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LAS VEGAS



PROFILES

by Percy Villa



JOHN

My dear readers and friends:

Today's 'Profile' goes to one of the nicest, kindest and most considerate guys in this or any town, JOHN ROMERO, executive director of advertising, publicity and promotion of the Sahara Hotel.

A graduate of San Jose State college, Romero came to Las Vegas in 1950 as sports editor of the Review-Journal.

Called into the Navy for two years during the Korea action, he served a brief term as combat correspondent aboard the cruiser U. S.S. Manchester, then joined the staff of Admiral Arthur

Radford, commander in chief of the Pacific Fleet. He authored national magazine articles as a Navy journalist and wrote, directed and produced Navy TV and radio shows before being discharged in 1953.

Returning to Las Vegas, Romero resumed his position as Review-Journal sports editor and also branched into television with a nightly sportscast. He has won national sports-writing and telecasting awards in the ensuing years and authored numerous stories for SPORTS ILLUSTRATED magazine.

Romero joined Hotel Sahara in 1961 and was in-

strumental in developing of several national Sahara promotions such as the Miss Rodeo America Pageant, National Indoor Archery Championships, Las Vegas Sectional Bridge Tournament SAROC, the Sahara Amateur, Radio, Operations Convention.

A boxing judge for three years, Romero officiated at six worlds title fights and wrote a first-person story for SPORTS ILLUSTRATED of his reactions as judge in the Emile Griffith-Luis Rodrigues welterweight championship bout in June, 1964.

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