Notable Nevadans BY JAY TELL

Sharp as a Tack

LV's leading advertising agents, once lived a reporter's dream -- covering a bank robbery and snapping pictures while it was taking place! And no ordinary robbery no average hoods, merely Bonnie and Clyde themselves! In 1932, in Belair, Texas, while a hack on the Houston Press, Melvin was tipped to a pending bank heist. He and "Nig" Miller -- now a top photographer for Life -- got pictures of the robbery in progress. The two got the extra on the streets before the police arrived!

Melvin, Houston-born in 1915, followed in his pop's advertising field. But not till after a stint in show biz At age 11 he and brother Lenard did two years of vaudeville on the old Paramount-Publix circuit.

Jack was business mana-

THE BIGGEST SHOW

TO DATE' -- N.Y. POST

The NEW super CINERAMA

Jack Melvin, now one of paper, and created the now famous Texas High School Newspaper Association. As full-time reporter for the Houston Press in 1932 he covered many Bonnie and Clyde capers. He even witnessed Parker's and Barrow's demise in Lousiana. pens!

"The movie was very accurate, except for the killing. Bonnie and Clyde never got out of their car -- they were gunned down at 15 mph still driving," Jack obser-

In 1944 he joined Foot, Cone and Belding Agency as publicity drector. He resigned in 1948 to head public relations at the El Rancho Vegas. He's responsible for national promotions of Sunkist, Hallmark Cards, So. Pac, Railroad, Union Oil, and others. He once sold 250,000 pens in ten weeks by promoting a million-name petition to the Postmaster -ger of his high school news- and sold the petitioners the

After six months at El Rancho, he joined Hunt Foods as p.r. man. In 1951 he opened a Hollywood office that soon handled 150 national brands. In 1955 Jack launched his own agency in LV with the Lucky Strike Club as his first account.

He obtained the Lucky account by paraphrasing Lucky Strike cigarettes' slogan, "LSMFT", and changed it to Lucky Strike (Club) Means Finer Bingo," or "LSMFB." That led to the Sahara, also owned by Milton Prell, and then the Mint Hotel account.

Margaret and Jack Melvin married a quarter of a century, have two sons -- Jame, 24 and Edward, 20. A "middle 80's golfer", Jack has always shown an interest in civic work. One of his greatest achievements, and one of which he is most proud, is helping raise a second \$250,-000 for the initial construction of Temple Beth Sholom. He enticed 250 Vegans to borrow \$1,000 apiece (repayable over three years) from Nate Mack at the Bank of Las Vegas -- who waved credit checks on behalf of the new temple.

His agency has handled Cashman Motors, Desert Hills Homes, Round Up Real Estate, Sahara - Nevada, Pioneer Title, Nevada State Bank, Las Vegas Club, the Dunes Hotel, Silver Slipper, the LV Convention Authority, the Bank of Las Vegas, and the Bonanza Hotel.

His civic awards and citations include the Anti-Defamation League, United Jewish Appeal, Hadassah Medical Origanization, LV -- who's sharp as a tack.

Chamber of Commerce, the Junior Chamber, Nevada Centennial Committee, United Fund, American Legion, City of Hope, Rose DeLima Hospital, So. Nevada Industrial Foundation and the Clark County Sherriff's Mounted Posse.

In 1963 Gov. Grant Sawyer cited Jack for outstanding contributon to the state. In 1964 he was made Man of the Year by the Advertising Association. In 1965 Gov. Sawyer appointed him chairman of the Civil Defense Advisory Council. He was one of thirty recipiants of the coveted Printer's Ink

For seven years he's been the only Jew to address Brigham Young University, and he's been at it for seven

Jack is the only advertising executive listed in both "Who's Who In The West"! and "Who's Who In Adver4 tising."

The once child performer later was a Hollywood columnist at \$1.00 per paper. Melvin once worked for Lloyd Pantages who was Mrion Davies' boyfriend. He also worked for Jimmy Fiddler, top columnist and Hollywood commentator.

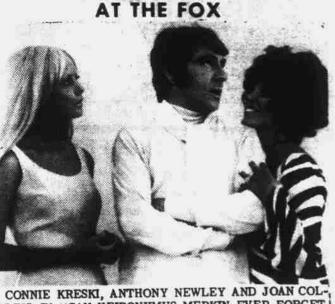
Jack tells of Moses' clipping - hungry press agent who, after suggesting that Moses split the Red Sea, said: "Moses, baby, if you pull that off I'll get you two pages in the old testament!"

And he relates the story of Milton Biow -- Famous ad mad who creaed the Philip Morris page boy. At a meeting of agency men at Proctor and Gamble, Biow surprised his cronies by jumping up and exclaiming "If I save you \$2,000,000 can I get the account?" They agreed, and Biow picked up the phone book and called ten random Jewish names. When asked if they would like a free sample of the new --- detergent, every person hung up in a huff. The execs and agency men shrugged, until Milton told them what the name of their product ment in Jewish, The name: DRECK -quickly changed to DREFT, after Biow got the account.

Need an ad man? See Jack

JERUSALEM (WNS) -- RUmania's first Ambassador to Israel has presented his credentials to President Zalman Shazar in ceremonies at the Presidential residence attended by Foreign Minister Abba Eban and senior officials of the Foreign Ministry. The new Ambassador, Valerie Georgescu, was previously Rumania's Minister to Israel. The two countries agreed last month to raise their respective legations to the rank of





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