

LAS VEGAS SHOW EAST

ISRAELITE ADS PAY

NEXT TO FOXY'S
FRANCES WOLF'S

SMALL FRY
Children's Shop
"ON THE STRIP"
INFANTS THRU 14
Exclusive But Not Expensive
Mon - Sat 9:30 am to 5:30 pm
FREE PARKING IN REAR
(North of The Sahara Hotel)
2415 L.V. Blvd S. 735-0660



The Jolies Bergere
You Haven't Seen!

BY ARRANGEMENT WITH MIKE PAUL DERVAL
PRODUCED BY
MICHEL GYARMATHY AND MAYNARD SLOATE
DANCES DIRECTED BY TONY CHARMOLI
MUSIC BY ST. ZENTNER AND HIS ORCHESTRA

For Show Reservations
call 736-2022

BLUE ROOM:

ROSEMARY CLOONEY

special guest artists

BYRON & HOWARD

plus the music of

MICHAEL & NAOMI TAM

GOURMET ROOM: One of the world's
fine restaurants. Currently Featur-
ing JULIAN FOORMAN AND HIS
STRADIVARIUS.

LA FONTAINE LOUNGE: Relaxing,
romantic, intimate. Currently Feat-
uring STACEY CARROLL.

HOTEL
Tropicana
LAS VEGAS

"PUT YOURSELF IN OUR PLACE!"

THE
Wayne Newton
SHOW

WITH
JACKIE KAHANE

MARCH 27
THRU
APRIL 9



FRONTIER HOTEL
LAS VEGAS, NEVADA
FOR RESERVATIONS CALL (702) 734-0110

COMING SOON
IT'S HERE-NOW OPEN
If You Don't Like GARLIC Stay Home

PASSOVER

GREETINGS

to the
Jewish
Community



from . .



Las Vegas, Nevada

PROFILES

by Percy Villa



It has been nearly 15 years since I first met my today's 'Profile' George King, known by many in the newspaper and P. R. field as one of the best in this town of ours.

When RONAMOS convinced GEORGE KING to become a full-time member of his publicity staff at CAESARS PALACE, it assured the Las Vegas Strip showplace a virtually unbeatable "one-two punch" in the area of hotel-casino public relations.

A 16-year veteran of the local newspaper and publicity scene, George King's experience in his chosen field of endeavor goes back some 40 years to his school-boy days in Philadelphia. Since that time he has accumulated a wealth of contacts and associations that have proven of great value to Amos and Caesars Palace, not to mention Las Vegas in general.

Although I have been try-

ing to get George's 'Profile' down on paper ever since starting this department, it was only lately that I was able to assemble enough information from his many friends around the country to produce the following comprehensive "fact sheet".

A native Philadelphian, King became an Eagle Scout at the minimum age necessary to obtain the required merit badges. He edited prize-winning junior and senior high publications in and around the Quaker City and still found time to win letters in three major sports plus an interscholastic golf championship.

He also was a two-year member of his high school debating team, won the contest for class poet and was elected to his class's highest office.

While attending college he wrote sports for a leading Philadelphia daily and was co-editor with Drew Pearson of a weekly national "news letter."

Branching into public relations, he handled special campaigns for the John Wanamaker department stores (Philadelphia, New York, London and Paris), Hillerich & Bradsby sporting goods in Louisville, Ky., and the Miami Biltmore Hotel in Coral Gables, Fla. He also edited



GEORGE

the Florida Insurance & Finance Journal and received letters of commendation from FBI Director J. Edgar Hoover, Attorney General Homer Cummings and FDR Press Secretary Steve Early, among others.

His favorite sports are golf and boxing ("I also like to write about these two events") He is known as one of the most authoritative golf writers in America. Grantland Rice was his all-time favorite writer ("They just don't come anymore like Rice.")

Returning to the sports writing field, he has had stories published in the original Sports Illustrated, Colliers and Saturday Evening Post, in addition to extensive research and writing for various trade journals.

Prior to World War II he became involved in public relations work for eastern political candidates. When the war broke out he covered the top news beat for the Salt Lake City daily before becoming associated with U. S. Maritime Commission for the duration.

He is a chain smoker. ("Sure I smoke a lot, but I never inhale.")

He weighs an even 175, is a 5-10 inches tall.

SAM KRUG & DESERT LEASE CO.



LES SCHWARTZ

Lease & Fleet Mgr. Leasing all makes & models, Cars & Trucks. Selling new Chrysler & Plymouth & used cars by appointment.

LES INVITES ALL HIS FRIENDS TO

Lease
From Les
For Less

737-2272 - HOME: 382-8832

Jack Entratter
An Evening

Dan

WALTER POPP at



Now
in the C

ANTONIO MORELLI and his Music / C
Two shows nightly at 8:15 and Mid
RESERVATIONS: Show: 735-3464-5 H