

'SHOWCASE OF THE STARS' ★



PROFILES

by Percy Villa

Today's 'Profile' goes to everybody's friend - the most gentlemanly and gracious host in Las Vegas, in the Celebrity Lounge of the SANDS HOTEL, JACKIE HELLER.

Jackie comes from Pittsburgh and I question if there is anyone in any block there who doesn't claim to know the diminutive man with the enormous capacity.

It was indeed nice talking with Jackie the other day, of the '20 and '30s, about his early boxing career and later in 'show biz'. What memories!

Little did he dream those days that someday he'd be on the Vegas Strip and the Sands Celebrity Lounge meeting important people in and out of show business.

In his younger years he was interested in sports and was quite an athlete, despite his small stature. While we've known Jackie for about 5 years, we have heard for many years previous of this bouncy, full - of - personality lad who is everybody's favorite. His wee-size and negligible weight didn't prevent him from giving anything a try. Call it 'moxie'. He is an expert swimmer and tennis player but claims

that he knows the score in most sports. He weighs 110 pounds and claims that if it wasn't watching his workouts and diets he'd be a fat, little old man.

Getting back to sports - he loves football and track meets - ("think young and you'll look 'n feel young.")

He and his beautiful wife, the former Phyllis Tholborn, live at 241 Sands Avenue Central Park Apartments.

About his brief boxing career in the boxing game, his parents didn't know that he was boxing - he told them he was going to the library.

He says it was tough to find kids his size to fight. (He was a light fly-weight") and that was one of the reasons he gave up the game.

Ben Bernie, the popular orchestra leader, was first to appreciate the many talents of Jackie Heller. Later Jackie opened his own night club in Pittsburgh, called the 'Carousel.'

He and Phyllis are members of the Temple Beth Shalom.

Jackie is one of seven children. His father was Cantor of the Beth Jacob Synagogue, whose father before him was a Cantor and



JACKIE

right down the line. Singing was a natural as breathing in the HELLER household. Ben Bernie signed Jackie to

sing at the 'College Inn' for 4 weeks. The engagement lasted six years.

When DON McNEIL, started his famous Breakfast Club, his first singing star was JACKIE HELLER. During World War II Jackie entertained troops all over the South Pacific.

Success as a businessman almost equals his success as a performer. At the CAROUSEL CLUB in Pittsburg, Joey Bishop played his first engagement. Other famous names of today who appeared there were: Jackie Gleason, Dean Martin, Jerry Lewis, Harry Richman and Victor Borge.

When the 20% entertainment tax came into effect Jackie sold the club and

went back to performing with his talents at Miami Beach hotels. He worked two years at the Americana and then the Eden Roc another four.

Jackie has made his home in Las Vegas for 6 years and loves his work.

He loves Phyllis' cooking. He is a gentleman at all times.

He thinks the Olympics should be subsidized, thinks

that actors should stay out of politics.

He is proud of his son ROBERT and his three grandchildren. His human relation stand is perfect and believes everyone is equal.

It indeed is a treat for Las Vegas to have such a charming personality like JACKIE HELLER amongst us.

He is TEN FEET TALL with a heart to match.

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