

# LAS VEGAS SHOWCASE

**meet**  
**Ronald McDonald**  
 OCTOBER 5-6-7-8  
 AT McDONALD'S NEWEST UNIT  
 3910 MARYLAND PARKWAY  
 (OPPOSITE BROADWAY)

## SCHILLER JOINS DUNES



ABE

Abe Schiller, popularly known for more than a decade as the Las Vegas Ambassador of Good Will, joined the staff of the Dunes Hotel in the capacity of vice president and world ambassador. He was formerly with the Flamingo. Schiller has never been

seen without his cowboy suit or a grin. First he attracts your attention, then he makes you feel at home. He is always on the go, seldom traveling less than 100,000 miles in one year to bring Las Vegas to the world.

Abe is at much at home in Afghanistan as he is in Arizona and responds instinctively to the nickname of "Tex", which seems to be the universal greeting for anyone wearing a cowboy outfit.

Although he gladhands everyone he meets and is perfectly at home in any company, Abe neither drinks nor smokes. He won't discuss politics because it may lead to controversy, which goes against his grain.

He attends expositions, usually as an honored guest, and has hardly ever seen a parade - he's always riding in them. A few years back after a parade in San Francisco, Abe told reporters: "Here we have democracy at its height, a Jewish cowboy, riding an Arabian horse in a Chinatown parade, in an entry sponsored by a Greek."

It matters not what hotel Abe is associated with, his main purpose is to sell Las

Bobby Darin, currently at the Fabulous Flamingo, puts his amazing versatility on full display in the beautiful "Talk to the Animals" from his new "Dr. Doolittle" album. Through his mastery of mimicry he brings such stars as Rex Harrison, Cary Grant, Dean Martin, Tony Bennett, Al Jolson and a host of others into the rendition.

\*\*\*\*\*  
 Phyllis Diller, opening at the Flamingo October 12, was recently named "Miss Prune"!!

## DIEDERICH UPPED AT TROP

DONREY

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**DIRECTOR OF MARKETING**  
 for the **Tropicana** hotel  
*Ed Spoon*



DONREY BILLBOARD SIGN TELLS WORLD OF HARVEY'S PROMOTION.

LAS VEGAS -- The promotion of a veteran resort publicist to the newly created position of director of marketing at Hotel Tropicana has been announced here by President J.K. Houssels, Jr.

Named to head up the new department, which will embrace and coordinate sales, special promotions, public relations, publicity and advertising departments, was Harvey Diederich, for seven years director of advertising and publicity at the Tropicana.

The organizational innovation is designed to develop greater efficiency, unified effort and modern operating procedures among the several departments, whose routine functions are

closely involved and overlapping.

Associated with Diederich in the department will be John Garber, director of sales; Archie Loveland, director of special promotions and Brigham Townsend, who just joined the Tropicana, director of publicity and advertising.

A graduate of the School of Journalism at the University of Southern California, Diederich is a member of Sigma Delta Chi professional society and Phi Beta Kappa and Phi Kappa Phi honor societies.

He began his publicity career in Los Angeles during his final year at SC in 1949, was director of the Sun Valley, Ida., News Bureau and the Bahamas News Bureau.

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