlands, but, wet to the skin myself, I drapped the chair inside the street car which finally got me to my father's home a mile and a quarter from town. When the old mules stopped to let me off it was still raining, but I got the chair into the house without getting it very wet. It was a strenuous journey, that ten miles on that Christmas Eve of 1889, and Delphine still has that chair in

(*Continued on Page 84*)



The Very Best of . . .

Holiday Greetings

— from —

BOB WILLIAMS

AND

RED DUST



It's No Secret!

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

Mr. & Mrs.

T.W. "RICH"



RICHARDSON

Royal Nevada



FROM THE
Flamingo
FAMILY



THE Flamingo HOTEL

A. B. PARVIN
President



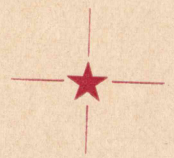
Merry Christmas

AND

Thanks

TO OUR

Many Friends



THE
MANAGEMENT
OF THE

SILVER SLIPPER

LAST FRONTIER VILLAGE

OBSERVATIONS

(*Continued from Page 78*)

front of her desk, although the gay ribbons are long since gone.

Oh yes, I have experienced many other happy Christmases, but I think I should tell of the first Christmas after I came to Las Vegas in 1905. The Las Vegas Aerie 1213, Fraternal Order of Eagles was instituted by one of its high officials, Con Ahern, prominent citizen of that then great bonanza mining camp, Virginia City, on September 15, 1905 with seventy-five charter members. That Lodge provided a cohesive group of active citizens which we so much needed to stimulate the sickly little city, and their aid was very gratefully received.

A real Christmas celebration was planned by the Eagles. They sent a team and several members to the mountains and brought back a real Christmas tree. The big garage near the northeast corner of Main and Stewart Streets, which had been erected by the hopeful company that had tried to operate motor busses between Las Vegas and Goldfield, was chosen as the logical place in which to hold the celebration. It was cleared and a small stage and benches were made for the occasion.

The school teacher, Miss Alma Tuttle, took charge of the program and about every child in town had a part. This made the program very long, but the Eagles had also provided goodies for the children and the parents were rewarded by hearing their children take part.

For some years Vegas, each year, had a community Christmas Tree. All church societies as well as other organizations such as the Mesquite Club, pooled their resources. A great evergreen tree was brought from the mountains and set up in the middle of the four corners at First and Fremont Streets where there was nothing to limit the height of the tree, and we really had some whoppers!

An organ was placed on a stand by the side of the tree and the choir sat

(*Continued on Page 86*)

Merry

CHRISTMAS

Ruby Kolod

— CASINO —

Wilbur Clark's
DESERT INN

OBSERVATIONS

(*Continued from Page* 84)

near the organ to lead the parents and children in the singing of many of the old Christmas Carols, and it was wonderful to hear how the almost forgotten words came back to the singers. After the singing there was a short Christmas talk and then the big event – the handing out of candy bags to every child.

While all this was going on, a committe of Elks distributed baskets of groceries to the homes of all the needy in town and this organization (the Elks) still maintains this fine program of bringing cheer to the unfortunate. It is financed in part, by the annual charity ball and aided substantially by generous residents of our town.

There were several times when our community Christmas was covered with snow and people had to stand around for an hour or so with wet, cold feet, but, somehow, we managed to stand it. One such "White Christmas" was that of 1909.

There had been occasional snowfalls all through December, and it seemed as if our climate was actually changing—at least some folks thought so. There was snow on the ground until the eve of New Year's Day, 1910 when a steady rain set in.

I went to the station to mail a letter on the Los Angeles Limited, due to leave for Salt Lake at nine fifteen that evening. The train was right on time and left the depot majestically in a warm, gentle rain. That train stood in the sand a few miles this side of the Nevada-Utah State Line for several months, and it was five and one half months before Las Vegas had another through train.

That warm, pleasant rain fell over this entire intermountain country and quickly turned the heavy blanket of snow over hundreds of square miles of mountains and plains into roaring torrents of water which nothing could resist. A carload of race horses was caught by the flood and all the fine racing animals were drowned. Freight cars full of merchandise were floated from close to Caliente clear into the Moapa Valley. One hundred miles of our railroad was washed away and for a time there was doubt whether the railroad would ever be rebuilt. Finally, big crews were put to work on a new "high line" which would be out of reach of future floods. Fortunately, no such disaster has occurred since that memorable New Years of 1910. The rebuilding of the railroad cost some six million dollars, which is certainly a high price to pay for a "White Christmas."

Fabulous Las Vegas wishes for a very Merry Christmas to everyone!

Greetings

IRENE PACE
REALTY

500 South 5th St.
DUdley 2-6336

JACK CORTEZ'
Fabulous
LAS VEGAS *magazine*
P. O. BOX 748
$8. PER YEAR



. . . may you find

your Christmas stocking chock-full

of your fondest dreams come true . . .

B·O·B R·I·C·E

GENERAL MANAGER
— CASINO —

The Dunes



FRANKIE ROSS ★ MARY KAYE ★ NORMAN KAYE

TO ALL OUR

WONDERFUL FRIENDS . . .

A
HEALTHY
HAPPY CHRISTMAS
AND A
MOST SUCCESSFUL
1958

MARY KAYE TRIO

CASBAR LOUNGE

Hotel SAHARA

MIGHTY MIXTURE

(*Continued from Page 21*)

when it comes to marriage, took another bride in his race to make it a dozen by 1960. Hardly had the vows (???) been taken and the ink dry on the license (!!!) when Pat Gaston separated from the wealthy sick one.

Then there was Mike Todd, who emerged from the ranks of promoter to producer and vaulted onto the tag "super general impressario." His picture, "A.T.W.I. 80 D.," was a form of exotica on the screen; his party at Madison Square Garden was an attempt at opulence that became an erotic bore, a cornucopian evening of nothing.

It was sad to lose Humphrey Bogart. First, he was an individual, a "rara avis!" Then, he was an actor. His virile portrayals will long be remembered. Evidence for his immortality is available on your teevee screens when his old pictures are shown. By Hollywood standards he should be apotheosized. No replacement is even remotely in sight.

Late in the year Bing Crosby defied the lyrics of "September Song" and married Kathryn Grant. The Groaner seemed to be searching for a new spark and a fresh investment in living with this marital plunge. If loneliness was in his keep, then "Der Bingle" is certainly entitled to reach for the ring — gold or brass.

Television went western happy and most of the saddle set, cowpokes and silent gun toters were left in the corral. The script writers were stampeded in their mad dash to the stockade, where, perhaps, the files on old plots were kept. Dust biting was plentiful and "last roundup time" was every thirteen weeks — come 1958.

The stock market was "Wail Street" one day, the lowest in two and one half years and did a recovery about face that recalled the good hours before October, 1929.

Over the Mistletoe: Christmas, glorious season for the inner good of mankind, is with us again. As a munificence, it is a necessary calendar date, but the gift bestowing must be an exchange of thoughts, of deeds, of human concern rather than indulgence of giving and getting material goods. Christmas is an annual armistice for humanity. For some hours, perhaps days in devout cases, Homo Sapiens the Christian world over, pause in their sinning, slow down in the callous commercial dead end race and look to the Saviour for guidance and continuance. The frenzied among us join with the sedate and pay homage to the most respected of all natal dates. Unfortunately, fatuous thinking replaces the "peace on earth, good-will to men" philosophy when the tinsel is off the trees and the gifts and cards are memories.

Sermon over, have a Healthy, have a Happy, have a Merry!

Bill: "What disease can you have and enjoy?"

Sam: "I don't know. What?"

Bill: The mumps, because you have a swell time.



Season's Best

Sal D'amore

• BARBERS •

Wilbur Clark's DESERT INN
Las Vegas, Nev.
423 BEDFORD DRIVE
Beverly Hills • California



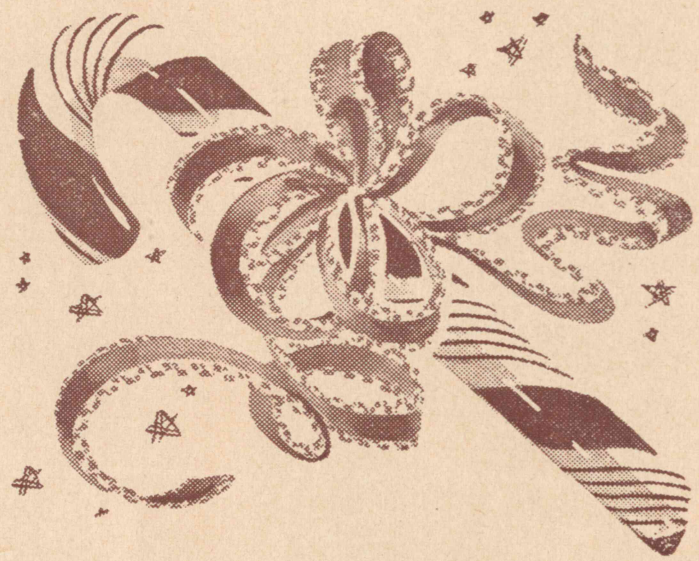
Wishing You and Yours
The Very, Very Best
and Happiest of Holidays.

• Carmen ★ "The Champ" ★ Blackie ★ Johnny •

The —

CHARACTERS

HOTEL SAHARA



CASINO

★ —— Personnel — ★


Season's Greetings

Flamingo

HOTEL

HILLSWAY

Manitou Springs
Stagecoach Inn
Parshall
Buckhorn Lodge
Steamboat Springs
Lake Trail Guest Ranch

●

CONNECTICUT 2,007,380
Branford
Holly's Barn
Bridgeport
Ocean Sea Grill
Danbury
Green Hotel
East Norwalk
Charpentier Steak House
Hartford
Hotel Statler
House of De Pasquale Rest.
Honiss Oyster House
New Haven
Taft Hotel
Noank
Skipper's Dock Restaurant
Old Lyme
Ferry Tavern Hotel
Thompsonville
The Mtn. Laurel Restaurant
Westport
The Clam Box Restaurant
West Lake Restaurant

●

DELAWARE 388,000
Rehoboth Beach
Henlopen Hotel
Wilmington
Hotel Du Pont
Powder Mill Restaurant

●

DISTRICT OF COLUMBIA 805,000
Mayflower Hotel
Sheraton-Carlton Hotel
Sheraton-Park Hotel
Shoreham Hotel
Harvey's Restaurant
Iron Gate Inn
O'Donnell's Restaurant
Hogate's Restaurant

●

FLORIDA 3,250,000
Daytona Beach
Daytona Plaza Hotel
Whitehall Hotel
Fort Lauderdale
Casa Rio Hotel
Terrace Patio
Jack Valentine's Restaurant
Key West
Southwind Motel
Caribe Restaurant
Lakeland
Edinburgh Hall
Lake Wales
Chalet Suzanne
Miami
Columbus Hotel
Betty's Restaurant
Black Caesar Forge Restaurant
Red Coach Grill
Jamaica Inn
Miami Beach
Bal Harbour Hotel
Fontainebleau Hotel
Golden Gate Hotel
Roney Plaza Hotel
Versailles Hotel
Fan & Bill's Restaurant
Maxim's Restaurant
Park Ave. Restaurant
Mount Dora
Lakeside Inn
Palm Beach
Ambassador Hotel
Brazilian Court Hotel
Whitehall Hotel
The Breakers Hotel
Pensacola
Carpenter's Restaurant
St. Petersburg
Vinoy Park Hotel
Sunset Hotel
Sarasota
John Ringling Hotel
Tallahassee
Floridan Hotel
Tampa
Columbia Restaurant

●

GEORGIA 3,445,078
Atlanta
Atlanta Biltmore Hotel
Augusta
Bon-Air Hotel
Savannah
De Soto Hotel
Georgian Tea Room
The Manger Hotel
Sea Island
Sea Island Yacht Club

●

IDAHO 588,637
Boise
Hotel Boise
Lewiston
Manhattan Cafe
Pocatello
Bannock Hotel
Bidwell's Motel

●

ILLINOIS 9,200,000
Chicago
Ambassador Hotels
Sherman Hotel
Conrad Hilton Hotel
Palmer House
Edgewater Beach Hotel
Kungsholm Restaurant
Marshall Field's Tea Rooms
Pump Room
Stockyard Inn
Henrici's Restaurant
Imperial House Restaurant
Le Petit Gourmet
Elgin
House of Jean
Evanston
Fanny's Restaurant
Nauvoo
Hotel Nauvoo
Springfield
Abraham Lincoln Hotel
Worth
Ridgland Farm

●

INDIANA 4,235,000
Elwood
Mangas Cafeteria
Evansville
Hotel McCurdy
Cafe Venice
Fort Wayne
Key Hotel
Hotel Van Orman
French Lick
French Lick-Sheraton Hotel
Hammond
Phil Smidt & Son Restaurant
Indianapolis
Claypool Hotel
Hawthorn Restaurant
Madison
Clifty Inn
Muncie
Hotel Roberts
South Bend
The Morris Inn

●

IOWA 2,690,000
Amana
Colony Inn
Ox Yoke Inn
Ronneburg Restaurant
Ames
Sheldon-Munn Hotel
Solar Inn Restaurant
Carroll
Burke Hotel
Cedar Rapids
Roosevelt Hotel
Clinton
Allen's Tea Room
Des Moines
Fort Des Moines Hotel
Country Kitchen
Sylvan-Plaza Restaurant
Harlan
Saylor Hotel
Marshalltown
Stone's Restaurant
Sioux City
Mayfair Hotel
Sheraton-Warrior Hotel
Joe Gantz Steak House
Waterloo
Convair Room Restaurant

●

KANSAS 2,000,000
Kansas City
Town House Hotel
McPherson
Warren Hotel
Wichita
Hotel Lassen
Innes Tea Room
Hotel Allis

(Continued on Page 98)

Happy Holidays
To One And All



HARRY
MILLERBERG

Sans Souci HOTEL

☆

The Very Best To All

☆

SID WYMAN ☆





CASINO

Magnificent

Riviera HOTEL

HILLSWAY

KENTUCKY 2,944,806

Lexington
- Campbell House Hotel
- Stirrup Cup Cafe

Louisville
- Brown Hotel
- Sheraton Seelbach Hotel
- Ashbourne Inn
- Canary Cottage
- The Old House Restaurant

St. Matthews
- Canary Cottage

Somerset
- Dixie Inn

●

LOUISIANA 2,927,000

Baton Rouge
- Heidelberg Hotel
- Bob & Jake's Steak House
- Mike & Tony's Restaurant

Monroe
- Rendezvous Restaurant

New Orleans
- Roosevelt Hotel
- Jung Hotel
- Antoine's Restaurant
- Arnaud's Restaurant
- Commander's Palace
- Corinne Dunbar's Restaurant
- Brennan's Restaurant
- Charlie's Steak House
- Blue Room in Roosevelt
- Bel Air Motel

Shreveport
- Washington-Youree Hotel
- Capt. Shreve Hotel
- Shreveport Hwy. Hotel

●

MAINE 913,774

Augusta
- Memorial Bridge Motor Court

Bar Harbor
- Testa's Restaurant

Bethel
- The New Yorker

Boothbay Harbor
- Oake Grove Hotel

Dover-Foxcroft
- Blethen House

Greenville Junction
- Squaw Mtn. Inn

Jackman
- Buena Vista Ct. & Din. Rm.

Kennebuck Port
- Arlington Hotel

Portland
- Eastland Hotel
- Boone's Restaurant

Rangeley Lakes
- North Camps

Skowhegan
- Gene's Restaurant

●

MARYLAND 2,343,001

Annapolis
- Carveth Hall Hotel
- Anne Arundel Restaurant

Baltimore
- Lord Baltimore Hotel
- Sheraton-Belvedere Hotel
- Haussner's Restaurant
- Hutzler's Colonial Restaurant
- Miller Bros. Restaurant
- Maria's 300 Restaurant
- Walker-Hasslinger Restaurant

Frederick
- Francis Scott Key Hotel

Silver Spring
- Mrs. K's Toll Touse

●

MASSACHUSETTS 4,837.645

Amherst
- Lord Jeffery Hotel

Boston
- Parker House
- Sheraton-Plaza Hotel
- Hotel Statler
- Durgin Park Restaurant
- Locke-Ober Cafe

Edgartown
- Daggett 1750 House
- Harborside Inn

Lenox
- Curtis Hotel

Lynnfield
- Ships' Haven Restaurant

Nantucket
- The Skipper Restaurant

Northampton
- Wiggins Old Tavern

Salem
- Stromberg's Restaurant

Sheffield
- The Blue Belton Inn

South Egremont
- Jug End Barn Resort

Springfield
- Sheraton-Kimball Hotel

Williamstown
- Williams Inn

●

MICHIGAN 7,236,000

Ann Arbor
- Preketes Sugar Bowl

Bay View
- Terrace Inn

Blaney Park
- Blaney Park Resort

Dearborn
- Dearborn Inn

Detroit
- Detroit Leland Hotel
- Sheraton-Cadillac Hotel
- Statler Hotel
- Fox & Hounds Restaurant
- Huck's Redford Inn
- Mario's Restaurant
- Stockholm Restaurant
- Park Shelton Hotel

Flint
- El Rancho

Frankenmuth
- Zehnder's Restaurant

Kalamazoo
- Schensul's Cafeteria
- The Quaint House
- Bill Knapp's Restaurant

Lansing
- Hotel Olds

Mattawan
- Stone Cottage Restaurant

Midland
- Midland Country Club
- Circle Motor Court

Pellston
- Andy's Cafe

St. Clair
- Fisherman's Wharf

St. Ignace
- Twin Acres Tea Room

St. Joseph
- Holiday House Inn

●

MINNESOTA 3,174,000

Brainerd
- Cragun's on Pine Beach

Detroit Lakes
- Fair Hills Resort

Duluth
- Duluth Hotel
- Duluth Motel
- Flame Restaurant
- Miller's Cafeteria
- Bon Aire Tea Room

Ely
- Hibbard's Lodge

Lutsen
- Lutsen Resort

Mantorville
- Hubbell House Restaurant

Minneapolis
- Curtis Hotel
- Leamington Hotel
- Radisson Hotel
- Pick-Nicollet Hotel
- Biltmore Motel
- Holiday Motel
- Charlie's Cafe
- Shieck's Restaurant
- Harry's Cafe
- White House Cafe

Moorhead
- F-M Hotel

Moose Lake
- Hart's Olde Tyme Coffee House

Onamia
- Izaty's Lodge

Park Rapids
- Cool Ridge Resort

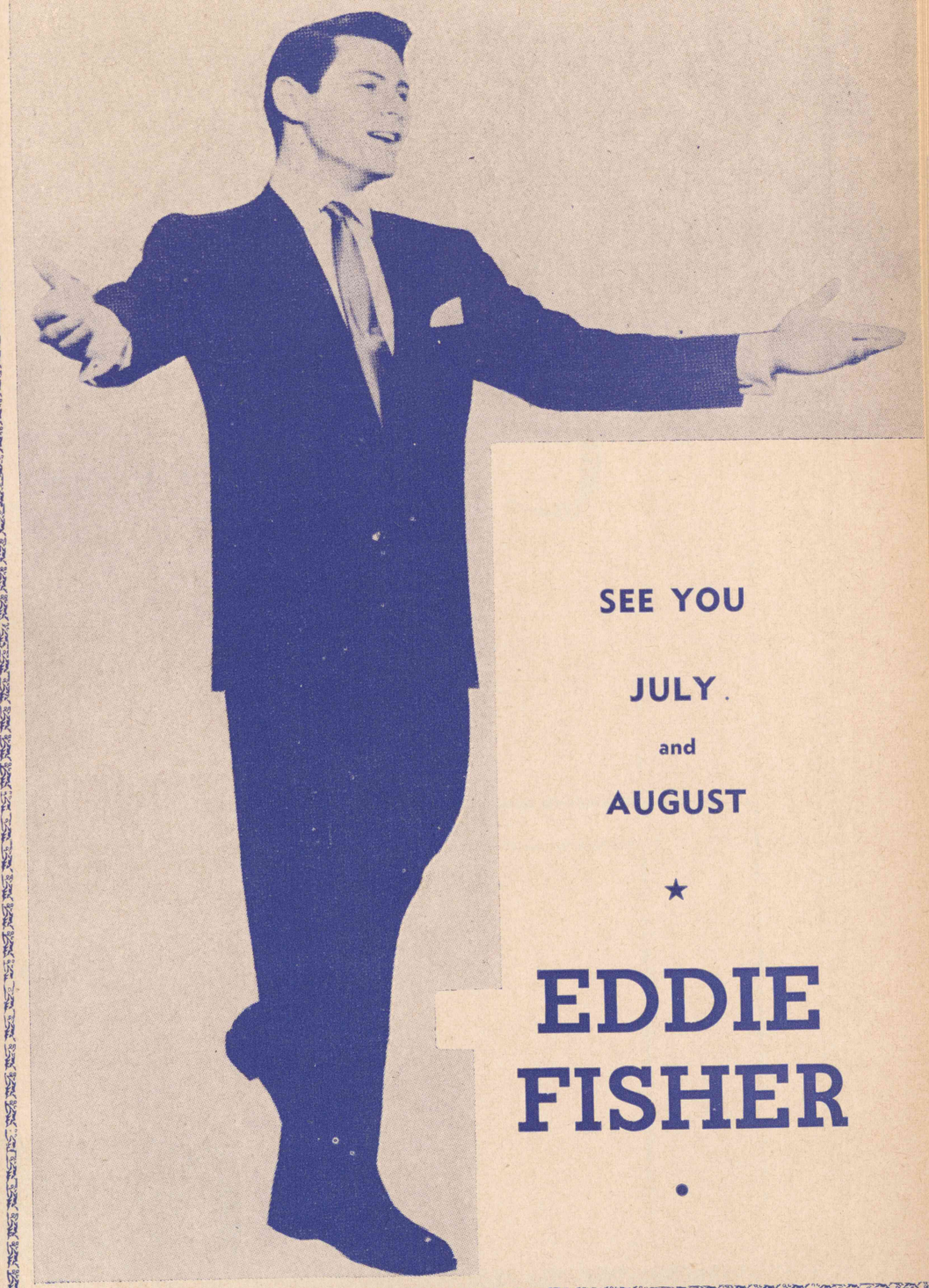
Pequot Lakes
- Breezy Point Lodge

Rochester
- Kahler Hotel
- Arthur Hotel

St. Paul
- Hotel Lowry
- Hotel St. Paul
- Driftwood Room
- Schuneman's Tea Rooms

Spicer
- Fredolf Hultgren Lodge

(*Continued on Page 102*)



SEE YOU

JULY

and

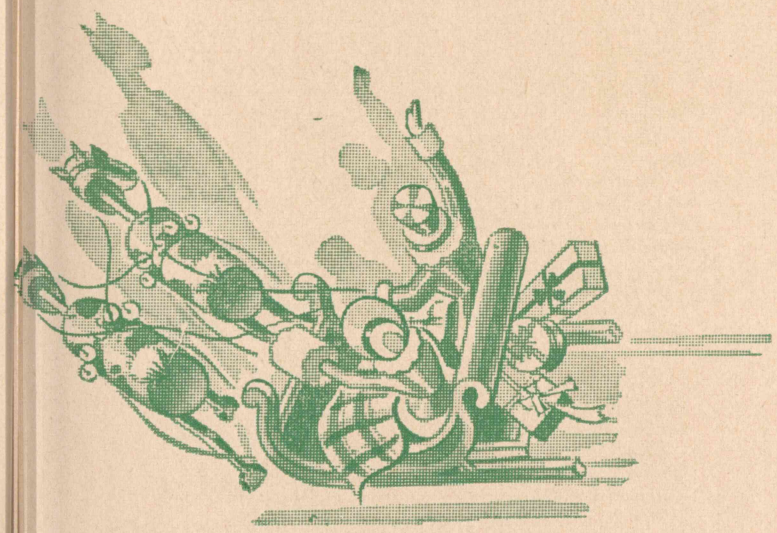
AUGUST

★

EDDIE FISHER

●

"Merry Christmas"



CARL COHEN

CASINO MGR.

The Sands HOTEL

HILLSWAY

Stillwater
Lowell Inn
Holcomb's Restaurant
Winona
Hot Fish House

●

MISSISSIPPI 2,178,915
Biloxi
Buena Vista Hotel
Cleveland
Michael's Cafe
Columbus
Gilmer Hotel
Jackson
Hotel Edwards
Vicksburg
Tuminello's Kitchen
Way
Allison's Wells

●

MISSOURI 3,954,653
Gallatin
McDonald Tea Room
Kansas City
Hotel Bellerive
Hotel Muehlebach
Wolferman's Tiffin Rm.
Osage Beach
Colonial Restaurant
Folded Hills Dining Room
Powell's Supreme View
St. Clair
New England Pantry
St. Joseph
Hotel Robidoux
The Beacon Restaurant
St. Louis
Chase Hotel
Sheraton Jefferson Hotel
Statler Hotel
Green Parrott Inn
Stan Musial's Restaurant
Town Hall Restaurant
Springfield
Kentwood Arms Hotel

●

MONTANA 645,000
Billings
Northern Hotel
Dude Rancher Lodge
Bozeman
Baxter Hotel
Butte
Finlen Hotel
Rocky Mtn. Cafe
Gallatin Gateway
Gallatin Gateway Inn
Karst Guest Ranch
Glacier Nat. Park
Many Glacier Hotel
Great Falls
Rainbow Western Hotel
Helena
Placer Hotel
Livingston
Murray Hotel
Sidney
Hotel La Londe
West Yellowstone
Stagecoach Inn
Madison Lodge
Union Pac. RR Din. Rm.
Wolf Point
Sherman Hotel

●

NEBRASKA 1,350,000
Fremont
Berry's Motel
Pathfinder Hotel
Grand Island
Yancey Hotel
Dreisbach's Restaurant
Hastings
Hotel Carter
Kearney
Fort Kearney Hotel
Cannon's Motel
Kimball
Wheat Growers Hotel
Lincoln
Hotel Cornhusker
Tony & Luigi's Restaurant
Omaha
Blackstone Hotel
Sheraton-Fontenelle Hotel
Northup Jones Coffee Club
Colony Club Restaurant
Sidney
Hotel Couch

●

NEVADA 220,000
Boulder City
Black Canyon Motel
Carson City
Carson Hot Springs
Senator Coffee Shop
Elko
Ranchinn
Las Vegas
El Rancho Vegas Hotel
Flamingo Hotel
Sahara Hotel
Sands Hotel
Showboat Hotel
Thunderbird Hotel
El Cortez Hotel
Fremont Hotel
Blair House
Wilbur Clark's Desert Inn
Dunes Hotel
Riviera Hotel
Tropicana Hotel
Desert Hills Motel
Desert Rose Motel
Kit Carson Motel
Rancho Anita Motel
Tumbleweed Motel
Alpine Village Inn
The Ranch House Restaurant
Joe W. Brown's Horseshoe Club
El Cholo Cafe
Silver Slipper
Holiday Inn Motel
Del Mar Motel
Lovelock
Two Stiffs Motel
Lovelock Inn
Reno
Biltmore Guest Ranch
Mapes Hotel
Riverside Hotel
Hill & Sons Motel
Christmas Tree Restaurant
Mesa Restaurant
Eugene's Restaurant
Wigwam Coffee Shop
Moulin Rouge Dinners
Tonopah
Mizpah Hotel
Virginia City
Silver Dollar Hotel
Winnemucca
Sonoma Inn

●

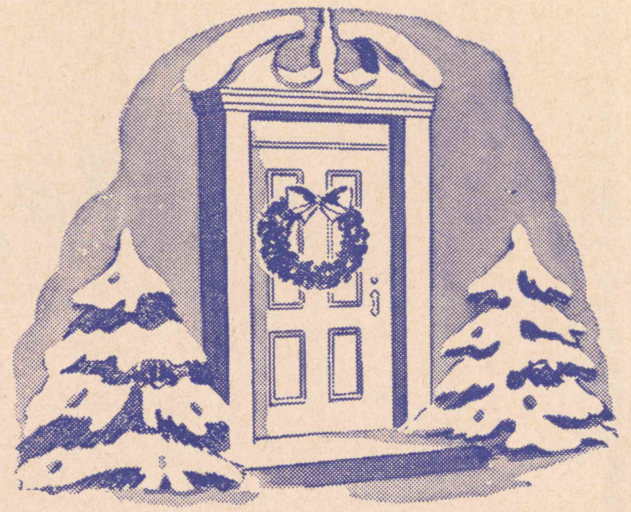
NEW HAMPSHIRE 533,242
Crawford Notch
Crawford House Club
Exeter
Exeter Inn
Franklin
Log Cabin on Webster Lake
Glen
Storybook Inn
Hanover
Hanover Inn
Hillsboro
1830 House Motel
Keene
Winding Brook Lodge
Bon Ton Restaurant
North Woodstock
Mt. Coolidge Court
Portsmouth
Folsom-Salter House
Randolph
Mt. Jefferson Court
Mt. Crescent House Hotel

●

NEW JERSEY 5,420,000
Asbury Park
Asbury Carlton Hotel
Atlantic City
Chalfonte-Haddon Hall
Hackney's Restaurant
Elizabeth
Dorothy Dennis Restaurant
Newark
Robert Treat Hotel
North Plainfield
Clara Louise Tea Room
Plainfield
Park Hotel
Princeton
Nassau Tavern Hotel
Princeton Inn
Lahiere's Restaurant
Red Bank
Molly Pitcher Hotel
Trenton
Hotel Stacy-Trent
Union
Tretola's Restaurant
West Orange
Pal's Cabin Restaurant

(*Continued on Page 106*)

Seasons Greetings



DORIS

and

BEN

STACK

and FAMILY

IMPERIAL COIN COMPANY

14 KARAT SHOP

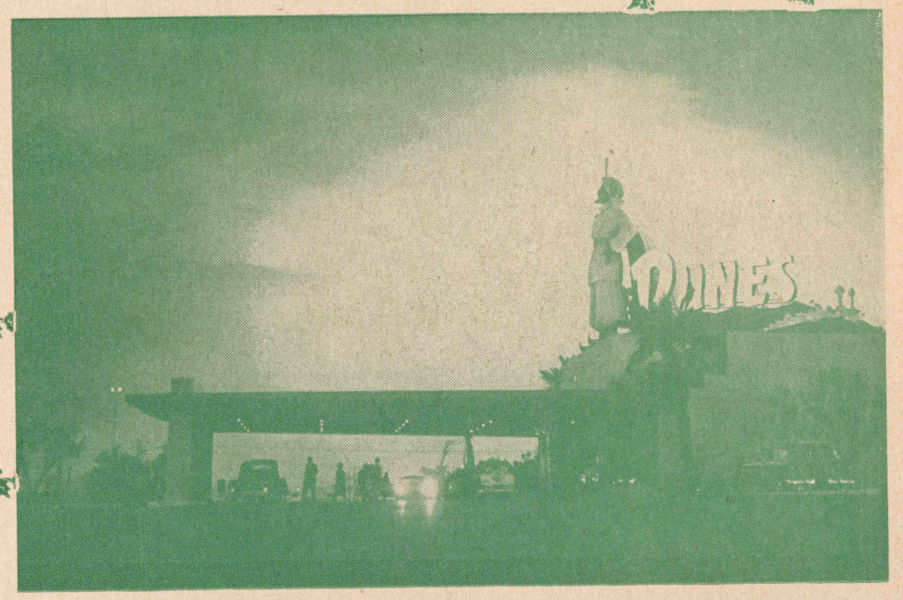
2401 SOUTH 5TH ST.

"on the Strip" — JUST NORTH OF SAHARA HOTEL

Happy Holidays

— from

PERSONNEL & MANAGEMENT



HILLSWAY

NEW MEXICO 804,000

Albuquerque
Hilton Hotel
Hacienda Dining Room
Hoyt's Dinner Bell
La Placita Dining Room

Clovis
Hotel Clovis
La Contenta Courts
Diamond L Motel

Gallup
El Rancho Hotel
Thunderbird Lodge

Santa Fe
La Fonda Hotel
Bishops Lodge

Tucumcari
Circle S Motel
La Cita Restaurant

●

NEW YORK 16,000,000

Albany
DeWitt Clinton Hotel
Sheraton-Ten Eyck Hotel
Keeler's State St. Restaurant

Buffalo
Sheraton Hotel
Hotel Statler
Laube's Old Spain Restaurant

Elbridge
Wayside Inn

Elmira
Mark Twain Hotel
Hilltop Inn

Garrison
Bird & Bottle Inn

Keeseville
Green Apple Inn

Lake George
Holiday House

Lake Luzerne
Hidden Valley Ranch Resort

Lake Placid
Homestead Inn

LONG ISLAND, NEW YORK

Babylon
St. Moritz Motel
La Grange Inn Restaurant

Bethpage
Beau Sejour Restaurant

Cold Spring Harbor
The Mooring

Forest Hills
Forest Hills Inn

Garden City
Garden City Hotel

Great Neck
The Barefoot Boy of Brittany Hills

Huntington
Gene's French Restaurant

Jericho
The Maine Maid Restaurant

Larchmont
The Colony Restaurant

Montauk
Guerney's Inn

Roslyn
Blue Spruce Inn Restaurant

Stony Brook
A Bit Of Sweden Restaurant

NEW YORK CITY
Algonquin Hotel
Ambassador Hotel
Biltmore Hotel
Commodore Hotel
Manger Vanderbilt Hotel
New Yorker Hotel
Park Sheraton Hotel
Roosevelt Hotel
St. Moritz Hotel
St. Regis Hotel
Savoy Plaza Hotel
Sheraton Astor Hotel
Waldorf-Astoria Hotel
Brass Rail Restaurant
Chambord Restaurant
Chateaubriand Restaurant
Colony Restaurant
Copacabana Restaurant
El Chico
Embers Restaurant
Gripsholm Restaurant
Hearthstone Restaurant
Jane Davies' Restaurant
Le Pavillon Restaurant
Lindy's Restaurant
Luchow's Restaurant
Pierre's Restaurant
Quo Vadis Restaurant
Stork Club
Twenty-One Restaurant

Niagara Falls
Treadway Inn

Plattsburg
Witherill Hotel

Rochester
Manger Rochester Hotel
Sheraton Hotel
Treadway Inn

Saratoga Springs
Gideon Putnam Hotel
Paramount Pete's Restaurant

Vestal
Vestal Steak House

Warrensburg
Chalet Swiss

Westfield
Greystone Hotel

West Point
U. S. Hotel Thayer

White Plains
John Ebersole's Restaurant

Yonkers
French Chef Restaurant

●

NORTH CAROLINA 4,061,929

Asheville
Ashville-Biltmore Hotel
Battery Park Hotel
Geo. Vandervilt Hotel
Grove Park Inn

Bryson City
Nantahala Inn Resort
Sundown Lodge

Chapel Hill
Danzinger's Old World Rest.

Durham
Washington Duke Hotel

Franklin
Kelly's Inn & Tea Room

Hendersonville
Mountain Aire Motel

Murphy
New Regal Hotel

Nags Head
Carolinian Hotel

Pinehurst
Carolina Hotel
French Rest. Maison Henri
Gray Fox Restaurant

Raleigh
Hotel Sir Walter

Roaring Gap
Graystone Inn

Winston-Salem
Hotel Robert E. Lee

●

NORTH DAKOTA 642,000

Bismark
Prince Hotel

Dickinson
Ray Hotel

Fargo
Hotel Powers
Hotel Gardner

Grafton
Basell Hotel

Grand Forks
Dacotah Hotel
New Columbia Hotel
Ryan Hotel
Westward Ho Motel

Jamestown
Moline Cafe
Wolfe Motel

Mandan
Lewis & Clark Hotel

Minot
Leland-Parker Hotel

●

OHIO 7,946,627

Cincinnati
Netherland Hilton Hotel
Sheraton-Gibson Hotel
Terrace Hilton Hotel
Ol' South Restaurant
Felix's Window Garden Tea Rm.
El Rancho Rankin Motel

Cleveland
Hotel Cleveland
Manger Hotel
Hotel Statler
Damon's Restaurant
Hickory Grill
Kornman's Restaurant
Rohr's Restaurant
Stouffer's Restaurants
Halle Bros. Tea Rooms

Columbus
Deshler-Hilton Hotel
Marzetti Restaurant
Mills Restaurant

Dayton
Dayton Biltmore Hotel
Van Cleve Hotel

(Continued on Page 110)

GEORGE CAPRI



MERRY CHRISTMAS

MAY THIS HOLIDAY SEASON BE ONE OF HAPPINESS AND JOY FOR EACH OF OUR FRIENDS AND CUSTOMERS!

• CASINO •

★ ★ ★

THE Flamingo HOTEL

Seasons Greetings

★

STUNNING SMITH

★

The Girl

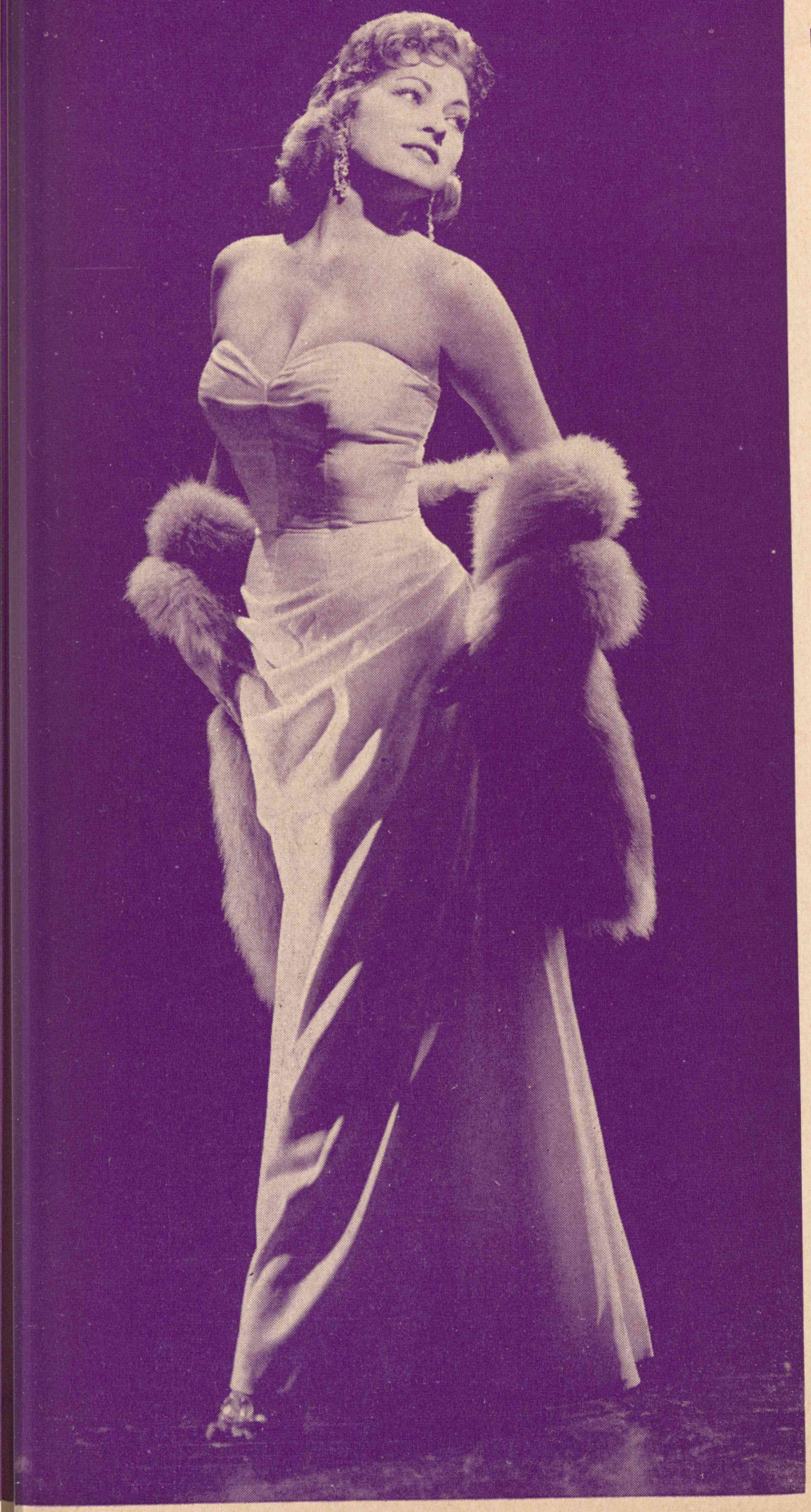
With

The Purple

Hair



★



HILLSWAY

Fremont
Fremont Hotel
Mansfield
Mansfield-Leland Hotel
Marion
Highway Hotel
Smithville
Smithville Inn
Washington Court House
Washington Hotel
West Richfield
Danish Smorgasbord
Zanesville
Headley Inn Restaurant

●

OKLAHOMA 2,233,351
Claremore
Round-Up Motel
Will Rogers Hotel
Lawton
Hotel Lawtonian
Muskogee
Kay's Fine Foods
Oklahoma City
Biltmore Hotel
Skirvin Hotel
Holiday Inn Motor Hotel
Dolores Restaurant
Tulsa
Mayo Hotel
Will Rogers Motor Court
Vinita
Vinita Hotel

●

OREGON 1,691,850
Ashland
Ashland Hotel
Astoria
Elliott Hotel
Bend
Pilot Butte Inn
Central Point
Mon Desir Dining Room
Coquille
Coquille Hotel
Eugene
Hotel Eugene
Gold Beach
Ireland's Rustic Lodges
Klamath Falls
Willard Hotel
Portland
Benson Hotel
Heathman Hotels
Multnomah Hotel
A Bit O' Sweden Restaurant
Dan & Louis Oyster Bar
Henry Thiele's Restaurant
Meier & Frank's Tea Rooms
Roseburg
Hotel Rose
Salem
Marion Hotel
Tillamook
Victory House Restaurant
Trail
Riffles on the Rogue

PENNSYLVANIA 11,159,000
Bedford
Bedford Springs Hotel
Buck Hill Falls
The Inn
Coraopolis
Hyeholde Restaurant
Doylestown
Conti Cross Keys Inn
Eagles Mere
Crestmont Inn
Harrisburg
Harrisburger Hotel
Penn-Harris Hotel
Hershey
Hotel Hershey
Mt. Pocono
Skyline Inn
New Wilmington
The Tavern
Philadelphia
Bellevue-Stratford Hotel
Benj. Franklin Hotel
John Bartram Hotel
Bookbinder's Old Original Rest.
Pittsburgh
Carlton House Hotel
Penn-Sheraton Hotel
Pittsburgher Hotel
Hotel Webster Hall
Park Schenley Restaurant
Klein's Restaurant
Jos. Horne Co. Tea Room
Pocono Manor
Pocono Manor Inn
Selinsgrove
Dutch Pantry
Swiftwater
The Old Heidelberg
York
Hotel Penn
Spinning Wheel Dining Room

●

RHODE ISLAND 815,000
East Greenwich
The Kingston Inn
Narragansett
Peterson's Colony
Newport
Viking Hotel
Pawtucket
Lindsey Tavern
Providence
Sheraton-Bitmore Hotel
Johnson's Hummocks Restaurant
The Old Grist Mill

●

SOUTH CAROLINA 2,117,027
Anderson
Hotel John C. Calhoun
Beaufort
The Anchorage
Charleston
Fort Sumter Hotel
Brewton Inn
Clemson
Clemson House
Columbia
Hotel Columbia
Poinsett Hotel
Myrtle Beach
Chesterfield Inn
Eyerly's House of Good Food
Orangeburg
Slumberland Motel
Berry's on the Hill Restaurant
Summerville
The Carolina Inn

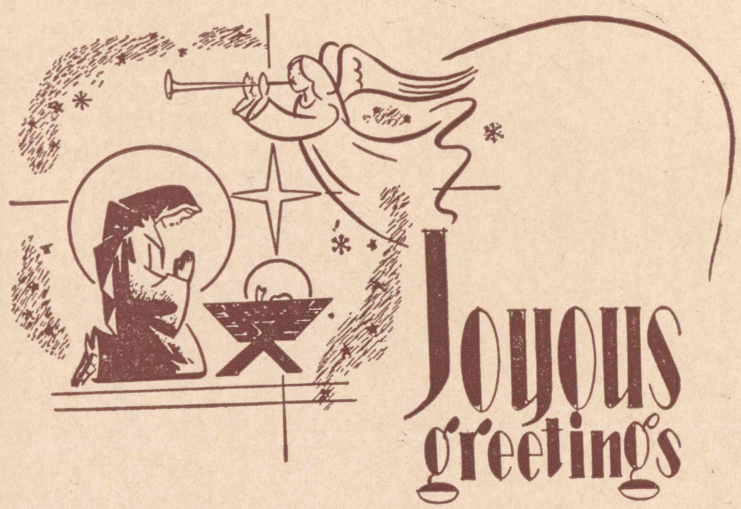
●

SOUTH DAKOTA 652,000
Aberdeen
Alonzo Ward Hotel
Chamberlain
Derby's Cafe
Custer
Sylvan Lake Resort
Fort Pierre
Oahe Motel
Hill City
Palmer Gulch Lodge
Huron
Marvin Hughitt Hotel
Kadoka
H & H El Centro Motel
Keystone
Powder House Lodge
Madison
Gen. Beadle Hotel
Mitchell
Hotel Lawler
Flamingo Motor Court
Philip
Senechal Hotel
Pierre
St. Charles Hotel
Terrace Motor Hotel
Falcon Cafe
Rapid City
Sheraton-Johnson Hotel
Jensen's Pine View Motel
Modern City Motel
Devine Court
Sioux Falls
Hotel Sheraton-Carpenter
Hotel Sheraton-Cataract
Town & Country Cafe
Ace Motel
Spearfish
Valley Cafe
Watertown
Lincoln Hotel
Yankton
Charles Gurney Hotel

●

TENNESSEE 3,418,000
Chattanooga
Hotel Patten
Park Hotel
Read House Hotel
Bethea's Restaurant
Cookeville
B & B Cafe
Gatlinburg
Hotel Greystone
New Gatlinburg Inn
Sweden House Restaurant
Jackson
New Southern Hotel
Fox Restaurant

(*Continued on Page 116*)



Joyous greetings

To our friends:

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

Mr. & Mrs.

• HAROLD HIND

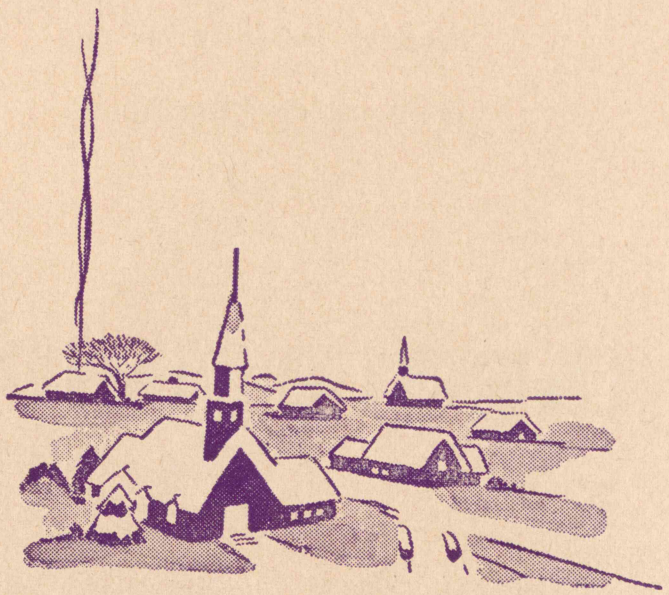
And FAMILY

Sans Souci Hotel

Holiday Greetings

from





The

MANAGEMENT

—AND—

PERSONNEL

—OF—

The Sands Hotel

Season's Greetings

The MILTON DEUTSCH AGENCY



★ **NEW YORK OFFICE** ★

200 West 57th St.

New York City, New York

LAS VEGAS OFFICE

130 South 4th Street

Las Vegas, Nevada

★ **LOS ANGELES OFFICE** ★

9034 Sunset Blvd.

Los Angeles 46, Calif.

HILLSWAY

Knoxville
Hotel Andrew Johnson
Memphis
Hotel Claridge
King Cotton Hotel
Hotel Peabody
Holiday Inn Hotel
Murfreesboro
Cupboard Tea Room
Nashville
Dinkler-Andrew Jackson Hotel
Bozeman's Restaurant
Pigeon Forge
McAfee's Court
Walland
Chilhowee Inn

●

TEXAS 7,750,000
Abilene
Hotel Windsor
Hotel Wooten
Amarillo
Herring Hotel
Rice's Dining Room
Austin
Driskill Hotel
Stephen F. Austin Hotel
Terrace Motor Hotel
Ballinger
Motel Stonewall
Bandera
Lost Valley Resort Ranch
Big Spring
Wagon Wheel Restaurant
Brownsville
El Jardin Hotel
Corpus Christi
Nueces Hotel
Robt. Driskill Hotel
La Louisiane Restaurant
Shoop's Sea Food Restaurant
Dallas
Hotel Adolphus
Baker Hotel
Statler Hilton Hotel
Town & Country Restaurant
La Vielle Varsovie Restaurant
El Paso
Hotel Cortez
Hilton Hotel
Hotel Paso Del Norte
Del Camino Motel & Restaurant
Fort Worth
Hilton Hotel
Texas Hotel
Worth Hotel
Cross Keys Restaurant
Cattlemen's Steak House
Western Hills Hotel
Galveston
Buccaneer Hotel
Seaview Cafe
Houston
Rice Hotel
Shamrock Hilton Hotel
Holiday Inn Motel
San Jacinto Inn
Ye Old College Inn
Laredo
Plaza Hotel
Lubbock
The Sirloin
Midland
Hotel Scharbauer
Mineral Wells
Crazy Hotel
Baker Hotel
San Angelo
Cactus Hotel
San Antonio
The Hilton Hotel
St. Anthony Hotel
Ranch Motel
La Fonda Restaurant
La Louisiane Restaurant
Shamrock
K C Steak House
Texarkana
McCartney Hotel
The Coffee Cup
Van Horn
El Capitan Hotel
Waco
Raleigh Hotel
Weatherford
Jordan's Restaurant
Wichita Falls
Kemp Hotel
Motor Inn

●

UTAH 688,682
Beaver
Low Hotel
Paice Motel
Brigham City
Idle Isle Rest. & Candy Co.
Bryce Canyon Nat. Park
Bryce Canyon Lodge
Cedar City
El Escalante Hotel
Bulloch's Cafe
Fillmore
Cafe Ilene
Green River
Robber's Roost Motel
Logan
Bluebird Cafe
Crystal Motel
Ogden
Ben Lomond Hotel
Mt. Lomond Motel
St. George
Sugar Loaf Cafe
Hotel Liberty
Motel St. George
Salt Lake City
Hotel Utah
All American Autel
Covey's New America Motel
Hotel Temple Square
Beau Brummel Restaurant
Doll House Restaurant
Springerville
The Sage Motel
Springerville Motel
Zion Nat. Park
Zion Lodge

VERMONT 377,747
Barre
Hotel Barre
Bennington
Four Chimneys Restaurant
Brattleboro
Stone Fence Inn
Burlington
Hotel Vermont
Park Cafe
Dorset
Barrows House
Manchester
Equinox House
The 1811 House
McIndoe Falls
McIndoe Falls Inn
Middlebury
Dog Team Tavern
Montpelier
Montpelier Tavern Hotel
Northfield
The Little House & Pantry
Richmond
Harrington's Restaurant
Rutland
Berwick Hotel
Long Trail Lodge
St. Albans
Blue Lion Grill
Salisbury
Holiday Hill
Stowe
Green Mountain Inn
The Lodge at Smuggler's Notch
W. Woodstock
Hayloft Cabins
Williston
Twist-O-Hill Lodge
Windsor
Old Constitution House
What Not House

●

VIRGINIA 3,318,680
Alexandria
Hotel George Mason
Collingwood Restaurant
The Old Club Teahouse
Arlington
Clarendon Hotel Ct.
Evans Coffee Shop
Charlottesville
Monticello Hotel
Thos. Jefferson Inn
Chatham
Chatham Hotel
Culpeper
Lord Culpeper Hotel
Fredericksburg
Geo. Washington Motor Ct.
Gen. Wash. Inn Din. Rm.
Front Royal
Hotel Royal
Lexington
Robt. E. Lee Hotel
Middleburg
The Red Fox Tavern
Mount Vernon
The Little Hatchet Tavern

(*Continued on Page* 120)



MR. & MRS.

CHARLES RICH

CASINO

Magnificent Riviera HOTEL



Yuletide Greetings

— from —

JOE E. LEWIS

• Me Too . . . AUSTIN MACK •

P.S. — Excuse picture . . . Was taken when I was Much Older.



OPERA HOUSE

M. D' HOTEL

☆ *Arturo* ☆

•

• CAPTAINS •

ADOLPH GOMES — JERRY WILLIAMS

RAY BENSON — EDDIE BAUER

BONNIE DORLAND

•

JACKIE FIELDS — Lounge Host

•

BELDON KATELMAN'S

El Rancho Vegas HOTEL

HILLSWAY

Natural Bridge
Herring Hall Guest House
Norfolk
Thomas Nelson Hotel
Old Point Comfort
Chamberlin Hotel
Petersburg
Ye Blue Tartane Motor Lodge
Richmond
Jefferson Hotel
Hotel John Marshall
Half Way House Restaurant
Southland Restaurant
Roanoke
Hotel Roanoke
Hitching Post Motel
Archie's Lobster House
Staunton
Ingleside Resort
Stonewall Jackson Hotel
Virginia Beach
Sir Walter Hotel
Trafton-Chalfonte Hotel
Warm Springs
Three Hills Resort
Williamsburg
Williamsburg Inn
Williamsburg Lodge
Chowning's Tavern Restaurant

●

WASHINGTON 2,581,000
Chehalis
St. Helens Hotel
Cle Elum
Hidden Valley Guest Ranch
Coulee Dam
Green Hut Cafe
Lakeview
Max Frolic's Cafe
Mt. Rainier Nat. Park
Paradise Inn
Olympia
Hotel Governor
Seattle
Benj. Franklin Hotel
New Washington Hotel
Olympic Hotel
Bush Garden Sukiyaki
Canlis Restaurant
Maison Blanc Restaurant
Selandia Smorgasbord
Spokane
Davenport Hotel
Desert Hotel
Ridpath Hotel
Desert Caravan Inn
Tacoma
Hotel Winthrop
Max Frolic's Restaurant
Rose Motel
Vancouver
Stagecoach Inn
Walla Walla
Marcus Whitman Hotel
Wenatchee
Windmill Steak House
Yakima
Chinook Hotel
Maywood Lodge

●

WEST VIRGINIA 2,005,552
Berkeley Springs
Park View Inn
Elkins
Hotel Tygart
Glen Ferris
Glen Ferris Inn
Huntington
French Tavern
Wheeling
Hotel McClure
White Sulphur Springs
The Greenbrier Resort
Paul & Alfred's White Sulphur Restaurant

●

WISCONSIN 3,425,000
Baraboo
The Farm Kitchen
Beloit
Hilton Hotel
Black River Falls
Fallhall Glen Resort
Cumberland
Ambrose Motel
Eau Claire
Hotel & Motel Eau Claire
Fond Du Lac
Lake Aire Motel Resort
Green Bay
Northland Hotel
Hubertus
Fox & Hounds Restaurant
Janesville
Lannon-Stone Motel
Kenosha
Ray Radigan's Restaurant
La Crosse
Hotel Stoddard
New Villa Restaurant
Land O' Lakes
Forest Lodge Resort
Madison
Edgewater Hotel
Milwaukee
Schroeder Hotel
Hotel Pfister
Plankington Hotel
Eugene's Restaurant
Frenchy's Restaurant
The Saxony Supper Club
Mader's German Restaurant
Prairie Du Chien
Fischer's Savoy Cafe
St. Croix Falls
Dalles House
St. Germain
Y-Z Lodge
Three Lakes
Brad Ryan's Lake Breeze Lodge
Northernaire Resort
Waukesha
Avalon Hotel
Woodruff
Thunderbird Lodge

●

WYOMING 300,000
Buffalo
Occidental Hotel
Casper
Keahey's De Luxe Motel
Cheyenne
Plains Hotel
Pioneer Hotel
Hitching Post Dining Room
Trail Coffee Shop
Lincoln Motel
Cody
Mayflower Cafe
Evanston
Jolly Roger Restaurant
Grand Teton Nat. Park
Jackson Lake Lodge
Jenny Lake Lodge
Granger
Covey's Little America
Jackson
Wort Hotel
Jack Moore's Open Range Restaurant
Jackson Hole Lodge
Silver Spur Cafe
Lusk
Ranger Hotel
Rock Springs
Howard's Cafe
El Rancho Lodge
Sheridan
City Center Motel
The Copper Kettle
Thermopolis
Harpers De Luxe Cabins
Worland
Watco Court
Yellowstone Nat. Park
Canyon Hotel
Canyon Lodge
Lake Hotel
Lake Lodge
Old Faithful Hotel
Old Faithful Lodge
Fishing Bridge Camp

MERRY CHRISTMAS



Yuletide Cheers

To You and Yours –

DONALD O'CONNOR

(*Continued from Page* 52)

a tour of Israel to which she has long looked forward.

Sophie mentioned, the other night, that to date she has already raised for charitable causes more than two and a half million dollars! That mountain of money represents, in the coin characteristic of our day, a massive monument of affection for Sophie Tucker.

Well, this news story started out to be a simple but proud announcement for the community of Denver and the Rocky Mountain Region. An announcement that Sophie Tucker has graciously consented to be with us at our Rose Hospital Banquet this year — in honor of which our hospital is dedicating its free maternity clinic to Sophie Tucker — and this shall stand forever as our proud and grateful tribute to her.

That's all I started out to say; but look what came out! Well, I'm glad to have said it, and I hope and know that all of the fourteen hundred guests who regularly attend the annual Rose Hospital Banquet will be on hand on Thursday, December 5th, at the Shirley-Savoy Hotel, at our testimonial to this great-hearted humanitarian to shout "Amen and God Bless You" to Sophie Tucker.





GREETINGS

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

OUR CHRISTMAS GREETINGS!

BENNY SHORT

And

His Orchestra

To ALL THE FOLKS Served In '57
at FABULOUS FLAMINGO

MERRY CHRISTMAS

• NAHART •
— MAIT'

• JACOHLER •
EXECUTIVE CHEF

• HUGO CODEBO •
ASST. MAITRE D'

• CHESTER HODSON •
CHEF

Captains — THOMAS LANAHAN • JOE MASO • NELSON STOVER • PIERO THOMASSET
HANS RUBIN • ALBERT MARKS • ROBERT WESLEY • LAWRENCE LA PENTA • GEORGE WYSZYNSKI

VINCENT HERNANDEZ
LEONEL LOPEZ
CARROLL WALLS
BRUCE STRICKLAND
ROBERT ROSS
JOE CHARLES
DAVID NEWBERGER
CARR NELSON
BRYANT CLEVELAND
JACK WOLF
MAY ALEXANDER
INEZ HENDERSON
MARIE FRYE
LAURA McLEOD
ROBERTA BALES
JESSIE FRAZIER
RUTH WINTERS

ELIZABETH QUATTLANDER
LUCILE PETERSON
NELLIE CANNING
HAZEL GIFFIN
FLOY LITTEL
KATHLEEN MARTIN
EUGENIA McCALL
DOROTHY HALVERSON
WINONA MAE JOHNSON
FRANCES PAPPAS
BULLA ALLAN
MARTHALYNE DUDGEON
CECELIA VOSS
BARBARA ANN POCOCK
MARDI FJASTAD
EMILY BLACK
BONNIE SCOTT

ANNA BARSIC
ANNA GOGO
ARLENE FARMER
MILDRED ENGEL
MARGUERITE WILLIAMS
MARGARET YOUNG
ESTELLE ROSSETTI
VIVIAN BARLOW
THELMA HUTCHENS
PATRICIA KLEIN
GENEVA DAVIES
CATHERINE LEE
MILDRED MUNRO
MARY LANCE
GRACE PECK
MARIA BAKER
AUDREE WILSON

ANNE BEALE
INGABORG KLEINECKE
MADELINE VON DER AHE
ROSE WALPER
MARY LOUISE FRISBIE
BETH SPITZER
DARLENE WEATHBY
ANASTASIA HELM
FLORENCE TULLY
FERN KERLEY
ADDRIANNE FORREST
RODNEY DOTSON
LARRY COMBES
MAURICE BUCHANAN
CARLOS AQUINO
RUBEN AQUINO

MICHAEL PIDDISI
TOMMY BOLO
LLOYD SWINNEY
AUGUSTINE BALMOJA
JOHN A. WILLIAMS
NORMAN YAVRAUS
THOMAS HARRIS
DONALD HULBERT
HARRY VANDERHOOF
HILARIO FERNANDEZ
THOMAS BROWN
ROY CASACCIA
MARIO MORAN
ROBERT RALENKOTTER
CARLOS V. AQUINO
EDMUND WARNEMENT

LEON KERR
ISADORE COHEN
WILLIAM VON DER AHE
ELIE SALIBA
MARJORIE DEVEREOUX
LEONE JONES
ELSIE LERCH
JACKIE WALKENSHAW
PAT MURRAY
MAUDIE SHAEFFER
JOAN ESHAWE
LOUISE HUNT
VIRGINIA KRAMER
EILEEN ROSE
VICKIE CALVIN
BARBARA RANCATI

★ *May We Serve You In 1958* ★

LOUNGE STARS

(*Continued from Page* 20)

FLV "steadies" at first the SANDS (1½ yrs.) and later the ROYAL NEVADA. . . . ROMAINE BROWN and THE ROMAINES, Decca recording artists and Calypso experts on "Hold Them Joe," *Copa Lounge* of the SANDS HOTEL. . . . EDDIE COCHRAN and "regulars" PEPPY MOREALE, ERNIE ROSS TRIO and TOMMY DOYLE all in the same bistro. . . . The glorious voice of handsome TONY FOSTER, the GUY SCALISE GROUP and the DICK CORVESE ENSEMBLE in the *Sinbad Lounge* of THE DUNES. . . . The GROVER-SHORE TRIO, favorites in the *Lady Luck Lounge* of the DESERT INN for well over six years and stars of PRESCOTT RECORDS "*Lounge Stars in Fabulous Las Vegas.*" . . . Beautiful and figure perfect KAY MARTIN and Her BODYGUARDS, *Casbar Lounge* of the SAHARA. . . . The comical CHARACTERS featuring JOHNNY RICCO, BLACKIE HUNT, and the brothers BACCARI (CARMEN and FRED) with their hilarious "Slow motion fight scene" staged both in the *Casbar Lounge* (SAHARA) and the *Cabaret Lounge* at the ROYAL NEVADA. . . . DICK LANE, guitarist NICK ESPOSITO and the DON BAKER TRIO all in the *Cloud Nine Lounge* of the NEW FRONTIER. . . . SONNY KING and SANDO DEEMS, pleasing "fixtures" in the *Casbar Lounge* of the SAHARA. . . . The popular KINGS IV, RIVIERA and THUNDERBIRD, with lovely JEAN HACKETT vocalizing. . . . The TWIN TUNES, BOBBY PAGE and HIS MUSICAL PAGES and the DICK DAVIS NEW-TONES all in the *Starlight Lounge* of the RIVIERA. . . .

The Sparkling CORONADOS, HOTEL SAHARA. . . . THE HENRI ROSE TRIO in the *Lady Luck Lounge* of the DESERT INN along with DON GREGORY QUARTETTE, THE BOBBY STEVENSON TRIO and the smooth EDDIE CANO QUARTETTE. . . . All-time jazz great of the thirties and forties GENE KRUPA with vocals by JANE EASTMAN, EL RANCHO VEGAS. . . . THE FOUR YACHTSMEN – GLEN PFISTER, LARRY RIERA, VIC DE FLORES and JAN VAN den BERG – GOLDEN NUGGET. . . . The BILLY WILLIAMS FOUR PLUS FIVE; the piano, guitar and vocals of the MARI ELLEN TRIO both in the *Cloud Nine Lounge* of the NEW FRONTIER. . . . THE AL DAY TRIO and THE DON RAGON QUINTET at the *Stage Bar* of the FLAMINGO HOTEL. . . . Buxom MEG MYLES; the beautiful keyboard arpeggios of ROSE LINDA and the weird, frantic and primitive music of the MARTIN DENNY GROUP with AUGUST COLON on bongos; ART LUMAN, vibes; JOHN KRAMER, bass and MARTIN Himself on piano in the *Cabaret Lounge* of the ROYAL NEVADA. . . . THE PLAYMATES in the *Starlight Lounge* of THE RIVIERA. . . . The visual comedy and music of THE TOPNOTCHERS in the *Carnival Room* of the FREMONT HOTEL downtown. . . . The comedy, novelty and ballads of BOB, EDDIE and MAC, – DAY DAWN and DUSK – at the HACIENDA. . . . Singer's singer MATT DENNIS, STAN SELTZER, DARRYL HARPA, The rock and rolling RUSSO BROTHERS and the FOUR BITS OF RHYTHM with the "Million Dollar Doll," ELEANOR FRANKLIN in the *Cloud Nine Lounge* of the NEW FRONTIER. . . .

The frantic SABRES, RCA recording artists, JERRY, piano; DICK, bass and FRITZ, drums and JOE MARINE and SHERRY SHEAR in the *Casbar Lounge* of the SAHARA HOTEL. . . . Singer RUSH ADAMS, *Starlight Lounge,* RIVIERA. . . . BILLY WARD and His DOMINOES, HACIENDA HOTEL. . . . THE LAWRENCES and BOYER, a versatile trio of musicians who play at least six different instruments and all sing – BEVERLY LAWRENCE, MAC McDONALD, trombone and LARRY McKENNA, drums – at the *Stage Bar*

(*Continued on Page* 130)

EUGENE WARNER



Everywhere,

Everywhere,

CHRISTMAS!



CASINO EMPLOYEES

OF

Wilbur Clark's DESERT INN

LOUNGE STARS

(*Continued from Page* 126)

of the FLAMINGO. . . . THE BILLY REGIS QUINTET starring CHARLITA and Rock and Roll "experts" THE FOUR MINTS at the ROYAL NEVADA. . . . THE JODIMARS, originally at the HACIENDA, and the all NEW JODIMARS later returning to present their great comedy and rock and roll at the DUNES. A terrific aggregation comprised of "LITTLE RED" BLOUNT, VINCE JAMES, DICK RICHARDS, JOEY AMBROSE, MARSHALL LYTELL and BOBBY MORRIS. . . .

The South American melodies of DORITA and The LATINEERS at the T-BIRD. . . . Sixteen weeks of comedy sensations by LENNY KENT and JACQUELINE FONTAINE at the RIVIERA. . . . Bouncy JO ANN JORDAN TRIO plus ONE at the same spa and later in the ROYAL NEVADA. . . . The free-swinging Dixieland combo THE DUKES OF DIXIELAND featuring FRANK and FREDDIE ASSUNTO on trombone and clarinet and "papa" JAC ASSUNTO on the banjo at the DUNES, THUNDERBIRD and later at the ROYAL NEVADA. . . . McINTYRE and ROBINSON and the "blues" of the FOUR SHADES of RHYTHM in the *Sinbad Lounge*. . . . "Dixieland-ish" JIG ADAMS at the GOLDEN NUGGET. . . . THE COUNT THREE and THE FELLAS, EL CORTEZ. . . . SIR LANCELOT and His CARIBBEANS with VICTORIA THERESIA in the *Copa Lounge* of the SANDS. . . . The South American Calypso stylings of THE GABBIDDONS at the ROYAL NEVADA. . . . Singer CHUCK LEONARD, *Casbar Lounge*. . . . "Captain" EDDIE PEABODY and his banjo at the HACIENDA. . . . The SWINGING SCOTCHMAN featuring JOANNE WILSON at the DUNES. . . . LADY T and Her CALI - CALYPSONIANS with stylish South American and California hybrid Calypso at the EL RANCHO VEGAS. . . . BOBBY SHERWOOD and His glittering music at the NEW FRONTIER. . . . SHERRY LONG and THE LIMELITERS and THE BILL ROSSI TRIO at the SHOWBOAT. . . . CHET McINTYRE and RON ROBERTSON with JONI WILSON at the DUNES. . . . Pianist JOE BURTON and THE BURTON BOYS in the same spot and then later in the active *Stage Bar Lounge* of the FLAMINGO. . . . Lovely ANN WELDON at the HACIENDA. . . . THE FABULOUS TONES with rhythm, blues and Rock and Roll and RONNIE ROSE in the *Cabaret Lounge* of the ROYAL NEVADA. . . . THE CUES featuring JIMMY BREEDLOVE in the *Copa Lounge* of the SANDS. . . .

CHOP, CHOP and CHARLENE at the EL CORTEZ. . . . The fabulous BOB BRAMAN at the NEW FRONTIER and later at the FLAMINGO and finally THE RIVIERA. . . . THE LEADERS at the EL CORTEZ. . . . Singer RICK MARLOWE in the *Cloud Nine Lounge* of the NEW FRONTIER. . . . The tremendously popular NOVELITES who first played the *Clover Room* of the RIVIERA HOTEL and then became one of the main attractions in the *Starlight Lounge* at the same HOTEL for week after week of a lengthy stay. . . . THE ERIC LAWRENCE TRIO in the RIVIERA. . . . THE MANNY LOPEZ GROUP with ELVI CORONA, *Stage Bar* at the FLAMINGO. . . . Everyone's favorites the sparkling MARY KAYE TRIO – MARY and NORMAN KAYE and laughmaker FRANK ROSS who graced the *Casbar Lounge* for a big part of the year and later co-starred in the *Congo Room* of the HOTEL SAHARA with EDGAR BERGEN. . . . The SAM MELCHIONNE TRIO at the NEW FRONTIER who later opened the lovely *Lounge* at the TROPICANA HOTEL. . . . The much traveled – Australia – FLV and EUROPE – FREDDY BELL & the BELL BOYS in the *Copa Lounge* of the SANDS.

(*Continued on Page* 134)



Our wish to you

this CHRISTMAS DAY

is tinsel-bright, holly-gay!

Dean —

— Shendal

The Sands HOTEL

merry christmas



designs · unlimited

happy new year



On The "Strip"

Hotel Sahara

Downtown Las Vegas

Lucky Strike Club

Pioneer Club

The Mint



LOUNGE STARS

(*Continued from Page* 130)

THE GLEN THOMPSON TRIO, EL RANCHO and HACIENDA. . . . LORI HILTON and THE MELODAIRES at THE EL RANCHO. . . . THE JUNO CALYPSO TRIO at the THUNDERBIRD. . . . ARTHUR WALSH and CO., with some fine comedy, dance and song at the SANDS. . . . The Latin music of the CABALLEROS at the *Lady Luck Lounge* in the DESERT INN. . . . The charming NILSSON TWINS at the GOLDEN NUGGET. . . .

CHICO and His LATIN-AMERICAN COMBO with rhumbas and mambos at the ROYAL NEVADA. . . . The sophisticated RALPH GARI and amazing MANNY LOPEZ at the FLAMINGO. . . . THE DANTE VARELA TRIO at the EL CORTEZ. Great comedy and music by THE AXIDENTALS at the RIVIERA. . . . THE SALMAS BROTHERS in the *Casbar Lounge* of the SAHARA HOTEL. . . . Dixieland impressions by THE SALT CITY FIVE and the great TOMMY ROBERTS QUINTETTE in the DUNES' *Sinbad Lounge*. . . .

FRANK, DALE, RICHIE and SCOTTY who make up the always pleasing FRANK MOORE FOUR at the SANDS. The group who came in for four weeks and lasted the rest of the year. . . . BERNIE NEROW TRIO, TROPICANA. . . . THE DICK LANE QUARTET, SANDS HOTEL. . . . Saxaphonist ART "Cow Eyes" ENGLER and His SEXTETTE, "The Coolest Cats in Town," HACIENDA and DUNES HOTELS. . . . The light, latin rhythms of the TICO ROBBINS QUARTET, sixty seconds above the strip in the *Sky Room Lounge* of the DESERT INN and also at the RIVIERA. . . . THE FOUR BITS in the *Cabaret Lounge* of the ROYAL NEVADA. . . . THE TATTLETALES at the DUNES. . . . The very clever KATS and their KITTENS in the *Casbar Lounge* of the HOTEL SAHARA. . . . JOHNNY "Crazy Otto" MADDOX, The tuneful BARBARY COAST BOYS and pretty PAT YANKEE in the *Gay Nineties Lounge* of the SILVER SLIPPER. . . .

Pianist CONLEY GRAVES in the *Gormet Room* of the TROPICANA and the famous RED NORVO in the *Showcase Lounge* of the same Hotel. . . . The mad-cap and animated FRANTICS at the THUNDERBIRD. . . . SHIRLEY SCOTT and the MODULATORS at the HACIENDA and later THE SHOWBOAT. . . . Dominican Republic imports CHAPUSEAUX, DAMIRON and SILVIA DE GRASSE and their swinging music and song in the Latin manner in the *Showcase Lounge* of the TROPICANA. . . . The zany MICKEY KATZ GROUP and titian haired singer BETSY DUNCAN in the *Starlight Lounge* of the RIVIERA. . . . Piano artist BILL RAND at the Piano Bar in the *Nevada Room* of the HORSESHOE CLUB. . . . The merry-old-Englishman JOHNNY DENNIS and NETTA at the DUNES. . . . Sensational BOB SCOBEY and GEORGIA CARR and keyboard King pin REMARKABLE RUEBEN at the *Stage Bar* of the FLAMINGO. . . . SONNY KING in the *Casbar Lounge*. . . .

JANICE LUCE at the DESERT INN. . . . JOSE CORTEZ at the SANDS. . . . JOHNNY OLENN and His GROUP of Rock and Rollers at the DUNES in the *Sinbad Lounge*. . . . SHERMAN HAYES at the EL CORTEZ and THE TROPICANA and THE WINDSORS at the EL CORTEZ and bongo artist JACK COSTANZO at the TROPICANA. . . . Composer IRVING FIELDS and His TRIO in the *Copa Lounge* of the SANDS — his big hit of this past year was CHANTI-CHANTI. . . . "Mr. Domingo," EDDIE GOMEZ, with vocals by DANITA at the EL RANCHO. This great Latin stylist has three albums on the market, "Caribean Holiday," "Cha-Cha-Cha" and "Mr. Domingo." . . . Trombonist and DIXIE stylist JOHNNY LA MONTE at the THUNDERBIRD. . . . The terrific piano and drums of LEWIS and SANCHEZ at the DUNES. . . .

(*Continued on Page* 138)

Season's Greetings

FROM



the Golden Gate

CASINO

1 FREMONT ST.

GAMING • KENO • Top Paying JACKPOTS

BAR and RESTAURANT

GREETINGS

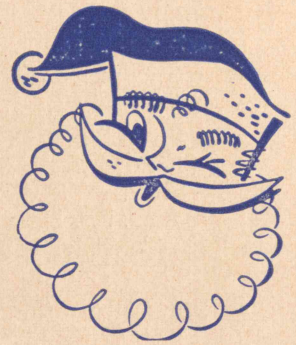


Stan Irwin

• Entertainment Director •

☆

Holiday Greetings



FROM THE

BAL TABARIN

ON THE NORTH END OF LAKE TAHOE

AT CRYSTAL BAY, NEVADA

★

COME AND VISIT US DURING THE

SUMMER MONTHS OF 1958

★ YOUR HOSTS ★

TOM GERUM ★ BERNIE EINSTOSS

FRANK GRANNIS ★ ANDREW DE SIMONE

LOUNGE STARS

(*Continued from Page* 134)

THE BACHELORS and curvy NANCY LEE in the *Cabaret Lounge* of the ROYAL NEVADA. . . . Ragtime BOB DARCH in the *Gay Nineties Lounge* of the SILVER SLIPPER. . . . THE SIGNATURES at the THUNDERBIRD. . . . New York favorite, violinist EMERY DEUTSCH and His ORCHESTRA in the *Copa Lounge* of the SANDS HOTEL. . . . Pretty CATHY RYAN with the RICHBONO TRIO in the *Sinbad Lounge* of the DUNES HOTEL. . . . FELIX and THE MARTINIQUES featuring SUE STANLEY in the *Starlight Lounge* of the RIVIERA. . . . The FLAIRS with EDDIE BUSH and sultry MYLEE ANDREASON on the vocals at the *Stage Bar* of the FLAMINGO. . . . The FABULOUS WOODSONS at the SAHARA and now the GOLDEN NUGGET. . . .

THE LENNY HERMAN ORCHESTRA and MURRAY ARNOLD both at the SAHARA. . . . The NORMAN PRENTICE QUARTET at the DESERT INN. . . . Exotic ENID MOSIER and Her TRINIDAD STEEL DRUMMER at the RIVIERA. . . . THE SHOW BROTHERS with THE ERIC LAWRENCE TRIO, *Stage Bar* of the FLAMINGO. . . . WEE BONNIE BAKER and organist RONNIE ROSE at the DUNES. . . . Violinist MICHAEL KENT and His GROUP and JERRY STINSON and His Piano magic in the *Showcase Lounge* of the TROPICANA. . . .

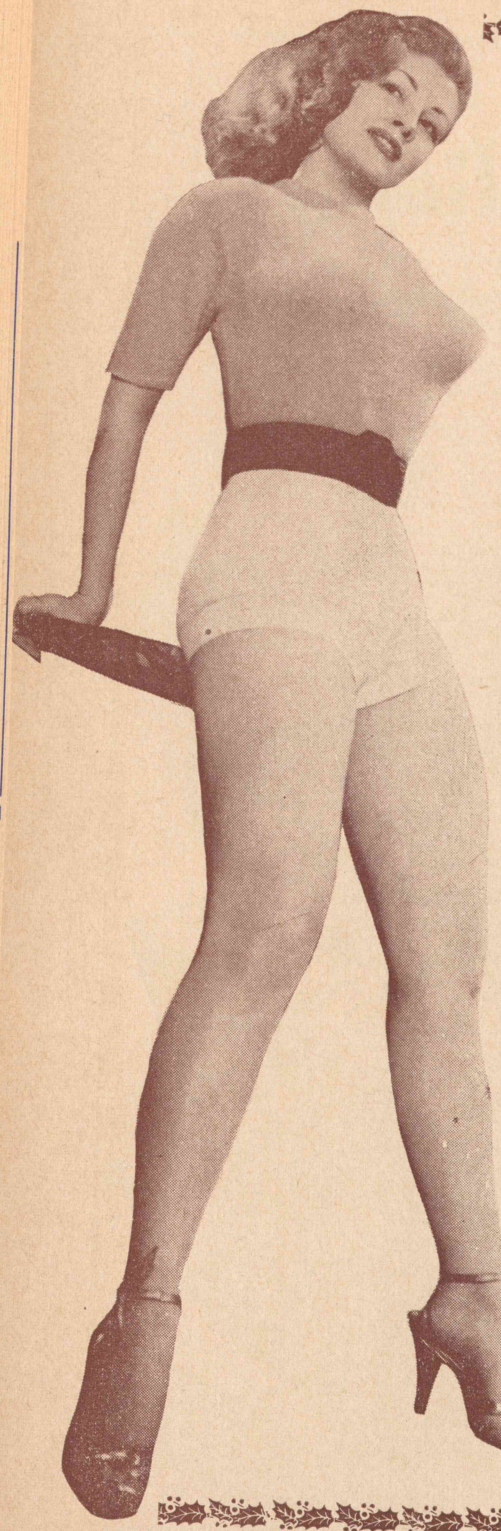
Beautiful ARLENE FONTANA at the ROYAL NEVADA. . . . JACK "JIVE" SCHAFER in the *Starlight Lounge* of the RIVIERA. . . . DON CORTEZ GROUP featuring husky-voiced MARY ANN in the *Celebrity Lounge* of the EL CORTEZ. . . . Comedian SHECKY GREENE with DAVE BOLD and TALLY BROWN in the *Starlight Lounge* of the RIVIERA. . . . Piano virtuoso FRANKIE ORTEGA in the *Cabaret Lounge*. . . . THE CORONADOS and the JAYE SISTERS in the *Copa Lounge* of the SANDS HOTEL. . . . FRANK MAROCCO at the *Stage Bar* of the FLAMINGO. . . . Energetic BETTY REILLY and Her FIVE GUYS. BETTY entertained you by playing the guitar and singing folk music in five languages in the *Cabaret Lounge* of the ROYAL NEVADA. . . . Progressive stylists JACKIE and ROY at the THUNDERBIRD. . . . Full voiced ANN MASON with the ERIC LAWRENCE TRIO at the *Stage Bar* of THE FLAMINGO. . . . ORIE CLARK at the piano in the HORSESHOE CLUB. . . . Jazz pianist MAURICE ROCCO backed up by the frantic CIR-CATS in the *Sinbad Lounge* of the DUNES Hotel. . . .

JANIE and DICK in the EL CORTEZ' *Celebrity Lounge*. . . . JIMMIE JETT and SHARI MARTIN with TOM McGOWAN, CHARLIE GILLIM and BENNY JOY at the DUNES. . . . The animated, acrobatic, music making KINGPINS in the *Copa Lounge* of the SANDS HOTEL. . . . The Dancing Drummer NORMAN BROWN in the *Carbar Lounge* of the SAHARA. . . . The GUY SCALISE TRIO at the THUNDERBIRD. . . . LORI HILTON at the HACIENDA. . . . THE TUNETESTERS with THE THREE RAYS in the *Carnival Room* of the FREMONT. . . . Blonde, lovely and talented JO ANN CASTLE in the same spot. . . . Bombastic TRUDIE MASON and Her ESCORTS and wandering troubadour DUKE MITCHELL in the *Celebrity Lounge* of the EL CORTEZ. . . . BIRDIE CASTLE and THE STARDUSTERS, terrific Rock and Roll musicians, in the *Carnival Room* of the FREMONT HOTEL. . . . "Country Boy" HANK PENNEY and pert SUE THOMPSON at the GOLDEN NUGGET. . .

NAPPY LA MARE and RAY BAUDUC, two of the jazz world's greatest, at the HACIENDA. . . . THE CAROLE SIMPSON GROUP with piano, drums and bass and sparkling vocals by CAROLE at the THUNDERBIRD. . . . Dixieland experts THE RIVERBOAT FIVE plus TWO in the *Sinbad Lounge* of the DUNES

(*Continued on Page* 142)





Me Too!

Tempest Storm



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

Mickey Colahan

CASINO MANAGER

Hotel

Tropicana

LAS VEGAS NEVADA

LOUNGE STARS

(*Continued from Page* 138)

HOTEL. . . . One of the greatest of the many great singing groups, the incomparable MERRY MACS at the *Stage Bar* of the FLAMINGO. . . . The MAURY DELL TRIO at the ROYAL NEVADA. . . . Australia's NORMAN ERSKINE in the *Copa Lounge* of the SANDS HOTEL. . . . Merry Maker BUDDY LESTER in the *Starlight Lounge* of the RIVIERA. . . . THE MARK WAYNE QUARTET, JONI WILSON and THE SCOTS, BOB and SILVIE, THE MAKE BELIEVES with BEV MARSHALL and THE SATELLITES all in the *Carnival Room* of the FREMONT HOTEL. . . . THE CARSONS and THE DUBONNET TRIO with TANYA, TIL and MAC in the *Sinbad Lounge* of the DUNES HOTEL. . . .

The pretty and talented THREE DOLLS at the SANDS. . . . THE JOE FORNARO TRIO at the ROYAL NEVADA and THE HACIENDA. . . . THE BOB HOWARD QUARTET at the EL RANCHO. . . . Tenor Saxaphonist VIDA MUSSO and His QUARTET at the DESERT INN. . . . THE MELODAIRES at the THUNDERBIRD. . . . The unpredictable "Showstoppers" DEBBIE HAYES and Her SIX MADMEN in the *Sinbad Lounge* of the DUNES HOTEL. . . . Singer DAVID STREET in the *Celebrity Lounge* of the EL CORTEZ. . . THE BEL-AIRES at the DUNES. . . . Bouncing, swinging LOUIS JORDAN and His TYMPANY FIVE (JACKIE DAVIS, AUSTIN POWELL, SONNY OLIVER & MISS DOTTIE SMITH) in the *Copa Lounge* of the SANDS HOTEL. . . . Comedy stars RALPH YOUNG and SID GOULD and The TAYLOR FOUR of Denver, Colorado, in the *Starlight Lounge* of the RIVIERA. . . . HARRY OWENS and His ROYAL HAWAIIANS, complete with dancing girls and sword dancers in the *Showcase Lounge* of the TROPICANA HOTEL. . . . Beautiful and shapely PHYLLIS INEZ with her sophisticated double entendre in the *Cabaret Lounge* of the ROYAL NEVADA. . . . The all-Cuban Fabulous McCLEVERTY'S in the *Starlight Lounge*. . . . The modern music making FOUR TUNES in the *Jewel Box Theatre* of the HACIENDA. . . .

THE WILDER BROTHERS at the RIVIERA. . . . FRANKIE MAYO and his rock and rolling NEW YORKERS at the GOLDEN NUGGET. . . . Drumming sensation LOUIS BELLSON and HARRY "Sweets" EDISON, DON ABNEY and CHARLIE PARHAM and PEGGY THOMAS and the THREE RIGGS at the *Stage Bar* of the FLAMINGO HOTEL. . . . Artistic MARILYN MASON at the TROPICANA HOTEL. . . . HAL IVERSON and AL BELLETTO and JERI WINTERS in the *Cabaret Lounge* of the ROYAL NEVADA. . . . The BOP MORGAN TRIO at the EL RANCHO VEGAS. . . . ROBERT MITCHUM'S talented singing sister piainst JULIE MITCHUM in the *Sky Room* of the DESERT INN. . . . BRIAN and LINDA PETERS at the ROYAL NEVADA. . . . The TOMMY GUMINA TRIO at the *Stage Bar* of the FLAMINGO . . . and the JOLLY ROGERS and PHIL RAPHAEL in the *Showcase Lounge* of the magnificent TROPICANA HOTEL.

To each of these fine artists — and to those we may possibly have missed in the annual salute — here's hoping that Santa will see fit to place something just a little bit "extra" in your Christmas Stocking from all of us here in FABULOUS LAS VEGAS who enjoyed every minute of your engagements here.

Here's hoping you all return to treat us to more of the same during 1958!

JACK CORTEZ'
Fabulous
LAS VEGAS *magazine*
P. O. BOX 748
$8. PER YEAR

Greetings

A Merry Christmas
and
Happy New Year

SONNY HEATH
(GENERAL MANAGER)

•

NEW PIONEER CLUB
— DOWNTOWN —

LAS VEGAS NEVADA

'ROUND THE TOWN

(*Continued from Page* 14)

During the past year, SAM has become one of FLV'S greatest ambassadors and his talks to many organizations have been the means by which many new faces have looked upon our wonderful town.

On February 9, 1957, we recognized another new addition to the fabulous "strip":

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

There have been many, many changes taking place in the "Wonderful Where" since that was penned, but the important thing is that (as of now) one can still get a "Royal Welcome at the Royal Nevada".

On February 16, 1957, it was said:

"Could be that several Las Vegas business men will be wishing that they had jumped on the band wagon. I hear that big Eastern electrical manufacturing companies are vieing to obtain the rights to manufacture a new safety device (hailed as the greatest safety factor developed since the inception of electricity) patented by a group of local men. The SAFETY-LACEY CORP., has been formed by MILT BRONSON, entertainment director of the ROYAL NEVADA, BOB JAMES, BOB LACEY and BOB RAMSEY, for the purpose of promoting the manufacture and sale of this product of the inventive mind of this group . . ."

All I can say to the above is "Wha' happened" MILT?

The column lead for February 23, 1957 was as follows:

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

How true . . . since that item appeared, there have been new addi-

(*Continued on Page* 148)

MERRY
CHRISTMAS
FOLKS!

from the

MANAGEMENT

and

Personnel of
The Horseshoe Casino

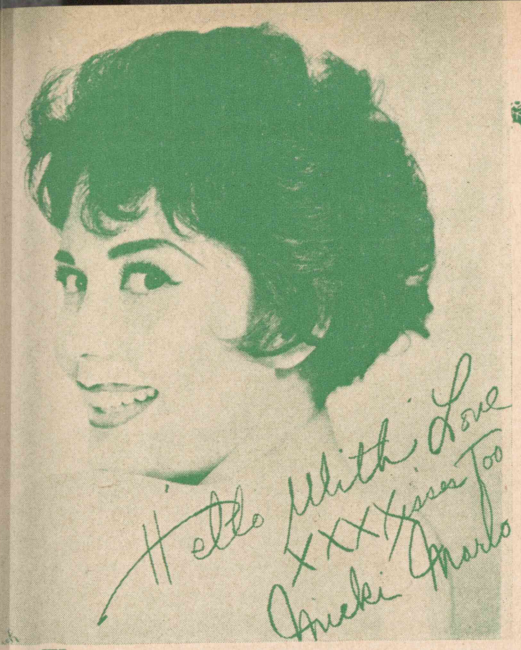
Joe W. Brown's
Horseshoe Club

Downtown, LAS VEGAS

Christmas provides the proper
setting for our good wishes
for your happiness and luck
in the bright year to come!

GENERAL IRA
HAMILBURG

BOSTON, MASS.



★ *Merry Xmas and a* ★ *Happy New Year*

Season's Greetings



Roland L. Hill

ROLAND L. HILL, Author, Columnist, World Traveler and Expert on Where To Go, Stop, Eat, Play and Shop, has been Las Vegas' staunchest champion since 1940. He spends all of his leisure time here and recommends Las Vegas unstintingly as the greatest play and tourist mecca in the entire world.

For a copy of his latest book titled, Hillsway, which is foreworded by Wilbur Clark of the Desert Inn in Las Vegas, send just $2.00 to:

HILLSWAY COMPANY
P. O. Box 2090,
LONG BEACH, CALIFORNIA

'ROUND THE TOWN

(*Continued from Page* 144)

tions to the "Strip"—new "big" names have been added to the roster of big name entertainment. Most of the Hotels are well into planning and building stage of additional accommodations for the ever increasing number of visitors.

Then on March 20, 1957, it appeared:

"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 Cedars of Lebanon Hospital in L.A. for check-up.."

BONNIE has since transferred to the EL RANCHO VEGAS where she is ass't. to ARTURO, but DOROTHY is still greeting the "landing parties" at the SHOWBOAT. Our good friend GEORGE is now at the DUNES.

On April 6, 1957 we carried an item:

"The very popular Maitre d', NICK BUNGHERO, (and he sings too) is now greeting his friends at the Palomino Room of the Hacienda Hotel . ."

The popular NICK is now carrying out his duties at the SILVER SLIPPER. Changes . . . ever changes . . . and, speaking of changes, our column lead on the above date was as follows:

"GOOD NEWS DEPT.: DON ROSE is now officially the manager of the R-N and Executive Ass't. to T. W. (RICH) RICHARDSON, Pres. of the bistro. Couldn't happen to a nicer fella . . . FRED WARREN, major domo of the Cabaret Lounge there, makes it a pleasure to spend a few leisurely moments at this popular spot. He will greet you with a smile and make you feel like a point owner . . . The Crown Room of the R-N which will soon be open (CAB CALLOWAY'S COTTON CLUB REVUE will be the starting attraction) under the capable direction of Maitre d' MAC HARRIS is sure to become a rendezvous of Strip showgoers . . .

"And don't tell BUCKY that I told you, but GEN' MGR. MR. HARRIS, is sure to become one of the best known (and liked) hosts on our wonderful Strip . . . The TROPICANA opening brings many Las Vegans to new posts of authority. It will be a pleasure to stroll in and be greeted by DAVE (GOLDEN BOY) VICTORSON, an ass't. to Maitre d' EMIL HOLLANDER . . . EMIL, by the way, comes to Las Vegas heralded as the most widely known Maitre d' in the business today . . .

"You will see the very popular LOU GAMMELL as the head of the Security Officers force. One of his capable officers is JOE BREMSER. JOE has been keeping the job hunters in line and generally sees to it that everyone finds whoever they are seeking. "CY" BAXTER, Special Officer at the door these many months prior to opening has become well-known and liked by those who have sought entrance . . . BUD ALEXANDER, who probably knows more V.I.P.S than anyone else in Vegas, is in charge of service . . . HARVEY DIEDRICH is in charge of all publicity. It was a wise choice. HARV knows his job and how to get things done . . . A tip of the lid to Gen'l. Mgr. BOB CANNON for his selection of personnel. He has surrounded himself with some fine people who will be an asset to the new TROPICANA . . ."

Did you note them all? DON ROSE is no longer with us. FRED WARREN is now at the TROPICANA . . . MAC HARRIS is a Captain at the RIVIERA, "BUCK" HARRIS can be found at the SANDS HOTEL, DAVE VICTORSON is with SY HUSNEY at the NEW YORKER BAR . . . Maitre d' EMIL, visited with us for a few days recently. HARVEY DIEDRICH is with the SAHARA HOTEL . . . and so it goes. . . .

On April 13, 1957, I penned:

"A welcome visitor in town was SHERWIN AGRONE of the Finance Department of Fort Campbell, Tennessee. Sherwin, son of MARVIN AGRONE of the FLAMINGO HOTEL, is on a 27-day furlough. Have fun son . . ."

Just a few days later, we read of

(*Continued on Page* 152)



BUNDLES
OF GOOD CHEER
TO ALL!

Merry Christmas

DEBBIE HAYES
& HER 6 MADMEN
"the rage of Las Vegas"

SINBAD LOUNGE

The Dunes HOTEL

Best Wishes

To One and All

• FROM •

ASH

☆ RESNICK





BOB OLIN'S RESTAURANT

61st ST. & CENTRAL PARK WEST

NEW YORK CITY, N. Y.

'ROUND THE TOWN

(*Continued from Page* 148)

the untimely death of MARVIN . . . a great loss . . .

From the April 20, 1957 edition:

"The Tournament of Champions is again the topic of conversation and the D.I. Golf course is the focal point of interest in FLV. The competitors are all Champions and through elimination, one will emerge as the Champion of the Champions for 1957. So—Hail to the Winner—whoever he may be."

The happiest man in Las Vegas was singer FRANKIE LAINE, who again strung along with GENE LITTLER. This was the only story in the course of a year in which no change was recorded—LITTLER won again.

From the column of April 27, 1957, we read of:

"Another weekend — and another new entry on the Strip. The SILVER SLIPPER opened the new lounge, just completed, which required building an addition to the casino. EDDIE FOX, Producer of the Slipper shows, says that the entertainment planned for this GAY NINETIES room will be unique and different and in the tardition of the days of 23 Skidoo. The adroit Mr. Fox adds that many acts, all new to Vegas, have been carefully considered and will soon be strutting their stuff on the boards of the new, specially built stage. Meanwhile—back at the ranch, all goes on as usual with HANK HENRY and his company of guffaw producers in the main room. The addition has also made it possible to seat several score more people to enjoy the regular shows."

This has become one of the Strip's most popular late-hour lounging spots.

Then on May 4, 1957:

"GEORGE POLITO and GENE GERSON very busily preparing for the important change soon to take place at JACK GARN'S MEN'S SHOP . . ."

What change, you ask? Why certainly, Sir! It is now JOHN ALAN'S MEN'S SHOP.

This item was printed on May 18, 1957:

"And sure to become FLV favorites is the REMARKABLE RUBIN TRIO who recently opened there. These boys (RUBIN MITCHELL, pianist, CHRISTOPHER ROUSE, Bass, and BILLY WARREN on the drums) play the semi-conservative yet progressive jazz that makes everybody listen."

Except for a short few weeks when the group traveled back East, the boys are still with us, and at the same stand. And the same can be said of:

"The Celebrity Matinee, brainchild of the EL CORTEZ' JACK SMITH who turned the Cirque Room into a Three-Ring circus of entertainment. Many of the Strip stars turned out to be good skates for the GEORGE ARNOLD Ice Revue" an item which appeared in the same issue.

On May 25, 1957, I said:

"It's always a pleasure to meet LOU ELLENSON (Former New Frontier Exec.), a gracious gentleman. LOU is relaxing and visiting with friends these days. We have a hunch that anyone liked as much as he is by EVERYONE will be back in Action very, very soon . . ."

And am I glad?—MR. ELLENSON is now General Manager of Fabulous Las Vegas Magazine . . . and MY boss. Another item that week said:

"KEN KAPLAN of the BEAUX ARTS BEAUTY SALON was called in to do JUDY GARLAND'S coiffeurs. JUDY likes his work so well that KEN and his wife are now on tour with the GARLAND show . . ."

KEN soon returned to FLV and quickly assumed ownership of the BEAUX ARTS SALON and is making our gorgeous women more gorgeous.

From the June 1, 1957 column:

"GEORGE LIBERACE'S first Rock and Roll recording is due for release next week. The idolators of side burn music have been eagerly awaiting this . . ."

This Imperial label record was soon

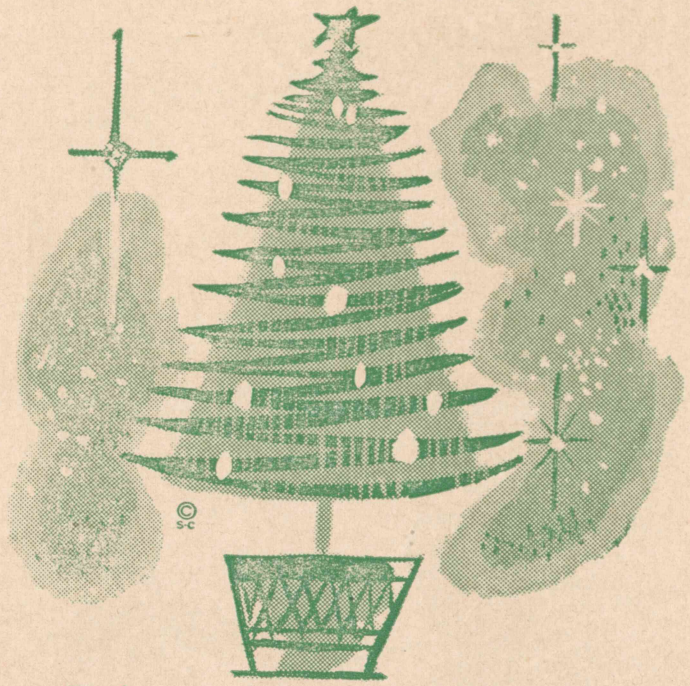
(*Continued on Page* 156)



JEAN DEVLYN

– Choreography –

Fabulous Flamingo HOTEL



Wishing you all the joys of the Season —
Good health, good friends, good cheer!

MORRIS KLEINMAN

Wilbur Clark's

DESERT INN

Greetings from...

HOTEL

Tropicana

– Theatre Restaurant –

RICHARD HUBERT
MAITRE D'

RAY WEAVER
ASST.

JIMMY STEELMAN
LES WINN
OLIVER FERRELL
ERWIN GRODD
HENRY BOURDET
JOE LLOPIS

KAY KRISBY (Reservations)

•

– Brazilian Room –

Mrs. EGAN

•

– Gourmet Room –

MARIANO GISSEY
MAITRE D'

MARTIN APELT
EXECUTIVE CHEF

FELIX GANIO
CHEF

GEORGE ROBERTS
MARIO GAMBO
FRED GARTENMANN
EUGENE WOSATKA

'ROUND THE TOWN

(*Continued from Page* 152)

to become one of the country's leaders in the sales of Rock N' Rollers.

And on June 22, 1957:

" 'Life can be thrilling' dept. MYLEE ANDREASON, born and bred in showbusiness, became a featured singer but longed for more action. She enrolled in the VINCENTE GOMEZ SCHOOL FOR MATADORS in Hollywood and after intensive study headed for the land of the bulls. In Mexico she became a 'Novillero' and as such took part in many 'Tientos' or festival fights as they are called. She fought the Becera (calves) and then the Novilla or two year old novice bulls. After twelve fights (in which she made four kills) over a one and one-half year period, MYLEE decided to return to the states for a respite period. She is now a songstress with THE FLAIRS entertaining nightly in the Lounge at the FLAMINGO . . ."

For *more* thrills, MYLEE was soon to be called as a key witness in the highly publicized "Confidential" trial. Some fun, eh, Kid?

Also on June 22, 1957:

"A hearty welcome to DAVE BURTON and his boys who have returned to the Flamingo lounge. Dave will soon add a baby bonnet to his hat rack — a present from MRS. BURTON . . ."

DAVE has become a permanent fixture at the Flamingo . . . much to everyone's enjoyment, and the new edition, named "BRIAN ADAM", is very healthy and happy, thank you...

In the June 29, 1957 edition I penned:

"BERNARD, the Photographer is anxiously awaiting the publication of his book Fabulous Lili. It's the pictorial story of LILI ST. CYR, and BERNARD shot over five thousand pictures in compiling the work. Only twelve hundred were printed, however, and from these were selected one hundred of the best of the lot. The book is being published by TITAN CORPORATION of Chicago and should be off the press any day now . . ."

And I'm still waiting for my autographed copy, BERNARD. What gives? Or don't you?

July 6, 1957 was the date the following items appeared:

"According to OLIVE GURDEN of the D-I Smoke Shop, the popular LIL CHERRY will soon be dispensing your favorite tobacco—gifts—magazines or papers at this spot. She has recovered nicely from the accident which broke the lady's ankle . . . Luck of the Irish—MARY BECKER, photographer, bought one ticket for a charity which was held recently and won a beautiful combination Hi-fi, Radio and Tape Recorder. Hubby FRITZ, a topnotch pianist in town, is very happy about the whole thing—especially the Hi-fi . . ."

The well-known "Lil" decided that work was not for her and she is now living with her relatives down in Texas . . . And the luck held out for MARY BECKER. She was presented with a beautiful wrist watch recently by WILBUR CLARK in honor of her work at his DESERT INN.

On July 13, 1957, do you remember reading:

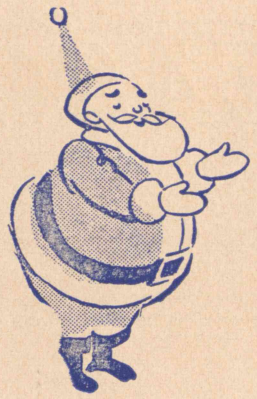
"Welcome news along the strip: Re-opening of the NEW FRONTIER Bar by CARL REED. JIMMY SERINO is happy to be back as manager at the old stand. JIMMY has been with the NEW FRONTIER for six years and his welcome smile is a pleasure to see once again . . . DON SANTORA, new member of the NOVELITES, is doing a really bang-up job. DON has been a featured comic and straight-man with other groups including The Dead End Kids (No—not in the movies) . . ."

And I'm happy to state that, as of this moment, all goes well with the principals in those items.

The July 20, 1957 column noted:

"The strip's newest Maitre d' RICHARD HUBERT of the TROPICANA, is very happy in his new assignment and has successfully and easily stepped into the shoes which sometimes

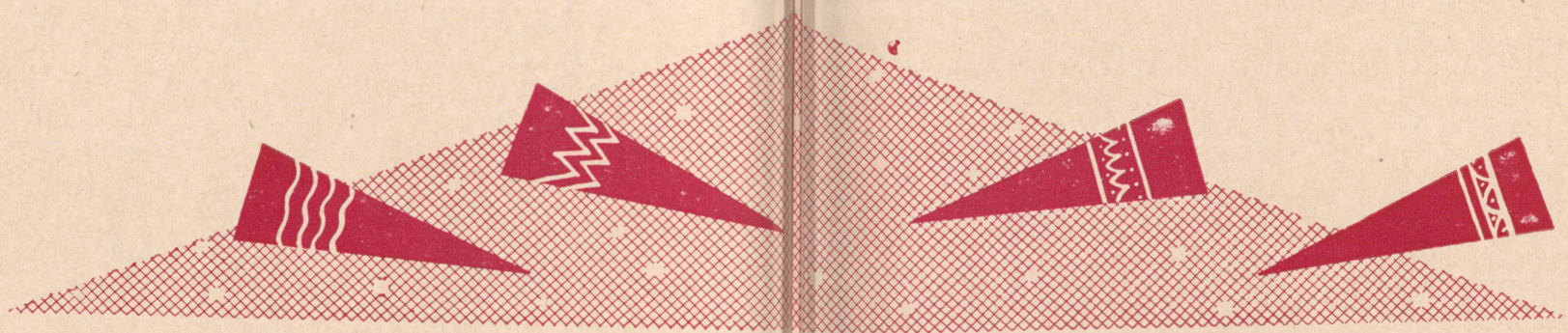
(*Continued on Page* 160)



GEORGE & JEAN ROSEN

Thunderbird Hotel

SEASON'S GREETINGS



Mr. & Mrs.

JAKE KOZLOFF

General Manager

Thunderbird Hotel

'ROUND THE TOWN

(*Continued from Page* 156)

have a tendency to pinch if put on the wrong feet. Dick is well liked and is assisted by a very fine group of captains."

And DICK, who served so well as Captain at the RIVIERA has become a leading Maitre d' along the fabulous "Strip." . . . It was always a pleasure to write about these nice guys and, on July 27, 1957, I said:

"The Damon and Pythias of 'the strip' are now associated in the very popular NEW YORKER BAR on So. First Street near Fremont. That's SY HUSNEY and DAVE VICTORSON of course, and these two popular boys are sure to make a success in this new venture."

You are sure to find any number of your friends frequenting this popular spot most anytime of the day or night.

Taken from the August 24, 1957 column:

"Hollywood, New York or Chicago may have produced greater throngs of people at their many film premiers, but none of those metropolises could have brought such a sincere and heart warming tribute as that accorded our own — JOE E. LEWIS. 'The Joker Is Wild' (Joe E's own story) starring FRANK SINATRA, and so ably aided with another of our own, HANK HENRY, premiered last night at EL PORTAL theatre. It was an overwhelming ovation to the picture and its stars, but more specifically to the heart and spirit of the man depicted. It was 'post time' for real last night and none of the show 'biz' greats who attended, as well as the populace of Las Vegas itself, would let JOE E. forget that in this 'race' of life — he was 'out in front' and a 'winner over the line' the odds-on favorite of an entire nation. . . ."

This was one of the most important events to be chronicled during the past year. Both JOE E. and HANK have done much to turn the spotlight of favorable publicity on Las Vegas. They deserve special greetings and wishes for another spectacular year.

We read on August 31, 1957 that:

"HOYT HENRY whose band will play for the shows at the HOTEL SANS SOUCI, says that he expects to wave the baton about October 1st. HOYT is the Musical Director and has been under contract since leaving the DUNES."

"A well adjusted Las Vegan is one who laid in a supply of food — and drink — gathered his family in their home and hibernated over the long holiday of last weekend. The tourists, the sightseers and the game-minded visitors took over our town by the thousands. Am I kidding? Who in Las Vegas is well adjusted? We were all out there vieing with the tourists for a spot at a bar, a seat in the lounge, a table for a show or a chance to make it or break it at the tables. Now it's time to return to the 'norm' — which in FLV is the same as a gala 4th of July celebration in any other town. Happy to get away from it all (for awhile) are ART JOHNSON and FLO WALTERS. They leave on the 17th to visit their families in Grantwood, New Jersey and Flushing, Long Island."

While in the East, the talented ART won a Talent Scout award on the ARTHUR GODFREY show. He then appeared on the "Redheads" daytime show for the full following week.

Then on September 14, 1957:

"Hope you haven't missed the opportunity of attending a performance of 'The Little Hut' in the HACIENDA HOTEL Palomino Room. The all-professional cast does a good job and judging by the continually increasing audiences, this 'legitimate' entertainment is due to become a permanent fixture among 'strip' shows. Tentative plans call for a new play about every two weeks and the casts will be changed for each production."

Oh well, we all make mistakes. . . .

On September 21, 1957, we hinted:

"It could be true — rumor has it that the ROYAL NEVADA will originate a network TV Show about October 1st — to be called 'Talent Train.' . . . If FLAMINGO customers didn't

(*Continued on Page* 164)

GREETINGS...

"Thank You"

is the most sincere expression we know

to convey our appreciation

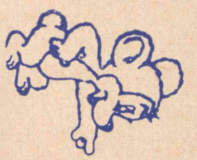
of your friendliness and patronage

this past year.

We extend to you our warmest greetings

and good wishes for happiness and prosperity

all through the New Year.



California Club

DOWNTOWN LAS VEGAS

Greetings



Merry Christmas

RENEE MOLNAR

AND HER DANCERS



CHRISTMAS Greetings

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

Christmas Day!

EMIL • MUSCELLI

OPERATIONS MGR.

Sans Souci Hotel

'ROUND THE TOWN

(*Continued from Page* 160)

find fish on the menu last week, it isn't because NAT HART, Maitre d' and JACK KOHLER, Chef, didn't try. They plied Lake Mead's waters all day, but no luck. Nat was seen in a super market's fish department on the way home."

The rumor was true – but the show was of short duration – and, I don't know if it was because of the "kidding" but, NAT (and the Missus) soon took a trip to Honolulu, but JACK, well, he's still out there trying and some day there will be fresh fish on the menu. . . .

Leading our column on September 28, 1957 was the following:

"Sunday, October 13th will be a big day for the SILVER STATE KENNEL CLUB of Las Vegas. That's the day the Plan B Sanction Match and Obedience Trial will be held at Squires City Park and OSCAR FERGUSON, President of the club, says that entries have been coming in at a rapid rate from far and wide. This will be the first match sponsored by our local club to be sanctioned by the AMERICAN KENNEL CLUB. It is an important step forward and in due time will become an important factor in Las Vegas economy. MR. FERGUSON points out that each entry means an average of two persons who will come to Las Vegas. He envisions that as soon as point matches are sanctioned and regular show entries allowed that an entry list in excess of one thousand can be expected. This would mean over two thousand people who would visit our town for this one event. Quite a convention, eh what? Let's all get behind the enthusiastic and community minded MR. FERGUSON. Every added newcomer to visit FLV benefits us all. . . ."

Subsequently this became the largest (entries) and most successful match ever held in Las Vegas and presaged the truth in the forward looking and thinking of Oscar Ferguson. Next year it will be larger and better than ever. . . .

In the same column I itemed:

"RAELLA and JACK FACTOR from Beverly Hills (related to the multi-millionaire cosmetic family) have been awarded the contract for building, finishing and eventual opening of the STARDUST HOTEL by the Nevada Courts. Best wishes and needless to say we are delighted. . . ."

Up to this time, there have been no other developments pointing to the ultimate "fate" of this hostelry – but no news is good news and we all hope the New Year will bring new optimism. . . .

You read this item in the column of October 5, 1957:

"BOB TIMM, slot department boss, spent three busy days in L. A. on top secret business for his HACIENDA. Can you let us in on it now, BOB?"

I predict that the results of those three busy days will mean the greatest publicity and promotion that will ever be accorded to Fabulous Las Vegas.

I started the October 12, 1957 column with:

"Well folks, "I've had it! The Asiatic 'flu' I mean. When you feel hot at the top and cold at the bottom (sometimes vice-versa) and the lining of your tummy keeps signaling 'let me out' and your head reminds you of last Sunday's hang-over, brother you've got it too. A large bouquet of flowers to my C. W. (that means 'charming wife' fellas) for the swell job she did in taking care of me, my business and in putting together last week's column. It was all hers. I couldn't lift a pencil. . . ."

Guess I was one of the first in town to contract the new (???) disease. After that, practically everyone in town was suffering in some degree or form . . . it respected no one but demanded respect from all. . . .

Then on October 19, 1957, I asked: "Wonder if the plane trip to New York made by HAL BELFER could mean that the future activities of this prolific producer might be centered in that metropolis?"

It was only days later that HAL announced his resignation from the

(*Continued on Page* 168)

Season's Greetings

FROM

Wilbur Clark's

DESERT INN

PAINTED DESERT ROOM

MAITRE D' HOTEL

PANCHO L. ALLIATI

• ASSISTANT •

FRANK SMITH

– Captains –

• TONY MASSA
• GEORGE THERIOS
• ANDRE SIMETYS
• EMILE MURAT

– Patio Room –

CATHERINE SAGER . . . Hostess

– Cactus Room –

Breakfast Shift . . . RUTH GLOVER . . . Hostess

– Dinner Shift –

ROBERT L. D. . . . Head Waiter
JOHN JOANNOU . . . Captain

– D. I. Country Club –

EVELYN CHIAVARINI . . . Hostess

Season's Greetings





CASINO PERSONNEL

OF THE

Royal Nevada Hotel

'ROUND THE TOWN

(*Continued from Page* 164)

FLAMINGO. He has entered the personal management field and this popular fellow with the many great talents is sure of success in his endeavors. . . .

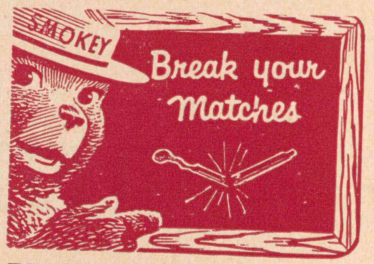
Do you remember on October 26, 1957, I said:

"I'm not the first to say it, but do your Xmas shopping early. Just a month from now the sales of bicarbonate of soda will take a sharp rise as an aftermath of that huge Thanksgiving day dinner you ate. Then a month later, you will be keeping the storekeepers busy exchanging the vases, ties or hosiery that were Xmas gifts from 'Aunt Mary' or 'Uncle John.' Times awastin' — so make it easy on yourself — shop now! Our advertisers have many gift ideas to offer . . . so take advantage of their services and shop NOW. . . . End of pep talk. . . ."

All I want to know now folks is . . . did you?

And so it goes in Las Vegas — fast paced, ever-changing, ever growing. Yet there is one thing which never changes and that is — the spirit of Christmas — and our constant feeling of friendship and good-will toward our fellow men. Because of that one "constant" in our lives, I can think of no better way to end this year's column than by repeating the same greeting as last year. . . . "To my many friends, acquaintances and business associates, to everyone — everywhere, I wish the best of everything for the coming year and for always. To my lovely and wonderful wife, and to her Mother and to mine, and to all in our families, I wish for the brightest and cheeriest Christmas and New Year and to good ole' Santa Claus — A Merry Christmas to you — too!

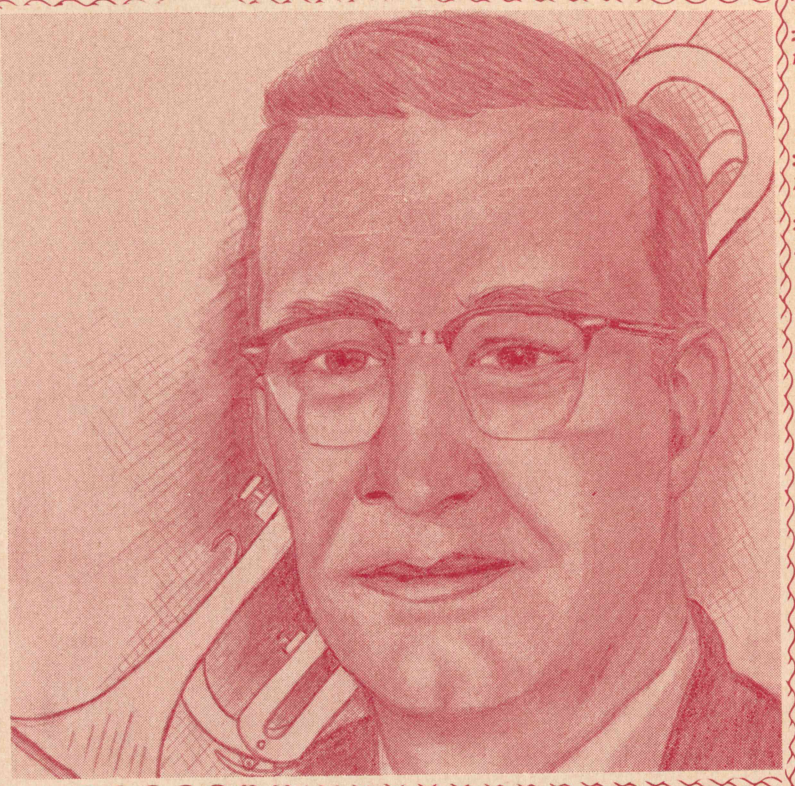
Christmas Greetings
FROM
Miss Teri Akers
(CINDERELLA OF SONGS)
•
PERSONAL MANAGER
ROCKY CARR



PREVENT FOREST FIRES!

Merry Christmas
Good Health — Good Luck
Good Cheer for 1958 . . .
SAUL LUBOFF
CASINO — DAY SHIFT
TROPICANA HOTEL

GREETINGS



HOYT HENRY
& HIS ORCHESTRA
MUSICAL DIRECTOR
of the Sans Souci HOTEL



Holiday Greetings

EDGAR BERGEN

★ ★ ★ ★ ★ ★ ★

Greetings

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

from the

MANAGEMENT

and

PERSONNEL

Of the

EL *Cortez* HOTEL

DOWNTOWN

LAS VEGAS, NEVADA

GLITTER GULCH

(*Continued from Page* 12)

of designing THE MINT. . . . Contractor ROB JOHNSON who built the MINT and the new BIRDCAGE Casino. . . . OSCAR "RED" BRAY, Security Chief at the BOULDER CLUB. . . . JIM ROBERTS, everybody's favorite Steward, and the entire gang at the PRESS CLUB Quarters in the FREMONT HOTEL.

SIL GREGORY, Bar Manager of the WESTERNER CLUB. . . . DALE HARTER, Swing Shift dealer at the GOLDEN NUGGET. . . . ANDY FAVA, Co-owner of the WESTERNER CLUB. . . . MR. and MRS. JOE W. BROWN, Owners, and HARRY DORSETT, Manager of the HORSESHOE CLUB. . . . SAM ISENBERG, Bar Manager at the GOLDEN GATE. . . . CHEF IRWIN SCHNEIDER, GOLDEN NUGGET. . . . CECIL LYNCH and His new FORTUNE CLUB crew. . . . DANNY READE, MINT Floorman, along with Dealers JOHNNY LUCKMAN and GENE PERRY. . . . ROLAND GREEN, Bar Manager at the GOLDEN NUGGET. . . . SWEDE BERENTSON and CARL BELDING, Dealers at the famed BOULDER CLUB. . . .

HARRY RANCH and His "Yokerama of 1957-58" currently playing at the GOLDEN NUGGET. . . . FRANCIS LICINI, Pit Boss at THE MINT. . . . General Manager SONNY HEATH and his assistant, genial HARRY LAHR at the PIONEER CLUB. . . . BILL RAND, talented pianist in the Piano Bar of the HORSESHOE CLUB and our old friend, lovely JEANNE WELBORNE, Cocktail Waitress in the same room. . . . Channel 8 Sportscaster and KENO Dealer at the HORSESHOE CLUB, CHUCK HULL. . . . Pretty FAYE ELLEN and LEE MAYNARD in the showroom of the GOLDEN NUGGET. . . . Your old pal, VEGAS VIC of the PIONEER CLUB. . . . Ex pro baseballer BOB BOKEN, Security Guard at the CALIFORNIA CLUB. . . . Beautiful and Brunette ELAINE SWAFFORD, Cocktail Gal at the FREMONT. . . . LOUI NEIR, Casino Manager at the WESTERNER. . . .

Amiable NICK DEVINE, FREMONT HOTEL Swing shift Floor Manager and fisherman of note. . . . JEAN MAINES, NEVADA CLUB Cashier. . . HERB TABAK, courteous and friendly manager at the CALIFORNIA CLUB. . . . FREMONT HOTEL flak-man HANK KOVELL. MINT General Manager BOB BOYD. . . . WHITEY HARTMANS and WALTER SCOTT, Fremont Hotel Cashiers. . . . BARBARA WHITMAN, PIONEER CLUB Day Shift Cocktail Girl. . . . Assistant Manager of THE MINT, CARL WHEELER. . . . AL ISRAEL, Manager on the Day Shift at the NEVADA CLUB. . . . The golfing bartender at the HORSESHOE CLUB, BILL HOGAN. . . . LAVERNE BATTAGLIA, blonde and pretty cocktail waitress at the NEVADA CLUB. . . . BILL CANNON, Graveyard Bartender at the WESTERNER CLUB. . . . IRENE PENNEY, BOULDER CLUB slot machine cashier. . . . EDDIE LEVINSON, FREMONT HOTEL Owner. . . . ROSE MARIE MAMUSIA and MARILYN KOCH, Office heads for the LUCKY STRIKE and PIONEER CLUBS. . . . JOHN GRANA, Co-owner and Keno Boss at the CALIFORNIA CLUB. . . . JOE DEVEREAUX, Bartender at the NEVADA CLUB. . . . One of Dixieland's favorite sons, JIG ADAMS, consistant GOLDEN NUGGET favorite. . . .

(*Continued on Page* 174)

Christmas Greetings

BETTY & CHUCK CLUGSTON — Owners

Peggy PERRY • Annabelle BAKER
Boots SAYRE • Joyce GEHRKE

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

Season's Best





ALAN RHODES

Michael Corday's Desert Inn Beauty Salon

Color ★ Styling ★ Shaping

DUdley 4-1661 • **DUdley 2-6000**

Season's Greetings

FROM _____

THE _____

STAFF _____

OF ____

BRUCE BARTON CORTEZ
ETTA CORTEZ
HARRY PARKER JR.
ANN AND HAL HALSTEAD
LEE CAMPBELL
CHARLES "POP" SQUIRES
ROLAND HILL

Greetings

"SANTA
AND
HIS HELPER"

•

BRUCE BARTON

Cortez

•



Fabulous LAS VEGAS *magazine*

GARY STEVENS
CRISWELL
BERNARD OF HOLLYWOOD
ED JULIAN
SAUL LEBEAU
SAM LEBEAU
JACK CORTEZ

JACK CORTEZ
Fabulous LAS VEGAS magazine
Mailed anywhere in the United States . . . . . .
P. O. BOX 748
$8. PER YEAR

GLITTER GULCH

(*Continued from Page* 172)

CATHERINE JACKSON, PIONEER CLUB Auditor. . . . Brothers BILL and AL SHEARER, Floor and Boxmen at the PIONEER CLUB. . . . PAT LANDERS and KAY DAVIS Cocktail Waitresses in the WESTERNER CLUB. . . . Old friend WHITEY BARRON, Pit Boss in the PIONEER CLUB. . . . IRVING WEINSTEIN, NEVADA CLUB Purchasing Agent. . . . BOB GREINER, day shift Pit Boss at the BOULDER CLUB. . . . "300-Pin" winner JOHNNY ALEXANDER, top bowler and Security Guard at the WESTERNER. . . . SUE MORRIS, Cashier at the BOULDER CLUB. . . . GUY McAFEE, GOLDEN NUGGET Owner. . . . KEN MAPEL, Assistant Manager and owner of the PIONEER CLUB. . . . "HOP" PEPPLE, WESTERNER CLUB Owner. . . . CALIFORNIA CLUB Bartender AL TUCCI. . . .

Swing shift GOLDEN NUGGET Boss JACK DUFFY. . . . BILL MESSON, Twenty One Dealer at the BOULDER CLUB. . . . Relief Manager NORM LITTLE of the NEVADA CLUB. . . . Sportsman and GOLDEN NUGGET Co-owner BUCK BLAINE. . . . RAY TURNBULL, Cashier at the HORSESHOE CLUB. . . . Bellman RUSS SIMS at the FREMONT HOTEL. . . . TONY LONGO, Owner of the EL PATIO BARBER SHOP, one of the most avid baseball fans in town. . . . Bell Captain WALT HOBART at the FREMONT HOTEL. . . . AL and MARIE RIPPS, Owners of MIKE'S LIQUOR STORE. . . . CHARLOTTE MARSTEN, Change Girl at the WESTERNER CLUB. . . . BILL GARVEY, Graveyard Shift Boss at the PIONEER CLUB. . . . JOHNNY O'BRIEN, GOLDEN NUGGET slot Floor Man. . . . AL GARBIN, Manager of the LUCKY STRIKE CLUB. . . . Twenty One dealer MONTE MONEY at the GOLDEN NUGGET. . . . MAXINE DUNCAN, Camera Girl at CECIL LYNCH'S FORTUNE CLUB. . . .

NORMAN KELLER, Bossman at the GOLDEN NUGGET. . . . IDA MAE WEBER, Change girl at the WESTERNER CLUB. . . . FRANK WILLIAMS, Head Bartender at the LUCKY STRIKE CLUB. . . . LIDO COSTELLO, CALIFORNIA CLUB Owner. . . . JOHN DELGADO, day shift Bartender at the Casino Bar of the PIONEER CLUB. . . . MICKEY PHILLIPS, Cocktail Waitress at the CALIFORNIA CLUB. . . . RUTH AGATUCCI, FREMONT HOTEL Food Waitress. . . . BOULDER CLUB Pit Boss LYNN BERGER. . . . Personable DOUG BARRYMORE, Floorman at the NEVADA CLUB. . . . Co-owner of the CALIFORNIA CLUB, HARRY TABAK. . . .

EVELYN CROSBY at the Snack Bar in the PIONEER CLUB. . . . JOANNA KNUDSON Cocktail Waitress at the WESTERNER CLUB. . . . and TEX BRENNER, Night Auditor at the FREMONT HOTEL. . . . To all of the above and everyone else along Fremont Street's world famous "Glitter Gulch" a very Happy Holiday Season and the Best Christmas ever!

MERRY CHRISTMAS
AND A
HAPPY NEW YEAR
RENT-A-CAR
GLEN O. ANDERSON & STAFF
Phone DU 4-7773
NATIONAL CARS RENTAL SYSTEM

Happiest HOLIDAY SEASON to all

Candy & Bill
SIKES

• CASINO •

Swing Shift Manager

Royal Nevada
Hotel

Season's Greetings

JOE ROLLO
THEATRICAL AGENCY

205 South Beverly Drive
BEVERLY HILLS, CALIF.

JOE ROLLO • RAY LYTE

HAPPIEST HOLIDAY
SEASON TO ALL

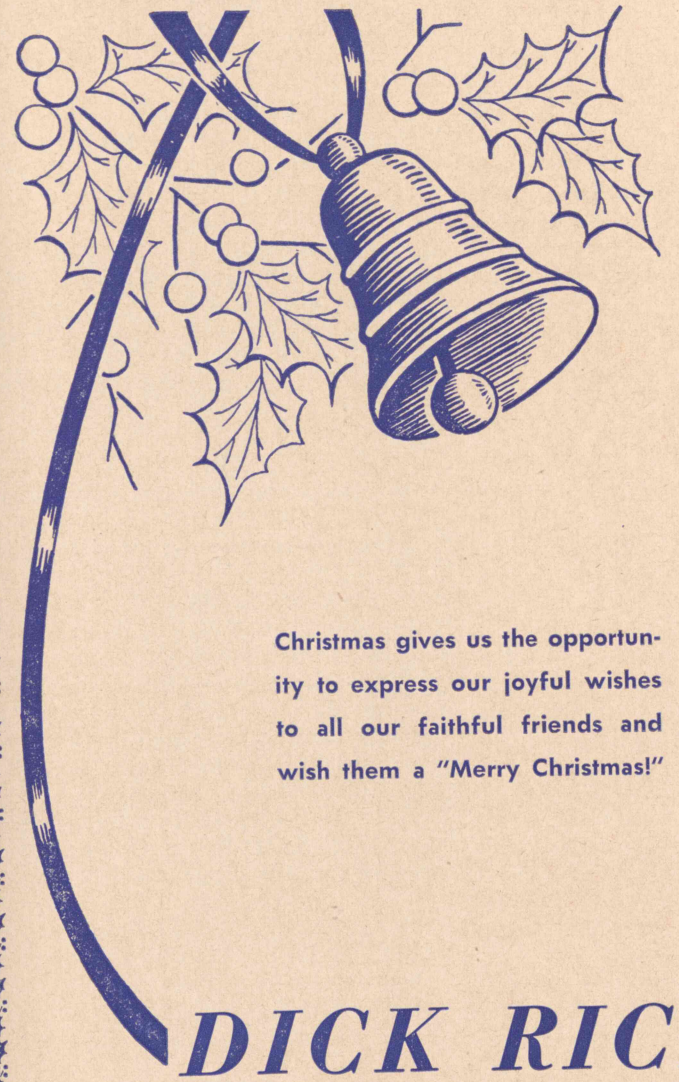
☆

Joe Canino
— Casino Manager —

Tony Canino
— Ass't. Casino Manager —

Silver Slipper Casino

LAST FRONTIER VILLAGE



Christmas gives us the opportunity to express our joyful wishes to all our faithful friends and wish them a "Merry Christmas!"

DICK RICE

And His Orchestra

HOTEL

El Rancho Vegas

THAT'S FOR SURE

(*Continued from Page* 29)

BUDDY LESTER (then at the NEW FRONTIER HOTEL) was mighty cheerful on the D.I. Golf Course, shooting in the low 70's.

The JEWISH WAR VETERANS' Auxiliary planned its Installation Dinner at the HOTEL FREMONT, February 13th.

BILL MARCUS, day shift "21" floorman — DESERT INN, lost sixty pounds in a few weeks time on a 1200 calorie diet.

Former MAYOR CURLEY (of Boston, Mass.) learned his niece was appearing in the DUNES HOTEL "Minsky" show, featuring decollete.

CARMEN RUGGEROLI left to study opera in New York, under the sponsorship of the JAN PEERCES.

ANDY VERCHICK, dayshift dealer at the FLAMINGO HOTEL, was delighted with his new grandson.

MILTON PRELL and his associates got off to a good start with their first Skeet contest at their Gun Club on TULLE SPRINGS RANCH.

FEBRUARY 9, 1957

COVER: T. W. RICHARDSON, of the ROYAL NEVADA HOTEL.

The entire country was buzzin' about the National Gin Rummy Tournament, slated for FLV, March 7th thru March 10th. Proceeds went to various, local charities.

MILTON PRELL and his associates (of the HOTEL SAHARA) were engaged in plans for their MINT CLUB, downtown.

SHERLOCK FELDMAN (swing shift boss — DUNES HOTEL) flew to St. Louis with his wife, to visit his family.

Our condolences went to the ALBERGHETTIS, on the demise of DANIELE, father of ANNA MARIA.

The network TV show, "Tonight" was slated to emanate from the HOTEL EL RANCHO VEGAS, February 14th.

BOB ROBERTS (Sax player and Band Mgr. with the RAY SINATRA ORK — RIVIERA HOTEL) was studying law in his spare time.

MAC HARRIS took over at Maitre d' ROYAL NEVADA HOTEL.

CANADA DRY held its National Convention at the THUNDERBIRD HOTEL.

We sent our best wishes for a speedy recovery to HARRY DORSETT (of JOE W. BROWN'S HORSESHOE CLUB), then at CEDARS OF LEBANON.

JIG ADAMS and his DIXIELAND BAND returned to the GOLDEN NUGGET, by popular demand. They closed on January 8th and returned three weeks later.

FEBRUARY 16, 1957

COVER: MARGE TENNY.

ALDO DAPELO became Maitre d' QUEENS ARMS (Steak House in Encino, Calif.).

DANNY AGUIRRE became Bar Manager of the NEW FRONTIER HOTEL.

We tried out the "Vegas Vic" slot machines at the PIONEER CLUB and hit three jackpots in five minutes. Although we insisted it was beginner's luck, SONNY HEATH stated it was a consistent occurrence there.

FRAN WARREN was signed as an extra added attraction on the AMES BROTHERS bill at the HOTEL SAHARA, February 19th.

ART FORCE resigned his post as advertising-publicity head of the HOTELS EL CORTEZ and SHOWBOAT, as of March 1st. He then transferred to a desk at the SOUTHERN NEVADA TELEPHONE CO., as Assistant to President, A. G. WEILER.

HARRY JAMES' office showed keen interest in HOYT HENRY and his ORK, then at the DUNES HOTEL.

ZEPHYR RECORD star, RUSH ADAMS, was in the Starlight Lounge of the RIVIERA HOTEL.

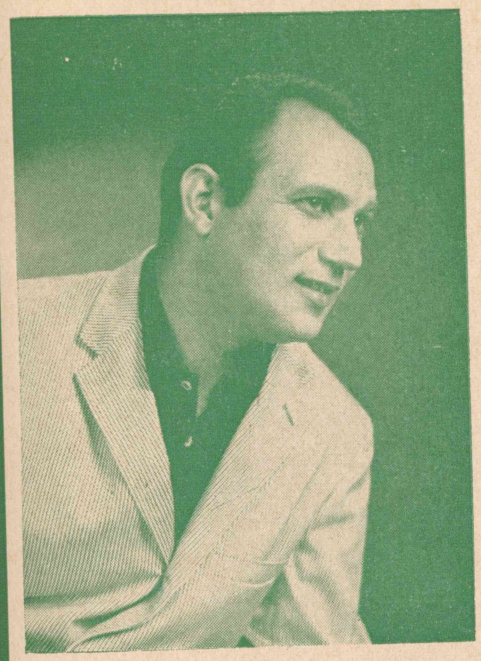
DAVE BURTON cut another hit record for MGM.

Our ROLAND HILL was knighted "Sir Fabulous Las Vegas" during ceremonies at the HOTEL LOWRY, St. Paul, Minn.

SOPHIE TUCKER was machine-

(*Continued on Page* 184)

Christmas Greetings



from

LYNETTE and KENNETH

and the STAFF

MR. RAIMONE

MISS ANN

MR. HENRI

MISS MIMI (Manicurist)

•

HOURS TILL MIDNIGHT

Specialists in Hair Styling
and Professional Make-Up

Recognized by Hollywood Make-up Artists
The Only Theatrical Make-up Studio in Las Vegas

Beaux Arts

BEAUTY SALON

2413 SOUTH FIFTH

DUdley 4-4072



Merry Christmas

CONGA ROOM

MAITRE D' HOTEL

RALPH GRECO

• ASSISTANT •

TED LAWRENCE

• CAPTAINS •

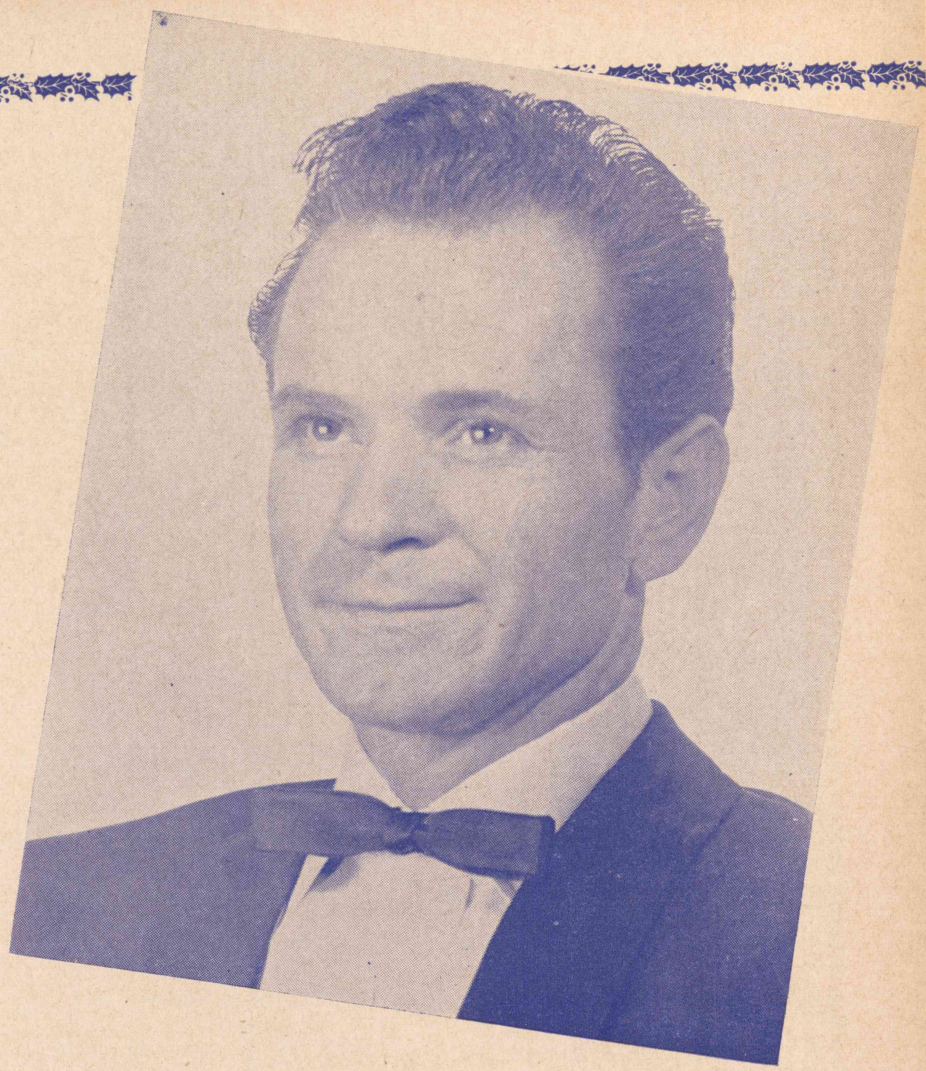
JACK ERDMAN • **MIKE VENTURELLI**
CHARLES RUGGERI • **ARTURO TRIPLETTI**
DOUGLAS GARLAND • **AL HELLER**
HERB MARION

• IN THE CASBAR •

HENRY TORRES • **GENE STEINER**

HOTEL SAHARA

HIWAY 91 • LAS VEGAS • NEVADA



Merry Christmas
And
Happy New Year

★ *TORRIS BRAND* ★

• And His Orchestra •

THAT'S FOR SURE

(*Continued from Page* 180)

gunning all previous records at THE VILLAGE (San Francisco).

AL DOERING and JOHN FUNK took over DUFFY'S TAVERN.

BOB PICARDO, Manager of the GOLDEN GATE CLUB, left for Seattle, for his first vacation in two years.

ANNA MARIA ALBERGHETTI astounded listeners by soaring two and one half octaves to G over high C, at the FLAMINGO HOTEL.

BARNEY BIGARD and DIANNE LEFTI were crowding the Lounge at the HOTEL EL RANCHO VEGAS.

SHIRLEY SCOTT and her MODULATORS were at the HACIENDA HOTEL.

The AMES BROTHERS (HOTEL SAHARA) sold 118,667 copies of their "Naughty Lady of Shady Lane" in just eight hours. They also received another gold record for their first R.C.A. platter, "You, You, You."

MARGE and JIMMY BLAKE prepared to celebrate their Twenty-First Wedding Anniversary, February 21st.

HARRY DORSETT returned to FLV, after a period at CEDARS OF LEBANON HOSPITAL. However, he still hadn't returned to his post at JOE W. BROWN'S HORSESHOE CLUB.

ANN SWEENEY and WILLIAM L. MARKS, Jr. were wed in Detroit, Michigan.

HAL BELFER celebrated his natal day, February 16th while GEORGE CAPRI (FLAMINGO HOTEL) toasted his on February 22nd.

FEBRUARY 23, 1957

COVER: VEE FERRARI, of the DUNES HOTEL'S "Minsky Goes To Paris" show.

Entries were flown in for the NATIONAL INVITATIONAL GIN RUMMY TOURNAMENT.

Folks around town were sporting "goatees."

BUCK HARRIS, then General Manager of the ROYAL NEVADA HOTEL, was our choice of "Perpetual Ambulant of the Year."

JOE W. BROWN (of the HORSESHOE CLUB) decided to disband his oil equipment, after drilling approximately 8500 feet, at a cost of $300,000.

Enjoyed watching VIC DAMONE on the PERRY COMO TViewer.

JACK BENNY was signed to make his nightclub debut at the FLAMINGO HOTEL.

While on vacation in Florida, ED LEVY (of the SANDS HOTEL) was hospitalized.

EMIL RESNIK was appointed Casino Manager of the HACIENDA HOTEL.

JESSICA JAMES was signed to appear at the SILVER SLIPPER, March 1st.

BERT KNIGHTON (President of PEPSI-COLA) was back on the FLV visiting list.

H. K. WRIGHT, the 7' 4" giant became known as the "Vegas Vic" of the PIONEER CLUB.

NAT HART, Maitre d' FLAMINGO HOTEL, was to chalk up another birthday, February 25th.

JACKIE FIELDS formed a class to teach young boys the art of self defense. (He is the former Welterweight Champion.)

BARNEY RAWLINGS resigned his nine year old post as emcee and production singer at the THUNDERBIRD HOTEL to accept a post with the LV CHAMBER OF COMMERCE.

Up in Reno, SHECKY GREENE "divorced" himself from twenty-two pounds.

(*Continued on Page* 188)

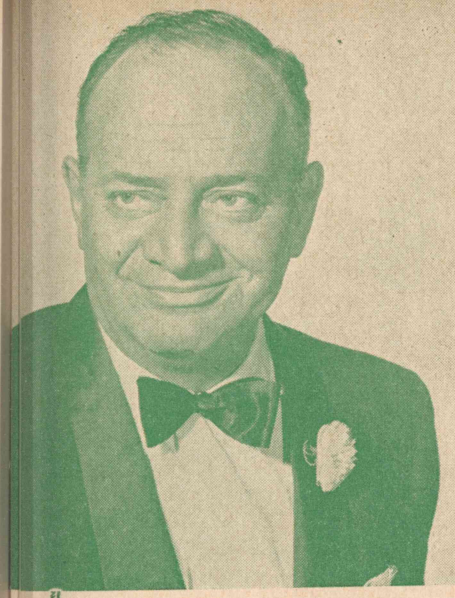
Best Wishes

from

AL SACHS

— CASINO —

Tropicana HOTEL



THANKS – 1957

It's been a

GREAT YEAR

★ Ed SULLIVAN Show

★ GEO. GOBEL Show

★ "The JOKER Is WILD"

★ "PAL JOEY"

And Of Course THE **SILVER SLIPPER**

XXX



Seasons Greetings

★

Charles Watson

Graveyard Floorman

Sands HOTEL



DING-DONG

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

SAM BOYD

GENERAL MANAGER



Season's Greetings

TO ALL OUR
WONDERFUL FRIENDS

★ ★

We'll Be Seeing
You Real Soon—

☆

Louis Prima ☆ **Keely Smith**

US TOO: TONI ELIZABETH
LUANNE FRANCIS

THAT'S FOR SURE

(*Continued from Page* 184)

The TRENIERS were really "sending them and bringing them back" at the ROYAL NEVADA HOTEL.

LILI ST. CYR indulged in the Mexican Cuisine at EL CHOLO, without gaining an ounce.

TONY BENNETT and CONSTANCE BENNETT were signed on the same opener (March 12th) at the HOTEL SAHARA.

LENNY KENT and JACI FONTAINE were delighting Lounge traffic at the RIVIERA HOTEL with their terrific act.

Upon completion of the BELAFONTE show in the Clover Room (Riviera), the NOVELITES were signed into the Lounge.

We thanked YVETTE and CHARLES WARD for their autographed copy of her, "Russia, Through Free Women's Eyes." (He is President of BROWN & BIGELOW.)

D. J. TURK (of the COPA LOUNGE) was negotiating with the Chef of Italy's late KING EMANUEL.

MICHEL and PEPE took over the Beauty Salon at the DUNES HOTEL.

MRS. FLOYD COPE (of the BOTTLE HOUSE) prepared for her February 28th Birthday.

TOM DOUGLAS returned to the HOTEL EL RANCHO VEGAS to produce shows for BELDON KATLEMAN.

CHILI and JOHN UHLMAN were arranging to celebrate their Third Wedding Anniversary, February 28th.

"Strip" performers were patronizing (and still are) MORY'S MEN'S SHOP.

MARCH 2, 1957

Cover: The GEORGE WASHINGTON Holiday had every available accommodation in town filled, including spare rooms in private homes.

ALEXANDER PERINO, world-famous restaurateur, was contracted to give his executive supervision to all dining room service and cuisine at the soon-to-open, HOTEL TROPICANA.

HARRY RITZ flew in to catch MILTON BERLE'S opening at the HOTEL EL RANCHO VEGAS and confer with show producer of the FLAMINGO HOTEL, on the RITZ BROS. show there.

Localites were flocking to JOE W. BROWN'S HORSESHOE CLUB for the "Quickie Meals" offered there.

EDDIE PEABODY celebrated his 55th Birthday, February 19th, at the HACIENDA HOTEL.

PATTI PAGE and CHARLES O'CURRAN were Happy Honeymooners, during her DESERT INN engagement.

Chef IRWIN SCHNEIDER moved over to the ROYAL NEVADA HOTEL.

MORY GREEN (of MORY'S MEN'S SHOP) celebrated his birthday at the HOTEL SAHARA, February 21st, where KEELEY SMITH and LOUIS PRIMA dedicated their complete performance to him.

JACK SMITH was installed as General Manager of the HOTEL EL CORTEZ, when J. K. HOUSSEL took over complete operation of this bistro.

ED JULIAN moved his drums to the SILVER SLIPPER, to unite with the GEORGE REDMAN ORK.

ROCK HUDSON was presented with a plaque of vari-colored, semi-precious stones and made an Honorary member of the "Rock Hounds of America." The 30,000 member organization collects rare rocks and gem stones.

KAY PARSONS was drawing the throngs to the CLUB BLACK MAGIC.

THE PARIS SISTERS dropped by for a refreshing chat.

FLOYD COPE (of the BOTTLE HOUSE) followed his wife's natal day with one of his own, March 5th.

Localites were making many dates to catch the comedy of JOE CAPPO at the SHOWBOAT HOTEL.

HILDEGARDE wore a $5,000 Aluminum dress (made by ALCOA ALUMINUM) at her SHAMROCK HOTEL opening.

BOB ROGERS moved his BOB'S MEN'S SHOP to 509 Fremont Street.

DINAH SHORE and the SKY-

(*Continued on Page* 192)



Merry Christmas

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

CHRIS
★ GRAHAM ★

• Publicity — Promotion •
• Public Relation •

HACIENDA Hotel

BEST WISHES
FOR A VERY
MERRY CHRISTMAS



BUSTER HALLETT

★

Hotel EL *Cortez*

DOWNTOWN — LAS VEGAS

Season's Best
Wishes

Phyllis & Arnold

CHRISTENSEN

CHRISTENSEN'S
MEN'S SHOP
316 FREMONT ST.

ARNOLDS
MEN'S WEAR
320 FREMONT ST.

LAS VEGAS
NEVADA

THAT'S FOR SURE

(*Continued from Page* 188)

LARKS were sensational at the FLAMINGO HOTEL.

CARLTON HAYES (DESERT INN Ork Leader) and his SHEILA were remarried, six months after their divorce.

FRANCINE and FRANKIE ORTEGA flew in to watch their friends, PHYLLIS WOHLER and BERNIE GORDON tie the knot.

The JERRY N. SNYDERS (of Denver) honeymooned at the FLAMINGO HOTEL.

SAL D'AMORE, barber at the DESERT INN, celebrated his birthday, March 7th.

PRINCESS MARGARET'S favorite entertainers – GABBIDON'S ROYAL CALYPSOS were at the ROYAL NEVADA HOTEL.

BUCK HARRIS' name was sharing 100% billing with the stars on the marquee of the ROYAL NEVADA HOTEL.

MARCH 9, 1957

Cover: MARY MALONE, then a dancer at the THUNDERBIRD HOTEL.

The Entertainment Industry planned a March 17th tribute for JIMMY DURANTE, at the WALDORF-ASTORIA (New York). Proceeds were to be used in behalf of the needy and less fortunate of show business.

Our traveling ROLAND HILL was back on the FLV scene.

We enjoyed comedian JONATHAN WINTERS on our TV screens.

A St. Valentine's Wedding united (food cashier) MILLIE GUY and (dice dealer) JOHNNY GENNARO, of JOE W. BROWN'S HORSESHOE CLUB.

HARRY BELAFONTE broke all existing records at the RIVIERA HOTEL.

We anticipated the return of the tiny mide, YVONNE MORAY, to the HOTEL SAHARA.

COLONEL BLAKE moved his gear out to the HACIENDA HOTEL, where he became a Pit Boss.

IRENE WRIGHT and MARCEL DUVAL were married, March 9th, by JUDGE FRANK McNAMEE. The bride is EUGENE MURPHY'S Girl Friday and the groom – a Captain at the SANDS HOTEL.

JUDGE McNAMEE was fast gaining a reputation for being a remarkable after-dinner speaker.

MARY LOU MARTIN (former CHARLIE BARNETT songstress) joined the GLENN THOMPSON TRIO at the HOTEL EL RANCHO VEGAS. She replaced CORAL KENT who had a knitting date with the Stork.

NICK KELLY (Mgr. of the SANDS HOTEL Copa Room) was sticking to his guns – calories, that is.

The ROYAL NEVADA HOTEL offered its amazing "Sunday Champagne Breakfast."

The FLAMINGO HOTEL was negotiating to book JUDY GARLAND, as its headliner in a future show.

TONY CANINO became swing shift pit boss at the NEW FRONTIER HOTEL.

DORIS and BEN STACK (of the IMPERIAL COIN CO.) were planning to bring their heir, ROBBIE, home from the hospital.

CAROL FRONCK and JOHNNY MARCIANDO were married at the LITTLE CHURCH OF THE WEST, March 3rd.

Singer GENE GRIFFIN passed up all offers to provide background vocalizing for his wife, BRENDA HOLLIS, at the SHOWBOAT HOTEL.

We sent our condolences to MARIE DORSETT, on the demise of her mother, February 27th.

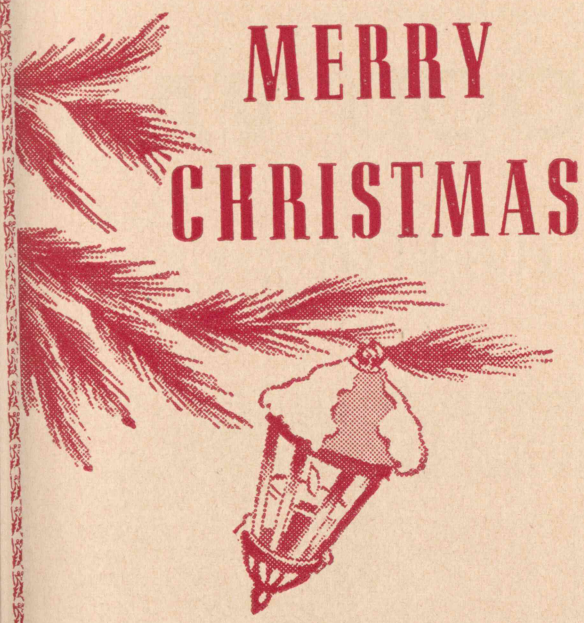
THELMA and JOHN DIXON celebrated their Twenty-Third Wedding Anniversary. She is Head Hostess at the DUNES HOTEL and he is Bar-

(*Continued on Page* 196)

Greetings
GEO. REDMAN
• SILVER SLIPPER •

Michael
SHAPIRO

MERRY CHRISTMAS



The very best for you and yours—

The Sands HOTEL

Greetings from . . . .

GARWOOD VAN

And The BOYS

AL LESKY
RALF GARI
BILL REDDIE
JIMMY MILIONE
BITZIE MULLINS
BOB SKARDA
JACK DOUGHERTY
HAIG ESHOW • JOHNNY TRAXLER
EDDIE MOORIN • DON HANNAH



Now in our NINTH...
WEEK at
The **DUNES** HOTEL

HAPPY HOLIDAYS

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

JAKE **ELLISON** • J. PHIL **LONG**

CASINO **Tropicana** HOTEL

MERRY CHRISTMAS

NEVADA
SAVINGS & LOAN
ASSOCIATION

1200 E. Charleston Boulevard

Phone DU 4-0717

ALL SAVINGS FEDERAL INSURED UP TO $10,000

THAT'S FOR SURE

(*Continued from Page* 192)

tender at the Skyroom of the DESERT INN.

While appearing at the HOTEL EL RANCHO VEGAS, harmonica virtuoso, STAN FISHER, had trouble trying to locate a Tennis opponent. He is quite a champion.

MARCH 16, 1957

Cover: NANCY LEE, SILVER SLIPPER dancer, on a St. Patrick's Day cover.

MIKE NECHAK, Pit Boss of the HACIENDA HOTEL, won the first prize ($10,000) in the Gin Rummy Tournament. Second place winner was DAVID GERTLER, Louisiana Attorney. Final stage of the play found the two men perched on a raft in the middle of a swimming pool at the ROYAL NEVADA HOTEL.

The NEVADA MEN'S BOWLING ASSOCIATION just completed their State Tournament at the LAS VEGAS BOWL. JIM DESKIN (local kegler) took the All-Events Scratch Title, on a 201 average.

The NEVADA WOMEN'S BOWLING ASSOCIATION set its State Tournament for the Bowl, March 22.

KEN MURRAY'S "Blackouts," starring MARIE WILSON, was set for an April 10th opening at the RIVIERA HOTEL.

TOMMY BELL and his BELL-BOYS were back in the Lounge of the SANDS HOTEL.

RUTHE (Mrs. Paul) STERLING arrived from the coast for a few days vacation. Hubby is with CLOVER STUDIOS in Hollywood, California.

FREDDIE LINDO, Bartender at the ROYAL NEVADA HOTEL, advised all mixologists to prepare for the Annual Bartenders' Golf Tournament, slated for April.

DONNA and SY LIEN proudly lighted the candles on their son's (GLENN DOUGLAS) First Birthday cake, March 10th. Dad is Stage Manager at the HOTEL SAHARA.

JACK SNYDER celebrated his Birthday, March 15th.

The cast and crew members on the Hollywood set with him presented JACK CARSON with a package of cake mix, a quart of milk and a bowl. On top of the ingredients was the sign: "Happy Birthday, Jack. Do it yourself!"

ARTHUR BLAKE opened his LONDON TOWNE CLUB in Miami Beach, Florida.

The AXIDENTALS were signed for the RIVIERA HOTEL, March 27th.

GEORGE D. WOODBRIDGE became associated with LOU WALTER'S ENTERPRISES, Inc., in New York. He operated his own ENTERTAINMENT COUNSELORS, Inc., prior to this union.

On March 11th, ROSEMARY and CARLO BIANCA welcomed an heiress, weighing seven pounds. (He is Box Man at JOE W. BROWN'S HORSESHOE CLUB.)

COLE PORTER'S "Can Can Revue" was set for the HACIENDA HOTEL, in April.

PHIL ZAHLOUT, Pit Boss of the RIVIERA HOTEL, celebrated his Birthday, March 13th.

A distaff numerologist selected a set of winning KENO numbers from TOM TUCCI and astounded the veteran gamer.

A German Doctor perfected a serum to renew animation in the deceased.

MARCH 23, 1957

Cover: JERRY LEWIS, emcee of the Academy Awards, March 27th.

THE NEW FRONTIER HOTEL was closed.

Less than a year in show business, LILLIAN BRIGGS headlined the PALACE THEATRE (New York) from March 11th thru the 20th. She last appeared here at the SANDS HOTEL.

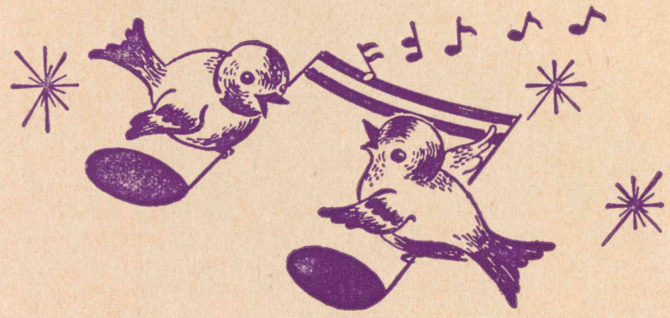
MILTON BERLE (HOTEL EL RANCHO VEGAS) planned to leave for England in May to star in the TV series, "Follow That Man," under the direction and production of England's SHELDON REYNOLDS.

The MARY KAYE TRIO were set to return to the Casbar Lounge of the HOTEL SAHARA.

BEN BLUE was booked into the

(*Continued on Page* 200)

A Christmas Note



AL GARBIAN

AND GANG





Peace on Earth

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

GENE

★ DELMONT

HOTEL *Thunderbird*



To greet you all, at

CHRISTMAS

and wish you many joys and blessings!

MR. & MRS.

Eddie Moss

—CASINO—

HOTEL SAHARA

HIWAY 91 • LAS VEGAS • NEVADA

Merry Christmas
• SARA'S •
CASHMERE SWEATERS • SKIRTS • SLACKS
BLOUSES and other SPORTSWEAR ITEMS
1406 So. 5th St. • Phone DU 4-2749

THAT'S FOR SURE

(*Continued from Page* 193)

DUNES HOTEL for an April 28th opening.

Seeking authenticity for his role as a lawyer, actor JEFF CHANDLER attended night classes at UCLA and then continued studying for his L.L.D.

The TROPICANA HOTEL was preparing to open its doors.

CHICKI BERMAN and J. MARGOLIES purchased the RIVIERA HOTEL Gift Shop.

One Hundred and Fifty former Steubenville, Ohio residents congregated at JOE RONDO'S COPA LOUNGE, with the guest-of-honor, DEAN MARTIN (then at the SANDS HOTEL).

Many Las Vegas bowlers went to San Bernardino, Calif. to compete in the ORANGE BOWL CLASSIC. Our lovely spouse came away with top prize in the Women's Handicap division and localite RALPH ROLES took the Men's Handicap top spot.

CAB CALLOWAY'S "Cotton Club Revue" was set to open at the ROYAL NEVADA HOTEL, April 17th.

JODY IRWIN whistled her own Happy Birthday tune on March 22nd (her second). Dad is STAN IRWIN, Entertainment Director of the HOTEL SAHARA.

SONYA BESANT, cocktail waitress at the FREMONT HOTEL, formerly danced in Broadway musicals and on TV in New York.

TORRIS BRAND was named Musical Director for the HACIENDA HOTEL. He and his ork were selected to back COLE PORTER'S "Can Can Revue."

On March 21st, the FLV B'NAI B'RITH gave its annual "Stag Dinner," honoring JAKE FREEDMAN, of the SANDS HOTEL.

MIKE RIZZO, New York Sportsman, stopped off at the HOTEL SAHARA.

SONDRA STEELE finally cut the blues record her fans requested for many years. The stunning songstress recorded, "Did You Cry" and "Don't Take Your Love From Me."

We were greatly saddened to learn of the demise of MRS. ANNA ZION, mother of DEBBIE PRELL, of the HOTEL SAHARA.

MARCH 30, 1957

Cover: Starlet BARBARA DARROW.

April 4th was set as the tentative opening date for the Fifteen Million Dollar TROPICANA HOTEL.

EDDIE FISHER was definitely set as the first star to perform at the Tropicana Hotel.

Actress ELAINE STEWART had already completed her Xmas shopping for the end of 1957.

COLONEL TOM PARKER was "flipping" over the quarter million dollar contract his boy, ELVIS PRESLEY signed with MGM.

ROLAND HILL wrote of the "One Hundred Million Dollar Shooter." (That man is CHARLES WARD, President of BROWN & BIGELOW.)

MAMIE VAN DOREN was chosen to reign as Queen of the Fifth Annual Tournament of Champions, at the DESERT INN Country Club, April 18th thru the 21st.

CHARLES RICH (of the RIVIERA HOTEL) celebrated his natal day, March 24th.

The MILTON PRELLS (of the HOTEL SAHARA) sold their beautiful mansion to the HEARKWELLS, formerly of Canada.

MARTHA HYER was nursing a black eye she received in a screen scuffle with JUNE ALLYSON, during the filming of "My Man, Godfrey."

FAYE GOLDMAN & PAT GOODMAN were wed at the JEWISH CENTER, March 17th. He is a Box Man at JOE W. BROWN'S HORSESHOE CLUB.

GEORGE ARQUILLA hosted a

(*Continued on Page* 204)

Holiday Greetings

FROM THE

MANAGEMENT

And

PERSONNEL

OF



Hotel Fremont



Holiday Greetings

MIKE

"BARBER" BROWN

Best—



WISHES

Jacqueline

FONTAINE

Starlight Lounge—

Magnificent **Riviera** HOTEL

THAT'S FOR SURE

(*Continued from Page* 200)

"Champagne Party" at the CALIFORNIA CLUB.

NANCY MUCKERMAN (cocktail waitress at the ALPINE VILLAGE) was described as a "graceful gal with a musical walk."

The Calcutta auction for the "Fifth Annual Tournament of Champions" was dated for April 17th at WILBUR CLARK'S DESERT INN.

JOAN and PETE BOMMARITO were still on a pink cloud, although their heiress was already two months old. (Dad is a Day Shift Pit Boss at the RIVIERA HOTEL.)

APRIL 6, 1957

Cover: EARLENE WHITT, local beauty and winner of many contests.

HOTEL SAHARA'S MILTON PRELL and his daughter, SHEILA, attended the Academy Award Dinner, with DONALD O'CONNOR.

RED SKELTON was averaging close to $75.00, weekly, for copyrights and patents on his inventions. His latest brainchild was a rearview mirror that gauged the distance between your car and the one directly behind.

TONY CLARK celebrated her Birthday, April 4th. Hubby is WILBUR, of the DESERT INN.

The CLARK BROTHERS entered their 32nd week in the Copa Lounge of the SANDS HOTEL.

SONIA SHAW and BILL HITCHCOCK were working on a nightclub act for SHEREE NORTH.

LARRY STEELE'S "Smart Affairs" was drawing raves at the VILLAGE in San Francisco.

FRANK HUDEC returned to the MARY KAYE TRIO, when they reopened in the Casbar Lounge of the HOTEL SAHARA.

We were delighted to see SAM LEVENSON on TV, starring in "Two For The Money."

We applauded WARREN BAYLEY (Pres. of HACIENDA HOTEL ASSOCIATION) for appointing TORRIS BRAND, Musical Director of the local Hacienda.

ROSALINE and IRVING HOFFMAN became parents of an heiress (PAULA NAOMI), March 26th.

BILL PALLAS was appointed Maitre d' DUNES HOTEL.

BILL MAXWELL was managing the WILLIAM BAER Fur Salon at the TROPICANA HOTEL.

Manager AL GARBIAN kept his LUCKY STRIKE Bingo patrons enthused with a variety of interesting games.

IRENE and JOE PACE returned from a well-deserved vacation in Mexico. She is a top realtor here and Joe was then a dealer at JOE W. BROWN'S HORSESHOE CLUB.

SONNY HEATH, General Mgr. of the PIONEER CLUB, left for Los Angeles, for a check-up.

LILLIAN ROTH opined: "You become human when you're hungry — real hungry." (She was then at the HOTEL SAHARA.)

APRIL 13, 1957

Cover: MAMIE VAN DOREN, Queen of the 1957 Tournament of Champions.

EMIL RESNIK resigned his post as Casino Manager of the HACIENDA HOTEL, April 6th.

We put a damper on the rumor that we were negotiating to sell our publication.

BARBARA and FRANKIE ROSS were anticipating a boy-child.

HANK HENRY was still holding down the FLV record for playing the longest, local engagement. (He's still at the SILVER SLIPPER.)

The GUY SALMAS dated the Stork for a sixth addition. Guy is one of the three SALMAS BROTHERS (then appearing in the Casbar Lounge of the HOTEL SAHARA).

TED FIO RITO sent greetings from the CHEZ PAREE in Chicago, where JIMMY DURANTE was headlining at the time.

There was a lot of activity in FLV, with the "Tournament of Champions" to be held at the DESERT INN Country Club, April 17th thru the 20th. All accommodations were sold out in town. BING CROSBY and WALTER WINCHELL were set for their April

(*Continued on Page* 208)

Greetings

CEE DAVISON



AND HIS ORCHESTRA

CONGA ROOM

Hotel SAHARA

Best Wishes
and Happy Holidays

☆

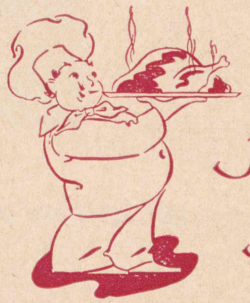
NAT

BRANDWYNNE

Tropicana HOTEL

☆ ☆

Merry Christmas *Happy New Year*



FROM

EVERYONE AT

LOUIGI'S CHARCOAL BROILER

3417 South 5th

DUdley 2-6740 • **LAS VEGAS, NEV.**



Merrie Christmas

AARON

Weisberg

CASINO

The Sands HOTEL

THAT'S FOR SURE

(*Continued from Page* 204)

17th putting contest with MAMIE VAN DOREN, Queen of the Tournament.

HOWARD ENGEL, owner of GRAY'S INN (Miami Beach, Fla.,) was stopping at the DUNES HOTEL.

FLVites were anticipating the "Cotton Club Revue," starring CAB CALLOWAY, at the ROYAL NEVADA HOTEL, April 17th.

Enjoyed HAROLD KENWORTHY'S sense of humor. (He is a "21" dealer at the FREMONT HOTEL.)

LOU GAMMELL became head of Security at the TROPICANA HOTEL and was making plans for his son's wedding in May.

American actors found the Japanese audiences quite a distressing lot until they discovered the true meaning of the oriental's actions. When the Japanese people like a performance, they stand up and hiss.

EDNA BROWN (cocktail waitress-SILVER SLIPPER) planned for her daughter's (CONNIE BERRY) wedding, April 14th.

The MORY GREENS celebrated their First Anniversary of MORY's MEN's SHOP in its present location.

EUGENE MURPHY (publicity head-DESERT INN) brought back the news the VARIETY CLUB INTERNATIONAL would hold its National Convention here in 1959.

HAL MARCH signed for his first starring role in PARAMOUNT's, "Hear Me Good."

KAREN STACK celebrated her natal day, April 7th—as did AL BARTON, in New York City. Karen is in FLV, of course, with DORIS and BEN STACK, owners of the IMPERIAL COIN CO.

Season's Greetings
From
BILL ELWELL
ELWELL HOTEL
1st & CARSON STS. • DOWNTOWN

HOUSTY's VEGABAR was enjoying its Second Anniversary, in Arlington, California. Owners NONA and HOUSTY SPEER presented each customer with a silver dollar. They have a 27 foot backbar mural, depicting all of the "Strip" hotels here, in a novel three lighting effect, which brings out day, dusk and evening hues.

BIRTHDAYS: April 8th, MRS. JOCKIE NEWBERRY — April 9th, FLORENCE LADD-ANN KELSEY —April 12th, LEE DEER and NINA CLARK.

APRIL 20, 1957

COVER: SUSAN AVERY in an Easter setting.

We marveled at the relaxed manner of NAT (King) COLE, at the SANDS HOTEL.

We planned to attend JEFFREY GRANT RICE's Bar Mitzvah at the JEWISH COMMUNITY CENTER, April 27th. Dad is BOB RICE, of the DUNES HOTEL.

TERESA BREWER was signed to open at the HOTEL SAHARA, May 21st.

Appreciated the humor of FERN GUITTARD, Hostess in the Restaurant of JOE W. BROWN'S HORSESHOE CLUB.

FABULOUS extended best wishes to WILBUR CLARK and his associates on the Seventh Anniversary of the DESERT INN, April 23rd.

We were delighted to see FRANK CASONE back in FLV, at the ROYAL NEVADA HOTEL.

Enjoyed visiting with FLO and CHARLES KLOORFAIN, co-owners of the TROPICANA HOTEL.

Las Vegas lost a wonderful friend with the untimely passing of MARVIN AGRON, April 11th.

WALTER WINCHELL and JOE E. LEWIS were hysterical, as they watched MILTON BERLE at the HOTEL EL RANCHO VEGAS.

NELSON DAKMAK returned to FLV and took up his post as Chief Cashier at the ROYAL NEVADA HOTEL.

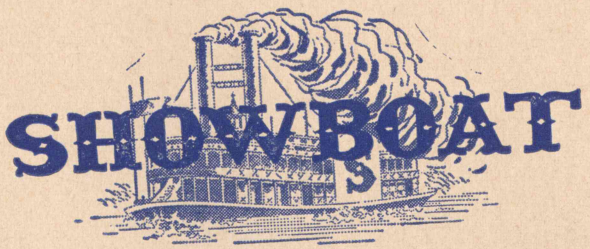
Gourmets discovered there were

(*Continued on Page* 212)

Happy Holidays



MANAGEMENT
AND
PERSONNEL
OF THE



HOTEL

Merry Christmas



ANTHONY
FERTITTA

El Rancho Vegas

Christmas Greetings



Lenny Kent

STARLIGHT LOUNGE

Magnificent

Riviera

THAT'S FOR SURE

(*Continued from Page* 208)

many types of flapjacks at UNCLE JOHN'S PANCAKE HOUSE.

ELAINE and WALTER JALLINS welcomed their heir, RICHARD DAVID, in Los Angeles. Grandparents are the JACK SNYDERS (of SNYDER'S SLACKS.)

SEYMOUR WEISS, owner of the famous New Orleans' ROOSEVELT HOTEL, was chosen "Hotel Man of the Year," by the AMERICAN HOTEL ASSOCIATION. Testimonial Dinner was held at the PALMER HOUSE (Chicago.)

After a sick leave, DOLORES SPENDER was back toting cocktails at WILBUR CLARK'S DESERT INN.

PATTY and JERRY LEWIS arrived, just for a rest. They were also waiting for their October Stork date.

The AXIDENTALS were singing up a storm at the RIVIERA HOTEL.

RUTH ANDERSON moved her cocktail tray over to the TROPICANA HOTEL.

DAVE BURTON and his Group received a life-long contract from the management of the FLAMINGO HOTEL.

BIRTHDAYS: April 20th, TONY DE CARLO – April 21st, BENITA GOFFSTEIN–April 22nd, MILTON DEUTSCH.

APRIL 27, 1957

Cover: SHIRLEY PRICE, dancer at the DUNES HOTEL.

We were still campaigning to put up traffic lights at important intersections on our "Strip."

Tragedy struck in that area, Easter Sunday. NILS T. GRANLUND, Producer of international fame, was killed in an auto accident. He died shortly after admission to a local hospital.

EDDIE FISHER (starring at the TROPICANA HOTEL) was also involved in an Easter car collision. Fortunately, he was not seriously injured.

LT. GOV. REX BELL and ABE SCHILLER (of the FLAMINGO HOTEL) were among those who gave inspirational talks to the large group of civic leaders and businessmen on hand for the ELKS HELDORADO "kickoff" luncheon, at the FREMONT HOTEL. Heldorado celebration was set for May 17th thru the 19th.

The new SILVER SLIPPER Lounge made its debut, April 26th.

GENE LITTLER proved a three-time winner of the Tournament of Champions at the DESERT INN Country Club.

JOHN MORELLI took over the duties of maitre d' DUNES HOTEL.

LISA ALONSO and her TROPICAIRES were back at the GOLDEN NUGGET.

DONALD O'CONNOR was celebrating his Thirtieth year in Show Biz, while appearing at the HOTEL SAHARA. (He must have started at the age of two.)

LILIA GUIZAR proved a smash hit when she made her debut with famous dad, TITO, at the HOTEL EL CORTEZ.

The HOWARD ENGELS were married Twenty years on May 8th.

THE AXIDENTALS (then at the RIVIERA) were signed to appear on EDDIE FISHER'S Fall TV program.

The BOB O'CONNELLS were set for a September Stork date. He is assistant to maitre d' ARTURO, of the HOTEL EL RANCHO VEGAS.

CESAR ROMERO and his revue were signed into the DUNES HOTEL for a May 9th opener.

The CAPRI SISTERS were playing "shadows" to the famous McGUIRE SISTERS, at WILBUR CLARK'S DESERT INN.

DOLORES FRAZZINI and JERRY CARTWRIGHT were preparing for their June 9th wedding.

HATTIE MAY PAVLO (owner of the HAMILTON HOUSE APARTMENTS) sold her first Broadway play. "The Passionate Man" is based on the life story of ALEXANDER HAMILTON.

Blonde KIM HAVERS, former Minsky show beauty, became a cocktail waitress at the CALIFORNIA

(*Continued on Page* 216)

Happy Holidays

JIM TESSMER

• CASINO •

The Sands Hotel



Johnny DONAHUE

— CASINO —

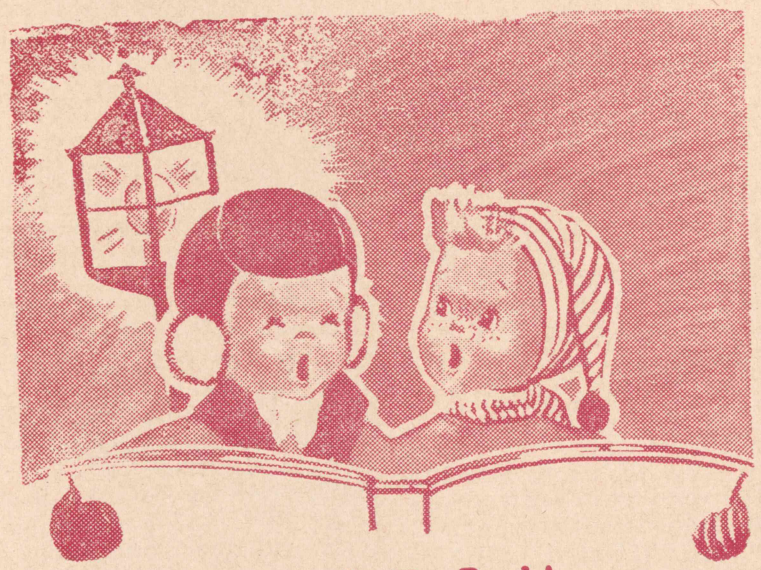
Tropicana HOTEL



GEORGE
DUCKWORTH

• CASINO •

HOTEL
Riviera



merry
CHRISTMAS

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

GEORGE GORDAN

THAT'S FOR SURE

(*Continued from Page* 212)

CLUB.

Attorney MURRAY POSIN was back at his desk, after a week in Mexico.

TONY CANINO became a Pit Boss at the SILVER SLIPPER.

A Bar Mitzvah honored STEVEN DAVID LEVINE, May 3rd. Dad CHARLES is a "21" dealer at the DESERT INN.

We applauded CAB CALLOWAY for featuring LONNIE SATTIN, SALLIE BLAIR and GEORGE KIRBY in his "Cotton Club Revue" at the ROYAL NEVADA HOTEL. We believed each would be a star in his own right, come the near future.

NELSON EDDY and GALE SHERWOOD were set to begin a parade of star-studded shows at HARRAH'S popular STATELINE COUNTRY CLUB (Lake Tahoe), May 3rd.

A welcome letter from songstress MAE WILLIAMS, brought raves of her husband of four months, VICTOR PERRY.

KATHY KELLY, cocktail waitress at the SILVER SLIPPER, celebrated her birthday, April 16th.

MAY 4, 1957

Cover: We saluted the Fifteenth Anniversary of "KEN MURRAY'S BLACKOUTS," starring MARIE WILSON, at the RIVIERA HOTEL.

The DONALD O'CONNORS were looking forward to their "Great Expectation," due in August. (The O'Connor lad was at the HOTEL SAHARA.)

From Hammond, Louisiana, JOHN DAKMAK sent us the largest, sweetest strawberries we ever did have.

Enjoyed another wonderful visit with ROSEMARY and DANNY THOMAS (then starring at the SANDS HOTEL.)

General Manager SONNY HEATH (of the PIONEER CLUB) was very pleased with his assistants, HARRY LEHR, GIL GILBERT and KINNY MAPLE.

BILL HOGAN (of JOE W. BROWN'S HORSESHOE CLUB) took top honors in the Annual Bartenders' Golf Tournament, held at the MUNICIPAL GOLF COURSE.

BARBARA and NICK FRAZZINI celebrated their Twenty-Ninth Wedding Anniversary, April 25th. (He is a Deputy at the ROYAL NEVADA HOTEL.)

JOE E. LEWIS was jamming the HOTEL EL RANCHO VEGAS with his inimitable comedy. The funster turned down a thirty-nine week TV contract in favor of his nightclub engagements.

MONTE PROSER inked the ethereally beautiful RHONDA FLEMING into the TROPICANA HOTEL for a May 21st opening.

The JACK BLATTS took over the operation of the MIDTOWN PARKING on North 2nd.

The LANNY SHORES finally took daughter SUSAN'S advice and made a date with the Stork. Lanny is with the GROVER-SHORE TRIO at the DESERT INN.

The MARY KAYE TRIO opened at the KOKO CLUB in Phoenix, Ariz., May 3rd and were due back at the HOTEL SAHARA, June 21st.

HAROLD BERK, Warren, Ohio coin dealer, visited FLV.

We extended wishes for a successful season to the LAS VEGAS WRANGLERS Baseball Team and their Manager, RED MARION.

The LAS VEGAS CLUB entered the first FLV entry in the Indianapolis 500 mile classic.

JIMMY STEWART learned to play a concertina in "Night Passage" and then took lessons in earnest.

BETTY HUTTON flew into FLV for a few days of relaxation, following her tremendous success at Miami Beach's FONTAINEBLEAU HOTEL.

CURRENT BIRTHDAYS: May 6th, DICK CHAPPELL and JACK (Pappy) WALSH—May 8th, ALLARD ROEN.

MAY 11, 1957

Cover: LEONA EPAE, Singer-Dancer with the "Cotton Club Revue."

(*Continued on Page* 220)



Skee! but it's nice

to extend warm and friendly greetings

to all you wonderful people!

Merry Christmas

TINY & 'CARNIE'

KRAUSNICK

WILBUR CLARK'S

DESERT INN



Christmas Greetings

— from —

THE

TOMMY DOYLE QUARTET

★

SEASON'S BEST WISHES

And A Very HAPPY NEW YEAR

RAILROAD PASS CASINO

BOULDER HIGHWAY

ON THE WAY TO BOULDER DAM

★ **Refreshing Drinks**

★ **Delicious Dinners**



A Christmas Wish

Sammy Lewis

DIRECTOR

OF

ENTERTAINMENT

Riviera

HOTEL

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

THAT'S FOR SURE

(*Continued from Page* 216)

We saluted SAMMY DAVIS, JR., for retaining the original WILL MASTIN TRIO for all engagements.

KSHO-TV (Channel 13) completed arrangements to show MGM films in FLV.

BILL DOLL was named Vice President in charge of Publicity, exploitation and Advertising for the MICHAEL TODD CO.

AVERILL and MOE DALITZ (co-owner of the DESERT INN) were on the verge of their Stork-date. SHIKEY TOUSHIN (of the Jewel Box-SANDS HOTEL) was in charge of all toy selections.

The Doctors VIOLA and RONALD HURLEY, headed the Health Club at the TROPICANA HOTEL.

The GEORGE MOROS contracted to present their productions in Buenos Aires.

BILL HARRAH planned to run his Lake Tahoe Club right thru to October, passing the usual mid - June closing.

CONSTANCE BENNETT was so grateful to HOTEL SAHARA dealers, JACK RANCHER and WALLY TERRANTO, she gifted them with gold Ronson cigarette lighters, inscribed, "With love from Connie Bennett," after completing her engagement there.

Although President of the HACIENDA HOTEL ASSOCIATION, "Doc" BAYLEY insisted on pitching in and adding his energies to those of his employes.

GEORGE REDMAN, local orchestra leader for eleven years, refused offers to leave his beloved FLV.

JIMMY DAVIS was appointed Casino Manager of the ROYAL NEVADA HOTEL. The bistro discontinued its minimum charge, May 5th.

JULIUS NEWMAN celebrated his birthday, May 15th.

We sent get-well wishes to DOROTHY ENTRATTER, at the MT. SINAI HOSPITAL, New York. Husband, JACK, is a co-owner and General Manager of the SANDS HOTEL.

BETTY and R. V. BRAND planned their Tenth Wedding Anniversary, May 16th. (He is Band Manager with the CARLTON HAYES ORK-DESERT INN.)

JOE KELLY was appointed General Manager of the HOTEL SHOWBOAT.

BILL RAND took over the ivory-tickling at JOE W. BROWN'S HORSESHOE CLUB.

BONNIE DORLAND was back, assisting Maitre d' ARTURO of the HOTEL EL RANCHO VEGAS.

JOE CARLYLE was considered as head of productions at the ROYAL NEVADA HOTEL.

GEORGE ARNOLD'S "Rhythm On Ice" Revue was proving a delightful drawing card at the HOTEL EL CORTEZ.

SHIRLEY and FRANK SCHIVO welcomed an heiress, April 26th. He is Graveyard boss at the HOTEL SAHARA.

JANET WEISBORD and daughter DEBBIE (eleven months old) visited Grandfather, LOUIS FISHBEIN.

DEBBIE PRELL was busy with plans for FLORIA O'CONNOR'S baby shower, May 16th at the VARIETY CLUB HEADQUARTERS (HOTEL SAHARA.)

MAY 18, 1957

Cover: BRUCE BARTON CORTEZ. Our Managing Editor was dressed in full western regalia for the Elks Heldorado.

The "Dancing Waters" returned to the DESERT INN, after their Winter season in Havana. DOROTHY CHOATE co-ordinates the music and jets of water into a symphony of color and rhythm.

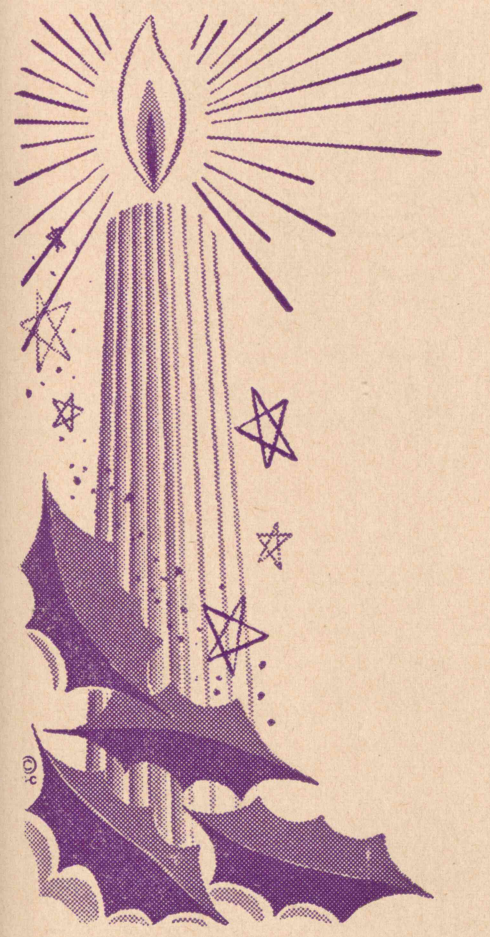
LILLIAN and MICKEY GOLDEN stopped off at the FLAMINGO HO-

(*Continued on Page* 224)

Season's Greetings

—From—

CHARLIE KANDEL



CASINO

Sands

HOTEL

Happy Holidays



Mr. & Mrs.

• Homer WEST •

Happy Holiday . . .

FROM

YOUR LITTLE PAL

BILLY ★ BARTY



Season's Greetings

• JEFF ROSS •

OF

THE Flamingo HOTEL

THAT'S FOR SURE

(*Continued from Page* 220)

TEL. He was then RORY CALHOUN'S "stand-in."

EDITH and LOU GOVENDO celebrated their Thirty-First Wedding Anniversary, May 23rd. Lou is a pit boss at the RIVIERA HOTEL.

YUL BRYNNER established a toehold in show business, directing telecasts of the Brooklyn Dodgers baseball games.

The CLARENCE T. UHLMANS planned a Golden Wedding Anniversary, May 26th in their Bellflower, California home.

LOUISE MURPHY (food waitress at JOE W. BROWN'S HORSESHOE CLUB) and AL BAYLOT (of New Orleans) were wed at the WEE KIRK O' THE HEATHER.

The DESERT INN effected a new showtime schedule at 8:15 and Midnight (no third show on Saturday).

We opined that KAY THOMPSON was bound to become an overnight sensation, when "Funny Face" was released by PARAMOUNT.

SHIRLEY and AL WEISS (of the Shoe Shop at the RIVIERA HOTEL) toasted their Sixteenth Wedding Anivesary, May 11th.

JOHN BEAL filmed RKO's "That Night," on location in New York.

MOLLY SEIDEL, twelve year old coloratura soprano and horsewoman made her third Heldorado appearance, riding her Arabian Morocco Paint, "Kukachine."

MAY 25, 1957

Cover: TINA LOUISE, Broadway star, formerly with the HOTEL SAHARA.

We thanked everyone at the FLAMINGO HOTEL who helped to make our son's first nightclub visit such a wonderful memory. NAT HART (Maitre d'), JUDY GARLAND and ABE SCHILLER made it an evening we will never forget.

TONI and WILBUR CLARK (of the DESERT INN) appeared on ED MURROW'S "Person to Person" show, May 17th.

JACK ENTRATTER brought his charming DOROTHY back to FLV, to recuperate.

The RICH RICHARDSONS (of the ROYAL NEVADA HOTEL) left for Biloxi, Mississippi to celebrate their Twenty-Eighth Wedding Anniversary, May 26th.

The farewell party the HOTEL TROPICANA gave EDDIE FISHER was one of the greatest tributes ever accorded any showman in FLV.

GEORGE KAVANAUGH took over as Bar Manager of the DUNES HOTEL.

The HOTEL EL CORTEZ introduced its "Celebrity Matinee" on Sunday afternoons, at 3:00 P.M.

BUCK HARRIS left the ROYAL NEVADA HOTEL to take care of his NORTH SHORE CLUB, at Lake Tahoe.

The HOTEL SAHARA planned to display the "Golden Sahara" at their bistro. The car is valued at $50,000 and has everything to make it a dream car. It was custom built by two men from Dayton and was originally rented out for a mere $1,000 weekly, by the SIEBERLING people. Our local B'NAI B'RITH purchased the car and intended to sell raffles on it at $1.00 per ticket.

SOPHIE TUCKER planned a take-off on PRESLEY with her "Calypso Mama" routine for her HOTEL EL RANCHO VEGAS opening, June 19th.

National reports proved the AXIDENTALS new album had deejays flipping.

ARCHIE LOVELAND became the Managing Director of the SANDS HOTEL.

DONNA MARTIN celebrated her birthday, May 21st. Husband FLOYD is employed in the FLAMINGO HOTEL slot machine department.

Our own MOM and POP SQUIRES were guests on the TROPICANA HOTEL float in the Helorado Beauty Parade.

We admired GARR NELSON'S ability as he entered his third year of emceeing at the SHOWBOAT HOTEL.

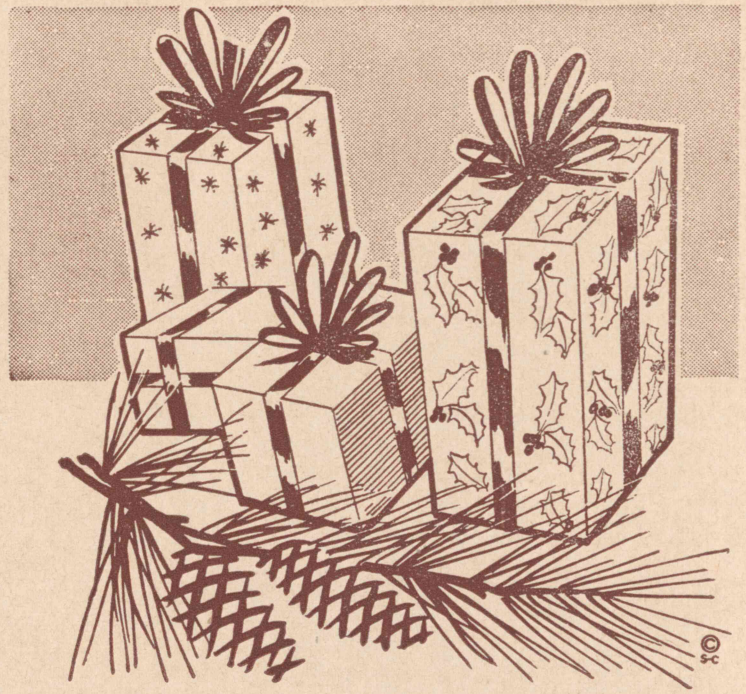
(*Continued on Page* 228)



the JOY of CHRISTMAS

Mr. & Mrs. CHIC ROSS

& FAMILY



Holiday Greetings

SIL PETRICCIANI

—CASINO—

Fremont Hotel



Greetings

Charlotte & Abe

RUBENSTEIN

3240 So. Monroe St.

Denver 10, Colorado

THAT'S FOR SURE

(*Continued from Page* 224)

JUDY GARLAND'S daughter, LIZA unveiled a remarkable singing voice onstage with mother, at the FLAMINGO HOTEL.

JOAN and CLEO SIMON increased their household with a daughter, May 6th. Cleo is a Pit Boss at the DUNES HOTEL.

The LOU GAMMELLS excitedly planned the wedding of their son, LT. J.G. CLARK MORTEN GAMMELL and his beautiful soulmate, LORETTA BASS McMEEKIN, May 25th. (Lou is Security Chief at the TROPICANA HOTEL.)

JACK GLEEMAN visited his friend, AARON WEISSBERG, at the SANDS HOTEL.

We were shocked over the untimely demise of our friend, HANK CULLEY.

After talking about it so long, we were pleased to learn that DANNY THOMAS' "Make Room For Daddy" TViewer would be seen here, in the Fall.

Golden-hearted JIMMY DURANTE gave the ailing EDDIE JACKSON a year's vacation, with pay. Greater love hath no friend.

RICHARD HUBERT became the new Maitre d' TROPICANA HOTEL. Dick's wife is MARY MARSHALL, former singer with BILL CLIFFORD'S Ork.

GLADYE De MARCE and MARIO MARINO (Captain - SANDS HOTEL) planned a June 1st wedding at ST. ANNE'S CHURCH.

Chicago's BLUE NOTE introduced a special showroom, "Teen Terrace." Unescorted teenagers brought their Prom dates there, with beverages limited to soft drinks. We complimented owner FRANK HOLZFEIND for the consideration he displayed the younger generation.

ROLAND HILL underwent surgery at ST. MARY'S HOSPITAL, in Minneapolis.

JUNE 1, 1957

Cover: Dancer, CARA LYNN.

CHARLIE GRACIE'S latest record release was, "Fabulous."

Negotiations were completed for the special fourteen week Summer showcasing of JAN MURRAY'S popular "Dollar A Second" NBC-TVIEWER.

The MARY KAYE TRIO won over San Francisco with their FACKS II opening.

Enjoyed meeting JERRY YOUNG, Electrical Contractor in charge of all electric work and installations of equipment on WILBUR CLARK'S PARADISE GARDENS.

OLGA and DON VACCA welcomed a son to their household. He is graveyard Cashier at the SHOWBOAT HOTEL and doubled as Assistant Coach of the Football squad at BISHOP GORMAN HIGH SCHOOL.

KAY and GEORGE GOODWILL celebrated their Twentieth Wedding Anniversary. (Kay is a food waitress at JOE W. BROWN'S HORSESHOE CLUB.)

NELLIE MEYER was appointed Relief Supervisor of the Phone Department at the SANDS HOTEL.

CHICKIE SYDE MILLER and JOSEPH SAUNTO (both students at University of Nevada) planned the orange blossom trek, May 29th.

JOY WYMAN joined the TROPICANA HOTEL productions for the RHONDA FLEMING show. The seventeen year old daughter of the JOE NOLANS, became a $200.00 a week showgirl, one week before her High School graduation.

Localites and tourists were drooling over the nine inch hot dogs, served at the PIONEER CLUB.

BELDON KATLEMAN held over MR. DOMINGO and his Latin group for an additional fourteen weeks, at the HOTEL EL RANCHO VEGAS.

FRED WEBER took over the LOG CABIN on North First Street.

PERE SHEEHAN and J. CARLTON ADAIR set their Wedding date for June 3rd.

Within 24 hours, JOHNSON & ASSOCIATES demolished the bank at

(*Continued on Page* 232)

IN THE SPIRIT OF FRIENDSHIP

AND GOOD WILL THAT IS

CHRISTMAS...

WE THANK OUR MANY

CUSTOMERS FOR THEIR

CONTINUED PATRONAGE!

TO ALL, OUR MOST

SINCERE WISHES FOR

HOLIDAY JOY!

☆

HORSESHOE CLUB

RESTAURANT

Joe W. Brown's

Horseshoe Club

Downtown, LAS VEGAS





COLONIAL HOUSE

Las Vegas, Nevada

HIGHWAY 91 — Phone DU 2-7200



Curtis Trahan

— MANAGER —

HORSESHOE CLUB RESTAURANT

Joe W. Brown's

Horseshoe Club

THAT'S FOR SURE

(*Continued from Page* 228)

First and Fremont Streets and began to erect the MINT CLUB.

FABULOUS congratulated CHRIS GRAHAM, new Maitre d' HACIENDA HOTEL.

JOHNNY ACUFF was contemplating Burlesque at his BONANZA CLUB, in North Las Vegas.

TOMMY BURNS took over as Maitre d' SILVER SLIPPER.

HARRY LAZARDI, Pit Boss of the HOTEL EL RANCHO VEGAS, received news of his mother's demise in Key West, Fla.

A group of Denver business men considered re-opening the SILVER PALACE, in July.

JACK SMITH slipped away from the HOTEL EL CORTEZ scene for a two week vacation in Mexico.

JUNE 8, 1957

Cover: HOTEL SHOWBOAT lovely, CLAUDIA HALL.

MEL GOLDEN was appointed Casino Manager of the DUNES HOTEL.

Ninety pound ANNITA RAY whipped up remarkable vocals with the MICKEY KATZ combo in the RIVIERA HOTEL Lounge.

The JACK HOPES vacationed at the DESERT INN.

ED GRAY took over the managerial post of WEY RITE, in FLV.

Enjoyed visiting with our old friend, HARRY FARNOW, in charge of slots at the TROPICANA HOTEL.

WALTER BRENNAN, who has a pet goat in "Tammy and the Bachelor," began his career as the voice of a goat in an early sound film.

DOC BAYLEY planned to enlarge the Ronda Room (of the HACIENDA HOTEL) to twice its size.

BETTYE and TOMMY COWLEY celebrated their Twelfth Wedding Anniversary, June 2nd. She is a waitress at the ROYAL NEVADA HOTEL and he is a dealer at the GOLDEN NUGGET.

PRESCOTT RECORDS (of Detroit, Michigan) planned to introduce the L.P. disc, "Lounge Stars in Fabulous Las Vegas." Among the local groups on this record are: GROVER SHORE TRIO (DESERT INN), with ART JOHNSON on the vocals; RALPH GARI, of the FLAMINGO HOTEL; BOBBY PAGE and his MUSICAL PAGES, of the RIVIERA HOTEL; ERNIE ROSS, of the SANDS HOTEL and MARK IV of the THUNDERBIRD HOTEL, with JEANNE HACKETT on the vocals.

PETE LONGO, Box Man at the ROYAL NEVADA HOTEL, purchased a "Passionate Pink" 1957 Thunderbird.

COL. THOMAS A. PARKER sent us some publicity photos of his boy, ELVIS PRESLEY.

June 9th was the date set for the Gin Rummy Calcutta, at the SILVER SLIPPER BALLROOM.

EMERY DEUTSCH, famous composer and orchestra leader, was appearing in the SANDS HOTEL Lounge, with his musical group.

JUNE ALLYSON dropped her "sweet thing" roles to play the "other woman" in "Interlude."

We maintained that BENNY BINION still had just about the greatest list of friends any FLVite ever had.

We were happy to see GEORGE GORDON back at the DESERT INN.

KEELY SMITH and LOUIS PRIMA were counting calories at the HOTEL SAHARA.

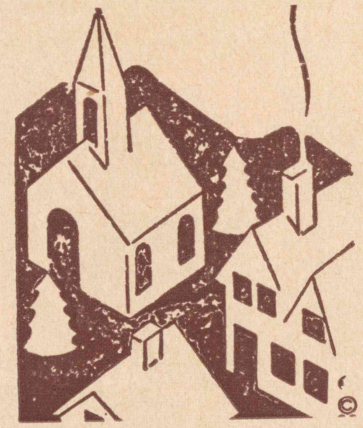
GUS GUIFFRE was receiving more fan mail and phone calls than any other local TV personality (at Channel 13-KSHO-TV).

CURTIS TRAHAN was placed in full charge of the Nevada Room Restaurant at JOE W. BROWN'S HORSESHOE CLUB.

In Hollywood, JEFF CHANDLER

(*Continued on Page* 236)

★ HAPPY HOLIDAYS ★
• SMALL FRY •
CHILDREN'S SHOP
"On the Strip"
2415 SO. FIFTH • DU 4-4567



HAPPY HOLIDAYS

• JOE BENJAMIN •

SCHENLEY'S TRADE MINISTER

U. S. A.

SCHENLEY DISTILLING CO.
350 — 5TH AVE.
NEW YORK CITY

Holiday's Best



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

JOHN DAKMAK

• CASINO •

Joe W. Brown's
Horseshoe Club



Merry Christmas

PAT BUCKLEY

4227 WEST LAKE STREET

CHICAGO, ILLINOIS

•

THAT'S FOR SURE

(*Continued from Page* 232)

was still answering his fan mail, personally.

Folks were dropping into the SADDLE CLUB with wishes of success for Manager, BILLY PARKER.

EDDY ARNOLD put out a new RCA album, "A Little On The Lonely Side," loaded with nostalgia.

We marveled at ADAH and TED LEWIS' devotion to each other, at the DESERT INN. They planned their Forty-Second Wedding Anniversary, October 7th.

We were happy to note that JIMMY BLAKE was recovering rapidly from his then recent surgery.

Birthdays and Anniversaries: June 1st, SID WYMAN'S Birthday . . . June 3rd, ADA and LOU ELLENSON'S Thirty-Fourth Wedding Anniversary . . . June 5th, Mrs. MORY GREEN'S Birthday . . . June 9th, BOB GANS and FRED WARING'S Birthday . . . June 12th, W. E. (Butch) LEYPOLDT'S Birthday.

JUNE 15, 1957

Cover: MARY MENZIES, featured dancer at the HOTEL FLAMINGO.

Me motored to Reno and stopped off at the RIVERSIDE HOTEL.

Saw a new face, BETTY SUMMER, make her debut at this bistro and commented on her dresden-type beauty and lovely singing voice.

Reminisced with Ork Leader BILL CLIFFORD of the "old days in FLV."

Stopped by to see BERNIE EINSTOSS in his HORSESHOE CLUB on Virginia Street.

Also had a nice visit with JOE BENJAMIN and JOE SHAPIRO.

Drove up to Lake Tahoe and chatted with "WINGY" GROBER at the CAL-NEVA LODGE . . . Then — on to the NORTH SHORE CLUB to shake hands with our buddy, BUCK HARRIS and JIMMY HUME . . . Next stop - BAL TABARIN to greet TOM GERUN and BERNIE EINSTOSS (again).

New owners of the MONTE CARLO CLUB are TOM and GEORGE ABDU. At the CRYSTAL BAY, it's JOHNNY RAYBURN. The bosses of the TAHOE-BILTMORE seemed to be in the midst of "moving the building."

AL PARVIN, President of the FLAMINGO HOTEL, Inc., was appointed 1957 chairman for the UNITED JEWISH APPEAL. Kick-off dinner was set for July 14th at the Flamingo.

LARRY STEELE'S "Smart Affairs of 1958" were signed to return to the DUNES HOTEL, June 27th.

FABULOUS congratulated JAKE KOZLOFF on his return to activity. Jake accepted an executive post at the THUNDERBIRD HOTEL.

Rumors were drifting along about the planned negotiations for the STARDUST HOTEL.

DR. REUBEN LOCKITCH was appointed Chief of Staff of ROSE DE LIMA HOSPITAL.

SALLIE BLAIR was being tested for the filmed life story of BILLIE HOLLIDAY.

JACKIE GLEASON'S "Honeymooners" show was on the market for eighteen million samoleons!

JIMMY BLAIR (AL JOLSON'S understudy for many years) ringsided at "Pajama Game" at the RIVIERA HOTEL.

We enjoyed meeting JOE BENJAMIN, great lightweight of the "Roaring 20's." He is now Good Will ambassador for SCHENLEY'S.

C. J. JONES (of the DESERT INN) looked forward to his June 20th Birthday.

JUNE 22, 1957

Cover: KATHY SMITH, at the FLAMINGO HOTEL pool. She was runner-up in the Miss U.S.A. contest (L.A.).

Talk had it that a Hollywood chap was interested in founding a legitimate theatre, in FLV.

VEGAS LOAN & JEWELRY CO. announced their going out of business sale. MILDRED and JACK SKLAR had to vacate the premises by June 30th.

We admired LINDA WARE'S TV

(*Continued on Page* 240)

Season's Best Wishes

To All My Friends Here

And Everywhere — And A

Very Happy 1958

Mickey Kulwin

☆

The Signs of the Holiday Point-up
our Wishes to You—

A MERRY CHRISTMAS
DAY AND A HAPPY
NEW YEAR, TOO!

☆

KENO and
SLOT MACHINE Dept.

Joe W. Brown's
Horseshoe Club

EXTENDING OUR
SINCERE HOLIDAY

Greetings

. . . to all our friends, and
wishing you the best always!

MR. and MRS.

HARRY OEDEKERK

Royal Nevada

THAT'S FOR SURE

(*Continued from Page 236*)

personality. Husband is JACK WENDALL, local advertising executive.

DORIS STACK celebrated her birthday, June 11th. Hubby BEN owns the IMPERIAL COIN CO.

MERT WERTHEIMER (of Reno's RIVERSIDE HOTEL) celebrated his natal day, June 16th.

Sidewalk superintendents were admiring the MINT CLUB sign on Fremont Street.

The new "beeper" system at KBMI had been "scooping" several of the choice stories around FLV.

We missed ASH RESNIK, who had purchased BOB OLIN'S RESTAURANT (New York).

The CHARACTERS were creating "Havoc and Mayhem" in the Cabaret Lounge of the ROYAL NEVADA HOTEL.

MARY GILBERT'S June 25th Birthday was being planned by husband, GIL, assistant to SONNY HEATH, General Manager of the PIONEER CLUB.

ROCKY CARR (theatrical agent) phoned to tell us about his new songstress, TERRY ACRES, "the white ELLA FITZGERALD."

BILLY RODRIQUEZ was promoted to Box Man at the DUNES HOTEL.

ROBERTA SHERWOOD was booked into the HOTEL EL RANCHO VEGAS, July 17th on the JOE E. LEWIS bill.

ABE SCHILLER celebrated his Tenth Anniversary with the FLAMINGO HOTEL.

DR. STERLING BOWEN moved his dental offices to Maryland Parkway.

JUNE 29, 1957

Cover: ROWENA, featured dancer in the "China Doll Revue" at the THUNDERBIRD HOTEL.

At the SANDS HOTEL, MARY HEALY was having a bit of trouble with JINX, the Chimp appearing with her and PETER LIND HAYES. The animal enjoyed nipping and scratching the songstress.

GEORGE LIBERACE put out a new album, "George Liberace Goes Teenage."

VEGAS VIC returned from Bakersfield, California, where he attended the Annual Trade Dinner and stole the show. (He is with the PIONEER CLUB, here.)

MAXINE and DAVE BURTON welcomed a son, June 24th. Dave and his group were then at the FLAMINGO HOTEL Lounge.

JOHNNY PULEO and his HARMONICO GANG signed a three year pact with the TROPICANA HOTEL.

JOE SHAPIRO took on the post as Pit Boss at the DUNES HOTEL.

JAY COWAN became Sales Manager of KSHO-TV (Channel 13).

FLV was saddened to learn of the untimely demise of DAVE BERMAN, formerly an owner of the RIVIERA HOTEL.

The NATIONAL RESERVE OFFICERS ASSOCIATION Convention was set for FLV, in June, 1958.

We proudly announced that NBC submitted to the demand and stretched the NAT (King) COLE show from fifteen minutes to one-half hour.

EARL MALBY became Casino Manager of the SILVER SLIPPER.

The first official notice, marking the July 4th holiday in FLV, was set for the HOTEL TROPICANA, at eleven a.m.

CHARLES KAHN, former N.Y. dress manufacturer, became General Manager of the HOTEL EL RANCHO VEGAS.

Carpetmen were laying the $50,000 rug at the new MINT CLUB, downtown.

KEELEY SMITH and LOUIS PRIMA bowed out of the HOTEL SAHARA to appear at HARRAH'S for the Summer.

The FLAMINGO HOTEL installed a penny slot machine, expressly for its star, JACK BENNY.

On June 19th, the UNION PACIFIC R.R. held a safety and courtesy meeting at the ROYAL NEVADA HOTEL. Approximately 800 people were in attendance. Meeting was

(*Continued on Page 244*)



P. O. SILVAGNI

APACHE Hotel

LAS VEGAS • NEVADA



Season's

Greetings

EDDIE TOBIN

CASINO MANAGER

•

— FLOORMEN —

Frank Portnoy • Claude Williams

Ricki Filigenzi • Duke Nolan

Mike Velardo • Harry Leonard

Sans Souci Hotel

MERRY

CHRISTMAS

To You

And Yours

☆

from The Gang At

The 2 Bars and

Cocktail Lounge

Joe W. Brown's

Horseshoe Club

Downtown, LAS VEGAS

THAT'S FOR SURE

(*Continued from Page* 240)

under the direction of F. B. LEWIS, Head Safety Director of U.P., at Omaha, Nebraska.

CHRIS GRAHAM, Maitre d' HACIENDA HOTEL, celebrated his birthday, June 27th.

JAKE FREEDMAN (co-owner of SANDS HOTEL) was recovering from a bout wtih pneumonia.

JOAN BARTON and Band Leader JERRY GRAY were wed, by Justice of the Peace, ART OLSEN.

Dear HETTIE LEWIS celebrated her birthday, June 24th. Daughter MAXINE surprised her with a party at the TROPICANA HOTEL.

JOE SCHRAMM took over an executive position at the DUNES HOTEL.

PAT YANKEE was featured in the Lounge at the SILVER SLIPPER. She was once a JEAN DEVLYN dancer, here.

DR. MARGARET (Mom) CHUNG was in town, visiting her dear friend, SOPHIE TUCKER, at the HOTEL EL RANCHO VEGAS.

GIL FLOOK won the 1956 Nevada State Handicap Trap Shoot Title. He is Night Manager of the Restaurant at JOE W. BROWN'S HORSESHOE CLUB.

RALPH FREEDMAN became a Pit Boss at the SANDS HOTEL.

ROSE and MAURICE KATLEMAN celebrated their Forty-Seventh Wedding Anniversary, June 21st. Son BELDON honored them with a soiree at his HOTEL EL RANCHO

We were very pleased to see PAT BUCKLEY in town.

JULY 6, 1957

Cover: BETTY JO LANCHES, of the GEORGE ARNOLD "Rhythm on Ice" Revue, at the HOTEL EL CORTEZ.

All routes into FLV were being worked overtime - with the vacationing throngs arriving to see our fabulous town.

We still raved about the MARY KAYE TRIO (and always will), during their HOTEL SAHARA engagement.

GISELE Mac KENZIE was ready to debut her own NBC-TV shows on September 29th. Singer JOE PRYOR was signed to appear with her. Producer of Gisele's show is JACK BENNY.

We complimented CHET LAUCK and his DESERT INN SMOKE SHOP on the handling of our publication, on their magazine rack.

Just about this time, we were envying those at Lake Tahoe the cooler weather they were having, by comparison to our consistent warmth.

RONNY CORTEZ (no relation) was playing "requestfully yours" in the afternoon, at the DUNES HOTEL.

IDA MERCIER, former showgirl of the RIVIERA HOTEL, was recuperating nicely, following surgery.

Enjoyed the special songs and parodies of the BARBARY COAST BOYS, at the SILVER SLIPPER.

ASH RESNICK was homesick for FLV, although business at his BOB OLIN'S RESTAURANT (New York) was on the upswing.

MRS. T. W. RICHARDSON turned over operation of the family's BROADWATER BEACH HOTEL (Biloxo, Miss.) to son, T.W., Jr. and planned to join her hubby here, at the ROYAL NEVADA HOTEL.

It was wonderful to see JAKE FREEDMAN back at the SANDS HOTEL, following his prolonged illness.

JOE KELLY, General Manager of the SHOWBOAT HOTEL, appointed M.C. GARR NELSON boss of Productions and Booker of all talent.

The TROPICANA HOTEL set a July 7th party, honoring HANK HENRY (SILVER SLIPPER comedian) for his recent screen accomplishments in "The Joker Is Wild" and "Pal Joey."

One of the most novel acts in the business materialized, accidentally. At the HOTEL EL RANCHO VEGAS, JOHN CARROLL and KAY BROWN (on the bill with star, SO-

(*Continued on Page* 248)



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

Shirley & Jack

METLER

Thunderbird Hotel



HOLIDAY GREETINGS

Chuck Luftig

Bail Bonds

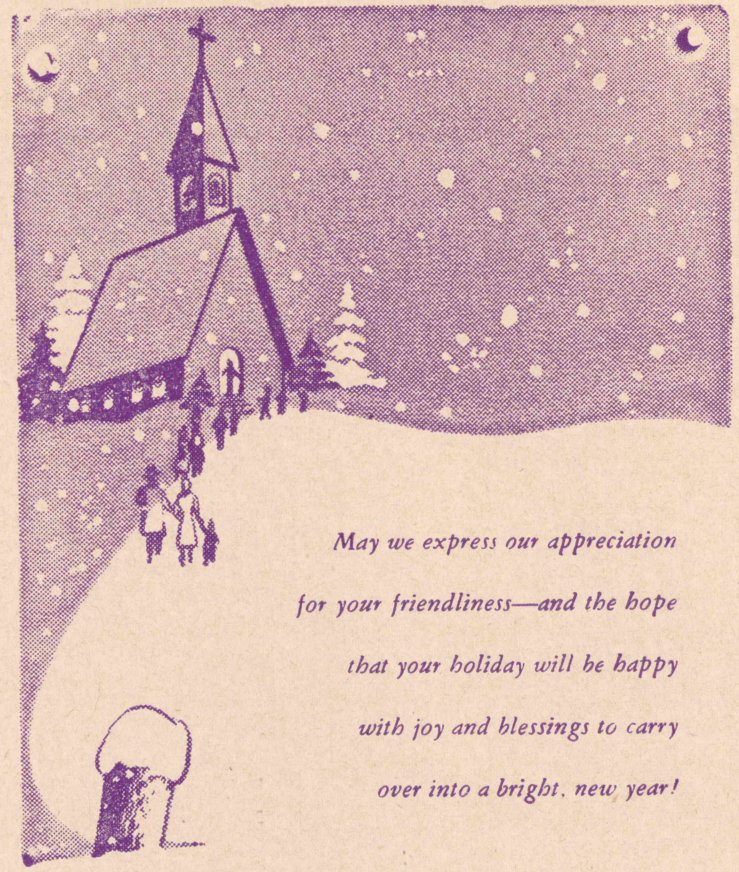
★

★ ★

225 No. 1st Street

DUdley 4-3736

Las Vegas, Nevada



May we express our appreciation

for your friendliness—and the hope

that your holiday will be happy

with joy and blessings to carry

over into a bright, new year!

FRANK SMITH

(Manager Of Slot Machine Dept.)

★

★ ★

• **Sans Souci Hotel** •

THAT'S FOR SURE

(*Continued from Page 244*)

PHIE TUCKER) combined their efforts to bring refreshing entertainment at its best, to patrons.

TV personality, LINDA WARE, formed a group to appear at the HACIENDA HOTEL.

JACK SMITH, General Manager of the HOTEL EL CORTEZ, introduced Pheasant - under - glass (for two), with wild rice, baked yams, caesar salad - all for six dollars.

NORMAN BROWN and his musical combo were set for the Casbar of the HOTEL SAHARA, August 13th.

The Skyroom of WILBUR CLARK'S DESERT INN was enjoying great popularity, as ERNIE COLEMAN and his Trio, along with the piano moods of MARVELLE, entertained nightly. Host is TOMMY CLAIRE.

From all indications, it looked as though the MONTE CARLO CLUB (downtown) would reopen.

We complimented General Manager L. B. HUBBARD (of the ROYAL NEVADA HOTEL) for the way he handled his post and employes.

DANNY KAYE was so impressed with the Chimp, JINX, in the PETER LIND HAYES-MARY HEALY show (SANDS HOTEL), he had to go backstage to meet him.

MARY BRADY began toting beverage trays at the TROPICANA HOTEL.

DOC BAYLEY was given the green signal to add 334 rooms to the HACIENDA HOTEL.

Enjoyed the first issue of the HOTEL EL CORTEZ "House Organ," a newsy compilation of notes, edited by the "Amazing" JACK SMITH.

The owners of the MINT CLUB "went the limit." They tiled the alley in back of their new downtown spot; an extension of the tiled exterior of the HORSESHOE and BOULDER CLUBS.

Defending Champion, ELMER CLITES (Antioch, Calif.) and 1953 Champion, BILL HIGGINS (San Francisco) were the first entrants for the 1957 Nevada Amateur Golf Championship (at the DESERT INN Country Club, October 7th-13th).

All the bronze showgirls in the LARRY STEELE show, "Smart Affairs of 1958" (DUNES HOTEL were college graduates and beauty contest winners.

CHUCK BENNETT left his post at the ROYAL NEVADA HOTEL.

JIMMY BLAKE took over as Host and Bar Manager of the TROPICANA HOTEL.

The local Theatre Guild planned to present, "Dial M For Murder," July 28th, at the HACIENDA HOTEL.

We were sorry to learn that GEORGE SCHNURLE was confined to bed, due to a heart condition.

Watched the new FORD hardtop convertible in operation and found it most intriguing.

Learned that CHIQUITA (of CHIQUITA & JOHNSON — then at the FLAMINGO HOTEL) spoke nine languages, fluently.

Birthdays and Anniversaries: July 5th, CAROLE MACE . . . July 6th, EDITH KATZ . . . July 7th, LINDA ROSE GRECO . . . July 9th, BRUCE BARTON CORTEZ, SHEILA PRELL, HANK HENRY, SAM TUCKER and the Wedding Anniversary of EVA and MORY GREEN . . . July 12th, BRENDA BINION and CEIL CHIARELLI.

JULY 13, 1957

Cover: The New MINT CLUB, downtown, with General Manager SAM BOYD.

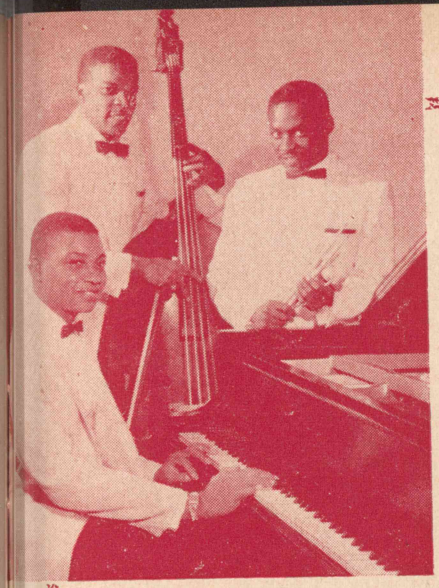
The MINT made its FLV debut, July 12th, with Gala Opening set for July 15th. Owners are MILTON PRELL, AL WINTER, the late TUTOR SCHERER and JOE HALL.

We complimented the MOROLANDIS PRODUCTIONS, at the ROYAL NEVADA HOTEL.

BUDDY LESTER formed his own TV Commercial Company.

JIMMY CAGNEY, portraying the late LON CHANEY in "Man of a Thousand Faces," purchased the set

(*Continued on Page 252*)



RUBIN MITCHELL . . . Piano

CHRIS ROUSE . . . Bass

DAVE AKINS . . . Drums

Christmas Greetings

And We'll Be With You to Celebrate The NEW YEAR

★

THE REMARKABLE RUBIN TRIO



COPA LOUNGE

THE Sands HOTEL

MARTY GOLDBERG

To YOU and YOURS,

the very best

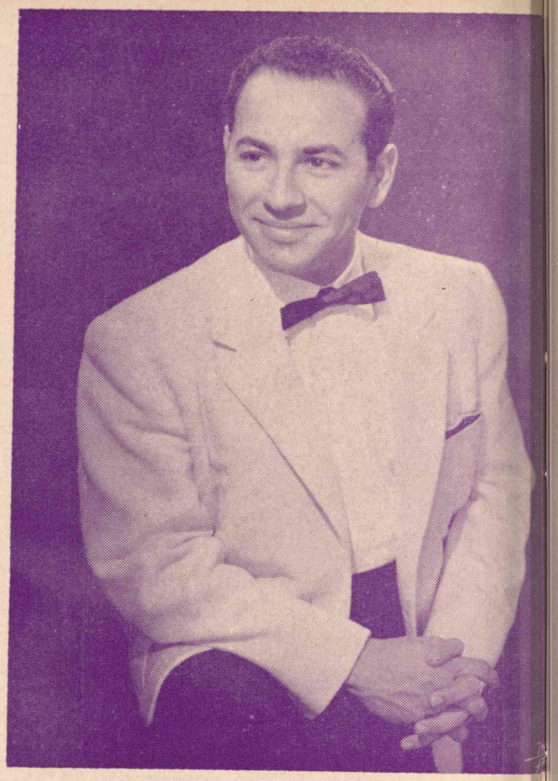
of Holidays

•

PEPPY MORREALE

The Sands

HOTEL





Greetings

JULES PODELL'S



WORLD FAMOUS

COPACABANA

NEW YORK CITY

Christmas Cheer

comes but once a year!

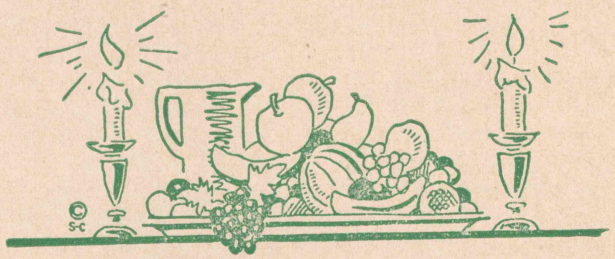
WALTER PARMAN

CASINO

– Fremont Hotel –

MERRY CHRISTMAS and a

HAPPY NEW YEAR



HORSEY INSURANCE AGENCY

CHARLES HORSEY, JR.

913 E. CHARLESTON BLVD. PHONE DU 4-1292

THAT'S FOR SURE

(*Continued from Page* 248)

of 22 fantastic make-up creations he wears in this portrayal.

The DAN MERRIN household was a busy birthday place, in July. ROSS was seven on July 5th and SCOTT was four on July 8th.

The SEYMOUR HELLERS moved into their new home on North Camden Drive (Calif.).

TODDY DILLARD, long-time friend of ours, was toting cocktails at the SILVER SLIPPER Lounge.

Newcomer BETTY SUMMER (of whom we wrote earlier) was booked into the CHEZ PAREE.

ROBERT STACK came through his New York surgery with flying colors. Dad owns the IMPERIAL COIN COMPANY.

BOB GUY, of the NBC Music Staff, took a leave of absence to accompany wife, ROSE MARIE for her ROYAL NEVADA HOTEL engagement.

GRACE HAYES was hospitalized in Los Angeles, at the CEDARS OF LEBANON HOSPITAL.

We were informed that PAT BUCKLEY was contemplating the reopening of his BUCKLEY'S JACKPOT CLUB, downtown.

The NATHAN BALABANS (Detroit) flew into FLV with their two lovely daughters to spend the holiday with Uncle, ALEX GOLDFINE, Casino Manager of the HOTEL EL RANCHO VEGAS.

FATS DOMINO advised fans he had been playing rock 'n roll for many, many years and the style wasn't new—at all!

The DE CASTRO SISTERS became a Quartette when one of the girls chose to set up housekeeping for groom, KEITH PURCELL.

FABULOUS recommended the "O'Henry Playhouse," starring THOMAS MITCHELL, KLRJ-TV, Channel 2, Saturday at 9:00 P.M.

BETTY REILLY (then at Reno's HAROLD'S CLUB) sent us her new album, "Caught in the Act."

AL FIRESTONE became known as the YUL BRYNNER of the "Game Starters," at JOE W. BROWN'S HORSESHOE CLUB.

JOHNNY PULEO headed for Washington, D. C., to join the JIMMY DURANTE show.

FABULOUS hoped that CHARLES RICH would soon be back at his post, following his heart attack.

The FLAMINGO HOTEL honored JACK BENNY with a farewell party, at their poolside.

BARBARA and RICHARD ARMSTRONG welcomed heiress, KAREN, June 19th. Dad is a Box Man at the HACIENDA HOTEL.

The ROYAL NEVADA HOTEL introduced "Chemin de fer," to its patrons, with BOBBY MINTZER in charge.

JINX (The Chimp) was signed to skate at the HOTEL EL CORTEZ, from July 17th thru the 19th.

CAROL CHANNING'S HOTEL TROPICANA debut introduced an act, written by Broadway Production writer, CHARLES GAYNOR.

The WILLIAM SHEPHERDS welcomed JEANINE MARIE to their family, May 5th.

RUDY LEWIS, Cashier at JOE W. BROWN'S HORSESHOE CLUB, returned from his New Orleans vacation with an accent, stronger than ever!

JULY 20, 1957

Cover: JOAN ADAMS, winner of the "Miss Nevada" contest.

Latest FLV rumor had it that the CONRAD HILTON chain planned to take over the never-opened, STARDUST HOTEL.

We applauded JOHN HUGHES for his capable handling of his demanding post, that of Casino head of the HOTEL SAHARA. He personally selected employes for the PIONEER and MINT CLUBS, as well as the Sahara.

The MINT CLUB was warmly received by the populace. Folks were amazed at the Double Dollar Machine, offering the fantastic jackpot of $25,000!

CHESTER SIMS (Casino Mgr.-Co-

(*Continued on Page* 256)

ABE
ELLENA
JERRY, CAROL

AND ALL

THE
foxy's
ON THE STRIP
NORTH OF THE SAHARA

MR. & MRS. MORY GREEN

MORY'S
MEN'S
SHOP

2407 So. 5th St. (Near Your Hotel)

Phone DU 4-3402 • DU 4-3432

Merry Christmas...

and may all your dreams come true

MONTE CARLO MOTEL

1600 So. Main St.

• MANAGER •

MARINO BRANDOLINI

Phone DU 4-1937



Season's Best

from

JOEY BISHOP

★ ★ ★

The Sands

Season's Best

☆

BRENDA HOLLIS

"THE GOLDEN GIRL"



To all my friends—

In Fabulous Las Vegas

and Everywhere

Merry Christmas

and a Very

Happy New Year

HARRY RAHNER

HAVANA RIVIERA

HAVANA, CUBA

THAT'S FOR SURE

(*Continued from Page* 252)

owner-FLAMINGO HOTEL) took his entire family fishing on Lake Mead. Star fisherman proved to be seven year old, DAWN (with a 6½ lb. Bass).

ANTONIO MORELLI (Ork Conductor of the SANDS HOTEL) was happy. His wife, an Advertising Executive, completed her contract in the east and made plans to join her husband here.

At the ROYAL NEVADA HOTEL, luscious INA RAY HUTTON proved a most enticing (as well as capable) orchestra leader. She was surrounded by an all woman production.

CHARLES R. KAHN was appointed Director of Sales Promotions and Conventions of the HOTEL EL RANCHO VEGAS, by BELDON KATLEMAN.

We had a hunch that the JOE W. BROWNS (of the HORSESHOE CLUB) had secret plans to remodel their downtown location.

BEN YOST'S GAYLORDS were set for the HOTEL EL CORTEZ.

MARTY CUNNINGHAM was in charge of slots (graveyard shift) at the TROPICANA HOTEL.

JOHN CARROLL signed to cut discs for PRESCOTT RECORDS.

The UNITED JEWISH APPEAL Dinner at the FLAMINGO HOTEL (July 14th) lasted from 6:00 P.M. to 10:30 P.M. It proved to be a great success. Speaker was SENATOR WAYNE MORRIS (D-Oregon).

DOT'S FLOWER SHOP designed a stunning floral display for us to send to the opening of the MINT.

FRANCES KANN was back as a cocktail waitress at the DUNES HOTEL.

JAKE KOZLOFF was putting in "25 hour" shifts at the THUNDERBIRD HOTEL.

MONTE PROSER, Show Producer of the TROPICANA HOTEL, celebrated his natal day, July 14th.

On July 9th, the RAY BOLGERS celebrated their 28th Wedding Anniversary, at the HOTEL SAHARA.

ABE SCHILLER (of the FLAMINGO HOTEL) was passing out silver dollars in Canada, where he rode in the Calgary.

JERRY LEWIS planned to cut the title song from his latest HAL WALLIS production, "Sad Sack," for DECCA.

The Gold Room of the SANDS HOTEL was being converted to an intimate cocktail lounge, with the name change of "Emerald Room."

The "Pajama Game" closed at the RIVIERA HOTEL and was signed for an August 1st opening at the DUNES HOTEL.

JACKIE MILES (at the DESERT INN) signed a contract with the AMERICANA HOTEL in Florida. It calls for five performances, yearly, for a three year period.

JOE E. LEWIS' life story, "The Joker Is Wild," was set to premiere here, the first week in August.

SAM LANDY (of the DUNES HOTEL) established quite a reputation for himself as a "Professor." He spoke before various groups on the "art of gaming."

The THUNDERBIRD HOTEL planned an extensive six week remodeling program, set to begin around November 1st.

Bar Manager, TOM FORD (of the HOTEL EL CORTEZ) was visiting friends throughout Texas and California, on his vacation.

BILL CAPRI, Host and Bar Manager of the FLAMINGO HOTEL, planned for his son's birthday, July 24th.

GENERAL IRA HAMILBURG registered at the SANDS HOTEL.

Belated birthday greetings went to CLAUDE WEBB, pit boss at the DESERT INN (July 10th).

PAT CASTLE returned to FLV, to dance at the THUNDERBIRD HOTEL.

BIRTHDAYS: July 25th, GEORGE REDMAN . . . July 26th, LOU GAMMELL . . . July 27th, BEN GOFFSTEIN and RUBY KOLOD.

(*Continued on Page* 260)

Season's Greetings

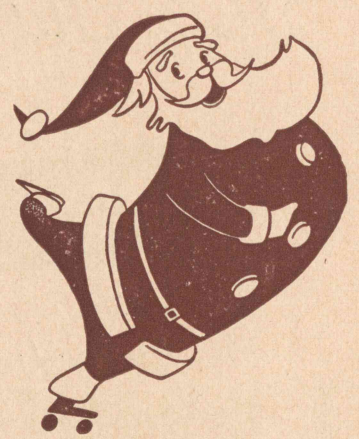
MR & MRS.
BILL GREEN

Golden Nugget

☆

Merry Christmas

☆



"TEX" COOPER

GOLDEN NUGGET CASINO

• DOWNTOWN •

To All —

With Voices
Loud and Clear

Merry Christmas

And

Happy New Year



★DAY•DAWN & DUSK★

HACIENDA HOTEL

Happy Holidays to One and All

FROM

Marianne's

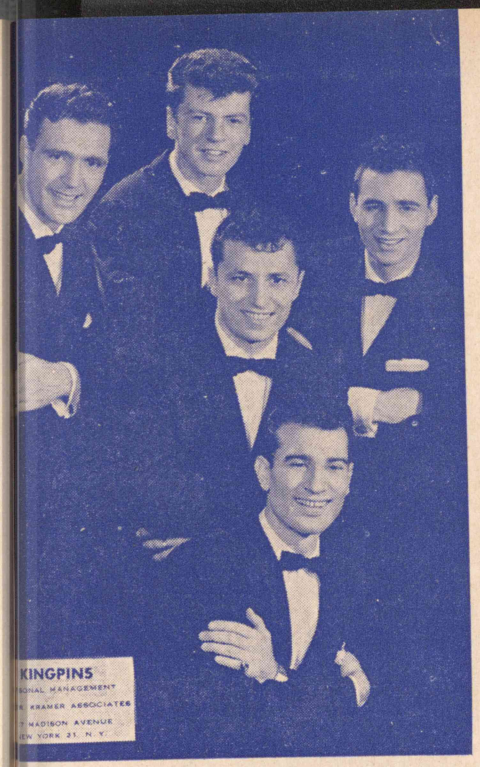
Mi-Ladys needs for all occasions

★ **Open Every Day — 10:00 A.M. to Midnight**
Including Sunday for Your Convenience

2425 South 5th St. • **Phone DU 4-3991**

JUST NORTH OF THE HOTEL SAHARA

— FREE PARKING —



We hope that the coming New Year will be as Happy and Prosperous for you as you have made our stay at the

Sands HOTEL

For Us

Thank You Las Vegans

THE KING PINS

JOE — TONY — BUDDY
RUSS — RAY

P. S. — And Especially Thank You, JACK ENTRATTER.

Greetings

Best wishes for a
Joyous Christmas and
A Prosperous New Year

★

DAVID STREET

Hotel El Cortez

Downtown, LAS VEGAS

P. S. Special Thanks to Jack Smith

THAT'S FOR SURE

(*Continued from Page* 256)

JULY 27, 1957

Cover: TINA LOUISE, of Broadway's "Lil Abner."

The Saturday before, virtually every performer in FLV headed for the JOE E. LEWIS-ROBERTA SHERWOOD-NEJLA ATES 2:30 a.m. performance at the HOTEL EL RANCHO VEGAS. Owner, BELDON KATLEMAN, magnificently picked up the tab for all patrons.

Beautiful LEONA GAGE (first place winner in the "Miss U.S.A." contest) was dethroned before she had an opportunity to enjoy her success. She was married and had two children, three qualifications that automatically removed her crown. However, MONTE PROSER signed her into the TROPICANA HOTEL, for an August opening.

"SLIM" HAROLD held the lobster eating record at the HOTEL EL CORTEZ. He consumed seven, at one sitting.

The JOE W. BROWNS were expected back at their HORSESHOE CLUB, in August. They were to confer with interested officials on a proposed plan to introduce a Hot Springs Spa to this area. They unearthed a Spring when their engineers probed for oil in the Paradise Valley sector.

JIMMY CAGNEY made screen history when he pushed a grapefruit into MAE CLARK'S pretty face in, "Public Enemy." . . . In "Man of a Thousand Faces," Jimmy receives a chocolate cream pie, smack in the face, during a silent movie sequence.

Heard the sample album of "Lounge Stars in Fabulous Las Vegas" (PRESCOTT) and were greatly enthused with it.

The GARWOOD VANS entertained DOROTHY COLLINS and hubby, RAYMOND SCOTT, at LOUIGI'S CHARCOAL BROILER.

MAE PARKER (operator of the Beauty Salon at HOTEL EL RANCHO VEGAS) was married to WILLARD GUSTAFSON, July 20th. Groom is from Albuquerque, New Mexico and is associated with the A.E.C.

SIGRID and TOM McGOWAN became parents, July 15th, in Reno.

NICK BUNGHERO, Maitre d' SILVER SLIPPER, exposed a romantic baritone in the Lounge, when he subbed for PAT YANKEE.

We were shocked by headlines that announced an unprovoked attack on "MOM" LIBERACE.

GARR NELSON (Emcee and Show Producer of the SHOWBOAT HOTEL) left for a two week Salmon search in the Stanley Basin, near Challis, Idaho. He promised his friends a fine fish dinner upon his return.

LEON KIND helped HARRY FARNOW with the slots at the TROPICANA HOTEL. He is the Ace who piloted PRESIDENT EISENHOWER all through Korea, during the crisis.

JOHN WHITMORE became new dayshift boss of the PIONEER CLUB.

We expounded the talents of BUSTER HALLETT, Ork Leader and Show Producer of the HOTEL EL CORTEZ. He is also among the finest musicians and musical arrangers in FLV.

The BOB RICES (of the DUNES HOTEL) took son JEFF to Lake Tahoe for a short vacation.

BETTY REILLY returned to the ROYAL NEVADA HOTEL, with the DICK JOHNSON QUINTET.

Had the pleasure of meeting DAN MIRABELLI, Cashier at the CALIFORNIA CLUB. Brother FRANK owns the NEW VEGAS LANES.

BOB LEVOFF and GEORGE ROSENCRANTZ dissolved their partnership. Bob took over the HOLLYWOOD FURNITURE CO. and George, the HENDERSON FURNITURE CO.

JOCKEY WARREN, "game starter" of the HOTEL EL CORTEZ, presented his wife with a 1957 Pontiac, in appreciation for the forty years of wedded bliss she provided. Mrs. W. is assistant wardrobe mistress at the DUNES HOTEL.

(*Continued on Page* 264)

Christmas Greetings

From Your Hosts

Of

THE SKY ROOM

and

LADY LUCK LOUNGE

TOMMY CLARE

ARTHUR OSTOP...

WALTER STRUFELDT...

Wilbur Clark's

DESERT INN

Merry Christmas & Happy New Year

from the . . .

RANCH HOUSE

SUPPER CLUB



★

TRUE

WESTERN

HOSPITALITY

★

"It's Intimate & Cozy"

Turn Right at the Big Sign with the Arrow, Seven miles past Twin Lakes on the Tonopah Hi-way. (Watch for the Mile Signs at right of Hi-way).



Greetings

CURLEY THORNTON

CASINO

FREMONT HOTEL

Merry Christmas and Happy New Year

from

"Your Hosts with the Most"

★

FURNISHED APARTMENTS

★ **BALTIMORE ARMS**

★ **CLEVELAND ARMS**

½ BLOCK FROM STRIP

NEAR SAHARA HOTEL

$25 AND UP WEEKLY

Daily, Special Monthly Rates—
Studio Twin Bachelor
Kitchenette Units.

123 W. BALTIMORE

130 W. CLEVELAND

★ ★ ★

$15 WEEKLY

Ninth Street Hotel

117 N. Ninth Street

½ Block From Fremont

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

MAID SERVICE
SUN PATIO TV ROOM
DAILY and WEEKLY RATES

CHRISTMAS *Greetings*

A warm and
friendly wish
for your
Merry Christmas!

ROY

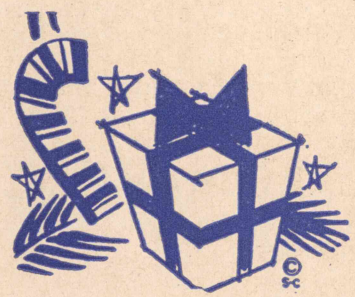
BABICH

CASINO

Sands

HOTEL

Greetings



Dolores

and

Alex

GOLDFINE

— CASINO —

HOTEL

El Rancho Vegas

THAT'S FOR SURE

(*Continued from Page* 260)

ED DRAPER was relief shift boss at the GOLDEN GATE CLUB.

We were proud of the fine job MATT GREGORY was doing as a local Booking Agent.

BIRTHDAYS: July 28th, J. K. HOUSSEL, SR. . . . July 30th, DEBBIE PRELL . . . July 31st, GEORGE LIBERACE and JOE ROSENBERG . . . August 1st, MARIE and HARRY DORSETT (Twenty-First Wedding Anniversary).

AUGUST 3, 1957

Cover: CAROL ALLEN, MOROLANDIS dancer (closed at the ROYAL NEVADA HOTEL.)

ELIAS ATOL (RIVIERA HOTEL executive) returned from a twelve day stay in Mexico.

VARIETY CLUB TENT NO. 39 set its Annual Night of Stars for August 22nd.

We welcomed H. B. BURNETT and his dress shop (RIVIERA HOTEL) to our advertising pages.

JERRY GOLDHABER (of YOUNG'S MARKET-Southern California) visited with STAN FAYMAN (of BOND'S JEWELERS).

JOE WOLF, "21" dealer-DESERT INN, prized his MAGINNI violin, which had been in his family for 270 years.

LOLA HALL, titian-tressed cocktail waitress at MONTE'S, pinch-hitted for a spotlight performer and won the audience, immediately.

JACK SMITH, General Manager of the cordial HOTEL EL CORTEZ, hosted employes of the BOULDER, FORTUNE and NEVADA CLUBS, plus members of the Sheriff's Department, during a Wednesday night Barbeque in the Cirque Room.

Expert Dry Cleaning
Is An Art . . .
Fashion Cleaners
2234 East Charleston Blvd.
DU 4-2117
Free Pick Up and Delivery



TED SCHIMBERG, President of the TROPICANA HOTEL, reserved the Goldfield Room for the wedding of MITZI HULS (local TV personality) and JIM STUART (Operations Manager and Consultant of this bistro).

SY HUSNEY and DAVE VICTORSON took over the NEW YORKER BAR.

FRANK HUDEC (drummer with the MARY KAYE TRIO-HOTEL SAHARA) proved quite a humorist.

GEORGE GOBEL broke all established records at the RIVIERA HOTEL.

From Europe, BERT KNIGHTON (Executive with PEPSI-COLA) wrote the SPIEL CASINO was "quite a bit different" from those in FLV.

Among the FLV visitors were ART LINKLETTER and MACK GORDON (one of ASCAP'S top song writers.

FABULOUS saluted IRVING RABIN, Head Cashier at the ROYAL NEVADA HOTEL, as one of the most courteous chaps in FLV.

Admired the new all-copper charcoal broiler of the SANDS HOTEL (Garden Room).

CATHY KELLY (former SILVER SLIPPER cocktail waitress) returned from her three month European tour.

BILLY DANIELS was signed into the DESERT INN for October.

We welcomed a local branch of JOE GLAZER'S top theatrical agency, ASSOCIATED BOOKING CORP. In charge was DON PALMER.

BARBARA HOLMES was back as cocktail waitress at the RIVIERA HOTEL.

We agreed that RUDY CARDENAS was the greatest juggler in show business. He was then at the DESERT INN.

LOUIS ARMSTRONG (then at the SANDS HOTEL) proved himself a hero. He jumped into DR. WEST'S pool and saved MARTHA WEAVER from drowning. The beige beauty of LARRY STEELE'S show didn't know how to swim but had fallen into the pool.

(*Continued on Page* 268)

Season's Greetings

M
WATERMAN
X

• CASINO •
The Sands HOTEL

* Wishing you a Merry Christmas *

Danny Stein

CASINO
The Sands HOTEL



The Flamingo Hotel

In 13 Languages

- **Viel Gluck** — German
- **Bouna Fortuna** — Italian
- **Bonne Chance** — French
- **Bol Sans** — Turkish
- **Salute** — Spanish
- **Skol** — Swedish
- **Mazel Tov** — Yiddish
- **Ees Eggia** — Greek

All mean "Good Luck"

Through The Holiday Season

DAVE BURTON

Merry Christmas

BUCK HARRIS

The Sands Hotel ★

NORTH SHORE CLUB
CRYSTAL BAY,
NEVADA

HERE'S WISHING YE
A VERY . . .
MERRY CHRISTMAS



Pete

LONGO ★

CASINO

Royal Nevada

HOTEL

Greetings



DON KIRK ★

★ ★

Assistant Producer and
Director

•

Flamingo HOTEL

THAT'S FOR SURE

(*Continued from Page* 264)

EDDIE RIO became an artist's representative and opened offices on Beverly Drive, in association with RALPH HIRSCH.

Birthdays and Anniversaries: August 4th, MAXINE KOZLOFF . . . August 8th, The ALLARD ROEN'S Wedding Anniversary and also the BERNIE ROTHKOPF'S Wedding Anniversary.

AUGUST 10, 1957

Cover: ADA HUME, specialty dancer of the FLAMINGO HOTEL.

Enjoyed JIMMY JETT and his Quintet (featuring SHERRY MARTIN) at the DUNES HOTEL. They appeared in FLV at the PLAYER'S CLUB, when WILBUR CLARK owned it, prior to the development of his DESERT INN.

SHECKY GREENE was sensational in his starring spot at the RIVIERA HOTEL Lounge.

From Lake Tahoe, BERNIE EINSTOSS and TOM GERIN wrote their BAL TABARIN was enjoying the greatest season of its existence.

HOTEL EL CORTEZ leased the Hidden Hills Ranch (Pahrump Valley) for the coming Pheasant season.

JOAN ADAMS, who came close to winning the "Miss America" title, was back at toting trays at the HOTEL SAHARA. She had appeared on the BURNS-ALLEN TViewer, the Sunday before.

BOB WILLIAMS was set to open at the FLAMINGO HOTEL with his hilarious dog act, September 5th.

GEORGE GORDON and MORRIS KLEINMAN were back at the DESERT INN, again.

After a season at Lake Tahoe's TAHOE-BILTMORE, ELI LUBIN was back in FLV.

BILL HOFFERD, formerly of Elko, Nevada, was appointed as Manager of the HOTEL ELWELL.

Making bachelors' hearts pound was titian-tressed JERI HARSTEAD, cocktail waitress at the RIVIERA HOTEL.

The new Celebrity Lounge at the HOTEL EL CORTEZ was nearing completion.

TONY GILBERRY (Stage Carpenter-HOTEL SAHARA) was recuperating at SOUTHERN MEMORIAL HOSPITAL.

The ROYAL NEVADA HOTEL'S Chuckwagon offered Prime Ribs at $1.50—"all you can eat."

RUTH ANDERSON, Cocktail Waitress-DUNES HOTEL, was one of the first to invest in the cooperative apartments at SUNRISE ACRES.

We thanked BABE WALTERS (Box Man-RIVIERA HOTEL) for his wonderful consideration.

NATALIE and STAN FAYMAN (of BOND'S JEWELERS) left for a month's vacation in Malibu.

HORTENCIA McKIERNAN (of EL CHOLO CAFE) returned after a holiday with her grandchildren.

FLV admired SUSAN RANGER, charming lady behind the DUNES HOTEL Gift Counter (graveyard shift).

SONNY GRILL was recuperating at home, following his illness.

GEORGE GOBEL and SHECKY GREENE had a reunion at the RIVIERA HOTEL. They've known each other since childhood days on the Northside of Chicago.

The MARY KAYE TRIO were signed to co-star in the HOTEL SAHARA'S Congo Room with EDGAR BERGEN, October 1st.

Birthdays and Anniversaries: August 10th, MAXINE LEWIS . . . August 12th, EUGENE MURPHY . . . and also DANNY THOMAS' Seventeenth year in show business . . . August 12th, JOAN BOMMARITO . . . August 12th, BESS ROSENBERG . . . August 13th, DENNIS STEPHENSON.

AUGUST 17, 1957

Cover: Dedicated to VARIETY CLUB TENT NO. 39's "Night of Stars," August 22nd, at CASHMAN FIELD.

EPPY PEARSON phoned to let us know he was out of the hospital, back

(*Continued on Page* 272)

Season's Greetings ★ ★ ★

— from —

DINING ROOM STAFF

OF

The Dunes Hotel

Silver Slipper

SHOWROOM COCKTAIL WAITRESSES

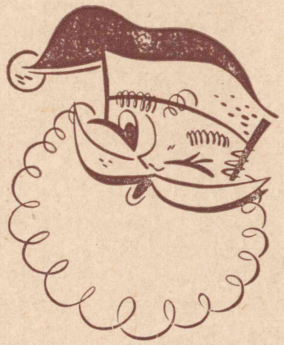
HELEN • TODDIE • GINGER

CHUGGIE • ANN

HOST

NICK BUNGHERO

HOLIDAY
GREETINGS



☆

DAVE SILVERMAN

★

GRAVEYARD
Pit Boss

★

Sands HOTEL

Season's
Greetings



SARATOGA RACE
&
RACE BOOK

•

RESULTS FROM ALL
MAJOR TRACKS And
SPORTING EVENTS

DU 2-7206 • DU 2-7209
DU 2-7208



S. L. MARTINEZ
President

OSCAR CROZIER
General Manager

BARNEY MEYERS
Casino Manager

And All The Staff & Management
Of The

EL MOROCCO

★

Merry Christmas

AND AN INVITATION TO SPEND WITH US A

★

HAPPY NEW YEAR

"E" STREET AND JACKSON
WESTSIDE

The Club With the Beat That's Different

THAT'S FOR SURE

(*Continued from Page* 268)

home with his ever-lovin', KAY.

GEORGE RAFT was at the FLAMINGO HOTEL, conferring with "Saturday Evening Post" writers, for the serial of his life story.

The World Premier of the "Joker Is Wild," was set for the EL PORTAL THEATRE, August 23rd.

The RITZ BROTHERS were playing to S.R.O. audiences, at the FLAMINGO HOTEL.

CARL COHEN traveled to Massachusetts with his son, STEVE, who prepared to accept the scholarship he won at BRANDEIS UNIVERSITY.

GEORGE JARAMILLO, (Cashier-SHOWBOAT HOTEL) welcomed a new addition, ROBERT GREGORY LEE.

JAN PEARCE was to open at the DESERT INN, the following Tuesday. He and GEORGE ROSEN (THUNDERBIRD HOTEL Pit Boss) planned to reminisce about their long-standing friendship.

CURTIS TRAHAN introduced an Italian cuisine to the Restaurant of JOE W. BROWN'S HORSESHOE CLUB.

JACK SMITH hosted DR. DEL PRADO (well-known Havana attorney) at the HOTEL EL CORTEZ.

RIP DAVIS, dealer at the DUNES HOTEL, won the Cadillac, raffled by the CITY OF HOPE campaigners.

The MINT CLUB helped the downtown area boom, since its opening.

BARBARA and FRANKIE ROSS (of the MARY KAYE TRIO) welcomed their heir, FRANKIE ALLEN, August 9th.

The County Commissioners donated enough money to begin the first of eight concerts in this area. First was set for Boulder City, September 1st, with the balance to be presented at our own SQUIRES PARK. The Clark County Concert Band was under the direction of leader, TED VESELY.

The L.V. LITTLE THEATRE GUILD initiated a new policy for the benefit of folks who couldn't make the 8:30 p.m. curtain at the HACIENDA HOTEL. They put on a special late showing, 2:30 a.m., Saturdays.

We suggested music lovers place their order for "Lounge Stars in Fabulous Las Vegas," as soon as possible (PRESCOTT Label).

Localites were shocked by the untimely passing of MRS. KATHERINE VON TOBEL, young society matron.

We shouted our approval of BETTY REILLY and the DICK ROBINSON QUINTET, at the ROYAL NEVADA HOTEL.

Belated congratulations went to BETTY and CLAUDE WEBB (Pit Boss-DESERT INN). They celebrated their Twelfth Wedding Anniversary, August 13th.

NICK BUNGHERO, Maitre d' SILVER SLIPPER, was "baching it," while his wife visited their daughter in New York.

CHARLES RICH was still bedded down at CEDARS OF LEBANON HOSPITAL.

We were delighted to learn that VIVIAN BLAINE would be the September 4th headliner at the TROPICANA HOTEL, with DICK SHAWN in the comedy spot.

The GLENN THOMPSON TRIO moved over to the HACIENDA HOTEL, August 16th.

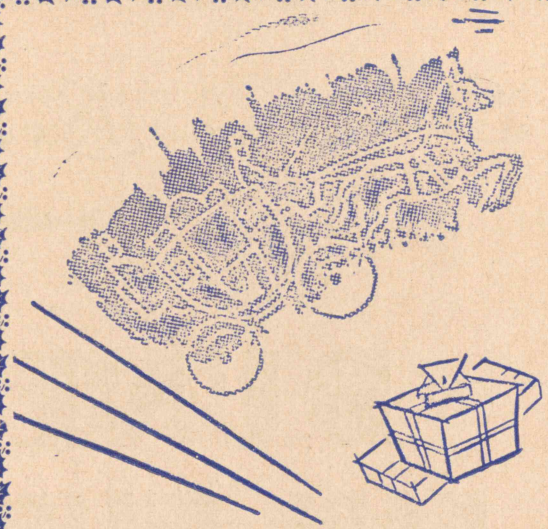
OSCAR BELINDA returned to FLV, after a four year absence.

Performers appearing in the Cirque Room of the HOTEL EL CORTEZ, raved about the excellent backing of the BUSTER HALLETT Orchestra.

At the HOTEL EL RANCHO VEGAS, ROBERTA SHERWOOD was just about the proudest mother, ever. She spent every available moment with her sons.

(*Continued on Page* 276)

MARIANNE'S
Milady's Needs for All Occasions
Just North of Hotel Sahara — DU 4-3991
Free Parking — Open 10 A.M. to Midnight
7 Days a Week



A VERY MERRY CHRISTMAS TO ALL OUR BEAUTIFUL PATRONS

FROM

PERSONNEL OF

Newly Re-decorated & Re-modeled . . .

SANDS HOTEL

BEAUTY SALON

OWNED AND OPERATED BY

DORIAN

For Appointments Please Phone

DUdley 2-7100



Season's Best Wishes To All

from the CASINO PERSONNEL

OF THE

DUNES HOTEL

KARL MAIER, Casino Manager

★ ★

— FLOORMEN —

Joe Shapiro • "Red" Rappaport • Jack Mandell

Taffy Love • Dave Goldstein • Joe Wilson

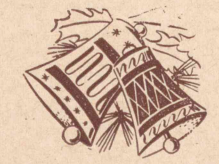
Domino Cotney • John Achuff

★ ★

Charles Speck, Credit Manager

Sammy Landy, Public Relations





THAT'S FOR SURE

(*Continued from Page* 272)

Visited with MARVIN FISHER, columnist-show reviewer with the HOLLYWOOD REPORTER. Dad is one of the BARBARY COAST BOYS, then at the SILVER SLIPPER.

OLGA DARINA became a cocktail waitress at the SANDS HOTEL.

The HOTEL SAHARA dance routines proved the exceptional talents and extensive imagination of SONIA SHAW and BILL HITCHCOCK.

The BEACHCOMBERS and NATALIE were a sure-fire combo at the ROYAL NEVADA HOTEL, Lounge.

JOHN CARROLL was set to make his first PRESCOTT record.

"Pajama Game" equalled all records at the DUNES HOTEL.

NICK KELLY (Manager of the SANDS HOTEL Copa Room) lost close to seventy pounds.

The retired MOREY ZUKERMAN returned to activity and joined the LOU BELL MOTORS, INC., in Denver, Colorado.

Songstress ABBE LINCOLN first appeared in FLV at the HOTEL EL CORTEZ. Since then, she became a national figure, with many guest shots on top TV shows, such as STEVE ALLEN.

EDDIE FOX took PAT YANKEE out of the Lounge and billed her as singing star of the SILVER SLIPPER "Parisienne Revue."

DAVE BURTON and his BURTON BOYS were a real treat in the FLAMINGO HOTEL'S Stage Bar.

We welcomed HENRI GINE back to FLV, as assistant to JACK ENTRATTER at the SANDS HOTEL.

LOLA HALL joined the GAYLE ROBBINS dancers at the THUNDERBIRD HOTEL.

MICKEY KULWEIN, local sportsman, hosted his son and daughter, here for a visit.

MARIANNE'S was the only Ladies Shop in FLV, remaining open until Midnight.

Due to TV and picture commitments, EDDIE FISHER'S TROPICANA HOTEL date was moved into the future.

BIRTHDAYS AND ANNIVERSARIES: August 18th, CRISWELL . . . August 19th, GISELLA and MORRIS KLEINMAN'S Wedding Anniversary . . . August 22nd, MAC DENNISON . . . August 23rd, MARK LESKY and JACK DENISON and DEBBIE and MILTON PRELL'S Wedding Anniversary . . . August 23rd, JUDGE FRANK McNAMEE.

AUGUST 24TH, 1957

COVER: Dedicated to the local World Premiere of JOE E. LEWIS' filmed life story, "The Joker Is Wild."

FRANK SINATRA, star of the film, and many top Hollywood celebrites attended this opening at the EL PORTAL THEATRE, August 23rd.

GISELLA and MORRIS KLEINMAN were surprised with a gala party, commemorating their Fortieth Wedding Anniversary, in Cleveland.

FLV was extremely saddened to learn of the demise of our well-loved TUTOR SCHERER. The Poet Laureate succumbed to a fatal heart attack, August 19th.

REVA and ALICE LEBEAU were at the ST. JOSEPH HOSPITAL, Phoenix, Arizona. Their husbands, SAUL and SAM, print our publication.

BOB GANS became Casino Boss (graveyard shift) at the RIVIERA HOTEL.

A letter from LIBBY and DENNIS STEPHENSON informed us they were living in Rochester, New York and we wished they would return to FLV.

The JOE W. BROWNS were expected back at their HORSESHOE CLUB, after a lengthy absence.

We admired the beauty of JACKIE LYNN, Cigarette Girl at the TROPICANA HOTEL.

JACK SMITH, Manager of the HOTEL EL CORTEZ, hosted over one hundred "Strip" Bellmen and Elevator girls at the weekly Wednesday night Barbecue.

CHUCK BENNETT was busily preparing to drill for oil on his leases in New Mexico.

Over at his IMPERIAL COIN CO.,

(*Continued on Page* 280)

Merry Christmas

Tom Douglas

SEASON'S GREETINGS **And a**

Happy New Year



RAY WILLS, PAUL POMO, ALLEN NABUTOSKY, VIC BERGER, BILL CANNON, SYL GREGORY, Bar Manager

From the personnel of your Friendly Bar

In



The WESTERNER

DOWNTOWN LAS VEGAS



Say! ...it's Christmas

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

FRANK SENNES'

Moulin Rouge

HOLLYWOOD, CALIFORNIA

THAT'S FOR SURE

(*Continued from Page 276*)

BEN STACK was a very happy man. His wife and children had returned from New York.

BERNARD OF HOLLYWOOD (and LAS VEGAS) left for Bethlehem, Pa., to speak before the PENNSYLVANIA PROFESSIONAL PHOTOGRAPHERS ASSOCIATION on "Glamour Photography — Hollywood Style."

We congratulated WES SHURTZ on the acquisition of his new venture, BEST MAINTENANCE SUPPLY CO.

HAROLD MINSKY and EDDIE LYNCH went to Bridgeport, Conn., to watch ALEXIS VAN CORT. They immediately signed her for the "Minsky's Follies," which opened at the DUNES HOTEL, September 5th.

Among the Asian Flu victims was DOLORES FRAZZINI, dancer of the DESERT INN.

KAY PARSONS celebrated her eighth month at the BLACK MAGIC.

Enjoyed a visit with CECIL GALLAGHER, Box Man at the FREMONT HOTEL.

Our "Princess" took over top money spot in the Bowling Tournament at the NEW LAS VEGAS LANES.

BIRTHDAYS: August 24th, PANCHO D'ALLIATI . . . August 27th, GAYLE ROBBINS and RUBY KOLOD.

AUGUST 31, 1957

COVER: RITZ BROTHERS, celebrating their Twenty-Ninth year in show business.

We recommended BERNARD BARUCH'S, "My Own Story," to our literary-minded public.

MILTON PRELL (of the HOTEL SAHARA) celebrated his birthday, September 6th.

JOHNNY CARSON was signed to emcee, "Do You Trust Your Wife," when it returned to the TV public, in the Fall.

THUNDERBIRD HOTEL dancer, GAIL RAVESE, planned to return to her eastern school teaching job. She dances here, during her Summer vacation.

MICHELE, owner of the DUNES HOTEL Beauty Salon, shed his distinguished Van Dyke beard.

MARIE MACDONALD was signed into FRANK SENNES' MOULIN ROUGE (Hollywood) for a September 19th opener.

MAMIE VAN DOREN was signed into the RIVIERA HOTEL for a four week stint, as of October 3rd.

HARVEY DIEDERICH resigned his publicity post at the HOTEL TROPICANA.

ART LURIE became the new Box Man and Pit Boss of MARKET TOWN.

BILL SIKES took over as Swing Shift boss at the ROYAL NEVADA HOTEL.

A triple wedding was performed by ART OLSON in the "Pit" at the HACIENDA HOTEL. Exchanging vows were the RANKAITS, the

(*Continued on Page 284*)

GREETINGS
FROM
The TROPICANA GIFT SHOP
In the Beautiful
Tropicana Hotel
NORMAN SHEREN • ROBERT POWELL

Season's Best Wishes
And
A
Very Happy New Year
★
LARRY • ELLIS
HOTEL
EL *Cortez*
DOWNTOWN



NOEL

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

Jeff and Diane

— Also —

Our Mommy and Daddy

Natalie & Stan

FAYMAN

Asked That We Include Them In Our Greetings. Thank You

Bond's
Jewelers
"HOME OF QUALITY DIAMONDS"
300 FREMONT ST. LAS VEGAS, NEV.

Howdy Pard'ners!

Just want to Wish
You All A

VERY MERRY CHRISTMAS

AND A

HAPPY NEW YEAR



GEORGE ARNOLD

Hotel

EL Cortez

DOWNTOWN • LAS VEGAS

THAT'S FOR SURE

(*Continued from Page* 280)

GRICES and the WARREN BAILEYS. The Baileys were remarried, during this ceremony.

CHUCK LUFTIG flew to Mexico and wedded the woman of his heart.

LOUIS PRIMA and KEELY SMITH were doing a UNIVERSAL-INTERNATIONAL short, "The Wildest." It was Produced and Directed by WILL COWAN. The film was made at Lake Tahoe, where the husband-wife team were appearing.

Negotiations were underway to bring CHARLIE VENTURA and his all award winning group into the ROYAL NEVADA HOTEL.

MAX WATERMAN became a Host at the SANDS HOTEL. He was formerly associated with the late SAM MACEO in Galveston, Texas.

At the THUNDERBIRD HOTEL, swing shift boss, JACK METLER casually mentioned he liked peanuts to a customer. The following day, a one-hundred pound bag was delivered to him.

LYNNETTE and KENNETH KAPLAN took over the BEAUX ARTS, on South Fifth Street.

STANLEY LOWE (of STATE OUTFITTING CO.) was pleasantly surprised by a party on his birthday, August 25th (at the DUNES HOTEL).

MAXINE LEWIS' daughter, DONNA MARTIN, presented her with another granddaughter, August 7th. Maxine is MONTE PROSER'S assistant and new Publicity Director of the TROPICANA HOTEL.

HOWIE ENGEL (of the DUNES HOTEL) proudly escorted his seventeen year old son (GARY) around FLV.

SEPTEMBER 7, 1957

COVER: IDA MERCIER, RIVIERA HOTEL showgirl.

JACK ENTRATTER was contracted by COLUMBIA PICTURES to produce two films. The SANDS HOTEL mogul was screening possible new stars.

The Women's Auxiliary of VARIETY CLUB TENT NO. 39 was preparing to present its fund-raising fashion show at WILBUR CLARK'S DESERT INN, September 10th and 11th. Stunning fashions by famous designers were to be shown by BETTY BOYLE.

CHARLIE BARON (TROPICANA HOTEL tycoon) was long-distancing movie star, GINGER ROGERS.

JUDY GARLAND signed to take her own show to London for four weeks. She was set to open at the RANK'S DOMINION THEATRE, October 16th.

FLAMINGO HOTEL dancers enjoyed a four week vacation.

JOE LOCO and his band were in the Crown Room of the ROYAL NEVADA HOTEL.

At the HOTEL SAHARA, bouncy BETTY HUTTON broke the 1956 record set by DONALD O'CONNOR in the Conga Room.

Talk around the golf links centered around MARGARET BLANKENSHIP, a "natural" golfer.

NAT (King) COLE planned to telecast two of his shows from the Copa Room of the SANDS HOTEL.

The JOE W. BROWNS were back at their HORSESHOE CLUB.

CLEO SIMON resigned as Pit Boss ("21) at the DUNES HOTEL. He left for Cuba, September 5th, to retain the same capacity at WILBUR CLARK'S HOTEL NACIONALE.

KATHY JOHNSON (songstress) arrived to see BUD MITCHELL open at the ROYAL NEVADA HOTEL, with his partner, DICK CHASE.

CORY ALLEN was signed by "The Player's Ring Gallery Theatre" to star in, "The Man Most Likely," and, "Restless Gun." Dad is CARL COHEN, of the SANDS HOTEL.

Sales of the PRESCOTT record album, "Lounge Stars in FLV," hit a terrific high.

PIERRE COSSETTE wrote that CARLA ALBERGHETTI would debut on her own on the ED SULLIVAN show, September 29th.

ASH RESNIK planed in from New

(*Continued on Page* 288)

Associated Booking Corporation

President **JOE GLASER**

745 — 5th AVENUE, NEW YORK CITY

★ WEST COAST — BOB PHILLIPS
8619 Sunset Boulevard, Hollywood

★ CHICAGO — FRED WILLIAMSON
203 North Wabash Avenue

★ MIAMI BEACH — ART FREW
407 Lincoln Road

★ **A.B.C. ATTRACTIONS** ★

CURRENTLY APPEARING IN FABULOUS LAS VEGAS

AL BELLETTO & JERI WINTERS — ROYAL NEVADA Hotel
JACKIE CAIN & ROY KRAL — DUNES Hotel
BILLY DANIELS — DESERT INN Hotel
DUKES of DIXIELAND — ROYAL NEVADA Hotel
FOUR TUNES — HACIENDA Hotel
MILT HERTH — DESERT INN Hotel
PHYLLIS INEZ — ROYAL NEVADA Hotel
CHUCK LEONARD — SAHARA Hotel
KAY MARTIN & HER BODYGUARDS — SAHARA Hotel
BERNIE NIEROW — TROPICANA Hotel
HANK PENNY — SUE THOMPSON — GOLDEN NUGGET
BOBBY STEVENSON — ROYAL NEVADA Hotel
TUNE TIMERS — SANDS Hotel

Coming Attractions

HARRY RANCH — GOLDEN NUGGET
KIRBY STONE — SAHARA HOTEL
PAUL WHITEMAN — DESERT INN HOTEL

LAS VEGAS REPRESENTATIVE: DON PALMER — DU 2-7122

Merry Christmas

And A

Happy Prosperous 1958

from the Importers of



SINCE 1844

JAMES ROBERTSON CO.

1025 N. HIGHLAND AVE.
LOS ANGELES, CALIFORNIA

ED. COOKE — LAS VEGAS REPRESENTATIVE
DUdley 4-7129



Season's Greetings

And A Very Happy

1958

To One And All

FROM THE MANAGEMENT OF

The BIRDCAGE

1st & Fremont — DOWNTOWN — 1st & Fremont

OPENING SOON

☆

THAT'S FOR SURE

(*Continued from Page* 284)

York to stop at the HOTEL EL RANCHO VEGAS.

BOBBIE ALLEN (formerly with the DE MARCO SISTERS) became TOMMY DOYLE'S new vocalist.

JACK SNYDER presented grocery certificates ($50.00) to patrons who purchased suits at his SNYDER'S SLACKS.

The Prince of Saudi Arabia registered at WILBUR CLARK'S DESERT INN and caused quite a flurry.

HOYT HENRY and his TRIO appeared at the HOTEL EL RANCHO VEGAS, while waiting for the opening of the SANS SOUCI.

DARVAS & JULIA dropped a note from Singapore.

BUDDY GRECO was screen-tested for the pianist role in the ANITA EKBERG starrer, "The Screaming Mimi."

We understood BEBE FRANKLIN (owner of NEVADA RECORDING STUDIOS) was at the CITY OF HOPE Hospital.

SEPTEMBER 14, 1957

COVER: ABE SCHILLER and the new "Miss America," MARILYN ELAINE VAN DERBUR.

Construction of the four and one-half million dollar CONVENTION HALL and expansion of other facilities in the resort and tourist fields in Southern Nevada was scheduled to begin in October, to keep pace with increased tourist travel in FLV.

LANNY SHORE (of the GROVER-SHORE TRIO – DESERT INN) flew to Hollywood to supervise JOHN CARROLL'S waxing of four sides for PRESCOTT.

MARIE WILSON and KEN MURRAY presented Ork Leader, RAY SINATRA (RIVIERA HOTEL) with a gold watch, inscribed: "To the Paul Muni of the Baton."

SUE CAROL, ALAN LADD, WILLIAM BENDIX and other filmdom luminaries flew in Friday evening to ringside at the MILTON BERLE show (HOTEL EL RANCHO VEGAS).

LESLIE KNOLL resigned as showgirl of the SANDS HOTEL and enrolled at UNIVERSITY of SOUTHERN NEVADA.

MICHELE bought out partner PEPE'S interest in the Beauty Salon of the DUNES HOTEL.

The JOE W. BROWNS were building their home on 5300 acres of land (approximately 9 square miles) in New Orleans. Home was being built by CLIFF MAY, of Los Angeles.

LOLA HALL, THUNDERBIRD HOTEL dancer, was surprised at a birthday party, September 7th.

PAT GALLAGHER, Maitre d' HOTEL EL CORTEZ, was the most devoted fan of the BILL ROSSI TRIO, then at the ROYAL NEVADA HOTEL. (She is Mrs. Rossi, in private life.)

BENNY BINION was off to Montana for "Round-Up" time.

SAM LANDY (of the DUNES

(*Continued on Page* 294)

• JACK BARLOW & RALPH LAMB •

Wish All Their Friends & Neighbors

Merry Christmas and a Prosperous 1958

★

BARLOW & LAMB

DETECTIVE AGENCY

711 FREMONT ST.



TOM BALL

PRODUCER – DIRECTOR

Geisha Girl Fantasy

First Appearance In the U.S.

Direct from Tokyo, Japan

★ NOW AT ★

WILBUR CLARK'S DESERT INN



Wishing You . . . ★
Christmas Cheer ★
And a Very . . . ★
Happy New Year ★

FROM

MADAME BERTHE

COSTUMES

110 WEST 47TH ST. — NEW YORK 36, N.Y.C.

Telephone: PLaza 7-4170



Season's Greetings

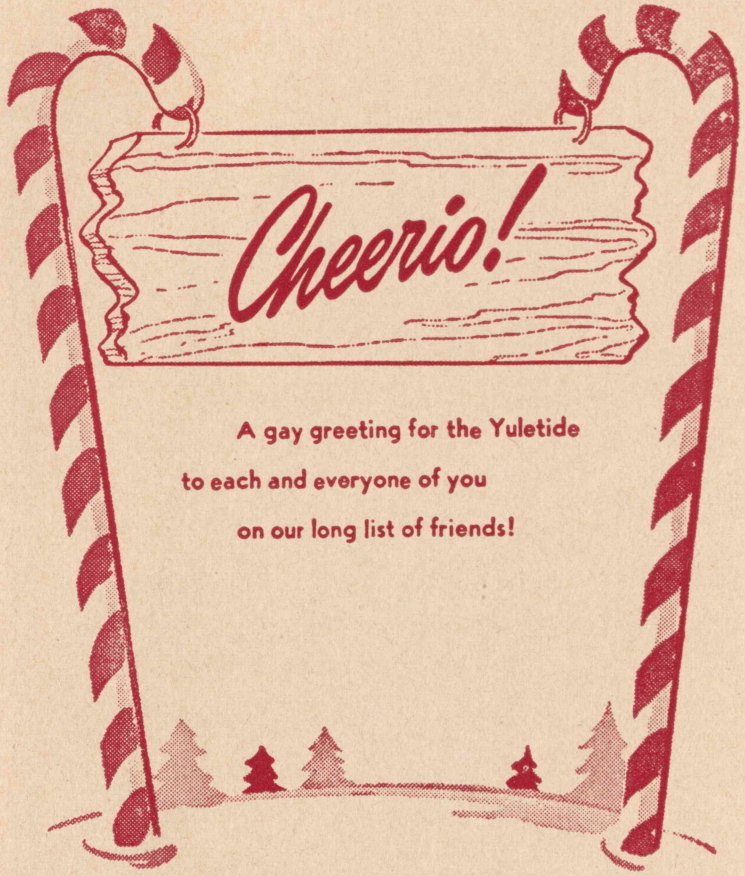
To All Our Friends In Las Vegas

And Best Wishes To . . .

WILBUR CLARK ★ ALLARD ROEN ★ MOE DALITZ

And the Personnel at the Desert Inn

THE CABALLEROS



A gay greeting for the Yuletide
to each and everyone of you
on our long list of friends!

HOWIE ENGEL

GRAY'S INN RESTAURANT
Miami Beach, Fla.

Season's Greetings

DONN ARDEN
DONN ARDEN PRODUCTIONS

FRANK SENNES'
MOULIN ROUNGE
HOLLYWOOD, CALIFORNIA

LIDO
PARIS, FRANCE

Wilbur Clark's
DESERT INN



THE MANAGEMENT AND
PERSONNEL WISH YOU
ONE AND ALL

Merry Christmas
AND
Happy New Year

Celebrate NEW YEARS With Us
FREE Mex'can Souvenirs
625 SOUTH 5th St.
Phone DU 2-4273

May Your Christmas
be a
Bouquet of Cheer
Every Day
of the
Coming New Year

MR. & MRS.
FRED MIDDENDORF
★
HAZEL PHARES

DOT'S FLOWERS

808 So. 5th St.
DUdley 2-7511

THAT'S FOR SURE

(*Continued from Page* 288)

HOTEL) was sleepwalking, as a result of his admiration for ANN MASON, beautiful songstress of the FLAMINGO HOTEL'S Stage Bar.

BERT DECKER was recovering from surgery, at the ROSE DE LIMA HOSPITAL.

DOLORES and GERRY CARTWRIGHT purchased a new home on Sweeney. He is a WESTERNER CLUB dealer and she is a dancer — DESERT INN.

ALEX GOLDFINE (Casino Manager — HOTEL EL RANCHO VEGAS) was set for October surgery.

JUDY and JIM TENNER celebrated their Second Anniversary, August 28th.

The EVENING OPTOMISTS CLUB presented outgoing President, AL GARBIAN with a watch when he completed his tenure of office. (Al is General Manager of the LUCKY STRIKE CLUB.)

Show Producer HAL BELFER then of the FLAMINGO HOTEL) directed all the dance sequences for the FRANKIE LAINE TV show and appeared, also.

SAM BOYD, General Manager of the MINT CLUB, accompanies son, BILL, when he went to Reno, to take his Bar Exams.

The CLARK COUNTY SHERIFF'S POSSE planned to sponsor a rodeo at the VEGAS HEIGHTS ARENA, September 28th and 29th.

DOROTHY TSOURAS, SHOWBOAT HOTEL'S popular Dining Room Hostess, returned after attending brother CHRIS' Restaurant-Bar opening in Kingman, Arizona.

CHESTER SIMS (co-owner and Casino Manager of the FLAMINGO HOTEL) was prepared to undergo thorough physical examinations, in Boston.

We were distressed to learn of the demise of PETE SMITH, "21" dealer of the ROYAL NEVADA and LAST FRONTIER HOTELS.

Photographer BERNARD was publicly acclaimed by GOVERNOR LEADER (Pa.).

J. CARLTON ADAIR, General Manager of the DUNES HOTEL, sold his 7½% interest in the bistro to MAJOR RIDDLE. He planned to leave the bistro, within the following two weeks.

A listening must was TONY MARTIN'S rendition of, "September Song," and "Begin The Beguine," at the FLAMINGO HOTEL. Tony was waiting for delivery of his Silver Cloud Rolls Royce, from England.

GLORIA DE MARCO left the FIVE DE MARCO SISTERS, to strike out on her own, according to her new Personal Manager, EMORY R. GEISZ. By February, 1958, her company was to produce a weekly TV series, tentatively titled, "The Good Old Days."

The 27th TRANS-MISSISSIPPI Golf Tournament was to be held at the DESERT INN Country Club, beginning September 13th.

SILVIO PETTRICCIANI left the HOTEL EL RANCHO VEGAS to become a Pit Boss at the FREMONT HOTEL.

GEORGE ARQUILLA returned to his post at the CALIFORNIA CLUB, following his hunting trip.

ANTHONY FERTITTA became associated with the HOTEL EL RANCHO VEGAS. His Uncle was the late SAM MACEO, of Galveston, Texas.

BIRTHDAYS: September 10th, RUTHE IRWIN . . . September 13th, PENNY LEVY . . . September 16th, CLAUDE WILLIAMS and SY HUSNEY . . . September 18th, ROLAND HILL and CURTIS TRAHAN, JR. . . . September 17th, GLORIA LEVINE . . . September 19th, MORRIS KLEINMAN.

SEPTEMBER 21, 1957

COVER: DENICE De LACEY, TROPICANA HOTEL dancer.

(*Continued on Page* 298)

GOOD WISHES FOR A
GLORIOUS HOLIDAY—FOR YOU
AND YOURS!

Don Spears

— CASINO GRAVEYARD —
TROPICANA HOTEL

PLAN A HOLIDAY VACATION at
TWIN LAKES LODGE
Nevada's All Year Dude Ranch
80 ACRES OF VACATION PLEASURE FOR ALL THE FAMILY
50 MODERN ROOMS (16 with fireplaces & kitchenettes)
ALL ROOMS with woodland scenic view waterfalls & lakes
SWIMMING — BOATING — FISHING — STABLES — GOLF (adjacent)
FIREPLACE — COCKTAIL LOUNGE — COFFEE SHOP — MOD. RATES
TWIN LAKES LODGE
P. O. Box 1589 (2 mi. City Center)

GOLDEN NUGGET
GAMBLING HALL

A MARBLE AND OLD MAHOGANY PALACE RIGHT OUT OF THE GOLD RUSH DAYS!



GALA HOLIDAY SHOW!

★

HANK PENNY & SUE THOMPSON

★

FABULOUS WOODSONS

★

FAYE ELLEN and LEE MAYNARD

OPENING DECEMBER 26th

HARRY RANCH

and His

'Yokerama Of 1958"

go where the CROWDS GO ... where the FUN never ends

THE MILLION DOLLAR
GOLDEN NUGGET
GAMBLING HALL
DOWNTOWN, LAS VEGAS

The VERY BEST of SEASON'S to • ALL •

DANNY KOLOD ★ LOU MORTON

The MEN'S SHOPS

AT THE

Desert Inn

AND

THUNDERBIRD HOTELS

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



BILL RAND

"REQUESTFULLY YOURS AT THE PIANO BAR"

NEVADA ROOM

— Cocktail Lounge —

•

Joe W. Brown's

HORSESHOE CLUB



Noel

CHARLES A. COSTABILE

— CASINO —

Sands Hotel

THAT'S FOR SURE

(*Continued from Page* 293)

At the DESERT INN, GUY LOMBARDO'S music was celebrating its Thirtieth year of pleasing the public.

INA RAY HUTTON was being romanced by MICHEL, owner of the DUNES HOTEL Beauty Salon.

FERN and JAKE KOZLOFF moved into the THUNDERBIRD HOTEL.

AELINA TUCCINARDI was the seventeen year old whistle-figured gal who made her debut in JERRY LEWIS' "Delicate Delinquent." She was formerly a theatre cashier in Inglewood, California.

We reported LOU ELLENSON'S affiliation with our publication, as General Manager.

The attractive tree mural on the wall of DR. LOCKITCH'S waiting room was created by JANE GRAVES, wife of Attorney, MADISON GRAVES.

ABE SCHILLER finally returned to the FLAMINGO HOTEL, following his lengthy good-will tour.

KSHO-TV (Channel 13) planned to move its headquarters from the FREMONT HOTEL to the HOTEL EL RANCHO VEGAS.

New General Manager of KSHO was JEAN PAUL KING.

MAJOR RIDDLE appointed LEE FISHER new Public Relations and Advertising Director of the DUNES HOTEL.

SOPHIA LOREN once studied to be a school teacher in Italy. Her first Hollywood flicker for PARAMOUNT was, "Desire Under The Elms."

Smiling NICK was back on the job at the LUCKY STRIKE PARKING LOT, following a bit of serious surgery.

BING CROSBY remarked: "I am telling all my friends not to miss CECIL B. DE MILLE'S production of, "The Ten Commandments." For every man, woman and child of all faiths, it is an inspiration, as well as great entertainment."

Rumor had it that JACK SMITH might take over the NEW FRONTIER HOTEL and set it back into complete operation.

HILDEGARDE was the most glamorous "oilman" in the business. The famous chanteuse entered the oil field with LAWRENCE ROACH, last year and was enjoying her third, "gusher."

ROLAND HILL completed the eighth edition (1958 issue) of his HILLSWAY. Front of the book contains WILBUR CLARK'S picture, his foreword and a shot of the DESERT INN. Hill's latest novel was dedicated to the 100th Centennial of Minnesota with GOVERNOR FREEMAN'S picture and story.

On September 17th, our VARIETY CLUB TENT NO. 39 dedicated the new wing for Mentally Retarded Children at their School For Special Education.

MARILYN JOHNSON (TROPICANA beauty) and ASH RESNIK were a steady duo.

FRANK FUNGE (the IVAN PAUL of the SAN FRANCISCO EXAMINER) was due in FLV, the following week.

CAMERON MITCHELL developed a taste for raw fish, while filming, "Escapade in Japan," with TERESA WRIGHT (in Japan).

EDDIE FISHER was slated to begin his hour long TViewer (in color) for NBC, October 1st.

KITTY and BOB WALKER just returned from a six week Honeymoon in the East. He is a dealer at JOE W. BROWN'S HORSESHOE CLUB.

The DANNY KOLODS welcomed their second son. Dad and LOU MORTON have the Men's Shops at the DESERT INN and THUNDERBIRD HOTELS.

Many dealers were on their way to work at either the HAVANA-RIVIERA HOTEL or VILLA CAPRI, in Cuba.

BUDDY LESTER was making the RIVIERA HOTEL'S Starlight Lounge look like a main showroom.

FABULOUS saluted JACKIE FIELDS. The former boxing champion was proving himself an invaluable host at the HOTEL EL RANCHO VEGAS.

An unknown admirer mailed a "Do it yourself" Voodoo kit to LOLA ALBRIGHT. The star is still puzzling over the identity of the sender.

One of the most welcome visitors in FLV was JIM HANNIFIN, the "hearty handshake from Butte, Montana."

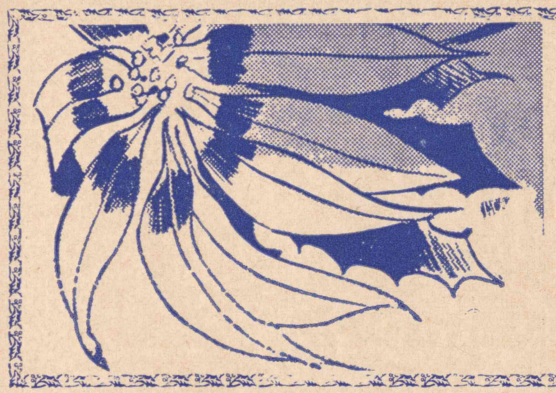
STAN OAKES decided to strike out on his own. He and WENDELL B. MAXFIELD opened the MIDTOWN MOTORS, Inc. on South 5th St.

"Ice-Capades" was going into its twenty-first week at the HOTEL EL CORTEZ. Another feather in the cap of JACK SMITH who "dared" to introduce this type of entertainment to FLV.

ELAINE BRENDA KOLOD and BENJAMIN FISHER set their Wed-

(*Continued on Page* 302)

Merry Christmas
and a
Happy New Year
From a Friend In
PHILADELPHIA
LOUIS GLAZER
2130 ARCH ST.
Philadelphia 3, PA.



NOEL
AND A HAPPY NEW YEAR
Kay Parsons

Season's Greetings
To All My Wonderful FRIENDS
NICK VARA
• PARKING •
Louigi's Broiler

Merry Christmas
and
Happy New Year



HAZEL & CECIL
—LYNCH—

FORTUNE CLUB
22 FREMONT ST.

GREETINGS
FROM
Jesse Kirk
MAITRE D'
Sands HOTEL





★ **VIC HAVAS MOTORS** ★
4000 Fremont St. **DU 2-7821**
VICTOR HAVAS & PERSONNEL

MERRY CHRISTMAS
★
HAPPY 1958
R. C. JOHNSON & ASSOCIATES
GENERAL CONTRACTORS
2133 INDUSTRIAL ROAD LAS VEGAS, NEVADA PHONE DU 2-4363

THAT'S FOR SURE

(*Continued from Page* 299)

ding date for October 13th (6:30 P.M.) at the DESERT INN Country Club.

BENNY SHORT planned to celebrate his Twelfth year as Relief Ork Leader in FLV, come October.

SEPTEMBER 28, 1957

COVER: Honored the high holiday services of the Jewish Faith.

We advised photogenic lassies not to be misled by characters who claimed they could make the girls cover girls, for a remuneration.

We opined that GINGER ROGERS might finally make her nightclub debut (Stateside) at the TROPICANA HOTEL.

TOMMY ROCKWELL retired from his post as head of G.A.C. Replacing him was LARRY KANAGA, former RCA executive. BUDDY HOWE (JEAN CARROLL'S husband) was upped to Veep.

The HOTEL SHOWBOAT scored a tremendous success with the new policy of bringing the best available in tasteful exotic dancing.

ALAN RHOADES, coiffure expert with MICHAEL CORDAY'S Beauty Salon (DESERT INN) squired a 20th Century Fox Starlet around FLV.

We were sorry to learn that MARIE DORSETT was ill.

CHARLES COSTABILE displayed his Southern Drawl while he filled his post as Floorman at the SANDS HOTEL (day shift).

WESTERN LAUNDRY generously volunteered to do all of the laundry for VARIETY CLUB'S Day Nursery (on the Westside).

TONY MARTIN set an all-time Fall season attendance record at the FLAMINGO HOTEL.

TEMPEST STORM (of the unbelievable dimensions) was set to headline "Minsky's Follies" at the DUNES HOTEL, October 3rd.

A Gas Station on Highway 91 offered "free aspirin and tender sympathy" to tourists leaving FLV. (They also give green stamps.)

AL FOX, former basketball star, became a Security Officer at the HACIENDA HOTEL. (Brother ABE owns FOXY'S RESTAURANT.)

Belated birthday greetings went to CHARLES BARRON, Executive of the TROPICANA HOTEL (September 7th).

BETTY EISENBERG became a graveyard shift waitress at the MEXICAN VILLAGE (LAS VEGAS BOWL).

NORMAN KAYE (of the MARY KAYE TRIO) became a licensed realtor in FLV.

ANDREW GOODMAN opened fur showrooms at the NEW FRONTIER HOTEL. The lavish furs are sold strictly on a wholesale basis (price-wise, that is).

A benefit fashion show (for ST. VIATOR'S CHURCH) was set for September 29th, at the RIVIERA HOTEL. Fashions to be shown were by H. B. BURNETT.

(*Continued on Page* 308)

HOLIDAY'S BEST

FROM

Jesse and Tommy

★ NEARY ★

Wilbur Clark's

DESERT INN

season's greetings

Sy Huskey's

NEW YORKER BAR

115 SOUTH FIRST ST.



Merry Christmas

JUDGE

ALBERT S.

HENDERSON

Las Vegas, Nevada



JUDGE

FRANK

McNAMEE

Las Vegas

Nevada



Season's Greetings

JUDGE

RYLAND

TAYLOR

Las Vegas, Nevada

Seasons Greetings

from the

Lebeau Printing Co.

Phoenix, Arizona



Season's Greetings



★ JOHN HUGHES ★

CASINO MANAGER

Hotel SAHARA



May ALL OF YOUR

CHRISTMASES

Be *Brillante*

And Your

NEW YEAR

A

Perfect *Sonata*

Musically Yours,

George Liberace!

And His ORCHESTRAS

5800 Sunset Boulevard
Hollywood 28, California
Phone Hollywood 9-8234



MERRY CHRISTMAS

To OUR MANY FRIENDS In
Fabulous LAS VEGAS, and everywhere
In The Nation.

Perino's

at the Tropicana HOTEL

AND

4101 Wilshire Blvd. L. A. 5, Calif.

The Season's Best

GROVER · SHORE TRIO

LADY LUCK LOUNGE

•

Wilbur Clark's

DESERT INN

NOEL

Season's Greetings

• SWING SHIFT •

HARRY EPLAN — BILL RODRIGUE

ERNIE AMANTE — CLAY DUNCAN

MOE SCHERR

• DAY SHIFT • — • GRAVEYARD •

MAURICE "TA-TA" BAILUS — HERBERT SAUL

BOX MEN

The Dunes HOTEL

—NOEL—

•

JUDGE

Walter

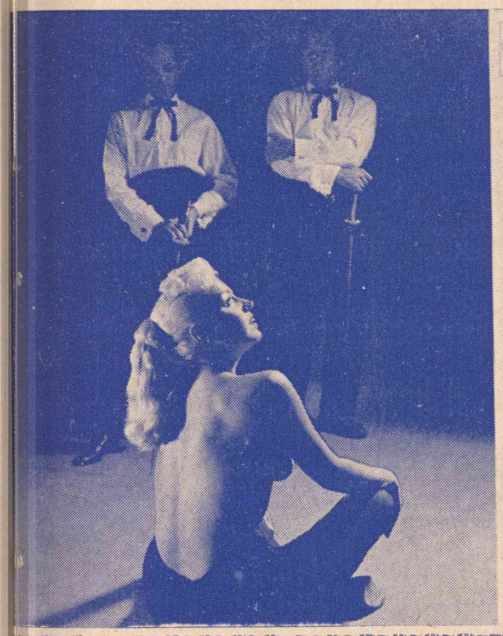
RICHARDS

MUNICIPAL COURT

Las Vegas, Nevada

•

Season's Best Wishes



R-25014 ROULETTE DYNAMIC HIGH FIDELITY

KAY MARTIN and her body guards

— from —

★

★ ★

Casbar Lounge

HOTEL SAHARA

Season's Greetings

— *from* —

THE HOME OF NATIONALLY ADVERTISED BRANDS

★ LANE
★ SIMMONS
★ HARRIS
★ HEYWOOD WAKEFIELD
★ LEE'S CARPETS
★ BUDGET TREND
★ STRATO-LOUNGERS

QUALITY FURNISHINGS

BUDGET PRICES

THE BEST TERMS

COMPLETE DECORATING SERVICE

Residential • Commercial

Hollywood FURNITURE CO.

1954 So. Main • DU 4-4994

Season's Greetings

Fly TWA JETSTREAM*

*JETSTREAM is a service mark owned by TWA exclusively.

TICKETS & RESERVATIONS

•

2421 So. 5th St.

Phone DU 2-1100



I Wish ALL of MY FRIENDS
Living In LAS VEGAS and those
Visiting There During
the HOLIDAYS –

A Very Merry Christmas and
A Very Happy New Year

SEYMOUR WEISS
ROOSEVELT HOTEL
NEW ORLEANS, LOUISIANA

THAT'S FOR SURE

(*Continued from Page* 303)

TOM BALL returned from Japan where he inked thirty Geisha Girls to appear at the DESERT INN, following the GUY LOMBARDO engagement.

COUNT ALBERT CARLO created the murals for the SANS SOUCI.

A Press Luncheon and briefing on the SAHARA GUN CLUB'S Annual Fall Trapshooting Tournament and the Sahara Cup Race was set for September 30th, at the HOTEL SAHARA.

JOE W. BROWN'S HORSESHOE CLUB introduced the Ramos Gin Fizz and Sazarec Cocktail (of New Orleans) to their patrons.

LOUIS JORDAN and his TYMPANY FIVE were a listening treat in the Lounge of the SANDS HOTEL.

DEBBIE HAYES and her SIX MADMEN were amazing patrons at the DUNES HOTEL.

VICKI YOUNG, recording artist, replaced ALIS LESLEY at the SILVER SLIPPER. Producer EDDIE FOX reluctantly released Miss Lesley for an Australian engagement.

CONNIE ROBERTS and VIVIAN BLAINE were inseparable buddies at the TROPICANA HOTEL.

JACKIE and ROY (husband-wife team) presented some of the smartest material and novelty tunes at the Lounge of the THUNDERBIRD HOTEL.

WILLIAM GROVER (of New York) visited the BUDDY GROVERS (of the GROVER-SHORE TRIO — DESERT INN) and their little doll image.

KAY MARTIN and her BODYGUARDS were a HIT in the Casbar Lounge of the HOTEL SAHARA.

KAY PARSONS left the BLACK MAGIC.

DORIS HARRISON became a day shift Hostess at the THUNDERBIRD HOTEL.

Season's Greetings

FROM

RUPPERT PLUMBING CO., INC.

112 WEST WYOMING • DUdley 2-2728

PINKY LEE boarded a plane in New York and flew to Hollywood to appear before the Los Angeles City Council, September 17th. He was feted on his Tenth Anniversary in TV.

UNITED AIRLINES donated a round trip fare to Honolulu, to be used as a raffle prize at one of VARIETY CLUB'S fund-raising affairs.

"Out Of My Past," GEORGE RAFT'S Autobiography, began its serial run in the Saturday Evening Post.

KEELY SMITH was doing such a wonderful job in ROBERT MITCHUM'S production of "Thunder Road," extra scenes were being written to encompass her talents.

The DONALD O'CONNORS welcomed their heiress.

MONSIGNOR EMPEY returned to the FLV scene and ST. JOAN OF ARC CHURCH.

AL SACHS became Floorman at the TROPICANA HOTEL.

BIRTHDAYS: September 28th, CURTIS TRAHAN, SR. and BONNIE WILLIAMS . . . October 2nd, DR. MARGARET CHUNG and GENERAL IRA HAMILBURG.

OCTOBER 5, 1957

COVER: CAROLE HOFFMAN, Copa dancer of the SANDS HOTEL.

On October 9th, the SISTERHOOD of the JEWISH COMMUNITY CENTER planned a fashion show in the Copa Room of the SANDS HOTEL. Chairman for the event was KAY WALLERSTEIN.

Producer MONTE PROSER (of the TROPICANA HOTEL) had fantastic plans for the November 27th opening of EDIE ADAMS and husband, ERNIE KOVACS.

Remodeling of the HACIENDA HOTEL was set for the end of October. or beginning of November. Plans called for the addition of 266 extra rooms.

PERRY COMO thrilled TViewers with his rendition of, "Kol Nidre." Although a devout Catholic, Perry greeted the highest of Jewish Holidays, with this chant, executed with the same brilliance a Kantor would have given it.

Season's Greetings

FROM

BILL MURPHEY

MANAGER



Sign of Quality Produce

Crown Wholesale Co.

1407 SO. INDUSTRIAL RD.

DU 2-1555

LAS VEGAS • NEVADA

NAT (King) COLE and EARTHA KITT were rehearsing for his, "St. Louis Blues" film, at the NEW FRONTIER HOTEL. PEARL BAILEY, also in the flicker, planned to commute between here and the coast, during her FLAMINGO HOTEL engagement (and she did).

We opined that DAVE STREET would be a "natural" to entertain the crowds, heading for the Celebrity Lounge, between 5:00 and 6:30 P.M.

We were very sorry to learn that DAN MERRIN had resigned from the FLAMINGO HOTEL, where he had been General Manager and Assistant to President, AL PARVIN.

His friends were amazed at the talented vocal chords of DON LUCAS, dealer at the FREMONT HOTEL.

The MILTON BERLE album (ROULETTE) was set for an October 21st release.

BARBARA CRANE, cocktail waitress at the ROYAL NEVADA

Holiday Greetings



W. E. "BUTCH"

—LEYPOLDT

SHERIFF — CLARK COUNTY — NEVADA



HOTEL, celebrated her natal day, September 29th.

JOE KELLY, General Manager of the SHOWBOAT, introduced many changes at this bistro.

Rumor had it that JACK SMITH planned a regulation ice-skating rink, somewhere near the SADDLE CLUB.

JACK KOGAN was spending a long-awaited vacation in the East.

DICK TAYLOR and his lovely bride were honeymooning in Honolulu, courtesy of President, WARREN BAILEY, of the HACIENDA HOTEL.

JOE W. BROWN planned a new facade for his HORSESHOE CLUB, on Fremont St. The plans were being studied by HARRY DORSETT.

Following a siege of illness, JACKIE DICKINSON returned to her post at H. B. BURNETT'S (of the RIVIERA HOTEL).

FABULOUS extended a hand of welcome to the SANS SOUCI and sent sincere felicitations to the MESSRS MITZEL and HIND on their new venture. Opening was set around October 15th.

The SAHARA CUP RACES were scheduled to begin, October 13th.

MARY HAYTIN had a tremendous sale on gold watches at the HOUSE JEWELRY SHOP (in the THUNDERBIRD HOTEL).

JIM DESKIN was set to compete in the "Chicago All Star Bowling Tournament," set for the CHICAGO COLISEUM, December 6th thru the 15th.

CHESTER SIMS, co-owner and Casino Manager of the FLAMINGO HOTEL, returned from the East, with medical advice to adjust to a more normal schedule.

BOB SCHMUCK was appointed General Manager of the new HACIENDA HOTEL at Indio, California.

ANNE PETRICCIANI was in Reno, visiting her sister, who had welcomed her first child.

HARRY GOLDENBERG was in



Greetings to my friends at the

DESERT INN and F.L.V.

Frank —

PARKER



Holiday Greetings

With these Greetings
We also Celebrate
Our SECOND YEAR
AT THE DESERT INN
Sky Room

ERNIE COLEMAN TRIO

With DANNY & TED



GREETINGS



From

LOUIS SALDINA

MAITRE D'

And

THE CAPTAINS

at the Thunderbird Hotel

Christmas Cheer
from
JOE GOODMAN'S —
• GIFT SHOP •
LOBBY — Hotel FREMONT
Second & Fremont

charge of the BEVERLY HILLS reservations office for the SANDS HOTEL.

At the TROPICANA HOTEL, patrons enjoyed the singing of APRIL AMES.

MARILYN RAE EVANS (RIVIERA HOTEL dancer) and WERNER J. BAB were wed on September 24th and honeymooned in Salt Lake City. The groom is with IMPORT MOTORS.

We regretted to note that BONNIE BEST had voluntarily closed the doors of her Ladies Salon.

GEORGE CAPRI took a six week vacation from the FLAMINGO HOTEL, to take in the World Series.

STAN and SY SCHWARTZ set October 7th for the opening of their new SCHWARTZ BROS. MEN'S STORE at 303 Fremont St. The boys planned cocktails at 8:00 P.M.

After a solid two years at the FLAMINGO HOTEL, Ork Leader, LOU BASIL left for the East. First stop was the WALDORF-ASTORIA, where he conducted for ANNA MARIA ALBERGHETTI'S opening there.

October 1st, JOEY BISHOP reported to WARNER BROTHERS for work in, "Onion Head." Not long before, he completed, "Deep Six," a thriller starring ALAN LADD and WILLIAM BENDIX.

MONIQUE de MONTIGNY designed the fantastic "get-away" costumes for DEBORAH HAYES, starring in the DUNES HOTEL Lounge.

SHIRLEY PETERING became a cocktail waitress (graveyard shift) at the TROPICANA HOTEL.

BIRTHDAYS AND ANNIVERSARIES: October 6th, SHIRLEY BABICH . . . BERNIE ROTHKOPF and PETE BOMMARITO . . . October 7th, ADA and TED LEWIS' Wedding Anniversary . . . October Ninth, Fifth Birthday of JEFF FAYMAN.

OCTOBER 12, 1957

COVER: MARET ANGEL, showgirl of the HOTEL SAHARA.

FABULOUS congratulated MILTON PRELL and his associates on the Fifth Anniversary of their HOTEL SAHARA (October 7th).

MORRIS KLEINMAN dropped us a note from Shaker Heights, Ohio.

At the FLAMINGO HOTEL, PEARL BAILEY insisted the "show go on," although she was quite ill.

BOBBY MORRIS and "Little" RED BLAUNT planned to leave the LOUIS PRIMA group (HOTEL SA-


Merry Chrismas and
a Happy New Year!
RAY McGOWAN • IRV. CARLSON
• STRIP DRUGS •
2425 South 5th St. — DU 4-2222
JUST NORTH OF THE HOTEL SAHARA


Best Wishes . . . . .
RAY K.
SHEFFER
LAS VEGAS, NEVADA
CHIEF
OF
POLICE

HARA), October 14th and join the JODIMARS, opening at the DUNES HOTEL, October 24th.

MONA PAGE was toting cocktails (graveyard shift) at the RIVIERA HOTEL.

JACK SMITH, General Manager of the HOTEL EL CORTEZ, celebrated his Birthday, October 14th.

JANE RUSSELL captivated the heart of this entertainment mecca, with her starring role at the SANDS HOTEL.

We found HARRY LAHR'S background, quite interesting. He was once Vice President of the Bank of Las Vegas. Then, he branched out to the MOUNTAIN STATE SECURITIES (in the RIVIERA HOTEL). Then, Mr. Lahr became assistant to Manager, SONNY HEATH, of the PIONEER CLUB.

JAKE FREEDMAN, President of the SANDS HOTEL, left for Hot Springs, Arkansas, to take the bath treatment.

At the HOTEL EL RANCHO VEGAS, MILTON BERLE displayed admirable humility by crediting the other members of his show with its success.

HANK HENRY (star of the SILVER SLIPPER show) was on the GEORGE GOBEL Tviewer, October 8th, along with guest star, EDDIE FISHER.

VIC HALL, General Manager of the LAS VEGAS CLUB, celebrated his natal day, October 12th.

Enjoyed chatting with JOE GOODMAN, owner of the Gift Shop, at the FREMONT HOTEL.

The MURRAY POSINS (Attorney) welcomed their six pound, three ounce bundle of blue on October 7th.

The "Knife & Fork International Organization" held its monthly meeting at the HACIENDA HOTEL.

The PARIS SISTERS had a new recording contract with IMPERIAL. First release under this label was, "Tell Me More" with "Old Enough To Cry."

STUNNING SMITH (DOC STARR'S daughter) was featured in the 1958 "Minsky's Follies" at the DUNES HOTEL.

Localites were delighted with DON REAM and ED BRANCH'S new D & E FAMILY SHOE STORE, on the westside. The gentlemen offered top name shoes at an amazing savings.

The MARY KAYE TRIO were sensational in the Conga Room of the HOTEL SAHARA.

FABULOUS congratulated JACK WALSH, appointed Guest Relations

Season's Greetings
★ ★
N. J. DISTRIBUTING CO.
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1520 So. 'A' St. • LAS VEGAS
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Complete Line of Restaurant
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Joyful Holiday Season To All
Responsible For Making LAS VEGAS
The SHOW CAPITAL Of The WORLD
ON STAGE
THEATRICAL ACCESSORIES
2401 "B" South 5th St.

Director of the DESERT INN.

Received a lovely note from MRS. F. S. VAN DERBUR, whose daughter MARILYN is the latest, "Miss America."

ED LEVINSON expected to leave his FREMONT HOTEL (temporarily) to head for the HAVANA-RIVIERA HOTEL opening in Cuba.

SONNY GRILL became Host and Bar Manager of the TROPICANA HOTEL, replacing the outgoing, JIMMY BLAKE.

TED VESELY and his ORK were signed to play at the FIREMAN'S BALL, October 19th.

MOREY AMSTERDAM was GREAT at the RIVIERA HOTEL, with Lou Walters' "Latin Quarter Revue."

Graveyard Cashier DON VACCA, divided his time between his HOTEL SHOWBOAT duties and guiding the football destinies of BISHOP GORMAN HIGH SCHOOL.

Oysters were being flown in from New Orleans to JOE W. BROWN'S HORSESHOE CLUB.

Belated congratulations went to PATTI and JERRY LEWIS on their Thirteenth Wedding Anniversary.

CATHY BARR'S first RCA recording, "Slip of the Lip" was second on the PEATMAN SURVEY. (She was at the DUNES HOTEL.)

SAM BOYD, General Manager of the MINT CLUB, was our candidate for the most tireless worker in FLV.

We met HILDA ROOP, cordial secretary of J. K. HOUSSEL, SR., of the HOTEL EL CORTEZ.

Comedian BEN BLUE opened his own club in Hollywood.

FABULOUS wished a speedy recovery to DARDI MINSKY, at DOCTORS HOSPITAL (Beverly Hills).

While PEARL BAILEY "killed 'em" in the showroom at the FLAMINGO HOTEL, her hubby, LOU BELLSON did the same in the Stage Bar.

DICK SHERIDAN became a Box Man at the TROPICANA HOTEL.

KEELY SMITH and LOUIS PRIMA "stole the show," when they appeared on the DEAN MARTIN TViewer.

The DAVE ABRAMS of New York were stopping at the HOTEL SAHARA. Mr. A. won a $500.00 jackpot with a single dollar investment.

MICKEY ROONEY was set to star in the NBC Spectacular, "Pinocchio," October 13th.

DONALD O'CONNOR and SID MILLER were in New York, rehearsing for STANDARD OIL'S Seventy-Fifth Anniversary, to be shown on NBC.

We thanked KAY and EPPY PEARSON for their infallible memory.

OCTOBER 19, 1957

COVER: Dancer DIANE ROBINSON, at the pool of the DUNES HOTEL.

COLONEL TOM PARKER and his assistant, TOM DESKIN, were at the HOTEL SAHARA, where we were certain they were negotiating for an engagement for ELVIS PRESLEY.

TOMMY CLAIRE (Mgr.-Host of the Lady Luck Bar and Skyroom of the DESERT INN) and his wife celebrated their Twelfth Anniversary, October 17th and took a two week vacation in San Francisco.

WILLIE ALDERMAN enrolled his seven year old son, BILLY, at the BLACK FOX MILITARY INSTITUTE in Los Angeles.

TONY GRAHAM planned his First Birthday, October 29th. Dad, CHRIS, is Assistant to General Manager, DICK TAYLOR, of the HACIENDA HOTEL.

Rumor had it that top experts gathered here (in hush-hush fashion) to discuss Satellites, following the launching of Russia's "Sputnik."

BETTY BROWN and BEN KAYE opened BETTY'S HOUSE OF CASHMERE and MINK.

Discovered STUNNING SMITH designed her own gowns for the "Minsky's Follies," at the DUNES HOTEL.

The MOREY ZUKERMANS (of Denver) stopped off at the RIVIERA HOTEL.

VIVIAN KIRK sent regards to her friends here, from her post in the Reservation Office (THUNDERBIRD HOTEL), in Hollywood.

VIC ARTISE and his ORK took over the musical backgrounding of the SHOWBOAT HOTEL shows.

MATTHEW BENDER (of Providence, R. I.) was honored at his Bar Mitzvah, October 28th. Uncle, JOE GOODMAN owns the Gift Shop of the FREMONT HOTEL.

The MARY KAYE TRIO were set for an October 29th opening at the CRESCENDO CLUB in Hollywood.

Her Royal Highness, QUEEN ELIZABETH, requested the GUY LOMBARDO ORK to play for dancing at the Commonwealth Ball in New York, October 21st. (Guy was here at the DESERT INN.)

JOE E. LEWIS' filmed biog, "The

Wishing You Peace and Joy
At Christmas And Many
Blessings For the New Year
PERRY DI RIENZO
BARBER SHOP
Magnificent **Riviera Hotel**

SEASON'S GREETINGS And HAPPY NEW YEAR
MORTY GUNTY

MERRY CHRISTMAS TO ALL
1958
Blair house
HOTEL APARTMENTS
1958
344 DESERT INN ROAD
DU 2-3737

Seasons Greetings
From Your MOBILGAS TRUCK & CAR SERVICE
KOST'S
1000 So. Main • DUdley 2-1038 • LAS VEGAS, NEVADA

Joker Is Wild" did top box office, throughout the nation. . . . JERRY LEWIS watched his "Delicate Delinquent" gross over $4,000,000.

JACK SMITH set November 15th as starting date for the HOTEL EL CORTEZ' "Pheasant Hunt."

NATE SCHLAIFER became Floorman at the RIVIERA HOTEL (swing shift).

MATT GREGORY became local representative for the MILTON DEUTSCH THEATRICAL AGENCY.

MORRIS KLEINMAN (co-owner — DESERT INN) vacationed at Hot Springs, Arkansas.

DAVE BURTON contracted to cut a new MGM Record Album, "Dave Burton at the FLAMINGO."

JIMMY ABBOTT became Convention and Promotion Manager of the ROYAL NEVADA HOTEL.

MIGNON WARNER and LENNY KENT looked like a serious duo.

VIRGINIA GREY had to hire a "home sitter," while on location for "Teach Me How To Cry." Burglars had already broken into her Encino home, twice.

FABULOUS saluted SAM LEDNER, Stage Manager of the TROPICANA HOTEL.

Enjoyed seeing WALTER PARMAN back in FLV as day shift Floorman, at the FREMONT HOTEL. He owns the CIRCLE RB RANCH in Reno.

JACK DENISON (Maitre d' RIVIERA HOTEL) was proud of his new White LINCOLN-CONTINENTAL.

BILLIE GELLER, Photographer of the HOTEL SAHARA, left for a vacation in Bermuda.

JACK LEHMAN became associated with the KOZLOFF-COHEN Insurance firm, as a Special Agent.

Localites agreed that MACK HARRIS (of the RIVIERA HOTEL) was one of the most popular Dining Room Captains on the "Strip."

SY LIEN'S father, MORRIS, toured the country as Assistant Musical Conductor of the "Ballet Russe, Monte Carlo." Sy is Stage Manager of the HOTEL SAHARA.

DOROTHY and BEN SAX spent their honeymoon at the DUNES HOTEL, following their October 8th Wedding.

PATTI and JERRY LEWIS welcomed their fourth child, October 9th.

BIRTHDAYS AND ANNIVERSARIES: October 16th, MAXINE McMICHAEL . . . October 21st, SAM LEWIS, FROSTY JAY JENSEN, BILL DEER . . . October 22nd, CARL WILLIAMS, MITZI GREEN PEVNEY and JIMMY BLAKE . . . October 23rd, DOROTHY and JACK ENTRATTER'S Nineteenth Wedding Anniversary . . . October 25th, NICK KEELY'S birthday.

OCTOBER 26, 1957

COVER: Dedicated to the opening of the SANS SOUCI HOTEL.

The Women's Auxiliary of VARIETY CLUB TENT NO. 39 planned a cocktail party at the THUNDERBIRD HOTEL, November 17th. Chairwoman, BESS ROSENBERG was assisted in complete arrangements by DOTTIE GOFFSTEIN and FERN KOZLOFF.

AL PARVIN, President of the FLAMINGO HOTEL, signed DOUGLAS LAURENCE as Director of Entertainment.

During his week's stay at the HOTEL SAHARA, ELVIS PRESLEY and TEMPEST STORM were a steady duo.

We thanked TOMMYE and MAX WATERMAN for their gift. He is a Floorman at the SANDS HOTEL.

KATHY and BILL TOLIVER welcomed a ten pound heir. He is Security Chief at the HACIENDA HOTEL.

VIVIAN BLAINE had to leave her TROPICANA HOTEL engagement, October 29th, to discuss a Broadway vehicle. CELESTE HOLM stepped in for the three remaining weeks.

JOE MAIZE and his CORDSMEN were stimulating fan mail while at the DESERT INN.

Patrons were waiting for the new facade, planned by JOE W. BROWN'S HORSESHOE CLUB.

CHUCK LUFTIG, LOUIGI CONIGLIO and SUNNY REMOLIF opened the DISCOUNT HOUSE, October 25th.

TRUDY and BOB LEVOFF (of the HOLLYWOOD FURNITURE CO.) celebrated their Third Wedding Anniversary, October 20th.

Extensive improvements in the Painted Desert Room of the DESERT INN were made for the BILLY DANIELS opener, November 12th, in which he was surrounded by sixteen Geisha Girls.

Look Alikes: ELIZABETH TAYLOR and SANDY SHERRY, "Game Starter" at the ROYAL NEVADA HOTEL.

JACK ENTRATTER toured Texas, in search of sixteen beautiful girls for his Copa dance line (SANDS HOTEL).

CHANNEL 13 — KSHO-TV began its MGM Parade of hit pictures, October 25th in their new location, on the grounds of the HOTEL EL RANCHO VEGAS.

LUCIANA SODANI was the love-

Season's Greetings
MR. & MRS.
SHERLOCK FELDMAN
— CASINO — SWING SHIFT —
SILVER SLIPPER CASINO

Merry Christmas and Happy New Year
TOMMY MULGREW
CASINO — Tropicana HOTEL

Merry Christmas and a Musical New Year
BALDWIN PIANOS & ORGANS
• Easiest Terms in Town • You can afford the best
GUTCHER MUSIC COMPANY
219 North Fifth Street • Telephone DUdley 2-6362 • PAUL ADAMS, Mgr.

ly Hostess at LOUIGI'S CHARCOAL BROILER.

ROBERT T. CZERNY was appointed District Sales Manager for BONANZA AIR LINES, in Utah. The announcement was made by WM. J. MITCHELL, V. P. of Traffic and Sales for Bonanza.

GARR NELSON, SHOWBOAT M.C. was another victim of the flu bug.

MICHAEL CORDAY (owner of the DESERT INN Beauty Salon) threatened to remove his goatee and moustache.

The management of the THUNDERBIRD HOTEL closed the Navajo Room, in order to carry out extensive remodeling plans.

JACK SMITH planned to host members of the NATIONAL HORSE ASSOCIATION in the Cirque Room, October 26th.

EDDIE NASH was in complete charge of operations at WALLY'S BRIDGE CLUB.

SHIRLEY JONES, young singing star, was preparing an act for FLV. She was approached by the SANDS, TROPICANA and RIVIERA HOTELS.

BETTY PETTY, Cocktail Waitress – FLAMINGO HOTEL, planned an eastern vacation.

DR. R. LOCKITCH performed skillful surgery to save the life of a Brazilian Diplomat's wife.

We were distressed to learn the MAC McCONKEYS planned to split their twenty year marital bond. He is a Theatrical Agent.

BUCK HARRIS became a Host at the SANDS HOTEL. (He is a co-owner of the NORTH SHORE CLUB in Lake Tahoe.)

HARRY RAHNER left the TROPICANA HOTEL for an Executive Post at the HAVANA-RIVIERA HOTEL, in Cuba.

ROSE MARIE and BOB GUY arrived to visit with the MOREY AMSTERDAMS, at the RIVIERA HOTEL.

BETTY REILLY and JACK DIEHL were smitten with each other's charms. She was at the ROYAL NEVADA HOTEL and he is a resident of Hawaii.

The new JODIMARS opened at the DUNES HOTEL, October 24th.

JACK MORRIS, one of the owners of the SILVER SLIPPER, was fully recuperated from his illness.

BOBBY STEVENSON formed a ten piece orchestra for the ROYAL NEVADA HOTEL.

VIC HYDE (the fellow who toots multiple trumpets, simultaneously) was enjoying strong success in Europe.

At the FLAMINGO HOTEL, PEARL BAILEY arranged for a special plane to stand by. She made many flights to the coast for the NAT COLE flicker, "St. Louis Blues."

The PARIS SISTERS headlined at BIMBO'S 365 THEATRE-RESTAURANT.

DESI ARNAZ brought five Cuban businessmen to spend a week-end at the SANDS HOTEL. The Cubans represented a combined fortune of Four Billion Dollars.

PHYLLIS INEZ returned to the ROYAL NEVADA HOTEL, with a star on her dressing room.

BIRTHDAYS AND ANNIVERSARIES: October 27th, JACK CARSON and CEE DAVIDSON . . . October 31st, Twenty-Ninth Wedding Anniversary of TINY and CARNIE KRAUSNICK . . . Nov. 1, RAY SINATRA and BILL SIKES . . . Fifteenth Wedding Anniversary of RUTHE and STAN IRWIN.
NOVEMBER 2nd, 1957

COVER: SANDRA MEEK, show girl of the RIVIERA HOTEL.

JAKE FREEDMAN was expected back in FLV, following his siege of illness.

Negotiations were being made for the re-opening of the SILVER PALACE CLUB, downtown.

SONIA SHAW and BILL HITCHCOCK (of the HOTEL SAHARA) were preparing an act for SHERRY NORTH to unveil on the BOB HOPE TViewer, November 7th.

FABULOUS wishes every one of you the MERRIEST CHRISTMAS you ever had . . . and that's for sure.

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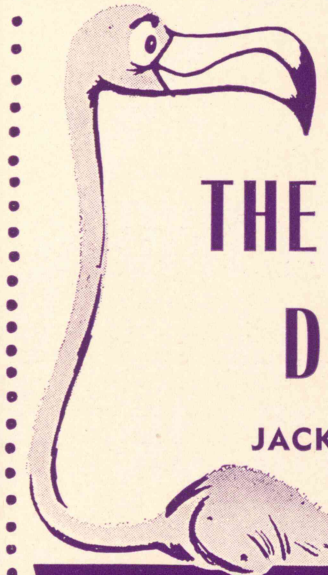

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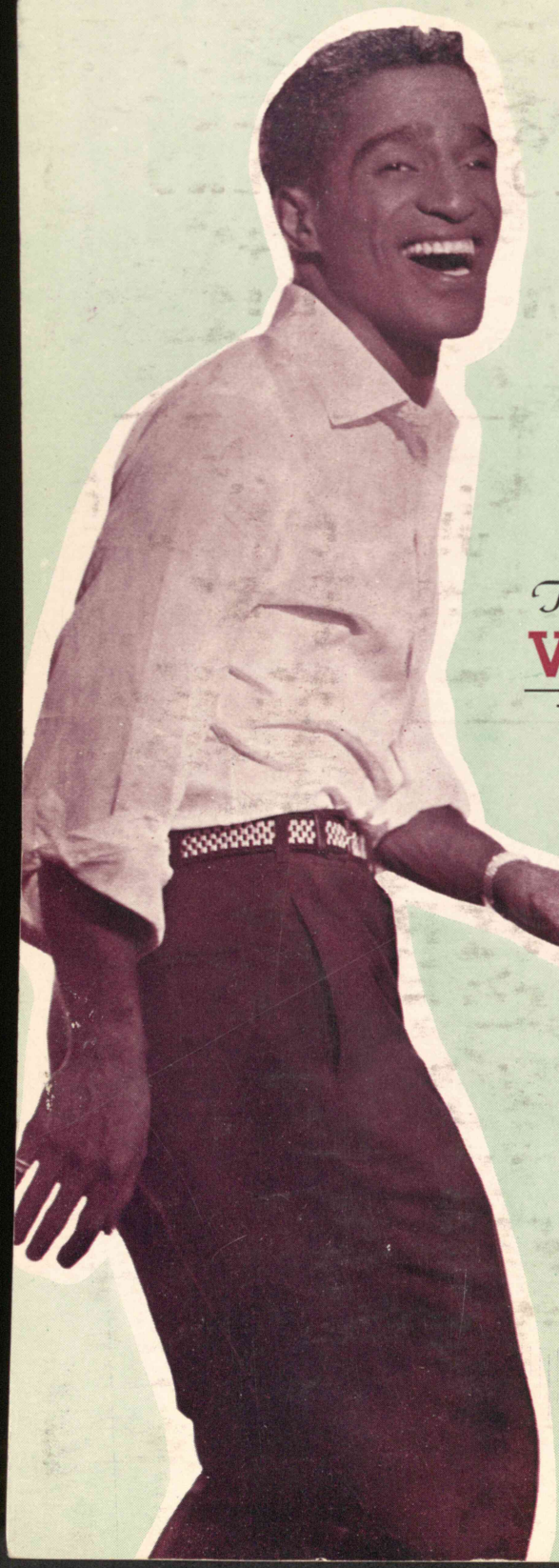

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