

# ★ LAS VEGAS ★

## 'SHOWCASE OF THE STARS'

### PROFILES

by Percy Villa



One of the most brilliant PR men in our town is today's 'Profile'; who else but LEE FISHER of the DUNES HOTEL!

Lee was born in Columbus, Ohio, March 4, 1916. He is 5 feet, 8 inches tall and a trim 150-pounder, with brown eyes, brown hair and a crew cut ("I hardly ever comb my hair.")

Almost any hour of the day or night at the DUNES you will see Lee Fisher dashing around greeting people, putting his O.K. on advertising copy, arranging conferences to discuss new promotional ideas and a multitude of other details that require his personal attention.

He recently enjoyed his eleventh birthday as the Dunes press agent.

His hobby is gardening and baseball. Every Sunday his attractive wife, Elna, keeps Lee busy taking care of the lawn.

Elna was born in London and has been in the States 6 years. Lee's pastime is playing with daughter Lisa Jean Wendy who is three and one-half years old. Lisa Jean like her mother, also has a British accent.

The Fishers live in a lar-



LEE

ge, four-bedroom home at 4599 Carriage Lane.

Lee and Elna prefer a king size bed and often you can find Lisa Jean and the asleep with them in the same bed.

Recently he lectured at the Nevada Southern University on Public Relations.

Wife Elna, is a dancer. Lee is Chief Jester for the Saints and Sinners. He organized the Southern Nevada Home Sitters; wrote a daily newspaper column, moderated a weekly 15-minute TV show and served as campaign manager for Congressman Cliff Young. Prior to his

local residency, he was an RKO press agent, and operator of an advertising and publicity agency specializing in hotel sales campaigns and conventions. In addition he handled night club and dance band promotions. He was Dean Martin's first press agent.

Lee was an infantryman and member of the Staff Judge Advocate Corps for almost five years including a year in the European Theatre during World War II.

His favorite food is fried chicken "like the colonel makes."

The two greatest performers he's ever seen on stage are Maurice Chevalier and Jackie Gleason.

Fisher's sense of humor can only be matched by those headlining the Strip shows. He likes casual clothes. At work he favors the dark type. At home he wears slacks and open-necked sports shirts.

("For important events I like to dress up so I can look like Madison Avenue ad executive.")

He can be understood best through his favorite quotation; "Don't wait for your ship to come in. Row out to meet it."

He usually wakes up in good humor but doesn't have much to say about anything until after his second cup of coffee.

He is very punctual. He keeps his promises. He never belittles his business or co-workers. ("I like everybody to say a good word of me.")

He is a good cook for

### E. Fisher Kicks Of Frontier Star Policy

A "star" entertainment policy for the Frontier Hotel, newest resort Hotel in Las Vegas, has been announced by the management all dishes from hamburger, to steaks, to chicken to spaghetti. He keeps physically fit. He says, "I'll occasionally push myself away from the table and go out and work in the garden."

He likes to watch prize fights, wrestling matches and football and basketball games. His favorite, however, is baseball. He once had an ambition to play pro baseball but in those days he only weighed from 100 to 110 pounds. ("I never heard of a good ball player at that weight.")

Lee has a good legal mind and always reads the fine print in all contracts. He usually walks fast, appears to be running.

He has been in Las Vegas for 16 years and claims that he knows many hundreds of people by their first 'n last names. ("Another one of my hobbies'")

He is well-liked by all the bosses ("It makes my happy, as I like them too")

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

He knows his job well and is one of the most considerate people I know.

Add Lee Fisher's name to the long list of nice people in Las Vegas.

following the successful long run opening show Europa 68, which closed October 26. A new name-star list kicked off when Eddie Fisher opened in the Frontier's Venus Room. Already signed for future appearances are Bobby Darin, Bill Cosby, Abbe Lane, the Supremes and Barbara Eden.

Supporting Fisher in this first new star show is noted comic Joey Forman, who has made many night club and television appearances, both comedy and dramatic. A unique ballet group, "Ballet America" will also be on-stage, bringing modern Western Ballet to Las Vegas with 25 artists, whose ages range from 18 to 25. Miss Burch Mann, director of the group, is a former ballet star, and originated the pre-

sentation twelve years ago under the name "American Folk Ballet."

The Frontier Hotel, which celebrated its grand opening in July of this year, retains Alan Lee as producer for its Venus Room shows, and promises a star studded season for visitors to Las Vegas and the Frontier Hotel.

Three scintillating motion picture, recording and tv stars, Jane Russell, Connie Haines, and Beryl Davis headline the new show starting Friday (Oct. 27) at the \$1million Blue Room for a three-week engagement. Comedian Jackie Gayle is featured on the same bill.

Everett McCarlie has come into the Thunderbird Casino as general manager.

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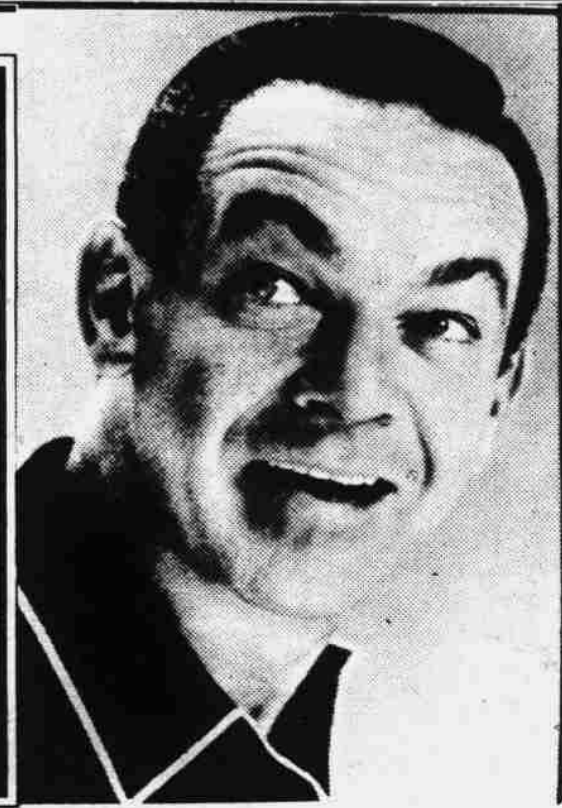
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