

LAS VEGAS

SHOWCASE



Moviegoers, who help swell coffers of the studios and indie film producers and exhibitors, may wonder why the earnings amounts are so high these days. TOM PRYOR, editor of Daily Variety, reminded readers in an editorial "Why Are Some Pix Hits?" that inflation did it. "It is, to say the least, interesting that back in the mid-1950s (when most of the current crop of studio exes were still in school), when Paramount studio chief Y. FRANK FREEMAN made the bold and unbelievable prediction that one day motion pictures would have a boxoffice of \$100,000,000!" PRYOR wrote. Then pointing to the movie "Fatal Attraction" approaching \$80,000,000 boxoffice in only 52 days, he observed: "'Fatal Attraction' is almost there in less than three months. Amazing? Not, if one reflects that FREEMAN, in comparison with today, was forecasting on the basis of a depressed boxoffice dollar. The average then was less than 75¢ vs. a current \$3-plus." And some movie stores (they aren't theaters any more, almost shacks) are upping their single ticket to \$7!...So, who's getting the shaft? The news that families at the lowest of the income scale will pay 17 to 20% more taxes

as a percentage of the income next year than they did 11 years ago, speaks not too highly of the vaunted REAGAN REVOLUTION. Hail to the rich, the wealthiest 10% of the U.S. population, who will fork over to the I.R.S. 6 to 10% less as income percentage than they did in 1977 and the very rich, the upper 1% will pay 19 to 25% less...I chuckled at a letter to the editor by OSCAR BURKE printed in the Las Vegas Sun recently: "Although a lifelong Democrat, I sincerely hope that the next president will be another Republican. No Democrat should be subjected to trying to clean up the mess this inept administration is leaving us in." Not to worry, OSCAR, you won't have the biggest spender to kick around with CAP "THE KNIFE" WEINBERGER leaving the War Department... Singalong: "Oh Pentagon, Oh Pentagon, That's where all the money's gone"...Another snarl of mine is directed toward the STAR WARS PROGRAM, one more bottomless pit for our money. This REAGAN blooper seems to be generating its own political economy. As HANS BETHE, the NOBEL laureate in physics, remarks: "When a trillion dollars is waved at the U.S. aerospace industry, the project will rapidly acquire a life of its own -- independent of its public justification; it will become an unstoppable juggernaut." Next time one of those big underground booms shakes Vegas, think of what BETHE said.



LT. GOV. BOB MILLER, city councilman STEVE MILLER and Women in Communications

prez ROSANNE BERKEY awill enliven the Professional Audio Visual Communications Association (PAVCA) general membership meeting Dec. 1 at Ellis Island Restaurant on Koval Lane behind Bally's...When SANTA arrives at the Boulevard Mall on the day after Thanksgiving, that's next Friday, he'll be in a snazzy Jaguar. The hoopla titled SANTA'S CLASSY ARRIVAL" will feature Imperial Palace's "Legends in Concert" performer DONNY RAY EVINS, as the legendary NAT "KING" COLE singing MEL TOURME'S "Christmas Song," that goes something like "Jaguars roasting on an open chestnut"...JACKIE VERNON, wonderful deadpan comedian, left us with some marvelous memories, great laughs and special compliments for his understated material. "Come, let us lean against the river," was one of his most descriptive lines. And, I'll miss his toy clicker and the imaginary slide show and the running gag about the \$200 he paid for a lousy joke...LAS VEGAS CIVIC BALLET closes its initial offering of the season, "Little Match Girl" this weekend, Saturday and Sunday, at Charleston Heights Arts Center. JENNY HOOPER is the little match girl in the ballet...DOC KEEFNER was in the cast of TOM STOPPARD's "The Real Inspector Hound" at the Meadows Playhouse a few years back along with me and CHARLES SUPIN. DOC's checkered career has taken him at last to utter degradation. He makes and sells Sarsaparilla. He and wife, CLAIRE KEEFNER, have spent the last five years developing their soft drink biz. Back in the old movie Wild Wild West years, DOC sez "Nearly every movie had a scene with a cowboy

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