

THE MARCH WINDS THAT BLOW (everywhere else but here in sunny Las Vegas) bring in a month of stars - big, bigger and biggest! FRANK SINATRA, as if you had to be told, opens tonight (Mar. 1) for his special three day stint at Caesars Palace. PAUL ANKA returns Mar. 4, and Mr. S again on March 14 .... THE KING OF COMEDY CLOWNS, Mr. Television, MILTON BERLE makes one of his infrequent Strip appearances, also opening March 14, at the Frontier. Hotel, Keeping it in the family, Milton's gueststar will be FRANK SINATRA JR. Milton and Sinatra Sr. are the oldest and best of pals so there's bound to be a lot of celebrity traffic between Caesars and the Frontier .... DEAN MARTIN is back at the MGM Grand; he'll be followed by SHECKY GREENE & VIC DAMONE who will be followed by Dean Martin again on March 20 who will be followed by Shecky Greene on March 27 confuzzing isn't it??).....Then there's the one and only SAMMY DAVIS JR, returning for his first Strip date in a while, and back to the Sands Hotel, Mar. 6, with his special guest star movie star GLORIA DeHAVEN ..... The more gorgeous than ever, ANN-MARGRET is the not to be missed star of her own spectacular, "THE BEST OF ANN-MARGRET" opening tonight (Mar. 1) at the reopened Tropicana Superstar Theater. The Superstar has the unique showtimes of 10 p.m. and 1 a.m....At the Sahara Hotel, where TOTIE FIELDS is winding her special one week date, JERRY LEWIS & MEL TORME, the blockbuster duo of this past January, are back for another two week go-round opening March 5.....And that's just the start of big things on the Strip. BURT BACHARACH is the Riviera's star opening March 6 for his first engagement in well over a year .... Later in the month we'll have the Technicolor couple of Hollywood. TONY MARTIN & CYD CHARISSE at the Thunderbird: TONY BENNETT at the Hilton; SANDLER & YOUNG at the Flamingo; and BOBEIE BENTRY at the Desert Inn..

SO YOU WANNA BE A MOVIE STAR??...Now's your chance! Producer JERRY SCHAFER is inviting the public to join in the fun and excitement of moviemaking on location for his new comedy adventure "HORACE & FRED". The public — with all the kids you can find are welcome to watch the moviemakers in action and to also be part of the crowd scenes that'll be filming over the weekend at the carnival grounds at 25th (Easterh) and Owens. Shooting is scheduled to start tomorrow (Mar. 2) most of the afternoon, all evening and into the wee hours of Sunday morning. Title stars BRECK WALL (here from Honolulu where his second company of "Bottoms Up" is — as expected — the hit of the islands!) and DICK SHANE (the Bullwhip Champion of the World and western star from tv's "The Virginian) will be "working" along with the gueststars of "Horace and Fred" — tv favorites like JOANNE WORLEY, DAVE MADDEN, KEENAN WYNN, ALAN HALE JR. and THE FLYING TORRELS (currently appearing at Circus Circus). "Horace and Fred", and AFFINITY PICTURES CORPORATION production, is scheduled for release in June, and executive producer ELIAS SAKA has promised WORLD PREMIERE in Las Vegas.

STRIP CHATTER......CONNIE STEVENS, a smash at the Flamingo, is still awaiting word on her made-for-tv-movie, "The Sex Symbol", Meanwhile her new revue is delightful

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ZELLA LEHR TRANSMITS MESSAGES IN SONG TO LANDMARK SUPPER CLUB AUDIENCES THROUGH CONTEMPORARY TUNES, SOUL AND HER FORTE---MODERN COUNTRY, SHOWTIMES ARE 6 & 8 P.M. WITH A THIRD SHOW AT 10 P.M. ON FRIDAY & SATURDAY--FOLLOWED BY DANCING.

and delicious. Connie's male ensemble — CECIL GOLD, JERRY GRIMES, MARK HUDSON & JONATHAN WYNNE are sensational showstoppers in their "The Men" production number....JACKIE GAYLE, the comedy roar at MGM's Lion's Den, has the stars flocking in just to hear what other stars the irreverent Jackie will be taking to task. Drop in any show and you're likely to hear the most unlikely commentary by the razor witty star on and about performers like WAYNE NEWTON, SONNY & CHER, DANNY THOMAS, EDDIE FISHER, ANN-MARGRET, MARTY ALLEN, ZSA ZSA GABOR, and dozens more.....Don't miss the fabulous DANCING WATERS who need every bit of sparkle and glitter to share the stage with Mr. Showmamship LIBERACE! Liberace is driving his "Energy Crisis" auto on age nightly at the Hilton - a Rolls Royce Volkswagen!.....Hasn't The Devine Miss M - BETTE MIDLER - agreed to a Las Vegas headliner debut??? Bette has reportedly given the nod to Entertainment Director Alan Lee to join his growing roster of superluminaries at the Tropicana Superstar Theater.....Songbird DYANNA WHITMAN, recently the special guest star of DON RICKLES at Harrah's Tahoe, and one of the fastest rising new talents in show business, returned in her solo act at the Flamingo Casino Theater.....ANTHONY COSTA the musical director of Donn Arden's upcoming spectacular "Hallelujah, Hollywood" at the MGM Grand Hotel, and his beautiful songstress wife JEANNIE, are among the "regulars" at the hotel's jammed packed JAI ALAI fronton. Costa rehearsing his orchestra and singers daily at the Grand: "Hallelujah" is still without a firm opening date...

STRIP BITS & PIECES.....JOAN RIVERS (who returns to the MGM Grand in May with Helen Reddy) and MGM entertainment coordinator URSULA NELMES hostessing the closing night party for pals at the elegant Metro Club on the Grand's 26th floor, and leading the singalong with Metro Club pianist GORDON CORNISH til the wee

hours.....George Arnold's "Fantasy On Ice" opens March 28 at the Hacienda. The dinner shows will be "covered", the midnight ice revues go topless...BARRY ASHTON'S new comedy duo DESMOND & MARKS, featured in "This Is Burlesque" at the Aladdin, are a strong hit and a wise choice to fill the vacancy left by the late great top banana Tommy Moe Raft. Desmond & Marks, one of English Music Hall's top k nockabout comedy duos are in their American debut.... Femme impressionist CRAIG RUSSELL makes his Vegas debut in May at the MGM Lion's Den. Russell's impreshs include Diana Ross, Tallulah Bankhead, Carol Channing, Judy Garland and Lena Horne... KEELY SMITH set to make her return to the Stripscene in April at the Thunderbird.... Eye-popping showstopper: the dual striptease of beauties JANET BOYD & FRANCINE FARRAR in Minsky's Burlesque at the Fremont.....

WEEKEND WANDERERS.....ABBE LANE at the Desert Inn; ANN-MARGRET at the Tropicana; CONNIE STEVENS at the Flamingo; TOTIE FIELDS & PHYLLIS McGUIRE at the Sahara...THE LIDO DE PARIS featuring Milo & Roger, The Jolly Jovers, Ron & Jillian, The Rios, and Dick Weston at the Stardust. In the Stardust Lounge, Ron Lewis' award winning "BARE TOUCH OF VEGAS" revue featuring award winning dancer ROGER MINAMI....JACKIE GAYLE at the MGM Lion's Den with Jamaican singer VIN CARDINAL and musical group S.O.U.P.....At the Top of the Strip dining, dancing and quiet conversation at the top of the Dunes Hotel with local songwriter MIKE CORDA and his musicmakers, and the RUSS MORGAN ORCHESTRA.......



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