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## PROFILES

by Percy Villa

How does one describe a genius? That is what I'm up against in doing today's 'Profile' on my good friend JAY SARNO. It was Nate Jacobson of Caesars Palace who told me of the greatness of Sarno and how he designed every corner of the world famous Caesars Palace and now he must be given full credit for the building of CIRCUS CIRCUS.

He is 47, born on July 2, 1921 in St. Joseph, Mo.,

one of seven children of Alex and Nellie Sarno. His dad, a cabinet-maker, instilled the Sarno family with the will to work and his youngest son (Jay) has been hard at it since his first job in a neighborhood grocery store.

His schooling? He attended Hosea Grade School, Roosevelt High School and Central High School in St. Joseph. He had little time for sports (except now now he is able to meet all the

world famous athletes when they visit Vegas).

He says: "As a matter of fact, I worked my way through college, selling flowers at football games, running a parking lot and a laundry concession at the University of Missouri."

His military service included assignment with the Air Force from 1942-45, with stints as radio operator gunner in the SOUTH Pacific.

He is married to the beautiful Joyce Sarno. They have four healthy and handsome children: Jay Cameron, 10, September Joy, 9; Jon Frederick, 6 -1/2 and Heidi Jo, 2-1/2.

Jay is a hard worker. "I've been working ever since I was old enough to understand turning a profit," Sarno says. "We were a poor family, and worked in a family grocery store." Then he started to talk about his newest venture, Circus Circus.

"We are going to have the most beautiful girls in the world catering to our customers in 14 bars and varied eateries at the newest casino on the Strip."

This man of great ideas has surrounded himself with great personal, like Al Dobritch, noted circus impresario, who will bring in acts from all over the world, price being no object. There will be innovations never before seen in Vegas.

Like: Make Yourself Ice Cream Sundaes, or have cakes, pies, donuts, coffee, milk or tea. All you can eat for \$1.00. Breakfast for \$.59 cents. Buffet luncheon for \$.97 cents. A gourmet dinner at night in Bachannal splendor. Slave girls to serve your every need for food and drink in plush surroundings overlooking the casino gambling area. And circus acts performing continuously. Sarno claims that he will have the finest deli restaur-



JAY

ant in town, operated by Jackie Fields, who is well known in our town. He promises to be there at least 14 hours a day, wearing an apron. You may order the finest hot dogs and hamburgers the world can produce at only 25 cents.

I was shown a snack train that has six different food cars gaily-painted like circus wagons, with appropriate music and dispensing hot dogs, hamburgers, Pizza, Tacos, Fried Chicken, Chili, Corn on the Cob, French Fries, Chinese Egg rolls, all for 25 cents.

There also will be a donut parlor with a sign that reads: Self Service. Coffee and milk. Only 50 cents. ALL YOU CAN EAT OR STEAL.

Sarno has so many new treats for Circus Circus that it would take many pages to enumerate. Here are a few: A Peep Show for only a quarter where you can see the most beautiful and exciting girls in the world. "Just like in the old Arcade, buddy, but the world's most beautiful girls, in the flesh." Fresh juices of all types for only 25 cents. Soft drinks for only 15 cents. Draw your own beer, light or dark, in chilled steins. Make your own sandwiches from choice of 20

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