

Burton: Cheer to All, Credit to Jews, Honor to his Family



DAVE WITH WIFE MAXINE AND BRIAN, THEN 6.

DAVE
(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 get-together 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 germane, 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 emporium. 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



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 town 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 the Rumanisish Shul for \$40 a year. About that time he sprang for 25 cents a lesson with Arthur Keremin, music teacher, concentrating on the sax, clarinet and guitar.



AT BRIAN'S BRISS. DAVE, WITH RABBI LIEBOWITZ, WIFE MAXINE (HOLDING INFANT) GOD FATHER JACK BENNY AND AL PARWIN.



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

His formal education was confined to Seward Park High School and of course, Talmud Torah. At 16 he was playing in big name bands of the time, including Tommy Dorsey, Vincent Lopez, Joe Marcella, etc.

Before and after a three and a half year stint in World War 2, Dave had his own booking office, supplying entertainment for affairs at catering halls, hotels and temples in and around New York City. His services were called for every type of social 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 Mitzvahs.

While playing for a West Indies cruise luxury liner, he met the personal, pert and pretty Maxine Jacobson, who was modeling at the time. Dave, at first fell for her young, and attractive mother, until he took inventory on the ages, and then

settled for the daughter, who became Mrs. Burton in 1952. They have two handsome sons, Brian 8, and Mark two and a half. Brian's Godfather is Jack Benny.

In '55 the Burtons 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.



THE FRIARS CLUB OF CALIFORNIA
9900 Santa Monica Blvd., Beverly Hills, California / Call Area 3-0650 - TR

November 6, 1964

Mr. David Burton
Sands Hotel
Highway 91
Las Vegas, Nevada

Dear Dave:

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 what is in my heart.

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 Friars and the guests and particularly myself, who enjoyed your appearance 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 Friars and we look forward to the pleasure of a return visit.

Kind personal regards,

THE FRIARS CLUB OF CALIFORNIA

Ernest S. Allan
Ernest S. Allan
General Manager

ESA:mhb

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