



**YES HE DID**  
**AND**  
**SANTA'S ON HIS WAY**



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**A "GRAND" XMAS GESTURE FOR WESTSIDE FROM SAMMY  
 NAACP Membership Drive Wrap Up A Star-Studded Swinging Smash**



**Sammy Davis, Jr.**

**The Gift Of Greatness**

By Alice Key

IN THIS world of championship ratings, there are many, many thorbred racing horses but once in a while devotees of the "sport of kings" are brought to their knees in mutual admiration (even adulation) of a "Man of War", a "Sea Biscuit", a "Citation", a "Round Table" - the rarest of rare.

Boxing's Hall of Fame gives due recognition and perpetuates the glory of many champions of the squared circle, but once in a while, fight fans have been privileged to witness the superior skill and technique of a "Willie Pep", a "Jack Johnson", a "Jack Dempsey", a "Joe Louis", a "Sugar Ray Robinson", a "Henry Armstrong", a "Sandy Saddler", a "Cassius Clay" - the rarest of rare.

And so it ever is. There is the "Sandy Koufax", the "Willie Mays", the "Babe Ruth", the "Jackie Robinson", the "Maury Wills" - heart-stoppers in America's favorite pastime where there is a plethora of .300 hitters, dazzling base stealing, low, low earned run averages, daring and fleet-footed runners, and magnificent game-saving catches - the rarest of rare.

In the business there is no business like - there is Sammy Davis, Jr., and there is Sammy Davis, Jr., again. There is the performer who has been universally acknowledged as "the world's greatest entertainer"; introduced, and



**The Checkmates**

NAACP LIFE MEMBERSHIPS for "his buddies" the popular Checkmates, were initiated by Sammy Davis, Jr., NAACP National Life Membership Chairman, when he presented the local NAACP chapter a check for \$500 to be credited as a \$100 down payment on each of the Checkmate's \$500 Life Membership card.

deservedly, as "total talent"; an artist whose versatility in the performing arts, incredible as it is, is made even more incredulous by the utter superiority of his multi-talents... the gift of greatness.

LATE SUNDAY afternoon at Bob Bailey's Sugar Hill Lounge, members of the local chapter of the NAACP met Sammy Davis, Jr. - the rarest of rare - one who is no greater as an artist than he is as a person.

As National Chairman of the NAACP Life Membership committee, Sammy revealed himself as a Negro of grave concern and deep commitment to the Negro struggle for first class citizenship.

And he projected himself with that "touch of greatness" innate to those who possess it, and impossible to simulate by those who don't have it. When Sammy finished speaking of the "need" for the NAACP and his deep and abiding belief and faith in the nation's oldest civil rights organization, if a member of the Ku Klux Klan had been present, even he would have been moved to join the organization that is the Klan's most arch enemy.

His donation of \$500 to the local chapter to initiate life memberships for the Checkmates was as sincere and casual a gesture as his donation of a thousand dollars to be utilized for distribution among West Las Vegas' needy fam-



**Lou Rawls**

ilies for Christmas.

Sammy dotted all the "i's" and crossed all the "t's" Sunday. He gave us all he has to give -- songs, laughter, and, most of all, love. And we loved him right back.

ALL IN ALL, the NAACP membership drive wind-up was a memorable occasion. Lou Rawls appeared at the chapter's business meeting at Doolittle Center, earlier, and made an impressive pitch for the membership drive finale.

When the chapter adjourned for the subsequent cocktail party at Sugar Hill, things really started humming. George Sempers' swinging group got the ball rolling and Stanley Morgan's Ink Spots from the Hacienda Hotel set the crowd on fire.

NAACP prexy, Attorney Chas. Kellar presented Sammy Davis, Jr. with a plaque from the local chapter acknowledging his outstanding contribution to the organization.

There can be nothing but kudos for the membership committee who, not only conducted a highly successful drive, but with the incomparable aid of Bob Bailey, offered members what easily might be the "party of the year" for the drive's conclusion. Much credit must be given to membership chairman Sarafin Knight and indefatigable Gwen Weekes for a sensational job.

And it is to be remembered that membership in the NAACP is always open. We, the \$2 a year members make up the great majority membership. Come on in.

**Happy Holidays!**