



# PAT GINN

extends warm  
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# PASSOVER



**Pat's Chinese Kitchen**

953-30 E. SAHARA  
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# PASSOVER

## GREETINGS

to the  
Jewish  
Community



from . . .



Las Vegas, Nevada

# LAS VEGAS



## PROFILES

by Percy Villa

When President Alex Shookey of the FLAMINGO and INTERNATIONAL HOTELS moved from the Sahara Hotel to his present executive position, he took with him some of the better personal, chiefly in the publicity

department, namely Nick Naff and Bruce Banke.

My 'Profile' for today is BRUCE E. BANKE.

He was born, March 3, 1939 in Minneapolis. Three years later his family moved to Oregon.

Between 1954 and 1963 he attended the University of Oregon, Boise (Idaho) Junior College and Oregon State University, majoring in journalism. His education was interrupted by a tour of duty with the Marine Corps in the Public Information Office.

Bruce left Oregon in 1964 (to escape the constant rains!) and joined the sports staff of the Las Vegas SUN. He became sports editor four months later and held that position until May, 1965, when he moved to the Thunderbird Hotel publicity department.

In early 1967, after Del Webb sold the Thunderbird, he joined Nick Naff at the Flamingo and, eventually, the new \$80 million Las Vegas International Hotel.

Bruce is married to the attractive Margaret, for 5 years and with their son, Bryan, two years plus, live at 2007 Houston Drive.

He is 6 feet, 2 inches tall, has sandy blond hair and is a trim 185 pounder.

His hobby is his family and the people who he works with and for. ("the more



BRUCE

hours that I work-the better I like the job").

His favorite entertainers are only those who play the Flamingo. ("Wayne Newton, is our latest favorite").

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

He admits to being sensitive and moody on occasions. ("I'm not usually affected by the weather, but I'll tell you this - my spirits soar when it rains.")

He claims he doesn't give a darn for compliments and popularity, and yet he consistently gets both.

He is considerate of others and without temperament, almost always.

Although his direct bosses are Nick Naff and Alex Shookey, he has respect for everyone employed at the Flamingo Hotel. ("One never knows who is going to be my boss tomorrow.")

The Bankes attend all the openings at the hotel. Bruce

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