

OF THE STARS' INTERNATIONAL HOTEL

Las Vegas, America's own glittering version of Shangri-La, took on a new aura on July 2 when the \$60 million Las Vegas International Hotel opened with a celebrity-studded, invitational gala befitting the world's largest and most expensive resort hotel.

Highlighting the jet set celebrity Grand Opening was the premiere performance by Barbara Streisand in the hotel's beautiful 2,000 seat Showroom Internationale.

In magnitude alone - 1,519 rooms and 30 stories tall on 41 acres of ground - the International immediately becomes the prime bidder for the booming tourist trade that keeps Las Vegas the fastest growing city in the country.

Yet, size is far from the real story of the International. It is the incredible scope and uniqueness of the hotel's facilities that make it the showplace of resort America.

The hotel's capacity for entertainment, a prime Las Vegas commodity, taxes the imagination of even seasoned show producers. The Showroom Internationale, the largest hotel showroom in the world with seating for 2,000, will open with the highly acclaimed Miss Streisand backed by a 40-piece orchestra.

A few steps away, the 500-seat Casino Theatre, as large as the main showroom of several Las Vegas hotels, will debut with Miss Peggy Lee in the featured spotlight.

High atop the guest room tower is the International's Crown Room, offering guests a panoramic view of the Las Vegas area while sipping cocktails and dancing to the music of top name bands. Shortly after opening, the International will unveil the 800-seat Theatre Royale, Las Vegas' first legitimate theatre which will present the biggest, brightest productions from Broadway and off-Broadway.

The International lives up to its name in both decor and dining with four foreign-flavor restaurants included within its massive dining facilities. Mexican, Bavarian, Japanese and Italian restaurants feature the fi-



Barbra Streisand

nest cuisine from each country in a setting as authentic as it is tasteful. In addition, the Imperial Room stands out as one of the country's finest gourmet dining rooms. A 650-seat coffee shop, the Cafe Continental, features complete menu service on an around-the-clock basis.

The hotel's huge outdoor area, 8-1/2 acres devoted to fun in the famous Nevada sun, is located on the second floor "roof", actually situated over the casino, restaurants, convention hall and other public areas of the hotel.

Centerpiece of this lush playground is the heated 350,000 gallon swimming pool that features a huge glass screen to allow swimming and sunning even on the breezy days. Four championship tennis courts are also available to hotel guests, complete with lessons from a top professional if desired.

The International's shopping promenade is a miniature Fifth Avenue.

CAESARS FIRSTS

Caesars Palace, well known for its "firsts" in the entertainment field, will establish and participate in several more "firsts!"

The "firsts" are:

-- First legitimate theatre in Nevada.

-- First legitimate stage presentation in a Las Vegas hotel.

-- First play written by author Mart Crowley.

-- First play directed by Robert Moore.

-- First play being made into a motion picture with the original stage cast.

-- First show in Las Vegas that alcoholic beverages will not be served.

-- First theatrical presentation in Las Vegas with reserved seating.



OLD PEA PICKER - Tennessee Ernie Ford, one of the best loved entertainers in the business and one with the widest appeal to people of all ages, has opened in the Congo Room of Hotel Sahara. Ford is perhaps the most versatile star in the business. Also on the bill is the wild new group, The Establishment.

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