

# SHOWCASE OF THE STARS

## PROFILES

by Percy Villa



Today's PROFILE goes to Charles C. Martin, a new comer to Las Vegas as a resident, but a visitor to our town many many times. Martin, recently was named general manager of the fabulous Paradise Spa, the multi-million dollar condominium resort community.

Martin has been actively engaged in the commercial and industrial phase of real estate in the Newport Harbor area of California since 1959.

His diversified background includes five years as a vice president of Rheem Manufacturing Corp. and general manager of their research development division.

He was associated with Mission Appliance Corp., national manufacturing of water and heaters and heating equipment as advertising and sales promotion manager. In all, Martin has 35 years of business management experience in his background.

Martin attended the University of the Pacific and followed with post graduate work at University of Southern California, majoring in business administration. He was born in California and raised in Seattle.

He will live at the 400 home complex at 9457 Las Vegas Blvd. South and plans to take advantage of the many recreational activities at the most up-to-date Spa in this part of the country.

Long active in church work and with youth organizations, Martin plans to become similarly involved in Las Vegas.

He is 6 feet 3 inches tall, weighs 180 pounds, has gray



CHARLES

hair and always keeps himself in trim.

Years ago he was a football and basketball official.

Both Charlie and Mildred Martin, his wife, love this town, already and Las Vegas, once they meet the Martins, will take them to heart.

Charlie's hobby is making people happy. "Every time we make a sale, I feel that I've done a good deed."

A truly unique feature of Paradise Spa is the Spa itself. The facilities of this world renowned health and beauty salon are available to every member of the community.

Inside this beautiful 8,000 square-foot Spa you can keep fit and ready for fun with all or any of the specially created facilities for men and wo-

men.

For people who like to keep trim and young at heart, the Spa has two swimming pools, volley ball, tennis and badminton courts, and jumbo-sized putting green. There are acres and acres of lush, land-scaped grounds, plus a shimmering private lake and a magnificent 10,000 square-foot club house with theatre-auditorium, community lounge, color TV and many more features.

Last Saturday night the Junior Mesquite's Annual Luau for the benefit of the Rudy Thomas School for the Deaf, entertained at Spa. More than 300 attended.

Martin is very punctual. He keeps his promises. He never belittles his business or co-workers. (I'm a worker just like those I head over,

but I am in business like anybody else.")

He enjoys traveling because it gives him a chance to meet people.

Martin is well-liked by most everybody and friendly with everybody. There's no snobbery in him. ("Nobody is unimportant. There are only nicer people and those who are nice.")

His message to all is sincere: "Now that summer is with us, why not take a five-minute drive and visit Paradise Spa? You don't have to buy, just come and see, and you'll then thank me."

He gives his supreme ambition: "I want to help my fellow man, as well as myself, for a deep fulfillment in life."

Welcome to Las Vegas, Charlie and Mildred.

**"HOME OF THE INSTANT WARDROBE"**

Coordinated and Selected for the individual: Suits . . . Sportscoats . . . Slacks . . . Sweaters . . . plus a complete line of accessories from leading manufacturers.

(As little as \$4.50 week)

Phone: 384-5030



27 EAST OAKLEY BOULEVARD • LAS VEGAS, NEVADA

## ISRAELITE ADS PAY

IF YOUR BUSINESS CANNOT AFFORD TO ADVERTISE THEN ADVERTISE IT FOR SALE IN THE LAS VEGAS ISRAELITE.

**Gum Gum Shoppe**


We Roast Nuts **Phone 734-6642** CANDIES CARDS

2405 Las Vegas Boulevard South LAS VEGAS

NOW APPEARING!  
JACK ENTRATTER PRESENTS  
IN THE COPA ROOM  
ONE OF AMERICA'S CLOWNS

# RED SKELTON

DON FERRIS CONDUCTING



plus **LANA CANTRELL**

ANTONIO MORELLI AND HIS MUSIC  
Two Shows Nightly 8:15 and Midnight

RESERVATIONS:  
HOTEL: 735-9111  
SHOW: 735-3464-5

the **Sands**



**PHOTO/RAMA**

309 LAS VEGAS BL. S. LAS VEGAS, NEVADA

COMMERCIAL PHOTOGRAPHY  
382-6505 FRANK MITRANI

**Come to the MARDI GRAS at Francisco Park**

A new elegance comes to Las Vegas in this truly magnificent villa . . . . The Mardi Gras. Captivatingly continental with a unique style of its own waiting to be enhanced by individual taste and decor.

**Mardi Gras**

- 4 Bedrooms — 2½ Baths
- Two Stories
- Frame & Stucco Construction
- Sunken Living Room
- Formal Dining Room
- Lanai Kitchen with Serving
- Bar to Patio
- O'Keefe & Merritt Dishwasher
- O'Keefe & Merritt Contempo Range & Oven
- Carpeting & Drapes
- Two Car Garage
- Complete Lawns
- Forced Air Heating with Natural Gas

5 Beautiful Models

by **PARDEE-PHILLIPS HOME BUILDERS** VA & FHA Financing

Open 9:00 A.M. to 7:00 P.M. Eastern Avenue Between Desert Inn and Sahara **735-6606** 