

GIUFFRE: MOST UNFORGETTABLE MAN YOU'LL EVER MEET

GUS
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television announcer, pleasant, inoffensive, a face that fills a spot on the screen, appropriate and satisfactory. But what an understatement of true facts your eyes and ears receive from the image!

We have to approach Giuffre's life negatively, like the Ten Commandments, which he personifies probably more than anyone else we know in this or any other community.

It is not that Gus is just a good, and kind and considerate man, who will give of his time, effort and money to help a person in distress. Many of us fall into that category. It is not that he is an outstanding civic and public servant, who never hesitated an iota to donate all his talents to aid a deserving cause. Others with far more time on their hands will subscribe willingly to such activities. It is not that Gus is a one-in-a-million tv salesman, who is never at a loss for a word, or that he does not look down his nose or lick the boots of persons in low and high levels. This dignity is maintained by a few. It is not that Gus continues to exude charm and enchantment to all within sound of his voice, even though his mind is being tortured beyond normal capacity by recurring serious medical disabilities to nearest and dearest members of



GUS AND WIFE ELIZABETH

his family. So what is it that makes Gus an outstanding man among men?

Gus has an indefinable, undecipherable characteristic, known as CLASS. We don't know what it is, where it came from or how you acquire it. We know only that it is there. You sense it when you talk to him. You feel it when you are in his company.

A word about CLASS. It is a highly uncommon, but not exactly rare trait. It has no level or stature. It can pop up anywhere. We've observed it in bankers and barbers, gamblers and gangsters, clergy and clerks, politicians and pugilists.

Gus was born in New-castle, Indiana, the only son in a family of three children. His parents, Vincent and Madeline came to America in 1891, from Sicily, where papa Giuffre was a shoe maker, to be distinguished from a shoe repairer, a trade he assumed in this country. Gus helped his dad, mending shoes, blocking hats, and pressing clothes. A beautiful, charming young lady walked into the shop one day to have a heel of her shoe replaced. Three months and two days later Gus and Elizabeth were married to commence a wonderful life together, resplendent with wholesome companionship through the years to the pre-



DTR. TONI

sent. Two children arrived, Donna Marie James and Madeline Antonia, who in turn presented two grandchildren.

Gus spent three years at Washington High, Indianapolis, when he was forced to earn a living to help support his parent's home. Odd jobs culminated into his becoming a fireman, a profession he pursued for two years in the U.S. Navy, as guardian of landing strips in the South Pacific during World War II.

Gus first visited Las Vegas during Hellorado Week, sixteen years ago. The Giuffre family returned to settle here for health reasons. He had completed a course at Don Martin School of Radio and TV Arts & Sciences, in Hollywood, where he attained 1st Class FCC license. His first job



DTR. DONNA MARIA

was with KRAM Radio doing the weather and sports. He drifted among all the stations in town, doubling when his schedule permitted, and finally settled eight years ago at KLAS-TV, where he is known by practically every viewer in the area.

All these years he never missed an opportunity to lend his time and talent to aid religious, charitable or civic causes. The commendations, awards and honorariums he has received are unmatched by any other individual, from the Heart and Torch symbol from the Heart Fund to being named "Man of the Year" by B'nai B'rith, the first gentile accorded that distinction. We're not going to list them all. Suffice to say he appeared at as many as three functions in a single day, and has averaged more than three a week for the



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past eight years.

As a television salesman, Gus has no peer, mainly because never, never once, does he insult the intelligence of his audience. His descriptions of products or establishments, which incidentally, are ad lib, off the cuff, are precisely what you want to hear and know.

So we have talent, dignity, brains and consideration incorporated into a humbleness that defies comparison. And a deep belief in God, a never despairing tenacity to bring medical relief to ailing members of his family, a lodestone of many, many years, that would have felled stouter and stronger men. Through all this, Gus has retained his composure, his love of his fellow man and his desire to spread happiness and good cheer.

There, you have Gus Giuffre, an unforgettable person among people.



General Rabin

General Yitzhak Rabin, now Israel's Ambassador to the United States, served as Chief of Staff of the Israel Defense Forces during the Six-Day War of 1967. He played a leading role in each of Israel's wars. During the War of Independence, he commanded the soldiers who broke the Arab siege of Jerusalem. He helped plan the strategy for victory in the 1956 Sinai Campaign. He is one of his country's foremost heroes.

Financier, indefatigable worker in civic and Jewish causes, Jerome D. Mack has served his community as have few other men. Now his community salutes him for his many good works. Won't you join us in paying homage to this fine citizen?

Come and Meet the Modern Maccabee

THE MAN WHO LED ISRAEL TO VICTORY IN THE SIX-DAY WAR

Maj. Gen. Yitzhak Rabin

**ISRAEL'S AMBASSADOR TO THE UNITED STATES
CHIEF OF STAFF, ISRAEL'S DEFENSE FORCES,
DURING THE SIX-DAY WAR**

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Jerome Mack