

Barney Glazer's "HOLLYWOOD HOTLINE"

SANTA CLARA, Calif. - Fess Parker staged his fourth annual Golden Circle Theatre party here recently in the University of Santa Clara's Benson Memorial Center to raise funds for a theatre-music complex on campus. Although ticket donations went at \$100 per person, members of the University's Board of Fellows filled the Center to capacity and enjoyed a million dollars of entertainment value from Milton Berle. The Doodletown Pipers, Rosey Grier's Group, Jerry Collins, Leonard Sues and Lionel Newman's 20th-Fox Studio orchestra.

On the bus ride from San Jose to Santa Clara, someone discovered it was my birthday. How many newsmen can claim the distinction of The Doodletown Pipers singing "Happy Birthday" to them? In the 20s, Al Jolson once sang it to me on Feb. 7 and now, in the 70s, The Doodletown Pipers. From Jolson to The Doodletown Pipers in one lifetime is coming full circle. Thanks, kids.

Milton Berle's comedy has been with it for many decades but, with both feet planted firmly in his mouth, never did Miltie go so full bananas as he did this evening. The audience gave him a richly deserved standing ovation for a catalytic performance that had induced laughter sounding more like the screeches of a buzzsaw hitting hickory knots.

Berle had run his oldest and most repeated jokes, plus some new ones, up his flagpole and everyone had saluted. Tonight, he was the fastest joke in the west, the magnificent cuckold, the perfect relief for nervous tension, the official sense of the absurd, a man without any talent except genius.

If given at times to self-aggrandizement that has him walking around as if he's being carried on the shoulders of admirers, Berle shouldered the responsibility with one of the funniest performances of his career. While onstage here in Santa Clara, he proved positively that the meek shall never inherit the earth. Not with Milton around, they won't!

Lionel Newman's 15-piece orchestra opened the show and Fess Parker, "that really big man from Boonsville," walked on to get things under way with his natural ease and charm. "In four years from now," assured big Fess, "we can have our own theatre."

The Doodletown Pipers (6

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boys, 6 girls) were lovely, lively, delightful, exciting, serious and funny. They included white kids and black kids who made beautiful gray. They brought us to our knees with their tunes and treatments, solos and group numbers.

They were as delightful as grandma with her lace collar and high button shoes and as bright as granddaughter with her mini-skirt and panty-hose. They were crisp bacon, eggs over easy, rockets red glare, creature comforts, the pursuit of happiness, Barbie dolls, gender traps, butter from butterflies and an entertainment chest that overflowed with treasures.

Comedian Jerry Collins - working with a surprisingly capable straightman in a properly subdued Milton Berle - scored impressively with great delivery of great material. Jerry's routine was so different and funny don't be surprised if Berle incorporates it in his next comedy heist.

Leonard Sues, frequent member of Berle's comedy team, played trumpet impressions of Henry Busse, Clyde McCoy, Louis Armstrong, Herb Alpert and Al Hirt. Once a child trumpet prodigy and acting star, Sues continues to display a personal magnetism and wield a big musicianship stick.

Backed by four brilliant musicians (piano, lead guitar, bass guitar and drums), Rosey Grier balanced his huge girth deftly with dance steps while picking mod song grapes off the contemporary vine.

This was an evening long to be remembered in the welding of entertainment and education.

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Pollution Grant Cited

Receipt of a study program grant from the Anthony G. Hatsis Foundation to pursue pollution effects of mining has been announced by John H. Meier, president of the Nevada Environmental Foundation.

The grant, in an undisclosed sum, was termed "substantial" by Meier, who said efforts of the Nevada Environmental Foundation "will be directed toward providing the necessary studies to identify, isolate and eliminate the general and specific pollutants which are daily more apparent and objectionable as a result of present mining methods."

Hatsis, president of Toledo Mining Co. of Salt Lake City and San Francisco, said "The mining industry must be prepared with scientific facts and statistics to achieve pollution control and assist in establishing acceptable standards for the industry and its operators."

Meier, who has been recognized for several years for his work on environment and pollution and serves as a member of President Nixon's Environmental Quality



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Advisory Committee, established the Las Vegas based NEF shortly after the first of the year.

Earlier this month Meier announced that his foundation has offered to fund a series of monthly Environmental Awareness Center workshops at both campuses of the University of Nevada in which five professors and 10 students at each campus would participate.

Under that program, Meier said, students would become "investigators and evaluators" of pollution problems throughout the state. Preliminary discussions are currently underway with university officials on the program, he said.

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Larry Shupnick, executive vice president and director of hotel operations for the Stardust, Fremont and Aladdin Hotels, has announced that his three hostels have embarked on a Courtesy and Friendliness Crusade that could well serve as a model for all of tourist-oriented Las Vegas. It would involve the hotels' working crews at all levels from top executives and department heads to bus boys.

Object is to create an atmosphere of sincere warmth and genuine friendliness that will gain the respect and good will of tourists and locals alike. An initial step taken by Shupnick to implement this program has been to build a bank of harmony and good fellowship among his co-workers. He believes the lack of such a harmonious climate can easily be sensed by guests and can reduce guest enjoyment.

Greeting patrons with a bright note of cordiality has been especially stressed. Personality traits Shupnick regards as keys to the success of the Stardust - Fremont - Aladdin Courtesy and Friendliness campaign

are as follows: 1. FRIENDLINESS: An attitude of kindness exemplified by a genuine desire to help others. 2. CHEERFULNESS: A smiling expression of goodwill which makes guests feel the hotel's staff is really glad to see them. 3. SENSE OF HUMOR: This doesn't mean putting on a floor show, but calls for a readiness to laugh or smile with a patron when the occasion calls for it.

4. ENTHUSIASM: Energetic service with animated movements that convince patrons you like what you are doing. 5. COOPERATION: This is a magic wand that promotes harmony and makes for better staff efficiency and guest relationship. 6. DEPENDABILITY: To do what needs to be done without supervision and on your own initiative. 7. TOLERANCE: Respecting the rights and convictions of others.

8. EMOTIONAL STABILITY: Handling difficult situations without nervous tension and with good judgment. 9. HUMILITY: It's no disgrace to make mistakes. Accept criticism graciously and offer to ameliorate the situation. 10. RESOURCEFULNESS: Finding a way to get difficult jobs done.

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