

# LAS VEGAS SHOWGAS



## PROFILES

by Percy Villa

Today I want my readers to meet a most dedicated and celebrated newspaperman known the world over, who recently turned public relation director for CIRCUS CIRCUS. He's LEE FERRERO, now of Las Vegas.

Lee comes from a writing ancestry out of Italy, too numerous to mention and had always been interested in writing, journalism in particular.

He started doing newspaper work at the age of 16 and can truthfully claim a career spanning 30 years in the collection, preparation

and dissemination of news.

He attended high school in Raton, New Mexico and Chicago. He graduated in 1938, working as a print and type setter on the Raton Reporter, thence to New Mexico State at Las Cruces, where he played football and basketball but for the better part of valor, stuck to newspapering.

The great front page newspaperman at one time was bureau manager of the International News Service in Chicago, Los Angeles, Tokyo and Rome offices, also served as their night editor

in Washington. He covered all the national presidential campaigns since 1948.

He wrote many headline stories and as reporter for the New York Mirror, Chicago - American and the New York Journal - American.

He is 46 years old, born June 10th 1922. His hobbies are reading and writing. He is 5 foot 10-1/2 inches tall, weighs 180, with plenty of black hair and brown eyes.

He is an amateur gourmet chef specializing in far eastern and French cooking.

He is a bachelor and lives in a well furnished apartment (2650 Sherwood Ave.)

He is very conservative when it comes to clothes. Blue and dark colors are his favorites.

When we asked him who is his favorite entertainment star was he replied: "I was



LEE

Marlon Brando's personal press agent, so I have to favor Brando as the greatest actor I've ever known. I worked with him on 'Soyanara' in Japan." He added, "I also was Ingemar Johnnansen's press agent in

his first and winning fight for the heavyweight championship against Floyd Patterson.

A month after Pearl Harbor, Lee enlisted as a private in the Infantry out of Fort Bliss, Texas. He served with the CIC (Counter Intelligence Corps) and thence to Ft. Benning Officers Infantry School.

In World War II, he worked for Counter Intelligence Corps, covered two Guatemalan revolutions, and was in Antigua above Guatemala City (the capital) when the 1952 revolution broke out.

Lee has covered the political front for most of the leading papers in the country.

"I think Hubert Humphrey is one of the world's great men and it is unfortunate that the voting system is such that we will be without his services in the government. I have followed him ever since he had guts to broach the democratic convention in 1948 with the first reason-

able civil rights program."

In his office at Circus Circus, Lee showed me Bob Considine's book written last year, titled "It's All News to Me" of which he autographed, "For my pal Lee Ferrero, who will always be the best war correspondent of them all."

In 1946 he was hired by the late William Randolph Hearst, Sr., and became bureau manager of INS at Chicago, the firm's key bureau. Lee was Hearst's trouble shooter.

During the past few weeks he and his secretary, Barbara Freeman donated full time on advance publicity for the Ed Sullivan show, held last Sunday at CIRCUS CIRCUS. "The show was the greatest lift Las Vegas could possibly have gotten and all credit must be given to President Jay Sarno. As a result I'm certain that millions of people will visit Las Vegas and Circus Circus.

LEE FERRERO is a real credit to CIRCUS CIRCUS AND TO LAS VEGAS.

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