

### TV'S DWAYNE (DOBIE GILLIS) HICKMAN NEW AD EXEC. IN LAS VEGAS

Dwayne Hickman, former public relations and entertainment director for the Landmark Hotel here has been named a principal in an Arkansas based advertising agency.

The agency, Holland Rothman Hickman & Associates, have opened a western division office here with Hickman serving as executive vice president in charge of all local operations. Other principals in the agency are Bill Holland, president and Alan Rothman, secretary-treasurer, both of Little Rock, Arkansas.

Hickman stated that the offices have been staffed and that additional personnel have been acquired for agency activity within Nevada. Hickman said that the agency will provide an initial employment of some seven persons operating out of the Las Vegas offices. He added that plans are already underway to enlarge the Las Vegas work force to a total of 12 persons by mid-1972. The opening of the new offices brings the agency's employment to a total of 30 persons.

Hickman, a long-time television and motion picture personality is probably best known for his role as Dobie Gillis in the television series of the same name which was aired during the early 1960's. Prior to that he played the role of Chuck, the nephew in the Bob Cummings Show, for five years. He



DWAYNE

just recently completed a segment in the television series "Love, American Style" which was telecast in January.

Hickman is a graduate of Loyola University, Los Angeles, with a Bachelor of Science Degree in Economics.

The Rothman Holland agency and the Holland firm entered business in April of 1969 and at that time, with three employees, was the smallest recognized agency in Little Rock. It has since moved its offices two times, expanding from an office space of less than 1,000 square feet to an area of over 5,000 square feet. The agency is presently headquartered at Suite 1600, Union National Bank Building and handles national, regional and local accounts.

The address of the Las Vegas Agency is 557 E. Sahara Avenue, Suite 2A, Las Vegas, Nevada 89105.

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