

SHOWCASE OF THE STARS



PROFILES

by Percy Villa



Today's 'Profile' goes to what in our opinion could be called "Mr. and Mrs. charming folks of Las Vegas," BOB and MELISSA SADOFF.

It is indeed our pleasure to write about this loveable and handsome couple.

The Sadoffs live in their beautiful CASA DE AMORE IN THE LOVELY Scotch (Silver Avenue) section. They also maintain an apartment in Beverly Hills.

Bob was born June 16, 1920 in New York City. Melissa was born May 1, 1933, Belgrade, Yugoslavia. They came to Las Vegas in 1960, the year their marriage took place at Temple Beth Shalom.

He is a concert pianist, and was a student of the Julliard School of Music.

He led his own orchestra under the name of Bobby Bennett, served as entertainment director U.S.A.F. Lowry Field, Colo., was conductor - accompanist for Eddie Fisher, Rosemary Clooney, Jerry Vale and Vic Damone. He also was general professional manager with the Bourne Music Publishers, NYC, and became composer member of A.S.C.A.P. in 1953 after he wrote songs with Carolyn Leigh and Steve Allen. He was producer for the Bert Parks, Perry Como and George Gobel TV shows.

With Melissa he formed the LIBERTY ARTIST SERVICES, INC. in Las Vegas in 1960. It is a leading independent theatrical agency. They packaged the first GO

GO SHOWS in Las Vegas in 1963 and presented and produced the Equity productions in many hotel lounges.

Their musical TOM JONES show, current long-run hit at the Desert Inn, should be a must for everyone. Negotiations are underway to produce an enlarged version of the show for Broadway early next year. Bob's hobbies are swimming, art, tennis and traveling.

Melissa is a most attractive and kind person. Her education includes ballet and a degree in music, which brought her to the attention of the Yugoslav concert world as one of the most promising pianists of her time. She arrived in New York City in 1955. "I was so thrilled at being in America and especially New York City that I used to love walking particularly on 1st and 5th Avenues. The antique and art galleries offered unlimited hours of viewing pleasure. My most exciting experience in New York City was, of course, meeting Bob when he was a producer at NBC. I fell in love with him at first sight. Bob is the most wonderful human being I have ever met."

The above is a quote from Melissa about her handsome Bob and now have a few paragraphs from Bob about his darling Melissa: "I find that Melissa is a most unusual and exceptional woman in this world she is most beautiful, intelligent, talented and equally important, she is unselfish in every way. She



BOB and MELISSA

lives to please me."

During their many visits to the Hollywood studios, Melissa's beauty attracted several offers of roles in series, which graciously declined as she preferred to continue her housewife - business life with Bob.

He is 5 feet, 9 inches tall, a trim 165 pounder with Brown eyes and dark (with a touch of gray) hair.

The TOM JONES show at the Desert Inn is probably the most successful lounge presentation to ever hit our town. It is booked indefinitely and may run into next year.

Well behaved "Pepe" is a three year old toy poodle. Bob smokes a pipe ("Its

relaxation with me, when I smoke.")

He has the rare combination of being a fine artist and a tremendous business man. Melissa is Bob's secretary and office manager and they work side by side.

She is a gourmet and her food is 'out of this world.' "Our frigidaire is always full of food, but I also remember when I couldn't make that statement."

In her very busy schedule she still finds time for her many girl friends, charity work and her studies at the drums (and she is quite good) Both Bob and Melissa have great talents for making and keeping friends from childhood on.

They utilize the two pianos in their home as a duet, and spend wonderful relaxing hours communicating with music. Their library is well stocked with books, in all fields of literature. They have similar loves for walking, sports, fishing and par-

ticularly traveling throughout the world. They truly are one of Las Vegas' most popular couples. Their home is always filled with wonderful friends.

Bob continues: "When we first came to Las Vegas eight years ago, we were fortunately lucky to meet wonderful strangers who later became our closest friends. Helen Stadler (one of Israelite staff members) befriended us in many ways including the loan of her car when we didn't have one. Many of the joys and pleasures we share today could never have been possible without the aid of these friends."

The Sadoffs entertain three and four times weekly. Their circle of friends are from all walks of life and their parties are known to be most exciting. Melissa's fabulous gourmet dinners and charming ways make each visit a delight.

Bob's brother Fred, now

here on a visit is a successful producer - director of theater and television in London.

In a personal note, we must say that both Bob and Melissa are the finest people this side of heaven. They are the foremost examples to prove that under the cold exterior of the citizens of Las Vegas lie hearts of gold.

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