

OF THE STARS



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just relax. The scramblin-gamblin dealers (and we know many of them) can't seem to stop grumbling that the icing is off the cake and the town is falling apart.

Now what do the kingpins, the hotel owners, do when old slump time hits home. Do they just sit back and watch their slot machines rust, their blackjack tables mold and their crap tables mildew? Not on your life. They roll up their sleeves and come up with the most eye-opening money and prize giveaways they can dream up. They spend thousands advertising the handing out of tens of thousands. They wake up sleepy local Vegans who haven't ventured into a gambling casino in months. There certainly is no panic among experienced hotel owners because this periodic slump has happened each year for the past twenty. So let's show you how they plan to bring the locals home to roost and keep those metal boxes moving.

The Sahara Hotel featured a \$7,777.77 cash prize to a lucky ticket holder. Now how does one get an entry ticket or three? One must go inside the Sahara Hotel, play the games of chance and then you get entry tickets. But it's not as simple as that. Every half hour on the hour some huge giveaway takes place. A super slot here, a super keno there and a lucky gambling table, just to name a few. Twice a day some excited man or woman would be escorted to the famous "Shower of Money" game. This is a bubble with \$100,000 of spendable currency flying around inside it. In one minute's time that person would have a chance to slip out as much money as they could, providing it was at the rate of one bill at a time. The average haul in this event is between \$500 and \$700. The crowds loved it.

The Landmark Hotel saturated our ears and eyes with their \$100,000 Tower of Treasure. Hundreds of color tv's, stereos, appliances and other prizes were awarded each day. The place was jammed. But on the final evening of the promotion when a brand new Cadillac was the giant grand prize, they had to shut the slots off to squeeze in the maddening throng. I should know about this one, my father-in-law was there.

Not to be slighted, or lose any business, the El Cortez Hotel hosts its annual social security numbers game where potential cash winnings are staggering. Jerry's Nugget in North Las Vegas put a cash handout spree that closely matched the big boys of the strip.

That's a bit of the way how the slump period here gets taken care of. But now as the New Year falls upon us the town of Las Vegas comes out all at once into the jumping, swinging and crowded place to be. The tourist inflow is so huge that some poor souls have

to nap as far away as Henderson or Boulder City.

The entertainment scene sees its finest hour here. Assembled in one town at one time are more great stars than can be found in sections of the milky way. Take a look at this. Caesars Palace features Steve Lawrence and Eydie Gorme. The one and only Barbra Streisand packs them in at the Las Vegas Hilton. At the Flamingo are Jack Jones and Myron Cohen. Wayne Newton and Dave Barry star at the Frontier. The Fifth Dimension appears at the Riviera while Dionne Warwick woos them at the Sands. The immortal Jack Benny with his guest star Della Reese are at the Sahara.

For girls and variety, the standard biggy shows in Las Vegas are: "Lido de Paris '71" at the Stardust, "Never Before" Folies Bergere at the Tropicana and "Casino de Paris '72" at the Dunes.

The Union Plaza offers one of the longest running Broadway hit plays, "Fiddler on the Roof." The Silver Slipper has a "Wonderful World of Burlesque" for you while the Thunderbird features "Latin Fire '72." Jeannie C. Riley, Pat Buttram and Bob Luman headline the show at the Fremont Hotel.

The whole family can wander in for free and see the best of the best in continuing circus action at Circus Circus Casino. Topless Folies '72 and the Hank Henry Show team up for co-billing at the Hacienda Hotel. Each of the downtown hotels offers continuous entertainment to meet anyone's fancy.

So the quiet town rises from its annual period of hibernation. It rubs its eyes, looks around for a moment, then stretches and now growls--"Bring On The People."

MINSKY BURLESQUE AT ALADDIN

Beautiful girls, music, comedy and the excitement that makes Las Vegas the entertainment capital of the world have been combined in "Minsky's Burlesque '72," at the Aladdin Hotel.

Minsky productions have featured the most beautiful girls in abundance, and producer Harold Minsky has prepared an extravagant revue for the Bagdad Theatre where every night will be fun night.

The outstanding revue, staged by Jerry Norman, is presented twice nightly with reservations a must, especially during the holiday season. A special show is scheduled for 1:30 a.m. on Saturdays.

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RILEY, BUTTRAM AT FREMONT

The Fremont Hotel's Fiesta Room holiday fare is Jeannie C. Riley and Pat Buttram heading a bill with Bob Luman and The Nashville Sounds.

Jeannie's rich,

powerful, very distinctive singing voice enables her to sing virtually any type of song. However, she feels closest to country music and is sure that the public likes her best when she is doing modern country.

The audience will be especially pleased when Jeannie does her rendition of "Harper Valley PTA," which sold more than six million records.

Sharing star billing with Jeannie in the Fiesta Room is humorist Pat Buttram. Long known for his keen awareness of comedy, Pat takes advantage of his years of success on the hit television show "Green Acres" to bring show-goers exactly what they want and expect of his fine talent.

Rounding out the power-packed lineup is Las Vegas' favorite Bob Luman and The Nashville Sounds. The show will run through Jan. 6.

A special party has been planned for New Year's Eve, where guests will enjoy a complete dinner in the Fiesta Show Room, dancing and all the holiday merriment starting at a low \$7.75 per person. The festivities will get underway with dinner



JEANNIE



PAT

at 8:30 and then dancing until the 10:30 showtime.

All the hats, noise-makers and holiday favors will be provided to herald the New Year and, once 1972 has been properly ushered in, the music and dancing will continue.

Reservations for the party are a must.

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