First Annual

**Shopping Center** 

**Promotion Awards Dinner** 

most effective shopping

center presentations will be

made by the Southern

California Public Relations

Committee of the

International Council of

Shopping Centers on

Tuesday, November 10, 1970

at the Los Angeles Press Club,

600 N. Vermont Avenue, Los

Angeles, California at 7 p.m.

Among the prominent California officials and

Shopping Center Developers

invited are: Governor Ronald

Reagan or his designated

representative; Mayor Sam

Yorty, Mr. Harry Newman Jr.; Past President of ICSC

and developer of Orange Mall, Orange, California; Mr. J. David Gladstone, Past Vice President of the ICSC and

developer of Northridge

Fashion Center, Northridge

California; Mr. Ernest W.

Hahm, ICSC Trustee and Owner developer of many

shopping centers including Fashion Valley, San Diego,

California; Mr. Albert J. Auer, State Director of ICSC and Vice President of the

Irvine Company; and Mr. Bill

Brown, partner and President of the John S. Griffith

properties including the

Esplanade, Oxnard,

These are the first annual wards made by ICSC Public Relations Committee of Southern California, which

consists of representatives from more than 58 shopping centers in California and

Nevada. This organization has been operating for five years, with its main objective

of establishing accredited professional standards in

promotional services in centers. Officers of this group are General Chairman, Jerry

Joloslow, President of Shopping Center Properties; Vice Chairman, Dave Richards, representing John S. Griffith properties, and

Howard Weichsel, Program Chairman, General Manager

of Del Ame Fashion Square,

California.

Special awards for the







crime

## RSCHNER KIRSCHNER

Don't you dare miss the Glaston, P.R. man for the mirth, merriment and music Stardust, Fremont and in the Blue Room at the Aladdin Hotels, has Tropicana. They have Lou wonderful material to work Rawls and Jimmy Wallis. with. Just think about the What more can you ask for? awesome lineup of talent. The Folies Bergere is still one Last night Pat Boone and of the Super Spectaculars. We Jerry Collins gave a crowded know one guy, Frank Robb, who brings special eyeglasses showroom at the Fremont a wonderful 2 hours of when he watches this show entertainment. Minsky's for the tenth time. In a discussion with Lew Burlesque at the Aladdin still (Alarmco) Whitney, he packs 'em in every night and that great Lido show at the claims that we will have Stardust still has lines waiting honest politicians from now on because there is nothing to get in to see this

Spectacular musical comedy. left to steal. Loony Lenny the Deli My Miriam tells about a man in Somerset claims that master diplomat who no woman could ever become convinced his wife that she looked fat in a mink coat. president because she could never say "No Comment"

Paul Mold just came in Arion from the Bridal from San Francisco to tell me shop on Fremont Street that Las Vegas is the town he makes a very amusing statement. "When a woman loves but he does much better financially in San Fran. puts on a little weight, it's a

Come to think of it - this weekend is Halloween. This is crime - so she goes out and a night to remember because buys a new girdle to fit the the kids keep knocking at

PAT GINN

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IN LAS VEGAS

our door till the wee hours Trick or Treat are the words they use. So get plenty of goodies ready otherwise they will blow your house down.

All my old buddies are at the Frontier from Atlantic City. We hope that you don't mind us mentioning judge Perrone, Dom Pinto, Art Stann, very good attorney Harold Garber (he is a look alike for our attorney Oscar Goodman) and last but not least Lou Pergament. Have fun fellows.

When we asked Sol Wolf how come he took the train to New York instead of the plane, he claimed it was for religious reasons. Sol is a very devout coward.

Will never forget the time that Irene Asbyl went to the movies and plunked down 50 cents. The cashier said "Sorry lady, the price is \$1." Irene said "Why did the price go up?" The cashier said they were showing a Doctor Kildare picture. Irene thought it over. "He must be a specialist."

More Kabaret Next Week.

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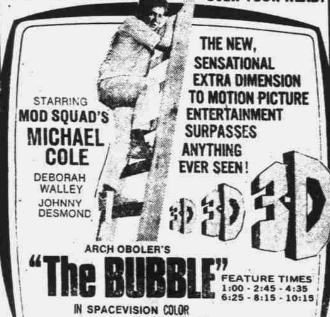
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OFF THE SCREEN

THE PICTURE FLOATS OVER YOUR HEAD!



FOX

'LOVERS AND OTHER STRANGERS'



Torrance, California. Las Vegas members are Elsie Goldsworthy, Manager, and Richard Goldsworthy, Promotion Director of the Charleston Plaza Shopping

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JUST SOUTH OF DESERT INN HOTEL

Sammy Cohen's

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