

OF THE STARS



PROFILES

by Percy Villa

Without question of a doubt this should be the easiest 'Profile' I have done thus far.

I can safely make the above statement for many reasons. He's about the most popular person in this town of our's, I speak of HARVEY DIEDERICH, who for the past six years was Publicity Director of the TROPICANA HOTEL and only recently was appointed Director of Marketing for the Tropicana Hotel.

It was a reward well deserved.

Harvey has lived in Las Vegas a little over 13 years. His first job was with the Frontier Hotel. A year later it was at the Sahara Hotel and in '61 he moved over to what he calls 'his happiest position' at the Tropicana Hotel.

He met the attractive Joan Kimble at Sun Valley, Idaho, where they both were employed. They married in December of 1950 and have five healthy and beautiful children, Nick, 16; Terre, 15; Guy 14; Gaye 12, and Darrilyn 7.

The Diederichs live in a ranch type home at 700 Kenny Way, complete with horses, chickens and whatnot.

He abhors people who are loudmouths.

He is 5-foot-9, weighs 165, has brown hair and brown eyes. His hair is thinning, his muscles aren't.

Harvey is well liked by everyone and a hard man to make angry.

He is a perfectionist who makes unrelenting demands upon himself and is filled with a driving energy. ("There are never enough hours to get everything done.")

He is extremely loyal. He has never knowingly betrayed a confidence. He expects everyone to be the same way.

He claims he doesn't like the telephone, but has been known to use it for conversations lasting an hour or more.

Harvey is a big eater at all meals. His favorite food



HARVEY

is steak, well done. He requires only an economy of sleep. On an early night he turns in about midnite, and on a late morning sleeps until 7:30.

He unenthusiastically indulges in setting-up exercises when he thinks about it.

He is neat in his individual manner, his idea of hanging things up at night is laying things very carefully on the floor, so they won't get mused.

The Tropicana people like sending Harvey out of town as good will ambassador. He makes an impression at every stop.

A University of California graduate, he majored in journalism. Dixieland music is his strongest habit.

Both Harvey and Joan love

their 5 children dearly and hardly a sporting event goes by that the family doesn't attend. Togetherness is the Diederich theme.

He is pleasant, gracious, courteous. Can also let go with the shouts when displeased or angered. (That, I have never seen).

His favorite sport is golf. For all his success in Las Vegas, he's grateful to Herb McDonald and Bob Cannon whom he met at Sun Valley while working for the late Steve Hannagan.

His favorite all-time stage attractions are Shecky Greene and Sammy Davis.

Harvey is a handy man around the house when he has time. He is a good cook, and is ambitious. ("I want to accumulate enough money to have the things I've become accustomed to")

He is a voracious reader of novels and buys them the way children buy bubble gum.

He favors shirts with French cuffs because he collects cufflinks. In clothes he likes the dark tones, because he looks best in them.

One of these days the Diederichs plan putting their large home on the market and build a new house in the Valley.

He likes to read in bed. He enjoys a glass of milk before retiring. He sleeps in pajamas, wearing both the trousers and the jacket. ("They are generally white or light blue.") He believes a gentleman should have the appearance of a gentleman in bed.

Harvey Diederich is one of our finest citizens.

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