

LAS VEGAS

SHOWCASE



JACK CARTER lead slot in "Burlesque Scandals" at the Sahara as JC hies to Gotham for top banana role in "High Button Shoes".... CHAZZ is back in town in Imperial Palace's Geisha Lounge after an Atlantic City bout. They'll be alternating with a group called RISE through the 18th.

NER until June 1 when SIEGFRIED & ROY claim their territory for another six months of "Beyond Belief" in the Beyond Belief Showroom...Celebrity Room of the Grand is country territory for a spell as MICKEY GILLEY & JOHNNY LEE are current through the 26th followed by EDDIE RABBITT....



Ladies and gentlemen you are about to witness the greatest selling job and hype since P.T. BARNUM and the national convention of Snake Oil Salesmen when "Annie" hits the nation, Las Vegas is part of the big push with its preem May 27 at the Mann Theatre in Charleston Plaza Mall to benefit Channel 10. It's integrated into the grant pitch, helping to fund poor public broadcasting stations in the U.S. after RONNIE REAGAN was contacted by "Annie" producer RAY STARK, both buddies from 'way back, as an example of how the erstwhile "private sector" can take over government duties and obligations. Cost of the pic, incidentally, which will reach \$60,000,000 after all the blurbs and broadsides have been expended, is enough to feed a starving populace of a Third World nation for a year. Will Columbia pix get back all of that money? Daily Variety film reviewer JIM HARWOOD wrote in edition of 5/15/82, "It's a lot of money for so little a picture. Whatever indefinable charm the stage show has is completely lost in this lumbering and largely uninteresting and uninvolved exercise, where the obvious waste reaches almost Pentagonian proportions." And what did this show reviewer think of "Annie" when it played at the Desert Inn for months on end. "Waste of valuable time and money over stupid cartoon characters." But good luck KLVX and all other PBStations. I hope you make enough from all of the events next week to put your station in the black for a year....BRECK WALL & PATRICK MAES are tossing a 25th anni party July 3 and brunch on the 4th at the Tioga Way manse to celebrate "Bottoms Up" returning to town and settling in at the Sahara. The invite in form of court summons is a hoot....Sands special event (all the resorts are going special event mad these depressed times) is offering honeymooners visiting Vegas a special free night's stay for every night purchased during June....MURRAY LANGSTON takes over the

When the Amtrack Desert Wind was ambushed the other eve by a gang of desperadoes, the mock holdup signaled kickoff of the 48th anni Helldorado. The Jesse James fantasy with showgirls, stuntmen and members of the Elks Club, sponsors of the event since the '30s, drummed up enthusiasm for pre-events and main shindigs starting the 28th. One of the cherished, posh happenings that everyone's trying for an invite is the Coronation Breakfast for the new Helldorado Queen Saturday at NEIMAN MARCUS' Red River Saloon. CBS crew out of L.A. has been around shooting color segs, headed by newsman JERRY BOWMAN, who said, "We plan to air it in a few days on the Dan Rather show to let viewers see for themselves that Las Vegas is not all gambling, but a town where a civic celebration like this is one where everyone participates."



WAYNE NEWTON, who picked up another resort, Tropicana Travelodge hotel-casino, takes over for WILLIE NELSON'S week at Caesars Palace. Then FRANK & SINATRA will be joined by CHARLIE CALLAS on the 27th for their frame....Svelte JOY BRITTAN, originally hand picked by Donn Arden as understudy for lead soprano in "Jubilee" at MGM Grand, was suddenly elevated to principal after another audition....Tropicana celebrates its silver anni with return of JOEY HEATHERTON to local stages on the 27th in the Fountain Theatre....Resorts International still shopping around for a Vegas store as exec veep STEVE NORTON allows as how Nevada is "soft, but it's probably the best time to be thinking about some kind of investment"...JOAN RIVERS romps from Harrah's Tahoe, where she wrapped a fortnight with TONY ORLANDO Thursday, to the Frontier for toplining with DAVID BREN-



Jazz month in Vegas features events all over town and buffs are looking for a sponsor to cap

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