

LAS VEGAS SHOWCASE



PROFILES

by Percy Villa

ROBERT FENTON ADVERTISING, INC. was founded in Las Vegas on January 3, 1966. The agency is located at 1800 Industrial Road and already is the talk of

the city and state. The current staff numbers 6, with key personal: Robert E. Hogan, Vice President - Art Director, and Mark Tan, Assistant to the President - Managing Director.

Robert has a Bachelor of Science Degree in Business at UCLA. From 1958 to 1961 he was account executive at Kenyon & Eckardt Advertising in Los Angeles. From 1961 to 1965, Robert was Vice President and Manager of the West Coast Operations for Al Paul Lefton Advertising, Inc., Philadelphia, New York and Hollywood.

He was born on January 11, 1929 in Torrance, California. His middle name is James. He is 5 foot, 7 inches tall and hits the scales at 155 pounds with brown hair.



ADVERTISING

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Robert can sleep anywhere at any time; "I average 8 to 10 hours of sleep daily, and on weekends I take afternoon naps."

He sleeps in a king-size bed, without a pillow. He likes fresh air and keeps all his bedroom windows open.

He likes music and enjoys

Mario Lanza records.

His hobby is being near the ocean, swimming and sailing.

He reads at least 6 daily papers and anything by James Bond.

He is considerate of others and without temperament, almost always. He listens to advice about himself and his career. Then makes his own final decisions.

He is President of the Advertising Club of Las Vegas.

Bob is active in the Boulder Dam Area Council of the Boys Scouts of America. He recently finished a bang-up of a job doing the publicity for the 1968 Boy Scout "FUN FAIR" which was attended by more than 40,000 persons at the Convention Center.

Bob is a determined person who usually succeeds in getting what he goes after in a sweet manner, of course. He is a natty dresser. Day or night!! People expect it of me." He is ambitious, ("I want to accumulate enough money to have the things



ROBERT

I've become accustomed to."

He doesn't believe in taking anything for granted. ("I've discovered from past experience that "pride cometh before a fall.")

Considering that he has been in Las Vegas two years Bob is proud of some of his better accounts: The Silver Slipper, First Western Savings and Loan, McDonalds Hamburger, Party

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