

★ LAS VEGAS ★

'SHOWCAST OF THE STARS'

PROFILES

by Percy Villa



Today's 'Profile' goes to JAY FORMAN, Food and Beverage Director of the Desert Inn. Indeed this is a most important position in any hotel.

He was born November 20th, 1915 in Utica, New York. He has two sisters, Esther, a Secretary to the Beth Hillel Foundation at Cornell University, and Bertha, a housewife.

Jay has spent the greater part of his adult life in Chicago. He was lounge manager of the Chez Paree and also managed Fretzels in the Windy City for a good many years. Talk about food, Jay can converse on the subject for many hours. ("That's all I know, its part of my life.")

His hobbies are: Boating, fishing and swimming. ("I manage to do one of three sports every week.")

Jay went into the U. S. Armed Service in 1941 and finished as a Major in the Army Reserve.

He is 5 foot 10 1/2 inches tall, weighs 160 and has blond-grayish hair.

He is basically a shy and modest person. He can be curt and outspoken.

He speaks slowly, and often softly, as if he were examining each word before he utters it. He speaks the truth especially about problems.

Jay lives at the Desert Inn and is divorced.

He smokes filter cigarettes ("Say that I alternate my smoking habit, I also smoke cigars.")

In the Army he was Club and Mess Officer of the Eastern Base Section of North Africa.

He is not a big eater, holds to the simple foods. A broiled steak, salad and coffee make a fine meal. He doesn't drink to excess, but will take a relaxing mar-



JAY

tini before dining. ("Sometimes I relax after dining, too.")

Jay already is a great booster of TBCOTA (the best city of them all) and thanks to Forrest Duke for the above line. He writes to his many Chicago friends to be sure and come to Las Vegas and look him up. Then ("I give 'em all the sales talk into moving to Las Vegas.")

Jay has been in Las Vegas and the Desert Inn only a few months but says: "When one loves a city as I do, I already feel that I know hundreds of people

and I call them by their first names.")

He tries to get the required number of hours of sleep. ("With me, it's eight hours or more.") "We feed thousands of people a day and I like working along with those who deliver," and continues: ("I have probably the best disposition in the morning. Really, I love to get up in the morning.")

He is very punctual. He keeps his promises. He never belittles his business or co-workers. ("I am a food and beverage man, but I'm also in business like anybody else.")

Jay is a hard and diligent worker and he expects his co-workers to be the same. He says: ("I have never been known to hurt anyone's feelings.")

He listens to ballet music when in a relaxed mood. He enjoys the classic works, Modern American jazz excites him. He appreciates listening to opera, but loathes attending it.

He likes most everyone he meets and 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 is frank to admit he enjoys everything about Las Vegas and the talented people who make it such an exciting place to live.

We enjoyed meeting JAY FORMAN. So will you. The staff and the executives are his best boosters.

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Veteran entertainer Louie Nye, tabbed by the public as "a comedian who can act," presents his special brand of humor in the Blue Room of Hotel Tropicana Friday, April 18, on a three-week bill with special guest artist Angeline Butler.

Nye made his profession-

al debut in his hometown, Hartford, Conn., at age 17, on radio station WTIC.

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