



Hi
I'M
JOHN!

HI I'M JOHN

That phrase has been uttered hundreds of times in recent months over local television stations, and has brought fame and recognition to its originator. Now Big John is treated almost like a member of the family when his friendly, smiling face appears on local television screens. Like many other successful commercials, his has a friendly, warm approach, which apparently appeals to viewers, because it has made his business into one of the most successful in Las Vegas.

"Hi, I'm John" is the catchword of John Maurice Minefee, of Modern House Furniture Commercial fame, and winner of 1973 Bummers Award, for the worst commercial in the Las Vegas area. That simple phrase, to Las Vegas and visitors alike, has become a household phrase, much like "I can't believe I ate the whole thing" and other famous catchy commercials.

It's also meant a fine future for John Minifee. He has been signed by Martin-Akin Productions to star in the new, 1973 version of Laugh's Inc., first created by Jack Martin in 1943 for the Armed Services.

John arrived in Las Vegas in 1956, and is a 1965 graduate of Rancho High School, after which he enlisted in the Navy and served as a hospital Corpsman. He later joined the Marines and was a medic in Vietnam, where he was selected as the most outstanding corpsman in his division.

Following his tour of duty, he returned to Las Vegas and became a furniture salesman. Two and a half years later, John left the furniture business to sell insurance for Metropolitan Life, becoming, in a few short weeks, the number one salesman in Nevada, and

5th on the West Coast.

A year later, he'd made enough to go into the furniture business for himself and in just two years, he's become the number one furniture dealer in the Las Vegas area. Part of his success, along of course with his sales ability, has been his crazy television commercials. His "Hi, I'm John" commercials then brought him to the attention of Jack Martin, a forty year veteran of stage, screen, and television, who offered him the starring role in his show, Laugh, Inc.

Laughs, Inc. was first conceived and produced in 1943 by Jack Martin for the Armed Forces. It was an instantaneous hit, and, after playing for millions of servicemen and women in Europe, it remained there, playing before SRO audiences throughout the continent. In 1947, it broke all house records at the El Cortez in Las Vegas, as well as in all the major cities of the US. The 1973 show is entirely new, and is produced by Jack Martin through the facilities of Martin-Akin.

The show also features beautiful girls and hilarious comedy routines, much in the burlesque-musical comedy vein.



REGGIE DVORAK who will be appearing with John in 'Laughs Inc.' gets a laugh from John with an "Oldie But Goodie".



STAR JOHN MINEFEE, and Producer Jack Martin are congratulated by Nelson Sardelli.

**Attention---
Minority Contractors**

Attention all minority general contractors or sub-contractors in the construction field, NEDCO is currently working on 8A set-aside contracts and other job sites that are in need of minority contractors. All contractors interested in bidding for work should contact Bob Bailey or Gil Flores at 618-620 East Carson Street, Las Vegas, Nevada, or phone 384-3293, immediately.

OOPS!

In last weeks Scene on the Scene we - labeled George Simpson a financial consultant. Because of many queries - we investigated his background - and found some facts that indicated we goofed in giving him this title.

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people is a
hopeless
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SCOUTING NEWS

A very active Cub Pack sponsored by Jo Mackey School is providing that scouting can and does happen during the summer months. Just to mention a couple of their trips this summer, include a trip to Fantasy Park; a day at Tule Springs Park, and a class in knot tying given by Bob Healy. Hats off to the excellent leaders who so generously gave of their time.

Pack 134, another very active unit, sponsored by Matt Kelly School has really been doing it this summer. Some 12 Webelos took part in a day at Camp Bonanza, 50 miles north of the city. Some of the activities included rifle, archery, nature and many other scouting skills which have made scouting so successful for the past 63 years. For information as to how your son can join the action group call Albert O'Neal at 736-4366.

Remember Scouting today is a lot more than you think!

**Musicians Union
Of Las Vegas**

FREE CONCERT, Music by STAR, Musicians Union of Las Vegas. Date: Friday, August 17, 1973. Time: 7:30-9:30, Place: Henderson Youth Center, A joint program put on by the Henderson Recreation Department and the Musicians Union of Las Vegas, Nevada. Ages: 13 Years and Over.

"The music for this occasion is provided by a grant from the Music Performance Trust Funds (Kenneth E. Raine, Trustee), a public service organization created and financed by the Recording Industries under agreements with the American Federation of Musicians. The grant was obtained with the cooperation of Local #369, A. F. M., Jack Foy, President."

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