

SENIOR'S IMAGINATION INC. EXPANDING

Imagination, Inc., a leading Las Vegas advertising-public relations agency, is in the midst of a major expansion program, according to its President, Howard Senior, yesterday.

Joining the staff are Larrie Schmidt, until recently city editor of the Las Vegas Sun, and Chris Chrystal, Las Vegas correspondent for Time, Life and Fortune magazines, and former reporter for both the Sun and the Review-Journal.

Senior also announced that Lou Maestas, one of this city's top commercial artists, is a new associate of the firm.

"Our growth has been so rapid," said Senior, "that we are lucky to be able to gain the services of Mr. Maestas, Mr. Schmidt and Miss Chrystal at this particular time."



HOWARD

Imagination, Inc., was formed here only 18 months ago by Senior, a native of Cleveland, Ohio.

Schmidt, 33, a native of Lincoln, Nebraska, has eight years newspaper experience

and five years advertising and public relations experience. A three year resident of Las Vegas, his journalistic background includes the Miami Herald, United Press International, Culver City (Calif.) Citizen and the Sun. He spent three years in Europe in advertising and public relations and two years in Dallas, Texas as an advertising agency account executive in charge of political campaigns, including candidates for the U.S. Presidency, U.S. Senate, U.S. House of Representatives, governor and a host of lesser offices.

"Mr. Schmidt is also a specialist in press relations, conventions and exhibits," said Senior. "He will serve as an account executive with us."

Maestas, 31, gained national acclaim while an artist with the Las Vegas Sun. His imaginative Sunday Scene magazine covers thrilled thousands and won him many free-lance clients. A former advertising agency artist, he will maintain his status as an independent artist servicing other accounts, but will also direct Imagination, Inc.'s entire art production department. He has lived in Las Vegas four years. His wife, Cecelia and he have four children.

Senior said Miss Chrystal "comes to us with an outstanding reputation as a journalist. Her experience in covering government affairs and knowledge of politics will be a definite asset."

Senior added that Miss Chrystal, as a newswoman covering the convention authority, hotel-casinos and entertainment news, has developed a deep insight into the worlds of gaming, tourism and 'show biz.'

"As a result, I feel she is eminently qualified to fulfill her new position as director of our talent division with responsibility for promoting and publicizing our many entertainer accounts," said Senior.

Miss Chrystal, a native of Englewood, N.J., has lived in Las Vegas two years. She came here from the daily Nevada Appeal in Carson City.



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