

★ LAS VEGAS ★

FIGHT CANCER WITH A BUTTON AND A BUCK

SHOWCASE OF THE STARS

to man or woman until he has measured and judged their trustworthiness.

He and his wife Helene have two children; Cathy 14, the 8th ranking junior tennis player in America and Mike 11, who attends school in Los Angeles. The own a beautiful home in Brentwood. ("I communicate on Western Air Lines.")

He smokes cigars ("The anti cigaret people haven't started on cigars yet.")

For 10 years he was in special services where he was a consultant to Hilton Hotels, Sheridain Hotel, Holiday Inn and Hotel Corporations of America.

He is continually in good humor. Those who know him well have never seen him angry.

Lou is termed handsome and good looking. He is tense and unhappy when he is not doing his best. He has a good legal mind and always reads the fine print in all contracts.

He likes wine and good food and is a gourmet in both departments. He likes to do the ordering when he's out with guests for dinner. ("I always pick up the check because this makes me feel I have a better right to do the ordering.")

He is good-natured. He can be stubborn, determined. He doesn't believe in taking anything for granted. ("I've discovered from past experience that 'pride cometh before a fall.'")

LEWIS KURTZ is my kinda guy and he's your friend too once you meet him.

PROFILES

by Percy Villa



One of the most brilliant young executives I've had the pleasure of meeting for the first time is LEWIS G. KURTZ, whom Nathan S. Jacobson announced early this week as executive vice president of the Bonanza Hotel.

Kurtz brings an extensive professional background to the Hotel Bonanza, slated to open May 28, according to Jacobson.

Have some background: Since 1966 Kurtz has been controller and assistant treasurer for Caesars Palace. Prior to that he was executive vice president for corporate financing with the Inter - American International Inc.; Harris, Kerr, Forrester and Co. in New York; and in an executive capacity with several hotels and industries.

He graduated from Temple University, where he was an All-American in basketball and lettered in five sports during his college career.

He is president of the Hotel - Motel Accountants Assn., Las Vegas Chapter, and is presently an instructor at the University of Nevada, Las Vegas, teaching courses in casino operation and management, hotel data processing and hotel real estate. In the official announcement Mr. Jacobson said: "I am confident, that Mr. Kurtz will be an invaluable asset to the Bonanza now and in the future when we embark on an extensive expansion program."

Kurtz has learned the hotel business the hard way and has held every type of a job in hotel management, like: desk clerk, bus boy, parking lot attendant, cook, butcher, bellman, Maitre d' and what not.

He can do each of the above almost to perfection.

He is a duplicate bridge player and participated in most national tournaments.

He has a two-way view of food. He likes to prepare it and he likes to eat it. He helped set up many catering companies in New York City. His hobby is cooking and making Italian white sauces. ("It's my hobby and I cook



LEWIS

it to perfection.")

He is six feet, two inches and a trim 190 pounder. He says ("I keep in shape all the time, once I'm not in trim, its good bye.")

His favorite sport is tennis and thus far he has played n many of the tennis courts in town. He also plays in all the tournaments. That also includes the California circuits.

He is well-mannered and easygoing, but his temper can be aroused. He doesn't like people to pry into his life.

Lou is wary. He gives neither confidence nor trust

JERRY VALE AND VIC DAMONE OPEN AT FRONTIER

It was Startime again at the Frontier Hotel, where entertainment director Frank Sennes brought off not one, but two openings on the same night. In the main showroom, the Music Hall, a three-way parlay included singer Jerry Vale, comic George Carlin and

the colorful Korean Palace Dancers. Meanwhile, in the Circle "F" Theatre, Vic Damone began another series with a packed house.

In his first starring bit at the Frontier, Vale had the opening night crowd in the palm of his hand. A series of standards and ballads

were well received, and included numbers from several of 22 best selling albums.

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