

# ★ LAS VEGAS ★

## 'SHOWCASE OF THE STARS'

### PROFILES

by Percy Villa



Today's 'Profile' goes to one of our leading citizens who has done much in making this a better city to live in, plus of course, so much for the Temple Beth Shalom. I'm referring to kind and lovable SAM DAVID.

He was born in South River, New Jersey on April 4th 1911.

He is considered by his many friends as a near model, regular fellow as a person can get.

He attended River High School and was President of the senior class. He was manager of the school's baseball team. His first dol-

lar earned was as a traveling salesman for a dress firm from New York.

In 1935 Sam married the attractive Beatrice Fertig. A few years later (1937) when Bea attended a wedding of a cousin in Los Angeles, she fell in love with the beauty of L. A. and the climate and called Sam to tell him of her joy and etc. Two weeks later he moved lock, stock and barrel.

Sam was successful in Los Angeles where he spent 16 years. He owned a Wholesale Grocery Co. In 1953 the David's made what is believed to be their last



SAM

stand and moved to Las Vegas.

Sam organized the David Food Products in Vegas and prospered until 1964 when he retired.

Not being able to take the life of being retired he now is selling for the same company that he sold a few years back.

The David's have two children; Dr. Roland David, 27, who is interning at the Buffalo General Hospital in New York State and Mrs. Gail Gittelman, who lives in Las Vegas. The Gittelmans have two children Marc, 2, and Lori 2 months.

Sam is 5 feet 9 and 1/2 inches tall, weighs a bit over 200, has brown and gray hair and brown eyes. He keeps a lid on his temper and is not easily aroused. ("I can string along with something or someone unpleasant for years, then explode memorably.")

He is well-liked by most everybody and is friendly with all who know him. There

is no snobbery in him. ("Nobody is unimportant. There are only nice people and those not quite so nice.")

He has a sizable, conservative wardrobe. ("I'm supposed to be a conservative fellow.") He often carries a briefcase with him, even to work, and is punctual for all appointments. ("Please don't be misled, I enjoy myself.")

He smokes a package of filter cigarettes a day.

He is a member of Board of Directors of Temple Beth Shalom, and was the first President of the Men's Club. He is active member of the B'nai B'rith, Saints and Sinners and the Variety Club.

The David's live in a large home at 522 Parkway West that has about everything modern, including a beautiful swimming pool.

His hobby is fishing and swimming and manages to go to Los Angeles two or three times yearly to see the football games. When he lived in L. A. he'd be at ringside every Friday night at the Olympic Auditorium.

He is soft spoken. Seldom excited.

He is sincere and admits he makes mistakes. ("I'm not a perfect character. I can say that. I do a lot of things wrong, but I'm always trying to be right, decent.")

He likes business action. He must always be doing something.

And there you have the makings of a sweet and kind man. Sam David is one of the nicest to walk our streets in shoe - leather.

### VILLA'S VEGAS

By Percy Villa

(A NEW ISRAELITE FEATURE THAT WILL APPEAR FROM TIME TO TIME TO KEEP OUT-OF-TOWN READERS INFORMED OF CURRENT GOINGS-ON IN VEGAS)



ROUVAUN

Another must for Las Vegas and out of town visitors is and should be "CASINO DE PARIS", truly one of the wonder show of shows at the DUNES HOTEL.

The star of the show is ROUVAUN. His electrifying 20 minutes on stage includes a portion of the opera, Tosca (e lucevan le stelle).

Joe Reisman (popular artist & repertoire composer wrote all of the music for Rouvaun's solo portion of the show. The gifted Mr. Reisman personally conducts, arranges and produces Rouvaun's RCA Victor recordings.

You'll cherish the highlight of the show when Rouvaun and Reisman combine their talents for a memorable musical experience via the traditional Hebrew song

"Eli Eli" ("God, My God-- Why Hast Thou Forsaken Me?") The Earl Green Choir (10 voices) dressed up the production.

It is a known fact that Rouvaun studied "Eli Eli" for many months before he ventured to sing it in public for the first time. Without announcement of any kind, Rouvaun introduced his version of "Eli Eli" at the regular Friday night services in the Temple Beth Shalom, December 15, 1967. He sings the song in Hebrew, Yiddish and English, as he did at the Temple (with Charlotte McCann at the organ). Earl Green and his musicians do an outstanding job with demanding tempos and difficult score of this most musical of all French shows ever presented in Las Vegas or any other city in the world.

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DANNY MOYER  
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VS

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