

# BROADWAY'S WILDEST BALLROOM

Palladium's mambo dancers are most unrestrained north of Havana, Cuba

THE WILDEST ballroom in New York today is Broadway's Palladium—a mid-Manhattan dancehall that specializes in Latin music and dancing. Proudly billing itself as "The Home Of The Mambo," the Palladium is almost nightly the scene of the most unrestrained physical gyrations humans perform on a dance floor north of Havana.

In five years the Palladium has become one of New York's most prosperous dance palaces and on a busy night the ballroom is a varicolored segment of Latin America transplanted to sophisticated and urbane New York City. Attracting a democratic clientele of Porto Ricans, Cubans, Mexicans and white and Negro Americans, the Palladium is rapidly growing more prosperous and famous although most big city ballrooms today are just barely meeting expenses.

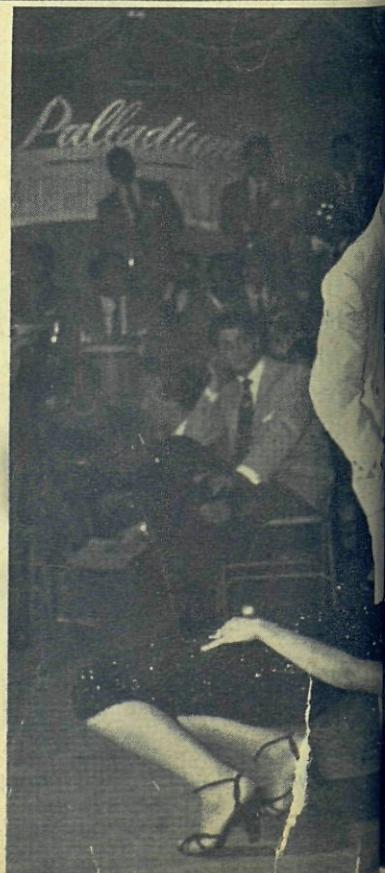
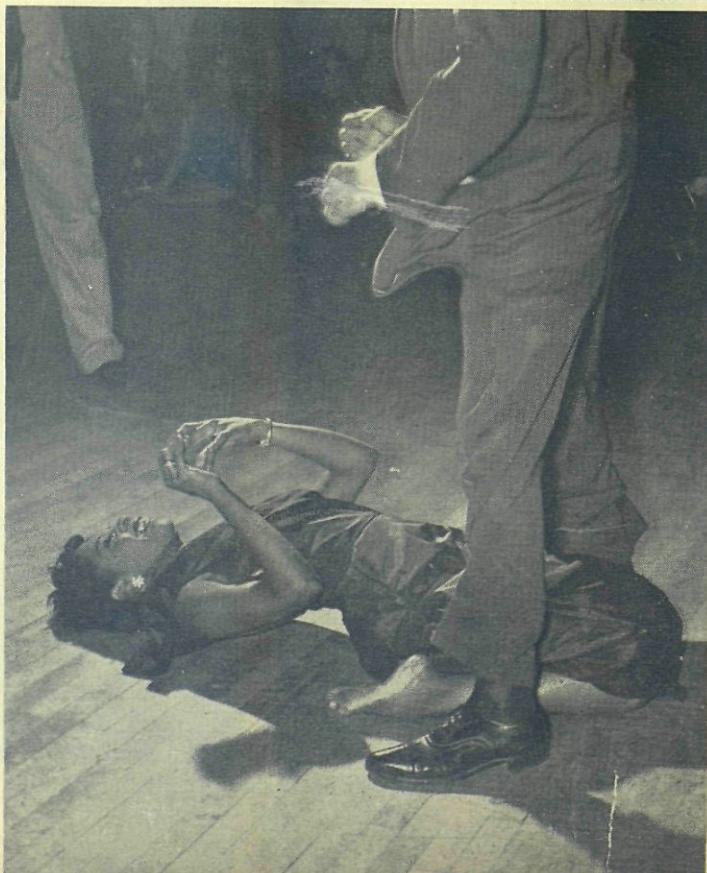
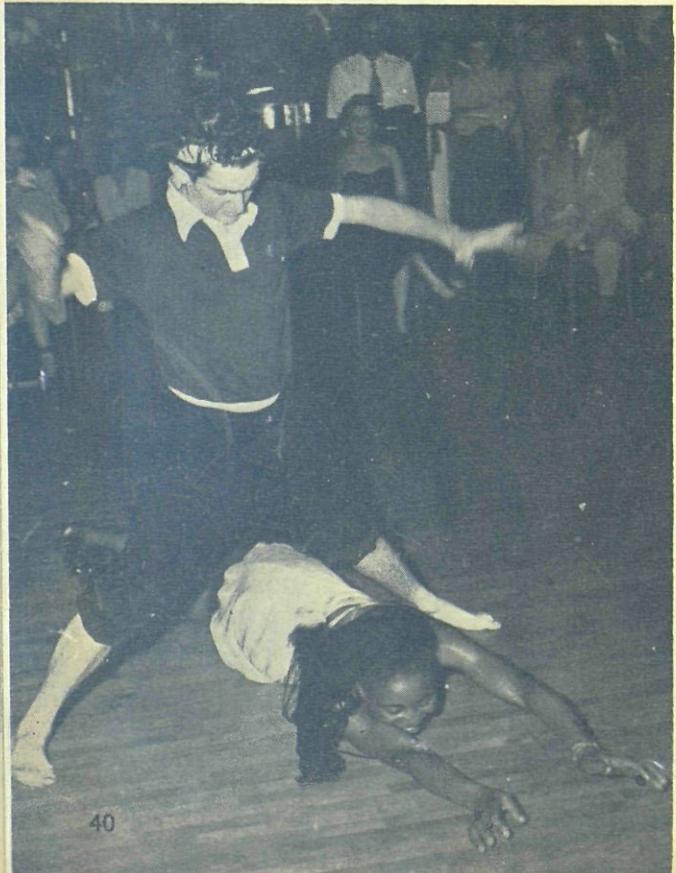
The secret of the success of the Palladium is the mambo—a Latin American dance craze that swept out of Mexico and Cuba five years ago and seems to have won a firm foothold in the United States. The mambo rhythm is the invention of Damaso Perez Prado, a Cuban-Negro piano player who combined rumba rhythms with American bebop back in 1943 to come up with the newest thing in Latin-American music. A Cuban choreographer named Rodney devised the basic mambo dance steps to fit the rhythm and today the Rodney-Prado concoction has become so popular that it is on the curriculum at Arthur Murray dance studios throughout the country.

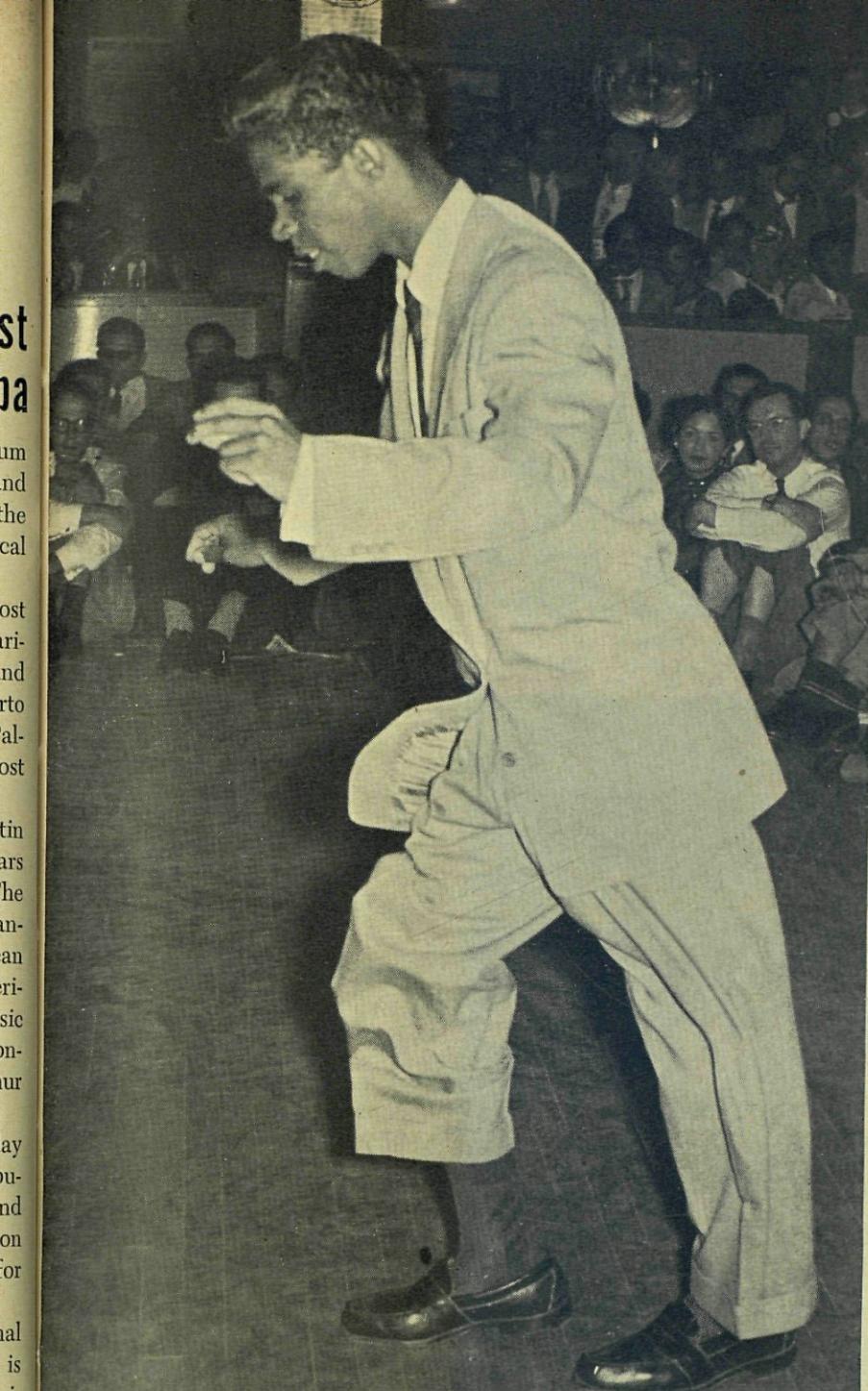
The mambo is king at the Palladium—especially on Wednesday nights when the ballroom holds its weekly mambo contest. Ten couples, the best of the amateurs, vie for prizes donated by the house and the dancing is frenzied. The mambo lends itself well to improvisation and the contestants introduce new twists and turns as they battle for prizes. The result resembles a wild jitterbug done with a Latin beat.

The Wednesday night contests plus exhibitions by professional mambo dancers have become so popular that the mid-week night is one of the most popular at the Palladium. Scores of out-of-town visitors, New York dance fans and celebrities from Hollywood and London jam into the ballroom to watch the action.

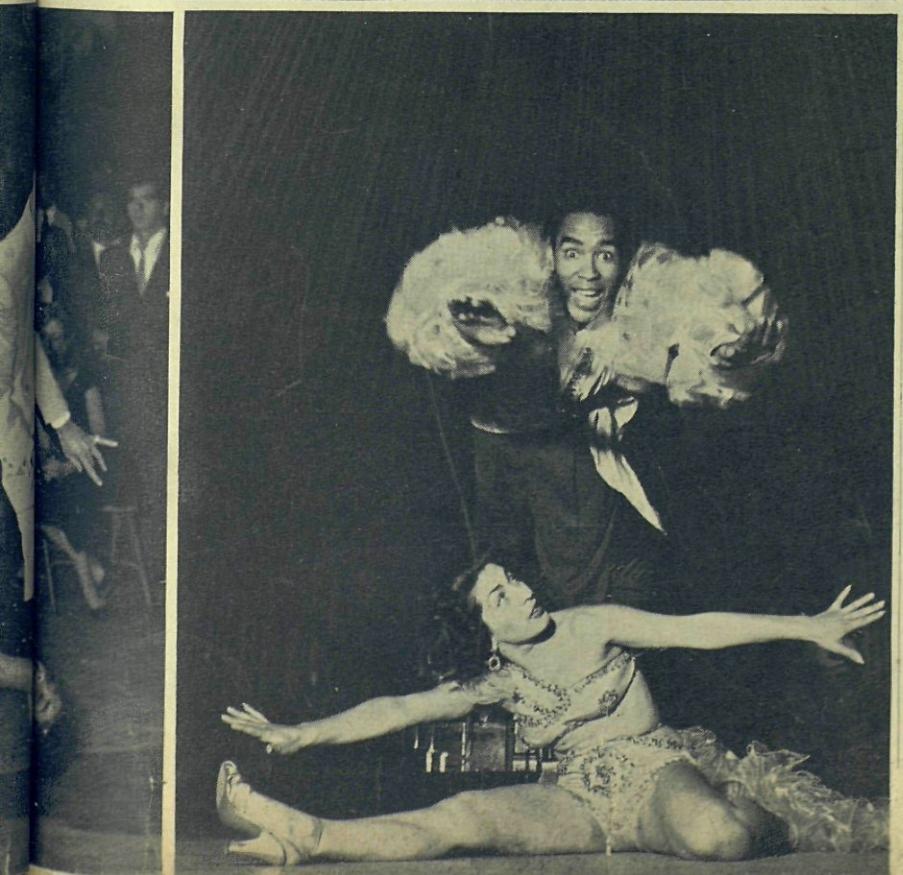
Dancing toward her partner, a contestant in a Palladium mambo contest shows fervor displayed by most dancers. Mambo experts often have solo dance routine.

## MAMBO CONTESTANTS DANCE TORRID ROUTINES





**Strutting like a jitterbug,** dancer does solo steps. Mambo is said to be mixture of rumba, samba, and flamenco with a liberal dose of American jitterbugging.



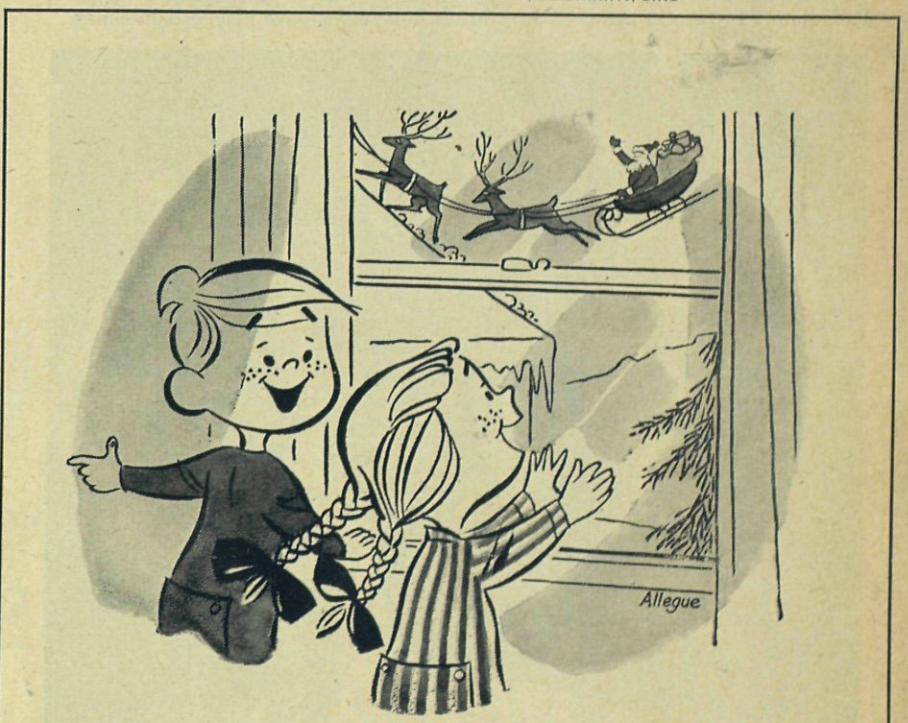
"Bless her heart—it's her day to put Drano in all the drains—but I'll do it for her!"

The dangerous sewer germs lurking in every drain never take a holiday. And they breed in muck that liquid disinfectants can't budge. Only Drano's churning action dissolves the muck—and keeps drains germ-free and free-running.

Put Drano in every drain—once a week—for about a penny a drain. Makes septic tanks work even better. Get Drano today at your grocery, drug or hardware store. Also available in Canada.

There's nothing like DRANO . . . to keep drains free-running and sanitary.

PRODUCTS OF THE DRACKETT COMPANY, CINCINNATI, OHIO

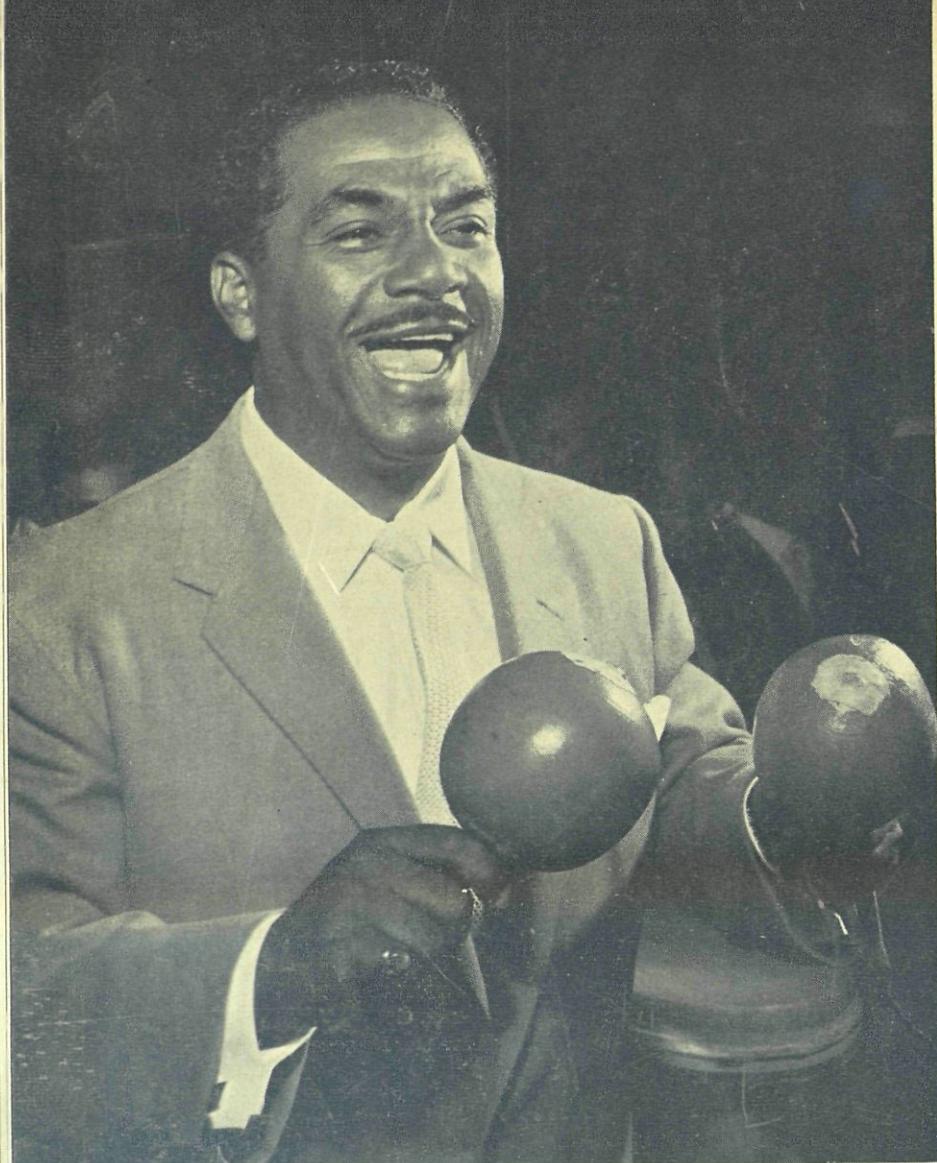


See how easily Windex Spray can make your windows sparkle! Swish! Spray it on. Whish! Wipe it off. Windows, mirrors, all kinds of glass surfaces are done in half the time it takes other glass cleaners. And Windex Spray leaves no waxy dust to clean afterward—no waxy film to attract dust later.

It's a thrifty buy, too. Even more economical in the large 20-oz. size. At your grocery, drug or hardware store today—get Windex Spray. Also sold in Canada.

So fast, easy, thrifty, it outsells all other glass cleaners combined!





**Shaking maracas**, bandleader Machito sings along with his mambo band at the Palladium. Top Latin bands such as Miguelito Valdez have played ballroom.



**Mambo contestants** mix acrobatics with dancing at Wednesday night contests. Many spectators are the same who often go to Harlem to watch the dancing at the Savoy.



**Mambo band** at the Palladium works under difficulties on a contest night because crowd is so thick that people gang around band. Band plays only mambo music.



**Dancer and model Jo Lopez** takes mambo lesson from "Killer Joe" Piro, professional dancer and master of ceremonies at Palladium. Piro teaches tyros at ballroom.



**Mixed couples** are common on Palladium dance floor, often win weekly contests. The Palladium operates only four nights a week, is crowded every night.



Professional mambo dancers Peter "Cuban Pete" Aquilar and wife got start at Palladium.



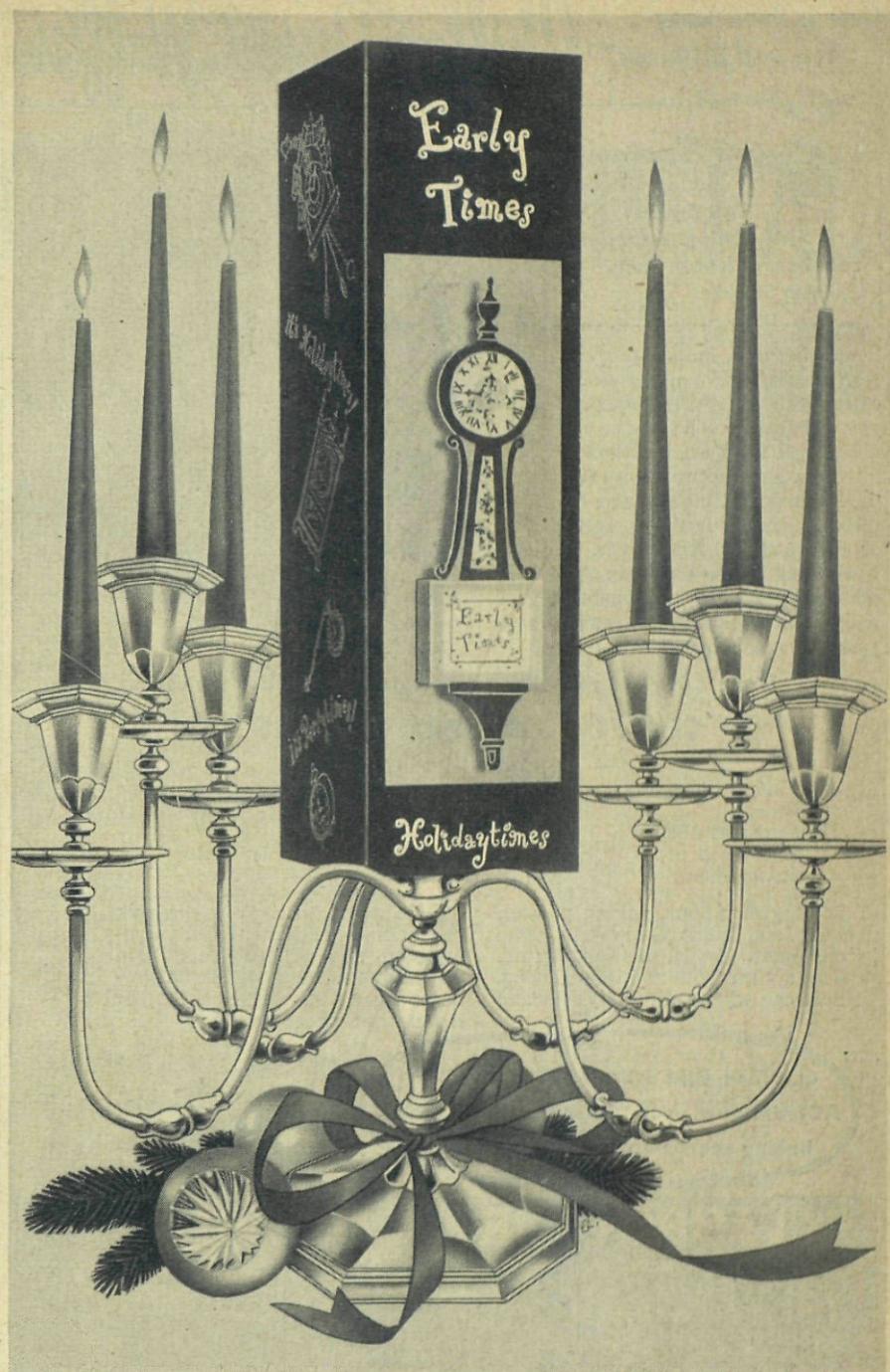
The mambo has much of the flirtatious symbolism of the older Cuban rumba.



Dance gets wilder as it progresses. Team often comes back to Palladium for exhibitions.



As in other Latin dances, mambo ends with female admitting that male is winner.



## SHINING SUGGESTION FOR A TIMELY GIFT . . .

Simply beautiful. Beautifully simple. And it's "pre-wrapped" for holiday giving. No wonder this dazzling new Early Times 3-D "Decorama" gift box steals the holiday show whenever you give America's leading premium straight whisky.\*

# EARLY TIMES

\*OUTSELLS ALL OTHER STRAIGHT WHISKIES  
AT OR ABOVE ITS PRICE

KENTUCKY STRAIGHT BOURBON WHISKY

EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KY. • 86 PROOF



Here is Something  
"New and Different"

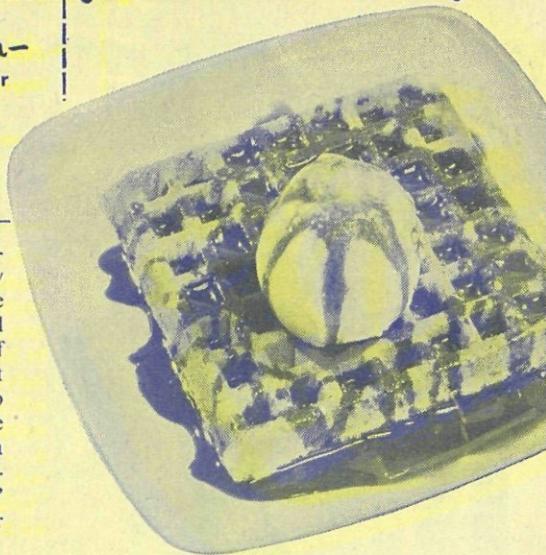
# Chiffon Dessert Waffles



Serve with—

Powdered sugar  
Ice Cream  
Whipped Cream  
Fresh and frozen fruits  
Fruit Sauces

Something new, indeed, this *desert* waffle. The unique (really extra-special) flavor and texture you will achieve will surprise and delight you. A special method of mixing is employed similar to that used in making Chiffon Cake. No difficulty here, but the recipe should be closely followed . . . a waffle mix simply won't do. Another Clabber Girl "Personality" recipe with a delightful reward for your "personal touch"



\*Note...Don't let yourself forget how good your baking can be.

## CHIFFON DESSERT WAFFLES

(Yield: eight 4½-inch square waffles)

1 cup sifted all-purpose flour	¾ cup sugar	½ teaspoon vanilla
1½ teaspoons Clabber Girl (balanced) Baking Powder	½ teaspoon salt	¾ teaspoon grated lemon rind
	2 egg yolks	2 egg whites
	¼ cup salad oil	
	⅓ cup cold water	

Sift together flour, baking powder, sugar, and salt. Add egg yolks, salad oil, water, vanilla, and lemon rind. Beat until smooth and well blended. Beat egg whites until very stiff and

dull in appearance. Pour egg yolk mixture into the beaten whites, folding gently until well blended. Bake in waffle iron and serve warm with powdered sugar, whipped cream, fresh or frozen fruit, or ice cream.

**CLABBER GIRL'S BALANCED DOUBLE ACTION** plus your "personal touch," make baking results so sure, so satisfying



## CLABBER GIRL

IS NOW Exclusively KNOWN AS  
THE BAKING POWDER WITH  
THE *Balanced* DOUBLE ACTION

HULMAN & COMPANY, TERRE HAUTE, INDIANA

#410

Wool Jersey with FELT

#443

#432

#442 "DATE WHIRL"

One-piece dress has draped top and shirred cummerbund waist of Wool Jersey. Full skirt is of FELT (70% Wool; 30% Cotton.) all aglow with multi-colored applique of sequins and circles. Black top with Red, Grey-Glow or Mint Green skirt. Smart! Sizes 10 to 18. Sale! \$19.88

#410 "CUDDLE UP"

Clinging 2-piece 100% wool jersey creation! Blouse has exotic scoop neck, push-up sleeves and smart ribbed trim. Fully lined skirt with peg-top look! You'll look as slim as can be! Black, Gardenia White or Flaming Red. Sizes 10 to 18. Just... \$17.98

**FREDERICK'S of Hollywood, Dept. 254**  
4742 W. Washington Blvd., Los Angeles 16, Calif.

Item	Size	1st Color	2nd Color	Price

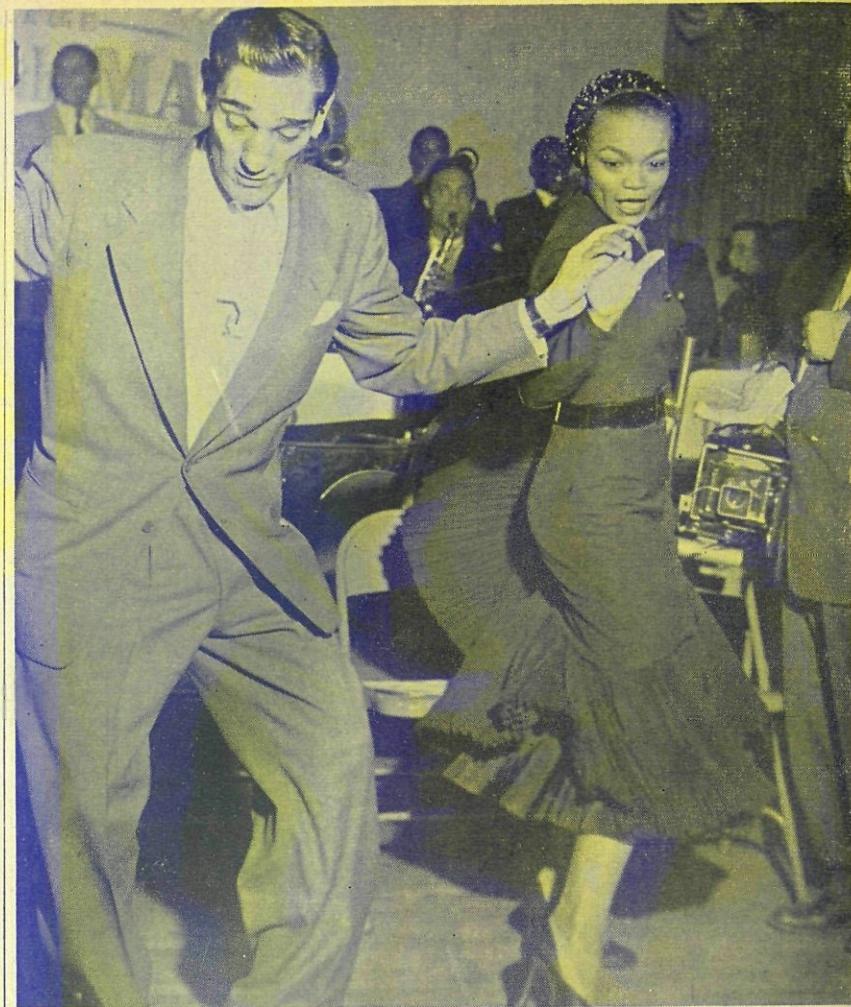
I enclose payment    Send C.O.D. 1 enc. \$1 deposit

Name \_\_\_\_\_

Address \_\_\_\_\_

City & Zone \_\_\_\_\_ State \_\_\_\_\_

MONEY BACK GUARANTEE



Dancer Eartha Kitt had little trouble learning the mambo from "Killer Joe" Piro. Celebrities often stop by to watch dancing at the Palladium. Some like Eartha, French movie actress Denise Darcel and boxer Kid Gavilan, join in the fun.



Lena Horne, her husband Lennie Hayton and actress Diosa Costello of *South Pacific* fame enjoy a Wednesday night contest. Often the amateurs competing for prizes outdo the professional mambo dancers who give exhibitions after the contest is over.



Palladium owner Maxwell Hyman (center) is an ex-dress manufacturer who took over the ballroom four years ago. Hyman switched program from rumbas to mambo. Federico Pagani (left) is floor manager, Mario Bauza a musician.

STEP INTO SHOE SATISFACTION WITH  
**SIMONS SHOES**  
 308 E. 47th St. Chicago 7, Ill.  
 ORIGINATORS OF GENUINE  
 UNBORN CALFSKIN STYLES  
 By Mail Direct to You!

the NEW Show-Stopping  
**BUTTON SPADE!**

Spectacular Styling by SIMON!

VERY UNUSUAL  
 VERY ELEGANT!

No. 200—Brown Calf with  
 Cinnamon Suede top.  
 Pearl Buttons.  
 No. 200A—Black Calf  
 with Grey Suede top  
 Pearl Buttons.

All orders include  
 button-hook with  
 2 spare buttons.



\$24.50

Presenting in answer to demand, SIMON'S own  
 fabulous creation . . . truly a pace-setter in shoes  
 of an unusual vein.

**UNBORN  
 CALFSKIN**



No. 202—Brown &  
 White  
 No. 202A—Black  
 & White

\$22.95

The NEW JAMAICAN

Made by BOSTONIAN  
 exclusively for SIMON  
 Ultra sleek  
 styling for the dis-  
 criminating  
 taste.



\$22.95

No. 209—Light Grey Calf  
 with Dark Grey Calf wing  
 shell.

No. 475—Green  
 Suede with Tan Calf  
 wing shell.

**MEXICANA DRAPE**

Another exclusive SIMON shoe, styled by  
 BOSTONIAN.

No. 366—Copper Suede  
 with Horn Back Lizard  
 toe shell.  
 No. 367—Blue Suede  
 with Tan Ostrich  
 toe shell.  
 No. 368—Brown  
 Suede with  
 Tan  
 Ostrich  
 toe  
 shell.



\$22.95

Write for New  
 Simon Catalog

**SIMON SHOE CO.** Dept. E1253  
 308 E. 47th Street, Chicago 15, Illinois  
 Please rush \_\_\_\_\_ Pair(s) of shoes as follows:  
 Style No. \_\_\_\_\_ Size. \_\_\_\_\_ Width. \_\_\_\_\_  
 I am enclosing full amount, send postpaid.  
 I am enclosing 1.00, send C.O.D. plus postage.  
 NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



**Mambo contestants** add humor to dance by having male partner play coy. Mambo requires expert dancing by both partners as each often has solo routines. Both mambo music and dancing are popular in the West Indies and South America.



**Dragging partner by head**, slacks-wearing mambo contestant winds up wild dance. Many contestants dance in bare feet. Strangely, bandleader Perez Prado who invented the mambo played at Palladium only twice, was not well received.

# J.W. DANT

Kentucky's

# No. 1

*Bonded Bourbon*



J.W. Dant, 100 Proof, Bottled-in-Bond,  
 Kentucky Straight Bourbon Whiskey



● In Kentucky, the home of  
 America's great bourbons, J.W.  
 Dant is the first choice in Bonds!  
 Quality and modest price that  
 can't be beaten. Distilled in  
 the old-fashioned "genuine  
 sour mash" way since 1836.  
 Try it. You'll say it's . . .

*"The Whiskey Buy  
 of a Lifetime!"*

The Dant Distillery Co.,  
 Dant, Kentucky

Copyright © Johnson Publishing Company, Inc. All Rights Reserved. Content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.