Sands Times

IITH ANNIVERSARY ISSUE

Perry Villa
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LAS VEGAS

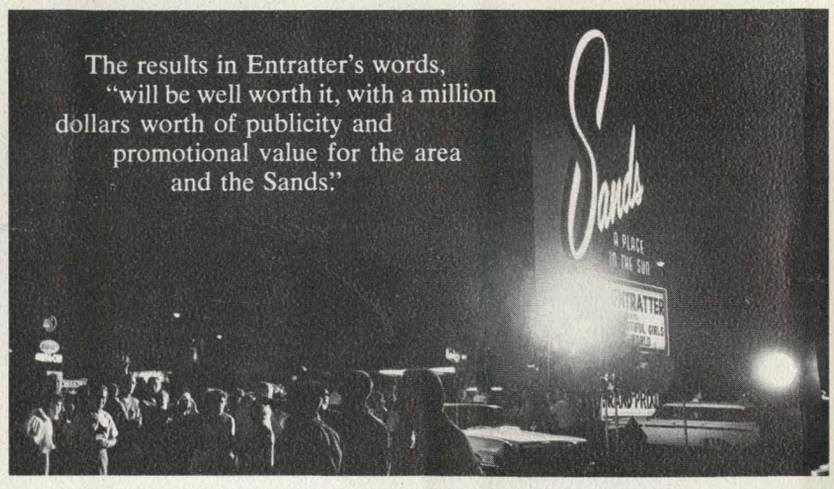


IF IT HAPPENS IN VEGAS IT'S USUALLY AT THE EXCITING Sands HOTEL–

"VIVA VEGAS" FILM Starring ELVIS PRESLEY, ANN MARGRET, HEADQUARTERS AT SANDS

Famous Hollywood producer George Sidney is shown here directing some of his 150 man crew as they use the Copa Room for scenes in his new Technicolor epic "Viva Vegas." ■ Film was the 27th major motion picture using a Sands locale. ■ Logistics problems, as in the case of all major motion picture productions, were huge, involving 340 technicians and crew, hundreds of lights, miles of cable, which all had to be worked on during the regular operation of the hotel itself.





The results in Entratter's words, "will be well worth it, with a million dollars worth of publicity and promotional value for the area and the Sands."

SINATRA'S "COME BLOW YOUR HORN" HAS UNIQUE IN-AIR PREMIERE ENROUTE TO SANDS

Frank Sinatra, producer of "Come Blow Your Horn," staged a unique premiere of his picture with an in-air showing aboard a chartered TWA jet liner which flew here from New York with 150 of the nation's top motion picture press. ■ Newsmen saw the premiere of the picture in the air and then landed in Las Vegas in a surprise move where a personal meeting with Sinatra and other stars of the movie was held at the Sands.

The "B.W." chats with Sinatra for a taped radio interview for her husband's program 3,000 miles away–that is, Mrs. Earl Wilson.





Sinatra meets with Irv Kupcinet of the Chicago SUN-TIMES, one of the most beloved newsmen in the country.





Tony Zoppi of the Dallas MORNING NEWS, whose column "After Dark" is a morning must in Dallas and other parts of the country, chats with Sinatra during the unique premiere.

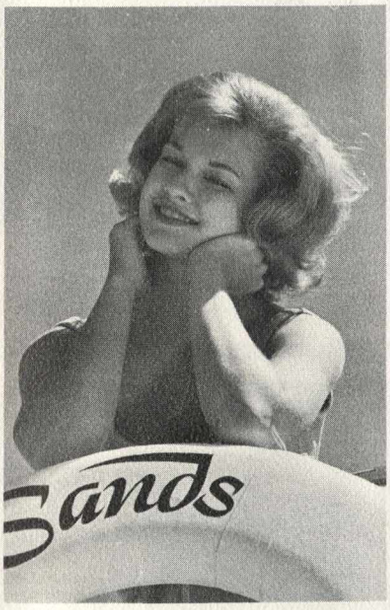


"Come Blow Your Horn" stars line up with Sands President, Jack Entratter, for press picture (l-r): Tony Bill, Barbara Rush, Jack, Frank Sinatra, Jill St. John, Lee J. Cobb, and Greta Randall.



ONE, TWO, TEN...KICK!

Danny Thomas, the Sands' first star, leads a bevy of bright names in an impromptu dance routine on the Copa Room stage celebrating the Sands 10th Anniversary last year. Danny has returned to the same stage every year for 10 years to lead the Anniversary celebrations. Shown l-r : Jerry Van Dyke, Sid Melton, Carol Burnett, Patty Duke, Jack Entratter, Danny Thomas, Jayne Mansfield, Bruce Cabot, and Sheldon Leonard.



VICE PRESIDENT JOHNSON FETED BY SANDS STARS

At a recent rally for Vice President Lyndon Johnson at the Las Vegas Convention Center, Sandstars Dean Martin, Steve Lawrence and Eydie Gorme headed the 2½ hour program presented by producer Jack Entratter which climaxed a Democratic rally for the Vice President. Johnson asked to meet the stars in person after the show and thanked them for their help.



MISS NAT'L PRESS PHOTOGRAPHER HERE FOR ANNUAL PRIZE

Miss Karen Marney of Houston, Texas, elected the 1963 Miss National Press Photographer over 40 other contestants, relaxes at the Sands on her prize vacation, in much the same way her 10 predecessors have done since 1952. The Sands is headquarters for the Miss National Press Photographer Queen elected each year by the news photographers of America.



Sands guests and visitors were startled recently to see this unusual marquee sign for Dean Martin's engagement—but it turned out to be the truth! Sinatra and Sammy Davis had hinted they *MIGHT* also appear with Dean—but so as not to mislead the public, the Sands advertised it just that way—*MAYBE!* As it turned out—the three stars entertained together for much of Dean's engagement.



VP CARL COHEN'S BIRTHDAY SURPRISE

Highlight of a surprise birthday party tendered Sands Vice President Carl Cohen by close friends and partners was this "talking" parrot given by Danny Thomas to Carl and his lovely wife, Fran. 120 guests crowded the Emerald Room for the surprise affair in an affectionate token of esteem for the Sands Casino chief.

Sands CASINO EXECS–THE FRIENDLIEST



AARON WEISBERG
Brought to Sands by Jake Freedman in 1952. Now Treasurer and member of Board of Directors.



CHARLES KANDEL



CHARLES TURNER



SANDY WATERMAN
Casino Manager



LEON LEVY
Assistant Casino Manager



BUCKY HARRIS
Credits



MOE MILLER



ABE GOLDBERG



MIKE BRADY



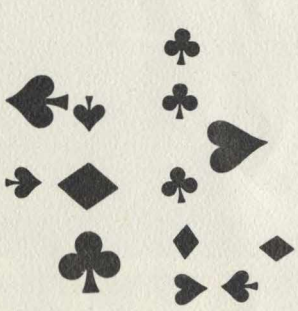
JAMES TESSMER **DAVE SILVERMAN** **DON JACOBS**
Early A.M. Hosts



FRANCIS CAMPAU



TOMMY RENZONI
Baccarat Manager





NATE STADLER



JOE PHELAN



LOUIS SELMAN



CHARLES WATSON

HOSTS IN LAS VEGAS!



MIKE SHAPIRO



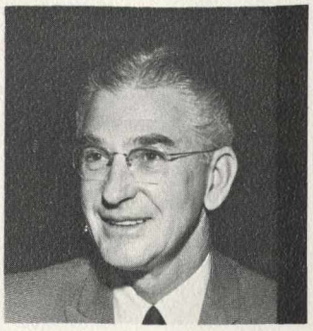
GEORGE REESE



SAM KIMMELMAN



HICKEY RABIN



WALTER RABITTAILLE
21 Games Supervisor



SAM HOGAN



DAVE SCHNEIDER



JOE UNROT



JOHN ASKEW



HY BEDOL



LOUIS GOVENDO



In the picture above, Jackie stops to chat with one of his closest friends, Ruby Keeler, famous screen star.

Famous Song Star Jackie Heller Joins Sands as Lounge Host

One of the most popular performers in show business who rose from night club stages to own his own showplace in Pittsburgh and then finally settled here in Las Vegas, Jackie Heller, is now in the Sands lounge as Host, meeting and greeting old friends and new customers nightly.

The little package of dynamite that is Jackie Heller is 61" tall and weighs 112 pounds dripping wet, his usual condition at the end of each night's work in the Sands lounge, is one of the most beloved figures to come out of show business into the entertainment capitol of the world.

Jackie was signed by Sands President Jack Entratter as Host on the premise that his many years in show business had prepared him well for the job of managing the most exciting lounge in Las Vegas, where stars from all over the world and the other Las Vegas hotels come to relax after their own shows.

Jackie, in a short span of time, has become an integral part of the Sands team, working from 9 PM until the wee hours of the morning. On the average, he takes care of 700 people and at least four stars a night whom he hosts and makes feel at home.

Heller started as a 107 pound prize-fighter in his home town of Pittsburgh at 15, turned to show business in his later teens, and rose to become one of the most sought after performers in the industry. He has worked with all the top names and his relationship with them has proven to be a fine asset to the Sands organization.

After giving up his own Carousel night club in Pittsburgh several years ago, he retired until Entratter had the idea that a fellow with his background and reputation shouldn't be kept away from performers.

The Sands welcomes Jackie Heller, and proudly presents him to our many guests as YOUR Host in the famous Sands lounge.

NEW FACES IN Sands FAMILY OF STARS

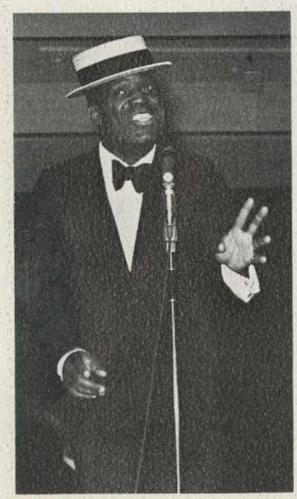
Alan King



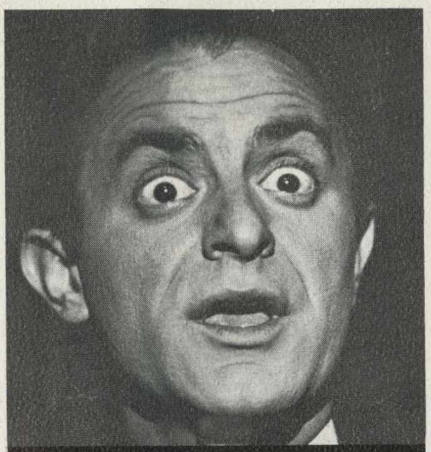


THE INTERNATIONAL COMIC





Nipsey Russell





Corbett Monica



Martin Denny



Tommy Sands



Bob Melvin

Frankie Avalon





Paul Anka



Allan Sherman



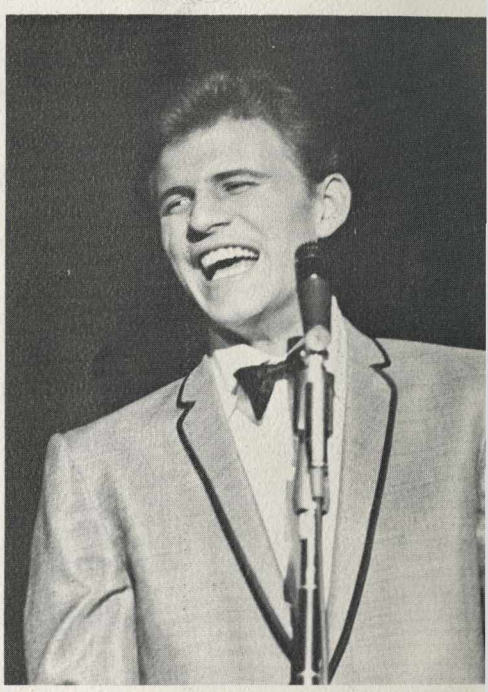
Gary Morton



Jimmy Darren



Diahann Carroll



Bobby Rydell



Sonny King



Vido Musso







Sands – GROUNDS FOR MARRIAGE

MR. & MRS. DESI ARNAZ

Arnaz marries lovely Edith Hirsch of Los Angeles in the Presidential Suite at ands with Judge David Zenoff officiating, as Sands President Jack Entratter on.



LANA TURNER HOSTS MR. & MRS. DELL ARMSTRONG

y movie actress Lana Turner arranged for the wedding of her nal make-up man, Dell Armstrong, and the former Lani rts of Hollywood at the Sands.







vision people from all over North America gathered at the Sands Hotel in Las s recently for the wedding of Don Cameron, host of the popular C.T.B. program, Tell the Truth," and Toronto girl, Beatrice Thomas. Singing star, Robert Goulet best man. Pictured above are a group of Canadian TV personalities and execu-, left to right: Ray Peters, Vancouver; Robert Goulet; Norris MacKenzie, nto; Don and Beatrice Cameron; Herb May, Toronto; mother of the groom, Cameron; Jerry Johnson, Winnipeg; Gordon Carter, Calgary.

ALLEN LUDDEN AND BETTY WHITE

The popular star of "Password" married vivacious TV star Betty White in a Sands ceremony several months ago.





VIC DAMONE AND JUDY RAWLINGS

It happened here. Vic Damone, singing heart-throbber to millions, married his own personal heart-throbber at the Sands recently.

Sands IS CONVENTION EXECUTIVE CENTER

In the past year, some 122 meetings and events have been held in the Sands by the executive groups of conventions meeting in Las Vegas. The sumptuous Emerald Room has proven to be a popular meeting place for busy executives who want to "get more done—then have more fun."

Following is a letter from the Buick Division of General Motors which best expresses the value of the unusual Sands convention facilities—

ROLAND WITHERS, President of the Buick Division of General Motors, addresses his convention group at Sands.



BUICK MOTOR DIVISION
GENERAL MOTORS CORPORATION
FLINT 2, MICH.

OFFICE OF GENERAL SALES MANAGER

December 18, 1962

Mr. Jack Entratter
The Sands Hotel
Las Vegas, Nevada

Dear Mr. Entratter:

It has been part of my job over the years to conduct many meetings around the country with General Motors personnel while I was with AC Spark Plug, United Motors Service, and Buick, and we have had these gatherings in Puerto Rico, Nassau, Fort Lauderdale, Acapulco, Hawaii, and many other places. I think this is the first time I have ever voluntarily written a letter to any organization complimenting them on the way a General Motors group was handled.

At this time I would like to tell you that we at Buick think the Sands Hotel organization and you should be highly complimented for the efficient manner in which our entire group was taken care of. We have had nothing but fine comments from the people who won the awards, and all have maintained that it was a delightful stay. I think, as a result of this, we can make the meeting more competitive for the trips next year.

Once again, our compliments to your entire organization for the business-like way in which we were treated.

Sincerely yours,

R. S. Withers

RSW:jl

Sands CONVENTIONS





GENTLEMEN CHEFS OF SAN FRANCISCO

Honoring Red Skelton are (l. to r.) Henry Cherry, Cal-Neva Lodge; A. D. Ghirardelli, Manager, Bank of America, Oakland, California, President of the Gentlemen Chefs; Red; Mitch Hoffman, Mitch's Restaurant, Oakland, California.

WESTWOOD SHRINE CLUB

Left to Right: Leona Kates; 1st Vice President, Jack Kates; Joyce Black; Jerry Wilner; Stanley Black; Esther Wilner; Past President, Michael Shapiro.

MINNESOTA MINING MANUFACTURING COMPANY SALES CONFERENCE

The Reflective Products Division of the 3M Company convened at the Sands for a special selling skills conference, headed by J. E. Van Kirk, National Sales Manager.





PAN AMERICAN ASSOCIATION DELEGATES TO AAOO CONVENTION

Headed by Presidente Jorge Valdeavellano, M.D. of Lima, Peru (second, left).

COSMETOLOGY BOARD HONORS SANDSTARS

Mrs. Evelyn Wilburn, President, National Interstate Council of State Boards of Cosmetology, from Jackson, Miss. (left); Mrs. Bernice Riggs, Las Vegas; and Mrs. Edith Stenovich, Lovelock, Nevada; present trophy to Marty Allen and Steve Rossi in appreciation of their entertaining at group convention at Sands.





285 WESTINGHOUSE EXECUTIVES ENJOY COPA SHOW

MARTIN-SENOUR CO. RECEPTION FOR PAINTING AND DECORATING CONTRACTORS OF AMERICA





LYNN AND BROOKS MANUFACTURERS' REPRESENTATIVES MEETING



SANDS V.P. CARL COHEN HOSTS EX-PRESIDENT HARRY TRUMAN AT ANTI-DEFAMATION LEAGUE DINNER

Ex-President Harry Truman returned to Las Vegas on November 10 at the invitation of Sands Vice President, Carl Cohen, to spark a fund raising dinner for the Anti-Defamation League of the B'nai Brith.

Mr. Truman addressed more than 500 people of all faiths and in his talk encouraged the audience with his visions of a future where there might not be much work for an Anti-Defamation League to do.

The Ex-President stayed at the Sands Sunday and Monday, then returned to his home in Independence, Missouri, where he is hard at work on building his library of Presidential papers.

Behind him he left a town full of people admiring his selfless efforts on behalf of all creeds.

At 79, Mr. Truman is still bright eyed and peppery—and still outwalked many admirers at 6 AM on his daily constitutional 'round the Sands grounds.

CHAT WITH CARL COHEN,

VICE PRESIDENT, SANDS HOTEL



CARL COHEN

Perhaps the most exciting things about our work here at the Sands—and certainly one phase that makes up for the many hours of detail handling in our busy casino—is meeting a wide range of interesting people.

Just recently we had the pleasure of hosting Ex-President Harry Truman at the Sands when he addressed the Anti-Defamation League of B'nai Brith. Here is one of the most exciting figures in American history—his presence here as a guest of the Sands seemed to perk up the entire hotel—guests and personnel alike.

It is quite a job handling reservations, arrangements, etc., for the thousands of guests who pass through the hotel weekly, but when Ex-President Harry Truman becomes one of them, the work seems lighter for days before and after his stay.

Footnotes in the Sands

BY JACK ENTRATTER,

PRESIDENT, SANDS HOTEL



Dean Martin and Walter Cronkite (right), famous CBS News Commentator, joke with Mr. Entratter.

THE SECOND DECADE

With the first year of our second decade of operation tucked away in the record, we wish to pause at this time and thank the many guests and friends who have helped make the Sands successful.

In the past year more than 13 million people have passed through Las Vegas and there is a tremendous upsurge in expansion and building in the town to accommodate these people.

At the Sands we feel this heavy boom and growth—we too are expanding and building to accommodate the greatly increased number of our customers, old and new. But here at the Sands we have decided we will not lose the warmth and congeniality that we have tried to build into our surroundings since the day we opened.

We recently opened the "Aqueduct" building, perhaps the costliest hotel room structure in the world—83 rooms and suites built at a cost of $1,000,000 plus another $250,000 for furnishings. Our regular Sands guest list has received a brochure, but you have to see these rooms and suites to really enjoy and believe them. Each bed has a "massage-a-rest" mattress feature—each room is bigger than any similar type accommodation in Las Vegas—and some of our suites even contain swimming pools!

Luxury doesn't always have to be expensive—and here at the Sands we offer these lavish accommodations and our other services at prices which still amaze guests using them for the first time.

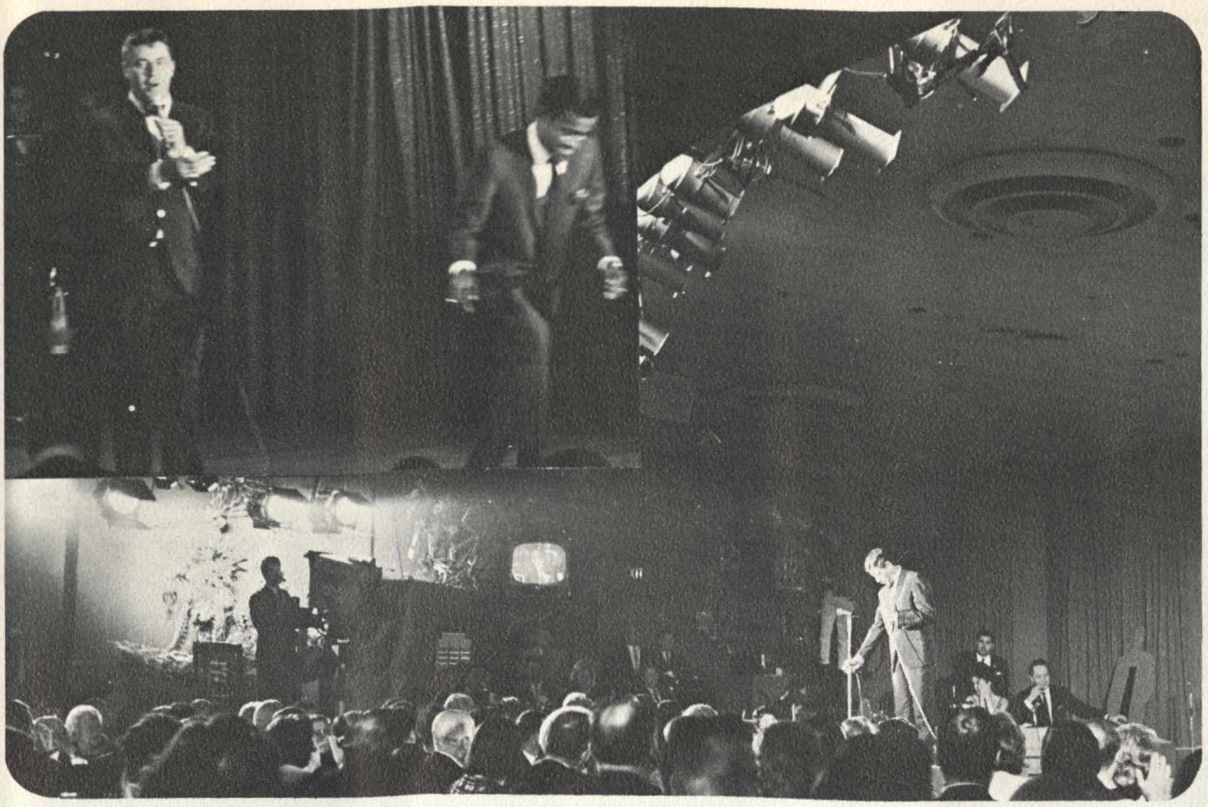
Our plans for the future—an exciting new Copa Lounge with top flight attractions; more hotel rooms and suites (especially the very popular petite suites) and some exciting new stars in the Copa Room—but all still served up with the same friendly and pleasant attitude and surroundings.

Besides our regular top line of stars such as Red Skelton, Danny Thomas and the others on the cover of this issue, we have been building some great new names into future Copa Room attractions—Alan King, Alan Sherman, Frankie Avalon, Bob Melvin, Bobby Rydell, Gary Morton, Jan Murray, Tommy Sands, Shirley Bassey, Diahann Carroll, Nipsey Russell, James Darren.

The past year has been tremendously exciting—with the Jerry Lewis network TV show from our Copa Room on November 9 capping an unusual year of excitement. Most of these events are briefed for you inside the pages of this issue, but just to summarize—we have had Martin Block taping his great network Radio Show; four full length movies have used the Sands as their locale; the Sands has been featured on 12 network TV shows; and we have hosted 42 executive conventions here.

Some of the "names" staying at the Sands this year were Ex-President Harry S. Truman; Count and Countess Brandolini; the Sultan, Sultana and Queen Mother of Kedah, Malaya; Major General Bernard Schreiver, Head of Air Force Missile Program; Lawrence Spivak, publisher of Reader's Digest; and William Miller, Republican National Chairman.

We hope this coming year will see your name on our guest roster.



JERRY LEWIS TV'ER FROM SANDS GETS HIGHEST RATING

TV ratings for the Jerry Lewis 2-hour ABC network show originating from the Sands Copa Room on November 9 were the highest the program had ever received. Lewis was appearing at the Sands during this period and for the TV show brought down his entire staff of 114 technicians from Hollywood. Appearing on the show were Jimmy Durante, Kay Stevens, Freddie Bell, with guest acknowledgements from Sonny Liston, Joe Lewis, Roberta Linn, Henny Youngman, Bobby Darin, Lionel Hampton, and special appearance by Sammy Davis, Jr.

Sands GUESTS



Mrs. W. McAllister, the Hon. Walter M. McAllister, Mayor of San Antonio, Texas; and Mr. and Mrs. W. W. McAllister, Jr.



Lindsay Crosby, John Smith (star of "Laramie" TV show), Mrs. Smith, Patricia Lyons, Robert Fuller (another "Laramie" star), Col. Charles Baron, and Nick Venet.

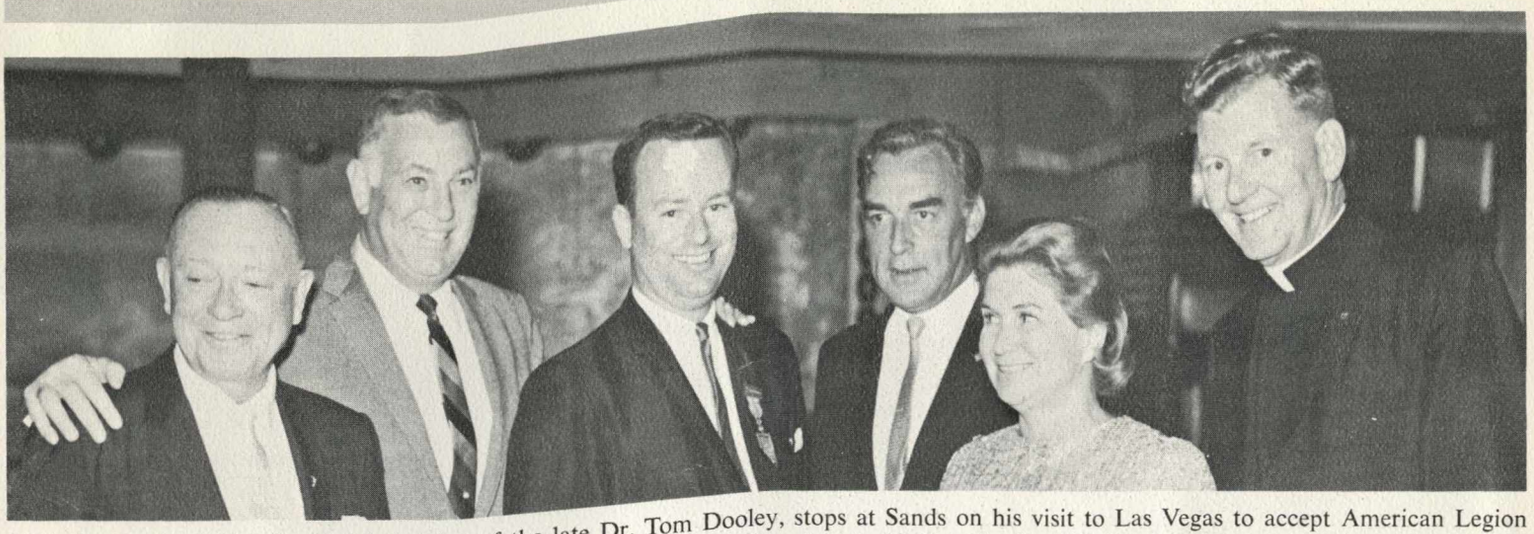
Frank Gibney, editor (left), and Allan DeLynn, assistant to Huntingdon Hartford, publisher of the Magazine SHOW, pause for a photographer as they discuss upcoming feature on the Sands.





Mr. and Mrs. Marinus D. Ferdinandusse from Amsterdam, Holland. (He is the editor of "Vrij Nederland"—a weekly newspaper in Amsterdam, Holland.)

Sands GUESTS



Malcolm Dooley (third from left), brother of the late Dr. Tom Dooley, stops at Sands on his visit to Las Vegas to accept American Legion Award. l-r: Mr. Ed McGinnis, Boston; Jack Entratter; Malcolm Dooley; Martin McKneally, Past National Commander of American Legion; Mrs. McGinnis; Father Edward Carney, Past National Chaplain, American Legion.



Mr. T. J. Cuzalina of Ponca City, Oklahoma, with Sandstar Patti Page and Sands credit manager Buck Harris.



Mr. Asher Z. Rahav (right), Mr. Victor Bennahum (center), and Mr. Meir Vidar, at the Israeli Government Tourist Office cocktail party in the Emerald Room, in Las Vegas for the ASTA Convention.



Mr. Jimmie MacKenzie, Mayor of Waikiki, Hawaii.

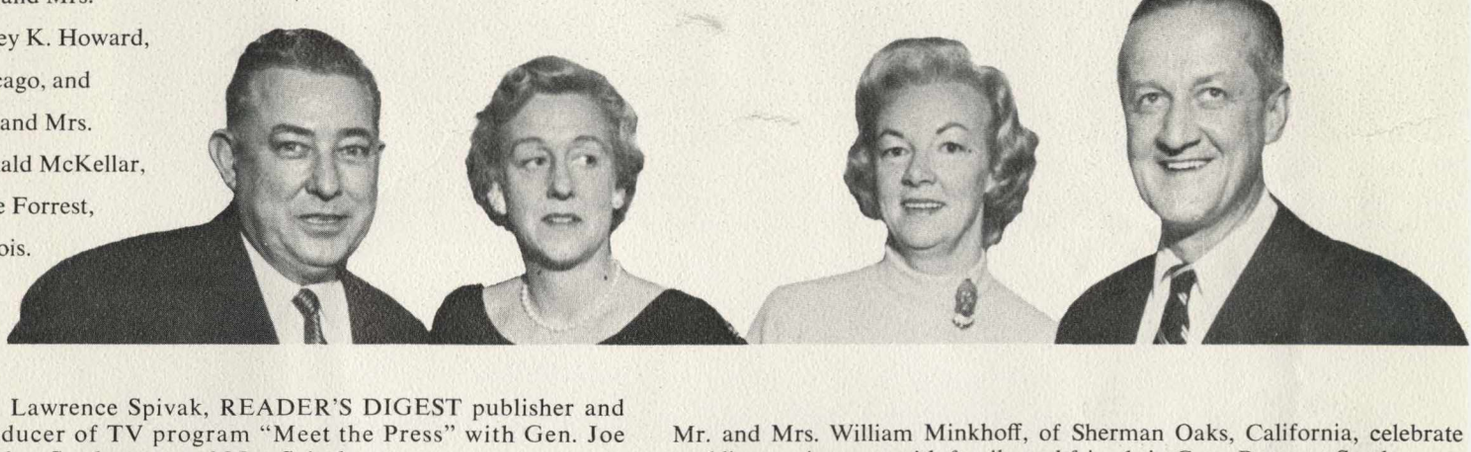


Houston COLTS, in Las Vegas for exhibition game, stay at Sands, and pose for pictures with resident manager Lloyd Cope and Bell Captain Lou Pearl.

Mr. and Mrs. C. C. Cohen of Phoenix, Arizona host wedding anniversary party at Sands with: Mr. and Mrs. Richard Chambers, Phoenix; Mr. and Mrs. Mac Gluck, Phoenix; Mr. and Mrs. C. C. Cohen; Mr. and Mrs. Herman Greenstein Kansas City, Missouri; and Mr. and Mrs. Jack B. Shultz, Kansas City, Missouri.



Mr. and Mrs. Bailey K. Howard, Chicago, and Mr. and Mrs. Donald McKellar, Lake Forrest, Illinois.



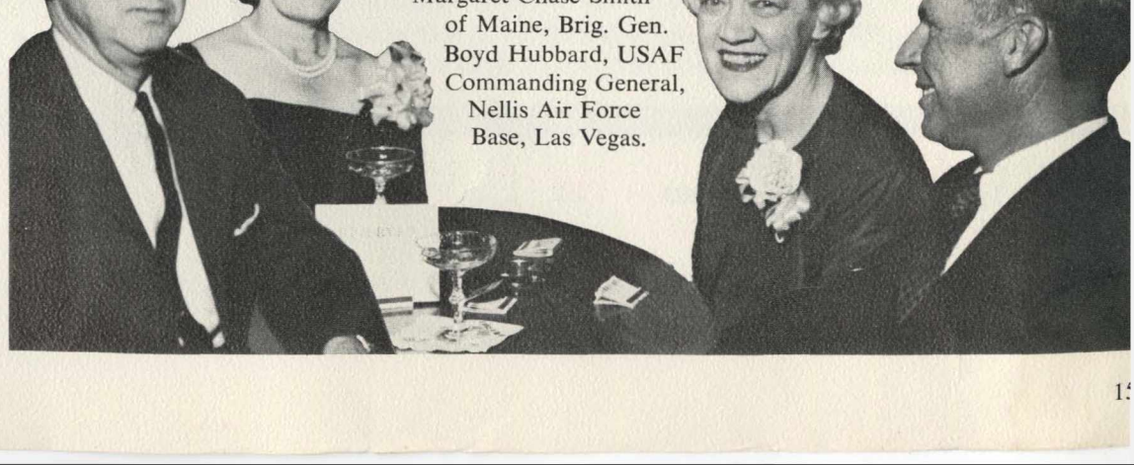
Mr. Lawrence Spivak, READER'S DIGEST publisher and producer of TV program "Meet the Press" with Gen. Joe Battley, Sands exec; and Mrs. Spivak.



Mr. and Mrs. William Minkhoff, of Sherman Oaks, California, celebrate wedding anniversary with family and friends in Copa Room at Sands.



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From left to right: Brig. Gen. Harry Lewis, USAF Ret., Mrs. Boyd Hubbard, U.S. Senator Margaret Chase Smith of Maine, Brig. Gen. Boyd Hubbard, USAF Commanding General, Nellis Air Force Base, Las Vegas.



Star of the Red Skelton Hour (CBS-TV, 8:00 p.m. Tuesdays) relaxes in one of the opulent new Penthouse Suites at the Sands

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