

Notable Nevadans

BY JAY TELL

Sharp as a Tack

Jack Melvin, now one of 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-Public circuit.

Jack was business manager of his high school news-



JACK

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 Louisiana.

"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 observes.

In 1944 he joined Foot, Cone and Belding Agency as publicity director. 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-- and sold the petitioners the

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 Sheriff's Mounted Posse.

In 1963 Gov. Grant Sawyer cited Jack for outstanding contribution 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 recipients of the coveted Printer's Ink award.

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

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

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 man who created 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 -- who's sharp as a tack.

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 embassies.



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