

# LAS VEGAS

# SHOWCASE



So, THE MIRAGE has opened. The indication that all was well with me and STEVE WYNN's mighty new empire arrived with press credentials made out to DAILY VARIETY as designated reporter for that journal. No credentials for the ISRAELITE, however. What was amazing and amusing in the credentials letter was info about the media's grand tour starting at 8 a.m. this past Wednesday called "Preview Tours," prior to opening ceremony at 11 a.m. when the hoi polloi would send waves of humanoids through WYNN's Grand Mirage.

Questionable decision was piling the media into The Strip Joint, the resort's staff dining room. Now I ask you, what's wrong with media brunch in one of the joynt's prize restaurants? After all, look who we are — the world's prize freeloaders and you don't suffer prize freeloaders in the help's dining room...Anyway, thanks ALAN FELDMAN, TONI MILLER, HILL & KNOWLTON ET ALIA, P.R. people repping big boss WYNN and Mirage prez BOBBY BALDWIN and letting us have first peek...As for that other monument to turista designation traffic, THE SWORD, or EXCALIBUR, is set for grand opening June 1990 and really jamming up the corner of Tropicana and the Strip. It is being touted as

"the most exciting adult-oriented theme resort to debut on the Nevada gaming scene in more than two decades." Take that MR. WYNN. So what's THE MIRAGE for, kids? Like Circus Circus, another hefty BILL BENNETT enterprise...Seriously folks, the annual study of financial results and reporting trends 1989 U.S. Gaming Industry from soothsayers of LAVENTHOL & HORWATH, their crystal ball portends "in the leisure time marketplace (that's us), competition for business and the generation of a profit will become increasingly tougher throughout 1990." And "For casinos, globalization will be the byword. A recent study by LAVENTHOL & WORWATH projects that by the year 2000, the number of offshore visitors is expected to climb to 48 million, up from 30 million in 1987, a 60 percent rise"...



Remember the HOWARD HUGHES years? Back in the late 60s and into 1970, he was the savior returning to his 1950 playground to lift the gambling industry out of the clutches of mobsters and such ilk. One of his main men casting publicity gems hither and thither, ARELO SEDERBERG, returned to Las Vegas Thanksgiving week as guest of BOB CHILL, the Las Vegas Sun's astute business news reporter. Thanksgiving was a portentous date for the HUGHES folks back in 1970. That's when he mysteriously vanished from his Desert Inn aerie and we had a hell of a hunt to find out his whereabouts. We should have asked ARELO...According to Friend of the Public, RALPH NADER, the word "Ethics" is a "piddly-ass

(Washington D.C.) beltway word. CORRUPTION is the issue! Why are you dismayed with Congress? These guys are in the pocket of the rich, the big corporatoin, the fat cats." Put this on your bumpersticker: CONGRESS IS ANOTHER WORD FOR CORRUPTION...The upcoming rodeo finals at Thomas & Mack Center brings a rush of country acts to Vegas. Some will ignore Musicians Union Local 369 travails with Big 5 collective management and cross picket lines. Here are the good guys — ROY CLARK & THE MARCY BROTHERS, Desert Inn; MITZI SHORE's COMEDY STORE with SKIP STEPHENSON, CHARLIE HILL, GARY MULEDEER, ETTA MAY, OLLIE JOE PRATER, Dunes; GATLIN BROTHERS, Golden Nugget; CHARLIE DANIEL's BAND, Henri's Celebrity Theater, Sands; ALABAMA, Aladdin Theatre for the Performing Arts; DOUG KERSHAW, Four Queens; WAYLON JENNINGS & JESSE COLTER, Sahara; MEL TILLIS & DOTTIE WEST, Sands Henri's Celebrity Theatre Nov. 29-30. Those two incomparable country singers LIZA MINELLI, Riviera Nov. 30, Dec. and LITTLE RICHARD, Sands Henri's Celebrity Theatre Dec. 5-7 add unusual spice to the Strip. The Bad Guys are BARBARA MANDRELL, crossing picket line at Bally's; JUDDS, CARL PERKINS, K.T. OSLIN, CLINT BLACK, crossing Caesars Palace line, and "honored" musician WAYNE NEWTON at Las Vegas Hilton Nov. 28 and Dec. 3, followed by GEORGE STRAIT Dec. 5-9. May all the Bad Guys' notes be sour ones...Current in Aladdin Theatre for the Performing Arts, some Thanksgiving and Xmas music along with other delights, THE CANADIAN BRASS...One of the great choral/instrumental works can be applauded



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