

LAS VEGAS

SHOW BUSINESS

JERRY LEWIS, CHARO EXPLODE AT DEL WEBB'S SAHARA



JUNE IS BUSTIN' OUT ALL OVER..... with beautiful GINGER ROGERS making her first Las Vegas appearance since she starred in "Hello, Dolly" at the Riviera several years ago, with an all new show staged and choreographed by Academy Award winner Onna White. Miss Rogers opened June 15 at the Desert Inn Crystal Room, for two weeks, and will be returning on July 15 to headline at the Frontier Hotel..... with TONY ORLANDO & DAWN, back at the Riviera where last time around they broke every existing attendance record in the Versailles Room and were turning away two to four hundred disappointed fans at every show.... with burlesque greats IRV BENSON and CHARLIE VESPIA back on the Strip scene with their new "GIRLS A POPPIN" at the Silver Slipper Gambling Hall and Saloon.... with zany JERRY LEWIS (Broadway bound this year in a new production of "Hellzapoppin'") and miss cuichi cuichi herself CHARO, at the Sahara for a special one week engagement.... Speaking of country, JOHNNY TILLOTSON, such a big hit here headlining at the Landmark, returns to that hotel for another three week engagement opening mid-July..... The beautiful and talented KING COUSINS had to by-pass a summer outing here; they were already committed to a tour of Japan and participation in the annual Japan Music Awards gala next month. The Kings will introduce their new album and single at the international fete being held in Tokyo..... And speaking of Tokyo, producers BARRY ASHTON & WOLF KOCHMANN who have two big hits in Japan with their "Las Vegas On Ice" revue and a smash "GIRLS OF LAS

It had to happen. On October 31, 1972 the curtain went up in Hotel Sahara's Congo Room and onto center stage came the Barcelona Bombshell, Charo, who was just carving out a big name in show business. Some 30 minutes later "Mr. Versatility of Show Business," Jerry Lewis, took over where the Spanish sex-pot left off.

The Sahara show was an overnight success. Thirteen months ago executives of the Del Webb hotel again were successful in bringing back the fantastic duo. But, this time Charo (in off stage life Mrs. Xavier Cugat) had reached stardom as a night club and television entertainer.

When you find a successful combination for the big show



JER

room in Las Vegas you stick with it.

And that is exactly what happened last night.

Lewis, hailed by most critics as the

national's number one funnyman, and Charo, more popular than ever, took over in the Congo Room where they left off more than a year ago.

"We are sorry we were able to book this powerful pair for only one week," commented Anthony C. Atchley, vice president and general manager of the Sahara. But there is good news for Lewis - Charo fans. Atchley is working closely with Lenny Martin, vice president in charge of entertainment, to bring back the duo for longer engagements in the future.

Lewis is funnier than ever. Basically a wisecracking quipster and purveyor of confusion, he also continues to display great off-the-cuff creativity. Again, Jerry is equally at home with vocals. Sahara audiences never seem to get enough of Lewis. Charo more than lives up to expecta-

VEGAS" spectacular at the famous Nichigeki Theater in Tokyo, have been invited by the gigantic TOHO COMPANY to produce several more shows for Toho theaters and for Toho film productions.....

ROUND TOWN..... That STREAK you may have seen

passing by was indeed our own resident madcap RIP TAYLOR, enroute from his just closed Harrah's Reno date to Los Angeles for television guesting on "Break the Bank". "The Merv Griffin Show" and a new talent showcase with celebrity judges "GONG". Rip just wanted to dash into Vegas to visit his home for a day or two and say hello to his swimming pool. He'll be back this week but who knows for how long. Taylor is soooo busy this summer; he's wanted to star in a summer theater play, a new movie, more television,

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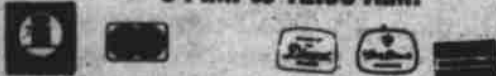
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