

Sanders Making Cleo

An International Word

Cleo Johns, a native of North Carolina, has been a professional cook for 31 years and for 20 of those has had her own catering business, Cleo's La Cuisine, Inc., headquartered in Maplewood, New Jersey.

She can and has served from 25 to 4,000 people. This year she's in charge of the catering for a \$100,000 Bar Mitzvah an Ohio father is giving his son. But Cleo had a dream. She wanted to share her talents with people on a regular basis.

In 1975, Cleo branched out into the nightclub supper business when she joined up with Howard Sanders, a successful advertising executive who also had a dream.

"What I dreamed of most," says Sanders, "was a restaurant much like those found in the good old days. A place where you felt as an honored and welcomed guest, where personal service was always there but never obtrusive. And most important where the food was excellent and the entertainment made the entire evening truly memorable."

So when Sanders and Cleo met all the pieces came together. "As soon as we met," he recalls, "we both knew this was a shared dream and we could make it work."

The result: Cleo, located at One Lincoln Plaza, at 63rd Street and Broadway right across from Lincoln Center.

Sanders gave Cleo the visibility she needed. The posh club has become one of the most popular in the city, featuring not only a popular kitchen under the supervision of Cleo, but top entertainment, such as Mabel Mercer, Bricktop, Hazel Scott, and the current star, Joyce Bryant.

Now Cleo is ready to branch out internationally. Sanders is taking her to another plateau-internationally. He has just announced that a branch of Cleo is expected to be in operation by the fall of 1977 in St. Maarten, Dutch Antilles. To be known as Cleo Club St.

Maarten, the new branch will be under the direction of Ms. Johns who will be moving to St. Maarten to operate and manage the restaurant facility which will be maintained by local citizens.

The present manager of



MS. CLEO JOHNS
...North Carolina native

Mullet Bay (the largest hotel on the island) is under contract to act as consultant to Cleo Club St. Maarten.

It is contemplated, according to Mr. Sanders, who made all the arrangements, that a gambling license will be obtained from the local authorities within a year after the new club opens. It is located

on a site near the St. Maarten airport.

Cleo Johns is a remarkable woman. From a beginning as a cook for field hands in the cotton fields of North Carolina, she moved to New Jersey in her teens and continued to cook-for families, then for their friends.

As her fame and skills grew, Cleo was sought for large parties and gala occasions for all kinds, from birthday parties to Inaugural Balls. Soon she was head of Cleo's La Cuisine, one of the largest and finest in the Northeast with her services eagerly requested by both high society and the

business world.

A delightful, generous woman who loves food, she remains completely in command of all party proceedings and her kitchen.



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