

# Notable Nevadans

BY JAY TELL

Behind the glitter, girls and games at Circus Circus is a precision back office, headed by Donald L. Aikin, managing director since July 1. Don had been controller and was moved up after Burton Cohen resigned to join the Flamingo.

Don, 41, was born and raised in Colorado. His family moved to Nevada in 1942 when his dad, a chemist, worked in Henderson's magnesium plant. In 1944 the Aikins moved to Oak Ridge, Tennessee, where the elder Aikin helped develop the atomic bomb.

Called for WW II Naval



DONALD

Duty after high school, Don began college at the University of Nevada at Reno. After one year he transferred to the University of Colorado, only to be yanked out in his junior year as a "vital recall" for a second Naval tour, this time in Korea. He attained the rank of 3rd petty officer.

Don returned to the University of Colorado where he joined ATO fraternity. He earned a Bachelor of Science Degree. Then, relocating in Casper, Wyoming, he was employed as an accountant with the Stanolind Oil Co. for two years. Returning to the Silver State, Don became an auditor for the Nevada Gaming Control Board, a post he held for 13 years.

As a coach for the little league, Don's pitchers pro-

bably practice secretly at the ball-tosses in Circus Circus. He's also a ten-year volunteer football referee, a member of the American Institute of CPA's, the Nevada Society of CPA's and the L.V. Chapter of Hotel Accountants. Also, Don is treasurer of the First Christian Church.

Aikin and his bride of 16 years, Jane, have two boys and two girls (a hard four): Ross, 13; Robin, 11; Brian, 6; and Vallerie, three. Don and Jane met at the University of Colorado.

Don loves sports, and played high school basketball four years, track and football for three years. He's a champ, too, after making the all-Navy basketball team.

Aikin is no stranger to hotel back offices. As Gaming Board auditor he's seen nearly every counting room in the state. He has studied scores of different casino procedures and has supervised hundreds of audits of hotel records. Other activities on the Board included his auditing of paramutal records at the old T-Bird Downs.

At Circus Circus he's got conscience, with measures that put the casino on a sound fiscal basis.

"Our concept is to attract new interest from old visitors, as well as draw newcomers. People see Circus Circus because it's different, come back because they enjoy it." And Don adds, "it's the only place in town where

adults can have fun WITH their children."

"Our high wire act, the Rodriguez Bros., is the most famous in the world. They never performed with a net, and were highly insulted when they saw it for the first time. The net is to protect the customers, not the acrobats."

"Of our four trapeze acts, one does the only three-and-a-half somersault in the world," boasts Don.

The casino attracts 10-15,000 people on a good day, and admission is \$1.25 to tourists, free to locals and servicemen. Continuous entertainment 18 hours daily is another first in Nevada, with a new act every 15 minutes from 1 p.m. to 1:50 am,

followed by Happy Hour to 8 a.m.

"Ordinary carnival shows were fly-by-night gyms. You left with a cupi doll or nothing," Don states. "Here we have \$500,000 in honest to goodness prizes, ranging from a rainbonnet (one prize unit) to a portable color tv (1099 units), not to mention expensive luggage, good crystal, etc. We count on repeat business," says a confident Don. "Circus Circus is so unique, and so popular, that we know it's here to stay," he concluded.

The ISRAELITE'S BEST WISHES to CIRCUS CIRCUS - and their competent, dedicated managing director, Don Aikin - a credit to Las Vegas.

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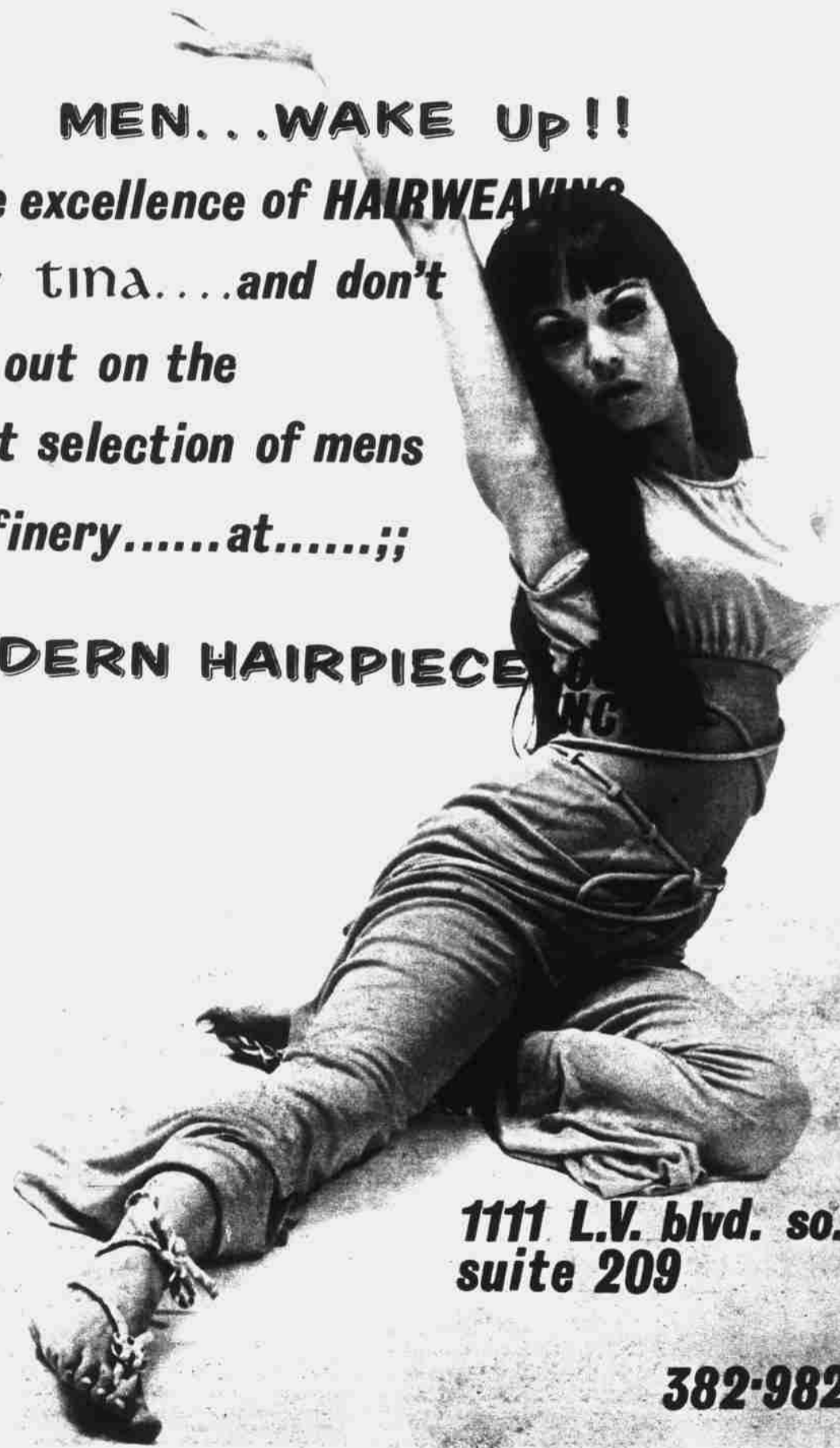
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