

**Mel Larson Promoted
At Circus Circus**



LAS VEGAS, Nev. — Prominent Las Vegas resort executive Mel Larson has been named corporate vice president in charge of marketing for Circus Circus Enterprises, Inc. (NYSE/PSE), announced Richard P. Banis, the company's executive vice president and chief operating officer.

Formerly vice president of marketing and public relations for Circus Circus Hotel/Casinos in Las Vegas and Reno, Larson will now be officially responsible for the establishment and

implementation of marketing policies and programs for all the corporate properties, including the two Circus Circus resorts, Slots-A-Fun and Silver City Casinos in Las Vegas, the Edgewater Hotel and Casino in Laughlin, Nev., and the under-construction Colorado Belle Hotel and Casino, also in Laughlin.

Larson, 56, has been associated with the Nevada resort industry since 1964. He served for six years with Del Webb's Mint Hotel as race director for the Mint 400 off-road race before being appointed director of advertising and public relations by William G. Bennett, then general manager of the Mint and now chairman of the board for the Circus organization.

In 1974, when Bennett assumed operation of Circus Circus, Larson was included in the initial management staff as public relations director. Eighteen months later, he was named vice president. In this capacity, he developed marketing procedures which have reaped for Circus Circus the consistently highest occupancy rate of any major hotel in the world. He also served as consultant and advisor regarding marketing for all the other Circus properties.

Born and reared in Plymouth, Mich., Larson began racing cars in Phoenix in 1952, following his discharge from the Air Force as a technical sergeant. He competed at Daytona and at almost every other super-speedway in the country, set several long-standing qualifying records, won numerous auto testing projects, served as public relations director for NASCAR, created and promoted innovative racing events, and published an award-winning racing magazine. For nearly 20 years, he owned a racetrack in Phoenix. He served as vice president of a major Arizona advertising agency and later owned his own advertising/PR firm.

He is married to the former Marilyn Gowens Hendley of Phoenix. Both the Larsons hold commercial helicopter pilot ratings, and they own a Bell JetRanger and a LongRanger, which they fly for pleasure trips as well as for Circus Circus-related travel and filming.

At home, the Larsons relax with their family of two dogs and five cats.

**Imperial Palace Guest Wins
\$25,000 On Dollar
Progressive Slot Machine**



Buel Weatherwax, slot supervisor at the Imperial Palace Hotel & Casino, happily presented Marlene Lagasse of Prince George, British Columbia, Canada, with \$25,000 after she hit four 7's on her second roll of coins while playing the dollar progressive slot machines. Ms. Lagasse was a guest of the Imperial Palace and upon receiving the money excitedly exclaimed, "I'm going to buy a new car!"

**Trop In Snit Over Tallest
Showgirl Claim,
Hurls Citywide Challenge**

LAS VEGAS, NV — In a move designed to end the ongoing controversy surrounding several production shows and their insistence that they have the town's tallest showgirl, the publicity department of the Tropicana Resort and Casino sent a challenge to their counterparts at the other resorts to submit a taller dancer than their own Sonja Lubbers.

The formal letter, mailed to the Flamingo Hilton, Frontier, Las Vegas Hilton, MGM Grand and Stardust hotels, suggests that "THE TALL SHOWDOWN" will be held in the Trop's Tiffany Theatre, home of the FOLIES BERGERE, on Tuesday, April 29 at 3 p.m.

The complimentary (?) close, signed by the Trop's PR staff, simply says, "GOOD LUCK, and condolences."

her intellectual viewpoints.

Charlene Kase stars as the scheming, ambitious stage mother, Rose, who drives her two daughters up the road to success as vaudeville performers. Lauren Hathaway, (Charlene Kase's real-life daughter) will be featured as Louise, or Gypsy Rose Lee as she

becomes known -- when she is a burlesque celebrity. Lew Horn plays Herbie, long-time friend and manager of Mama Rose and Catherine Fries plays the role of Baby June, who is the famous actress June Havoc in real life.

The colorful panorama of the two-day circuits played in their vaudeville heyday in the '20's is the background of 'GYPSY.' The action centers on the antics that the indomitable Mama Rose did for the sake of her daughters' careers and her determination to make them star performers at all costs.

Some of the outstanding song hits from the show are the wryly optimistic -- "Everything's Coming Up Roses;" the satiric "Let Me Entertain You;" "Together, Wherever We Go;"

Showtimes are 8 p.m. (dinner or cocktails only) and 11:45 p.m. (cocktails only).

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**'Gypsy' In Reprise On
Union Plaza Stage**

"GYPSY," the outstanding musical comedy hit with a record of 22 months run on Broadway, will come alive again in a reprise on the Union Plaza Hotel and Casino's main showroom stage.

The musical is based on the best-selling book of memoirs of Gypsy Rose Lee, who rose to fame with her unprecedented combination of lady-like striptease techniques and

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