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If Your Business Cannot Afford To Advertise, Then Advertise It For Sale In The LAS VEGAS ISRAELITE!

letic Association here,... TONY VERNA heads the new Caesars Palace Productions as prez, lining up Bob Halloran, who is corporate director of sports for Caesars World, ALAN MAR-GULIES, CW's veep for entertainment and special events, HARRY WALD, prez of Caesars Palace and Kevin Malley, senior veep of the CPP's budget for first year is \$20,000,000 to package superstar entertainment and sports from Caesars.

BOB LEE replaced STEVE SCHUNEMAN as casino manager at the Landmark. Lee is a vet from Hilton, Sahara and Las Vegas Club casinos....Royal Americana is spotlighting a group called NATCHEZ TRACE...,MICKEY FINN took

his show on tour from Union Plaza, but returned Wednesday. In the Omaha lounge, EDDIE CASH shares the stage with OLDIES BUT GOODIES and CHAZZ. BOB MARTIN of UP's sports book established the line on Super Bowl winner with Atlanta Falcons and San Diego Chargers at 4 - 1. Rams are 6 - 1, ... Harrah's in Reno posted the Chargers 4 - I to win and Oakland and Dallas on the heels at 5-1. Rams, New England and Pittsburgh are 8 - 1. Baseball fades as BILL FRIEDMAN of the Castaways fired up his promos for \$250,000 pro grid handicap and special press handicap repeater... BEN ROSCOE okayed by Las Vegas Convention & Visitors Authority to form a time capsule committee with burial of the memorabilia at Convention Center honoring 50th anni of gaming this

## RICKLES SLITHERS INTO SAHARA

Once again. Sahara Hotel's Congo Showroom has brought together an entertainomr. ment event of magnitude as Warmth, Don Rickles, returns to his Las performing Vegas home. Complimenting Don will be another kind of homecoming as Las Vegas favorites Sandler and Young return to the Las Vegas Strip where they met nearly 20 years ago and formed a classic performing team.

Rickles and Sandler and Young are appearing twice nightly with 8 pm. dinner shows and 12 midnight cock-tail shows. Call 735-4242 for Congo Showroom reservations

Don Rickles has been called the comedian's comedian. Every Rickles show is predictable in two ways -- non - stop laughs and an unpredictable performance as "Mr. Warmth' romps through a "non-rou-tine" tailored to each audience.

From the razoredged "matador" entrance, to his unreassault on lenting ringsiders. Rickles explodes the showroom with laughter. a commodity he then trades with his audience in his classic "Laughter for Love." 'lis final toast to the brotherhood of all mankind leaves his fans more in touch with their own humanity -- and exhausted from laughter.

Sandler and The Young story has been aptly described as "an

implausible rio." Indeed, it is, An incredible series of events led young Young Texan Ralph and young Belgian Tony Sandler to the Vegas Strip in Las 1963 where they were intoduced to each other as the two lead production singers in a major new specta-

Their talents blended so well that the two strangers became an act, and eventually a classic team in show business. They reransummate masters of their craft and the years have added more sophistication and mellowness to their act. It's a great homecoming and a total evening of entertainment the Sahara!

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NEW YORK (WNS) -- An educational radio series on the Holocaust will be produced by WNYE - FM of the New York City Board of Education as a result of a \$60,889 grant from the U.S. Department of Education. The funding from the Ethnic Heritage Studies Program will provide for an 18 - part series to be broadcast on WYNE from Oct. 1. 1981 to Sept. 30. 1982. The series will also be distributed nationwide through the Intercollegiate Broadcasting service and will be offered to National Public Radio and In - Touch Network for their member stations.



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