

by Percy Villa

For some time I've been asked why I don't do a 'Profile' on AL SACHS, Casino Manager of the Stardust Hotel. I gave them a simple answer: "I haven't had the pleasure of meeting the gentleman." It was my dear friend Ray Sheffer who introduced me to Al and for that I shall always be grateful. He is all man: handsome, kind, sweet and considerate. Al was born in Chicago on July 17, 1925. He grew up on the sidewalks of tough sections of the loop, ("I had to be tough, or the tough guys would think I wasa sis-

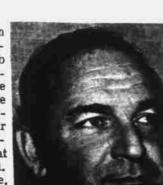
sy.") He High. Before finishing school nia") Michael, 20, Rudy, 13 he joined the Navy and ser- and David 9. Al and Lois ved 4 years.

in the Navy, he was an ex- 1820 Griffith Avenue. cellent athlete and exceled in swimming, tennis, skiing, and admits to making his golf and driving a car fast, share of mistakes, ("Pm He drives as if he were going not a perfect character, I to a rebellion.

He has been a Las Vegan since 1952 and claims cent.") to be one of its biggest boosters and as a result approximately 300 emhundreds of Chicagoans are ployees working under him, attended PTA meetings, ["I now residents of our city.

beautiful, Lois Johnson, his more than 6 months it was high school sweetheart. ("I a good recommendation for met her just after I had changed from soprano to baritone.") They have four children, Dale, 23, ("He re-

MAY 8 THRU MAY 28



around the house. ("Ialways mean to try to be useful.") that he just got out of a shower. ("he does average at least one shower a day.")

AL

attended Roosevelt uating University of Califorand the children live in a In high school and while beautiful 4 bedroom home at

> He is a sincere person knowingly betrayed a conways trying to be right, de- fidence. He expects everyone can say that. But Pm al-

As Casino manager he has It is a known fact that if sure miss those days and In 1945 he married the you worked for Al Sachs advanced employment. Al tries to be relaxed to.")

working. ("When when your're relaxed, the people cently married after grad- around you are the same.")

LAS VEGAS ISRAELITE

However he is a floor pacer.

His hobby is golfing ("I

love the game, and laverage

playing at least twice a week,

I wish I could play a daily

His dad, Mike, is semi-

retired and just for kicks

week at the Riviera Hotel

Al is a perfectionist who

makes unrelenting demands

upon himself. He is filled

with a driving energy.

("There are never enough

hours to get everything

done.") He loves married

life with Lois and the child-

ren. They understand his

He is not a handy man

He doesn't smoke, but he

Al is 5 feet, 11 inches

used to and drinks a little

sometimes before and after

tall, weighs a trim 175

pounds, with gray eyes and

He is extremely loyal to

He is a good father, when

the kids were younger he

nights.") He is ambitious.

("I want to accumulate en-

ough money to have the things

I've become accustomed

do - gooder for just about

every charitable cause. He

has known the same people

for years and years. "Thave

a strange atenna," he says,

He loves people and is a

his bosses. He has never

works a couple of days a

game of golf.")

slot department.

working hours.

dinner.

hair.

to be the same.

FRANK AT CAESARS

Frank Sinatra, the noblest Roman of them all and a giant in all mediums in which he performs, makes his triumphant return to the Circus Maximus at Caesars Palace May 9-25.

Sinatra's popularity as a vocalist and musical innovator, motion picture star and producer, night club and concert entertainer knows no parallel. He is constantly on every list of the top box office stars and heads almost every public and disc jockey poll on popular singers.

Appearing with "the King" in his second engagement at the Palace will be comedian Pat Henry, plus Jose Greco and his company of Spanish dancers, singers and musicians. Musical backing is by the Nat Brandwynne orchestra.

Sinatra will appear in two shows (8:15 p.m. and midnight) on Wednesdays and Saturdays, and one show on (10:30 p.m.) on other nights. He will not be appearing on Al gives the impression Mondays.

> "I seldom tune in on wrong people."

Al has some dislikes, too. When a person on the phone says, "Guess who"" his reply is; "I guess I'll hang up." When a person approaches him and says, "I'll bet you don't remember me," his reply is, "You're brown and some graying right, I don't."

He is punctual and remembes an appointment. He is modest and doesn't look for publicity ("He was flattered when I asked to do this story and it mystified him as to why I would want to a story on him.")

To the countless people who know AL SACHS the many kind words I have said about him are not new as they have been awre of that right along. He is a big reason for the Stardust's Saccess.

SUPPORT YOUR LAS VEGAS ISRAELITE NOW IN ITS 5TH YEAR OF CON-TINUOUS PUBLICATION.





Now Appearing!



and His Music JACK ENTRATTER





PAGE FIVE