

We've Been WONDERING

WHY the ambitious, enterprising (after much prodding), past thirty, mama's boy who is currently enjoying a hefty income, and has adopted the airs of a comic strip aristocrat, doesn't make with the child support payments, which are long overdue, before the welfare folks get into the act--or a certain few interested ones blow the whistle.

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WHY pseudo (false) puritanical, sanctimonious individuals were so horrified and shocked into bellows of Shame - Shame - Shame when they witnessed veteran entertainer John T. McFee (chocolate brown feller known through the show world as "Fast Black") teaching near-teen "pretties" dance routines in a wide open parking lot on upper 'H' St. News we have: If more adults would share their time with the near-teens and teenagers, certain problems would be at a minimum.

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WHY that (just went to see the light) Great Grandma don't give in just once, and follow the suggestion of her children and permit an accredited practitioner to diagnose her ailment? From heartbreaking observation, the mystical-spiritual Voodoo Doc is filching loot via the "open nose" route, and her condition is getting progressively worse.

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WHY those owners of that certain NLV Casino don't school their food waitresses to the do's and don'ts of table waiting? Like refilling napkin holders, sugar bowls, and salt and pepper shakers are supposed to be worked out on a side stand--NOT at the table where a customer is eating.

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WHY status, position, profession, or chosen vocation being no factor to many, the regulars don't get together and pool their interests to open a club for members only (namely, a Key Club). Or, better still, work to pass a law allowing the trouble-making wrong-doers to fight, cut, and shoot at will so long as they only do each other in.

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WHY the sequences of 3-6-7-11-12-13-30-40, and 47-57-67-69-70-75-77-80, are supposed to be lucky for persons born in February, March, and April.

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WHY that certain LIMP WRIST professional, who was booted out of the plush strip diggins because the landlord and tenants couldn't get ready for the antics of the darling boys sporting bikinis around and in the swimming pool, doesn't stop complaining and go the "Christine" route--that is unless he/she is on "have cake and eat it too" kick.

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WHY that hard-working, thrifty, and diligent bearded wonder who several dolls would like to slick into "FUDGE" squares, doesn't stop tampering before he gets took "off"? One certain upper Klass Pink Filly is contemplating ways and means.

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WHY those over Thirty and near Forty Lotharios whose prime prey are high school 15, 16, & 17-year-old babes and who oblige same by taking them for long rides after school in their gaudy late model shorts don't get the message. Parents and some just plain citizens don't like or dig the happenings at all, and the boom is due to be lowered most any afternoon.

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WHY Mr. Rubirosa (in technicolor, that is-- You Know Who) adopts such a halo-wearing attitude when the question of matrimony arises? Claims he, "I proposed, but was told that I really didn't mean it, but was only making a noble gesture". Okey, Rube--Make with the weak lie to the strong minds.

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WHY those pea-sized minds who take exception to the occasions when ofay groups

COUNSELORS AT WORK



PARTNERS--Attorney Addeliar D. Guy (seated) gets a royal welcome from Attorney Art Olsen, left, and Attorney Abe Lublin as he begins his association with the law firm of Olsen and Lublin. Guy, former deputy District Attorney, has just returned from a quick tour of the Hawaiian Islands following a three-day conference in Portland, Oregon.

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gig in Mr. Know-How's Bistro, don't get the message like integration is a two-way street? Where would the likes of Bill Cosby, Sammy Davis, Jimmy Robins (to name a few) be if the greys stooped to their bag.

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HENRY 'P.' (for 'Puzzled')

AND THE NEWSPAPERS?

The McDonald's chain of hamburger restaurants is emerging as a "big league" TV sponsor and is spending more than \$2 million for network TV specials in a four-month period.

That would be news in itself--but what makes it even more unusual is that it's a cooperative effort by individual McDonald's operators in city after city, including Las Vegas, with a helping hand from the company itself.

Until now McDonald's advertising has been strictly local--and the new Operators National Advertising Program is designed to supplement that local advertising, not to take its place.

"We're out to reinforce our local advertising with the impact of network TV specials, to build a national image of quality," explains Robert Fenton, President of Robert Fenton Advertising, Inc., the local agency for McDonald's. The four McDonald's hamburger restaurants are located at 2830 East Charleston, 4840 West Charleston, 1001 East Lake Mead Blvd., and 3910 Maryland Parkway in Las Vegas.

The McDonald's-sponsored World Boy Scout Jamboree TV special on the ABC network August 18, narrated by James Stewart, kicked off the new role of McDonald's as a network advertiser.

THEN CAME Holiday on Ice, with Jonathan Winters, on ABC-TV September 24.

The next specials will be Don Knotts, with Andy Griffith, on CBS-TV (Channel 8) October 26, and Debbie Reynolds on ABC (Channel 13) in November, both fully sponsored by McDonald's, and part sponsorship of Macy's Thanksgiving Day Parade on NBC-TV (Channel 3).

The chain now numbers some 930 units all across the country, most of them franchised operations, and their big appeal is to the family trade. In branching out into network TV sponsorship, the emphasis is on specials expected to pull a big family audience.

Why specials instead of simply TV commercials?

Explains Robert Fenton, "There's a fundamental philosophy behind the decision to spend the money for specials rather than spot announcements, even though spot announcements on network TV might, theoretically at least, reach as many people. With the intense competition that has sprung up in the wake of McDonald's success, we feel we have a quality story to tell."

"Identification with quality, as the sponsor of a quality program, puts across this idea above and beyond whatever the commercial messages might say. The impact is two-fold and the value more lasting than that of spot announcements all over the TV dial."

"Most of our business is local, but our standards of quality are national and uniformly high. Sponsoring TV specials can help us prove this point."

Nationally, McDonald's sales volume last year was \$218,506,873 last year and is expected to reach \$280 million for 1967.

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