## Burton: Cheer to All. Credit to Jews. Honor to his Family



DAVE WITH WIFE MAXINE AND BRIAN, THEN 6.

(Continued from Page 1)

"working a job" on any and all of these occasions, He's visiting with friends. That's where the Burton magic transforms a stereotype gettogether into a memorable party every time.

What makes Dave so extraordinary? To begin with he's a dedicated member of our Jewish Community. There has never been a function we have attended, and we were at quite a few, where Dave did not add his personal touch to the proceedings. He composes original music, write lyrics to fit the occasion, injects names and circumstances with remarkable aptitude, all germaine, and each in perfect timeliness pertinent to the setting.

Here's a recent example:

Let's all cheer The Man of the Year To Give you a hint We've got him right here.

He's the one That everyone Turns to whenever They want things done, If we had our way This news would be seen On every channel Two to thirteen

So give a tribute Hand and root The Man of the Year Max Goot.

All this is not new to most members of our community. With complacent assurance we take Dave for granted. We know he'll be there. We know he'll be outstanding. But there are many things most of us do not know, like the years of professional background and experience that earned for him the label; "Entertainer's Entertainer," No other performer, of the very many who appeared at the Sands, comes close to his record of five consecutive (40-week) years at Jack Entratter's empor-ium, Dave's "Hat Act" to fit any and all types of audiences, has attained the status of classic in the entertainment world. He speaks 16 languages fluently and has mastered dialects for songs to conform to the musical

THE FRIARS CLUB OF CALIFOR

ESA:mhb

Would that I had the eloquence of the late John F. Kennedy or the warmth in command of the English language of a Carl Sandburg. Would that I had the eloquence or the warmth and command of the language of a George Jessel who combines them all, for then and only then, could I say to you in this letter

How could I use time worn phrases like -- "you were great", "you were fabulous", "you were superb", etc. Such phrases could not begin to express the feelings of the Priars and the guests and particularly myself, who enjoyed your appear ance in our hallowed halls on Saturday October 24.

This was the first time we have had the pleasure of your talent. It was a truly fabulous evening of emotion and intimacy of song intermingled in the right amounts and the right places. You truly sparkled and presented us with a great and glorious evening, long to be remembered.

Please remember Dave, you are at all times welcome to the Priars and we look forward to the pleasure of a return visit.

Kind personal regards,

THE PRIARS CLUB OF CALIFORN

TRIBUTE FROM FRIAKS



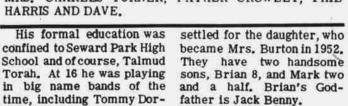
BRIAN, BROTHER MARK

tastes for practically any world traveler out front.

And what do the other performers think about Dave? In a profession where pettiness and jealousy are rampant, those at the very top go all out to come onstage with Burton. It wasn't unusual during his tenure in the Sands Lounge, for Frank Sinatra, Sammy Davis Jr., Dean Martin, Joey Bishop, Milton Berle and practically every other star entertainer in fown to join Dave in his stint. Some clowned and entertained for hours -- all a token of respect for our Dave. Once, when Sinatra playfully pushed his fist through one of Dave's prop straw hats, the next time he came to town Frank surprised our boy with 400 of the same hats.

Dave does not come from a show business family. His parents, Morris and Pauline Bernstein, originally from Pedolsk, Russia, operated a candy store on New York's lower East Side, where Dave was born. David and his brother Sidney dispensed the two cents plain and the chocolate egg creams, and ran up the five flights to call Mrs. Mefoofsky to the phone.

Before he was ten, Dave sang with choirs and picked up pocket money rendering Yiddish songs at weddings and Bar Mitzvahs. His rate those days was 25 cents for the evening. His first contract was for the choir of he met the personal, pert the Rumanisish Shul for \$40 and pretty Maxine Jacobson, a year. About that time he who was modeling at the sprang for 25 cents a lesson time. Dave, at first fell for with Arthur Keremin, music her young, and attractive teacher, concentrating on the mother, until he took invensax, clarinet and guitar.



In '55 the Burton's came to Las Vegas where Dave had a 4-week deal in the Flamingo Lounge. The engagement lasted three years.

About a year ago, his voice went hoarse. It was the dreaded nadual, pallops on the vocal chords. He's been flying in and out of L.A. for surgery and voice therapy, meanwhile limiting himself to club dates, including Hadassah, U.J.A., B' nai B'rith, City of Hope,

Greek affairs and all Temple Beth Sholom work, In addition, he was guest soloist at Las Vegas Pops Concert, featured at Saints & Sinners, and was chief entertainer at Ponca City, Okla, at the Cherokee Strip Golf Classic for retarded children. This was the affair where Carl Cohen was crowned Indian Chief Blue Eagle, all in the name of charity.

Because Dave has turned up at practically every charitable function in town, he has the well-earned reputation of never turning down an organization devoted to a worthy cause.

If it's for a cure You may be sure You'll hear Burton And that for certain.





AT UJA LAUNCHEON, JERRY LEWIS, RABBI SHERER, MRS. CHARLES TURNER, FATHER CROWLEY, PHIL HARRIS AND DAVE.

sey, Vincent LopezJoe Mar-

Before and after a three

and a half year stint in World

War 2, Dave had his own

booking office, supplying en-

tertainment for affairs at ca-

tering halls, hotels and tem-

ples in and around New York

City. His services were call-

function, including parties

tendered by the Rockefellers

and Fords. Upon reflection,

Dave says he played every

hall in the metropolitan area,

which included no less than

5,000 weddings and Bar

Indies cruise luxury liner,

While playing for a West

ed for every type of social.

cella, etc.

Mitzvahs

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