



'HILLSWAY'

by

Roland Hill

A NEW COLUMN BY AUTHOR, WORLD-TRAVELER, GOURMET, ROLAND HILL, WHO WAS NAMED "MR. SEE AMERICA FIRST."

Joseph H. Kelley, President of the Showboat Hotel and Casino was born in Arkansas on Feb. 14, 1910. He has two sisters and one brother. Joe has been on his own since he was 13 years old and if there ever was a self-made man, it is Joe Kelley. He worked in harvest fields, auto shops, oil fields and received his first gambling experience on the gambling ship out of Long Beach where he dealt dice and cards with the late and great Wilbur Clark. (That was when I first met him). Later on I knew him when I lived at the El Rancho Hotel and he was dealing there. The following year we both moved up to the Last Frontier Hotel. Subsequently he also worked at the Silver Club, the Pioneer and later he became Casino Manager of the El Cortez. When the El Cortez was sold to its present owners, Joe moved down to the Showboat as President and General Manager.

During World War II he served with the Eighth Air Force in Europe. He went in in the Invasion of Europe on D Plus Four day, serving under General Eisenhower. After two years in France and Germany he was returned to this country from Erlingen, Germany when the war ended.

Joe moved to Las Vegas in 1941. He married Esther Seivard in Atlantic City in 1942 and he claims this was his luckiest year. He says the Showboat is the nearest thing to the



JOSEPH

old hotels in Vegas as it is one of the friendliest establishments in town, and I concur with him wholeheartedly. Joe has surrounded himself with some 500 employees, all of whom call him by his first name. Joe Sheehan is his General Manager.

Daily you will see many, many localites in this hotel where the food is exceptionally good. The Showboat has been one of the most successful places since it opened and as long as Joe Kelley is around its success is assured. They don't make 'em any finer than kind-hearted, friendly, jovial, and generous Joe Kelley.

TROPICANA'S FALL FIESTA NOV. 29

The Tropicana Hotel's annual fall FIESTA! is gathering momentum as luminaries from around the world add their names to the guest list of the famed Vegas "bash".

European royalty Princess Ghislaine de Polignac, Baron Alexis de Rede, the Duke and Duchess of Uzes, Count and Countess Luling Buschetti are among the latest joining the growing and glowing list from the world's galaxie of stars.

The Tropicana's Fiesta is truly an incredible house party — actually four separate five-day parties beginning November 29th and continuing through December 17th. The Fiesta offers superb entertainment and such modest souvenirs as the latest in sports cars, ravishing furs and jewels from Tiffany.

Fiesta days and nights are filled with activity and excitement. Mornings there is the usual golf, tennis or Lake Mead activities. Mid-day offers hayrides and sumptuous Latin barbecues with music and dancing. Pierre Cardin, aided by Eleanor Lambert, will brighten afternoons for the ladies with personal presentations by our super couturiers of their next year's surprises.

Evenings bring superb dinners in the Gourmet Room or the Theatre Restaurant where in addition to the finest in gourmet food, the fare includes the celebrated French-bred Folies Bergere production. This may be followed by a session in the million-dollar Blue Room where top names such as Xavier Cugat, Julie London, Pete Fountain, Roger Williams, Count Basie, Peter Nero, Woody Herman, Guy Lombardo and many

others perform. Each midnight ladies will be gifted with Maximilian chinchilla and sables while the men will vie for the spiciest new sport cars. Famed for his socially supreme revels, Tom Douglas will once again "host" the Fiesta parties for the host Tropicana Hotel. He will doubtless have a lot of help. Past Fiestas found Douglas surrounded with top show-biz personalities. The 1970 Fiesta at the Tropicana promises to be the "swingingest" of them all. Guests will be shipped on to recuperate at Arden's Main Chance, Las Costa, Palm Springs and other Western spas.

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the **NOW** year
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NEW DIRECTOR OF MARKETING



Eugene Murphy, well known in Las Vegas for his fifteen-year association with the Desert Inn and Stardust Hotel combine, prior to his departing the city some five years ago, returned this week to fill the newly created post of Director of Marketing at the International Hotel. In announcing the appointment, Alex Shoofey, the International's president, stated, "Mr. Murphy brings a

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