

# LAS VEGAS SHOWCASE

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WITH

## Wayne Newton

AND  
**JACKIE KAHANE**

AUGUST 27  
THRU  
SEPTEMBER 16




**FRONTIER HOTEL**  
LAS VEGAS, NEVADA



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## PROFILES

by Percy Villa



I now can understand why the SAHARA HOTEL does the capacity business it has been doing in recent years and now with its own new Convention Hall, look for the hotel to double its business again. My reason for the above prediction is all because the personnel of the hotel has among its officers outstanding executives like: SIG FRONT, VICE PRESIDENT OF SALES.

He is a most charming, kind and considerate man. He was born in Wheeling, West Virginia, on September 28th, 1928. He has a

brother Henri, who is President of Acorn Inc., in Norfolk, Virginia.

Sig attended Linsly Military Institute at Wheeling and later attended W. Virginia University where he majored in Journalism. While in college his favorite sport was tennis (now its golf, whenever he finds the time.)

He is 6 feet tall, and a trim 175 pounder with thinning brown hair.

He treasures the beautifully framed autographed picture (that adorns his office) of President Lyndon Johnson. The President



**SIG**  
stayed at the Sahara Hotel 3 years ago.

Si's wife, Toni, is really one of the most beautiful in our town. Toni, comes from London, England. He met her in 1966. A year later they were married.

As a reward now comes Melissa Ann, who was born just six weeks ago (July 25.) Sig already has a number of pictures on his desk and in his bill-fold. He is quick to admit that his Toni and Melissa Ann are the most.

The Fronts own their own attractive home at 417 Rosemary Lane.

He believes his character weakness is that he trusts everyone.

He likes most everyone he meets and he trusts everyone he likes. ("I've been told this is not so good in this day and age. The last few years I've found that because of trusting people I haven't come out too well.")

He claims he'll continue to trust people because it is his big principle in life.

He is a believer to: The Elks, Masons Schottish Rite, Al Malarkah Shrine Temple, Las Vegas Shrine Club, Lions Club, Board of Directors of the American Cancer Society and is on the Board of Directors of MATO (representing all resort hotels in America).

They own a cottage at Mt. Charleston and spend their week-ends there.

He is a great lover of classical music. He finds that he can relax better with long hair music be it on radio, tape or stereo.

His hobby is collecting famous newspaper headlines and dling tape recordings of favorite events, especially known comics and gagsters.

His favorite all-time attractions are: Buddy Hackett and Don Rickles (odd, isn't it that both also work at the Sahara Hotel).

Add a few more of his doings and being active like serving on the Board of Governors of hotel sales management Assn., Past President of the Nevada Capter and other hotel paternal organizations. Also he

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