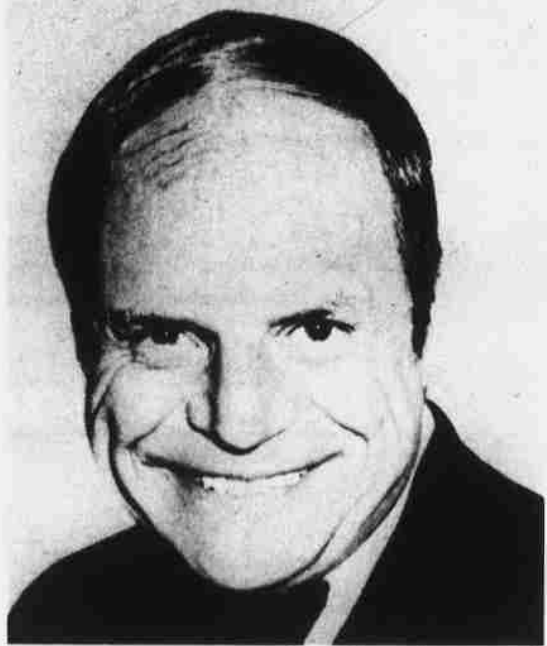


OF THE STARS



RICKLES BACK AT SAHARA



would come to the Sahara after their second show and watch the "Merchant of Venom" work his magic on the small stage.

Rickles himself believes the turning point in his career came in 1966 and 1967 when television discovered that his hard-driving, put-down style of humor could adapt well to the small screen. In late 1965, his first appearance on Johnny Carson's "Tonight Show" made him an almost overnight success after his 20 years of dues paying.

Nightclub critics wherever Don plays know that his special brand of "insult" humor on stage is a sharp contrast to the real Don Rickles off stage who is a soft-spoken, articulate and intelligent man who abhors prejudice and loves his family above all else. These traits are carried over into his act during which he always mentions his wife, Barbara, his children, Corey and Mindy, and his loving mother, Etta.

His now famous on-stage toast -- "I drink to the day that every bigot will rot in hell" -- also puts

"Mr. Warmth," Don Rickles, is back tonight on the Congo Showroom stage at Del Webb's Sahara Hotel and proving to packed houses nightly why he's Nevada's "Entertainer of the Year." He's sensational in two cocktail shows a night -- 8 p.m. and 12 midnight -- with his special guest star, Leslie Uggams. Call 735-4242 for Congo Showroom reservations.

Don Rickles is a man who, as they say in show business, "paid his dues" before

reaching the top. For years, he was considered the comic's comic, "in" with his many celebrity friends but not yet discovered by the public at large.

In the latter part of that segment of his career -- 1959 to be exact -- he signed for his first Las Vegas booking in the old Casbar Theatre lounge at the Sahara Hotel. He was a great success in the lounge, but still his biggest fans were his celebrity friends who played the main showrooms of Las Vegas and

into perspective his ethnic humor which could, at first glance, be mistakenly considered prejudicial.

Rapid offers came to Don for more and more television guest spots and even his own specials. The producers of the "Dean Martin Show" saw the real value of Rickles as himself doing what he does best, ad-libs. For the taping of Don's segment, the producer invited a number of celebrity guests -- among them, Bob Hope, Danny Thomas, Bob Newhart, and Pat Boone -- to sit in the audience without telling Don just who would be there.

The result was a magical hour, eventually edited to 20 minutes for airing, which catapulted Don's fame. For weeks afterwards, television viewers who had seen the show delighted in sharing the barbs with their friends. For example, Don quipped, "What's Bob Hope doing here? Is the war over?"

It's no wonder, then, that he was honored this year as Nevada's "Entertainer of the Year." Critics and fans also know that Rickles believes in giving audiences the best and most complete show.

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