

Frank Goldberg, a True Sabra is a Credit to Las Vegas

FRANK
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visits back in recent years, is a foremost drummer for the young, brave nation. Anyone, on a trip anywhere, is cheating himself, according to Frank, if Israel is omitted from the tour.

Long before Hitler, when the Nicholas II was inaugurating the worst decade in the bloody history of the Jews in Russia, Joseph and Sarah Goldberg sought refuge in what was then Palestine, Turkey. With them came Sarah's mother, Miriam, whose propensities as a midwife gave her the subsequent reputation as having delivered every Jewish baby for 20 years in the city of Jaffa.

The Goldbergs were part of a large clan who had banded together in the new found country shortly after the turn of the century. Papa Goldberg was chief engineer in a winery in Rishon LeZion, operated by the Rothchilds to allow displaced Jews to earn a living. Uncle Motel Lefkowitz built the first six homes on the outskirts of Jaffa before World War I. It became the start of a settlement known as Tel Aviv.

Later, one of Frank's uncles was the first judge to be appointed by Ben Gurion when Israel became a state. A nephew Schmiel Gazunheit, is currently one of the chief engineers working on the Jordan water project. On his last visit two years ago to be with his mother prior to her death at 92, Frank had a chance meeting with a cab driver, who was a school chum years back. They drove through the old Neva Sholom section to find the home where Frank was born, still standing and occupied by a Marrano family. The six foot high stone walls were stark realization to Frank of the protection necessary against Arab bands that appeared with periodic regularity to murder and rob the hapless Jews. The gaping holes were still there, for quick passage to and from neighbors' homes for concentrated defence when danger appeared.

In those days Frank attended school and helped out in a little roadside stand operated by his mother and patronized mainly by drivers and passengers of the horse drawn coaches. It was then he acquired the basics of five languages he speaks fluently and can read and write to



WITH DARLING WIFE WANDA



ACTING WITH LINE



SISTER HANNAH AND MOTHER SARAH, 90.

this day. They are Arabic, Hebrew, German, Turkish, and Latin.

English came later after he arrived in America in 1913. He graduated from P.S. 62 on Hester St., on New York's lower East Side.

From the very beginning, Frank supported himself working on a fruit stand. Later he became business agent for the Teamster's Union. When he moved to Los Angeles in 1938, Frank was in the produce business, where he operated in the Grand Central Market for a half dozen years. Frank had varied interests, as partner in the Fortune Poker Club in Gardena, and in apartment house properties. In 1951 he became president of the Apartment House Association of the West Lake district. Then Las Vegas, which Frank had visited intermittently, beckoned as the land of opportunity.

First he bought desert land on Tropicana Ave. Later, while driving up Paradise Ave., he noted the only apartment house on the then dirt road, was for sale. He purchased it sight unseen. Today, after enlargement, renovations and refurbishing, it is his domicile, known as Golf Manor. He resides there with his lovely wife, Wanda, who he met and married back in L.A. She was a tenant and he was the landlord and it was love at first rent payment day. Frank negotiated the deal that brought Cinerama to Las Vegas, on property he owned.

When over - building became a serious threat to the economy of Las Vegas a few years ago, Frank organized the Apartment House Owners Association, and subsequently served as president. The 142 surviving members of that group after 50% of owners lost property through foreclosure should be grateful for Frank's efforts that succeeded in halting construction of new multiple dwellings with 7,000 vacant apartments on hand. The organization is credited also, with controlling taxes and solving problems with the public service commission.

Frank's message to other property owners is that the immediate future looks promising. Rentals have been improving steadily during the past ten months and indications are they will continue in that direction.

To the Israelite's thousands of readers outside of Las Vegas, Frank states with authority, the rent here is lower than any comparative living anywhere.

Perhaps because his Golf Manor became a theatrical colony for theatrical personalities appearing in Strip hotel shows, Frank himself had a hankering to go on the stage. His ambition was fulfilled when Line Renaud asked him to act as straight man for a skit in the Dunes' Ca-

sino de Paris show. Frank worked in the audience. As Mr. Flatbush he was urged by Miss Renaud at every performance, to make love to her on stage. The stint lasted eight months and hardly an evening passed when others in the audience did not congratulate Frank. Some were old friends who Frank had not seen in years. Others insisted they knew him from Flatbush, Brooklyn, or had seen him on the Broadway stage, where he never appeared. For this segment of his varied and successful career, Frank is grateful for his landlord association with entertainers like Eddie Fox, Hank Henry, Sparky Kaye, Eddie Lynch and all the other Fred Apcar and Miss Bluebell performers, who dwelled on his premises during their stay in Vegas.

With his background experience as head of food and beverages at the Dunes Hotel, Frank, in addition to investing in the new Caesar's Palace, has assumed the position as director of beverage control in the \$25,000, 000 hotel due to open Aug. 5.

He is all praise for Nate Jacobson, a Baltimore insurance man, and Ben Sarno of Florida, who are bringing to the Vegas Strip the most beautiful hotel establishment

In the entire world, with finest, most elaborate furnishings, the most exquisite decor, and the largest and most modern stage ever created.

Through all this Frank is an ardent participator in City of Hope and a 32nd degree Mason in the Las Vegas Shrine. He retains his life membership in Knights of Pythias, Empire City Lodge, N.Y., where he was past chancellor and commander.

Frank Goldberg is a credit to our community as a civic worker, a reputed business man, a respectable family man and a good Jew.

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