

EL MOROCCO



BRENDA FRAZIER, queen of all glamour girls, and famous cartoonist Peter Arno are frequent visitors. Brenda plays no night club favorites; she sometimes visits several in one evening.

EIGHTEEN years ago John Perona, one-time bus boy, entered the New York scene and opened a restaurant at 232 West 46th Street. Save for the food and wine he served, Perona's sole attraction was the constant presence of a Goliath he had befriended in Buenos Aires, one Luis Angel Firpo, contender for the heavyweight crown. Firpo's attendance at Perona's table, devouring fantastic portions of food, drew the crowds to this new restaurant. Two hours before he crossed the Hudson to Boyle's Thirty Acres, there to club Jack Dempsey out of the ring in the most exciting round pugilism ever was to record, Firpo had a warm-up snack at Perona's—a snack consisting of two portions of spaghetti, a steak drenched in soft-boiled eggs, three additional eggs, served raw and in a glass, and finally six chunks of spumoni.

Perona's next spot was at 39 W. 49th St. where he installed the first bar which ever appeared in a Manhattan speakeasy. There he flourished for nine years, until John D. Rockefeller, then beginning to fashion his legacy to the New York sky-



HEADLINE HUNTING playboy Tommy Manville (without benefit of his customary blonde) visits the famous nitery with a brunette.

line, his Rockefeller Center, paid him \$10,000 for the balance of the lease. Perona's actual profit from Rockefeller transactions is \$9,900 for he later returned \$100

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WINTHROP ROCKEFELLER and Mary "My Heart Belongs to Daddy" Martin win a \$100 prize for dancing.

to Winthrop Rockefeller when, teamed with Mary Martin, that sum was awarded to them as first prize in the Handsomest-Couple-at-El-Morocco Contest.

Cavorting once on El Morocco's dance floor were Doris Duke and Princess Brinda of Kapurthala—in a dance led by George Atwell, Jr., who was startled to discover that, in the change of partners, he suddenly was clasping hands with Princess Chlodwig Hohenlohe-Schillingfurst—his ex-mother-in-law.

As do a majority of visiting notables, to El Morocco came Vittorio Mussolini during his American visit, and there spent five restful hours—relieved at his escape from a Mickey Finn, which an anti-Fascist waiter at another club had just been restrained from serving him.

Perona, Manhattan's first Dictator of Cafe Society, recently spent \$100,000 in re-decorating his club. He removed—except in the lounge—the zebra-skin motif with which El Morocco had long been identified.



ARGENTINIAN heavyweight Luis Angel Firpo devoured huge gobs of spaghetti before his Dempsey fight.