

# Entertainment

## ★★★★★ CAESARS PALACE NEW SITE FOR JERRY LEWIS MDA/TELETHON ★★★★★

Caesars Palace, the famed Las Vegas resort-hotel and pre-eminent entertainment and sports center, will be the new home of the Jerry Lewis Muscular Dystrophy Labor Day Telethon in 1982. It was jointly announced by Muscular Dystrophy Association National Chairman Jerry Lewis and Alan Margulies, Vice President, Entertainment and Special Events for Caesars Palace.

The annual event, for 16 years the country's most successful televised fund-raiser, will emanate from the Caesars Palace Sports Pavilion, an indoor arena on the hotel's property that ordinarily houses sports events and other

televised network specials, such as CBS television's "Circus of The Stars." The 5,000 seat Pavilion will be turned into a theatre-television studio to accommodate the Lewis/MDA extravaganza.

"We are delighted with our new Caesars Palace location," said Jerry Lewis, "The size and facilities offered by the Caesars Palace Pavilion enables us to introduce an even greater variety of attractions and production to the show. We have had to bypass some really dazzling acts in the past that we could not physically accommodate. In addition to our regular cast of superstars, this year's show will offer fantastic sur-

prises in the way of new faces and major-stars-of-tomorrow. Over the years the Telethon has been an innovative force in the entertainment world. We intend to expand on that leadership on an even grander scale at Caesars Palace."

The 1981 Telethon, which was carried live on a national network of some 200 stations, raised more than \$31 million in pledges in the fight against Muscular Dystrophy and related diseases while reaching an audience of over 93 million, an incredible figure. The Lewis MDA Telethon has set a string of entertainment records in its 16 years on the air. In its inaugural 1966 telecast, it became the first Telethon to be broadcast coast-to-coast. The Telethon occupies a niche in history."

the Guinness Book of World Records for having annually attracted the greatest number of dollars ever pledged to a televised charitable event.

Harry Wald, President and Chief Operating Officer of Caesars Palace said, "We are very pleased to be the new site of the Jerry Lewis MDA Telethon, and to be associated with this worthwhile drive. Our Sports Pavilion, because of its size, will add a new dimension to the production capabilities of this entertainment spectacular. We are looking forward to working in concert with Jerry and his capable staff, to help make this Muscular Dystrophy Telethon the biggest event in their history."

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## BILLIE ROWE'S NOTEBOOK

N'YORK CITY — Since you were at the National Newspaper Publishers' Association Convention in Baltimore, Md., and you were just too busy to write before you left, I'll try sittin' in.

The Kool Jazz Festival which rolled into the Apple, like a ball of fire, on June 25th and simmered here until July 4th, had some hot items to cool our ears. "Buddy Rich: A Retrospective" took place in Carnegie Hall on Sunday, June 27, was an education for some and aglant get-together for many of his fans. Mel Torme filled the host slot with some film slides to prick memory. Honi Coles did some dancin' and some surprises were in store. I can tell you that — Dizzy Gillespie, Sweets Edison, Zoot Sims, Jo Jones, Eddie Bert, Phil Woods, John Bunch, and Bob Cran-

shaw were there. They have all played with him at one time or the other and are all great admirers, so they made with the sounds on Sunday.



Count Basie, whose year this is for honors, was saluted by the Kool Jazz Festival at the Roseland Ballroom on Monday, June 28. "The Count" first played Rose-land in 1936. The band was only a year old and had already been proclaimed "the swingiest in the land." His sound was so hot that the shiest person could be inspired onto the dance floor. Sy Oliver and His Orchestra joined the Count and His Crew.

These two world-famous dance bands performed in the world's most famous ballroom. I am sure fans from far and near were there to reminisce and swing. The entire Festival was one grand jazz party.

**THEATRE COOLERS** — "Summer Stage '82," a festival of theatre, music and film started Wednesday, July 7th and will play through August 22nd at the Theatre in the Park located at the New York State Pavilion. For those visiting the city during that time B'way musicals "Side by Side Sondheim," "Some Like It Cole," and "Vamps and Rideouts" will be presented.

For music lovers there will be Sister Swing & The Step Back In Time Orchestra; Ell's Kitchen & Charged Particles and Cayenne Jazz Band, Dora DeQuattro and Big Band. The film festival will feature: "Everything You Always Wanted to Know About Sex But Were Afraid to Ask," "Bananas," "Spellbound," and "Notorious," two Charlie Chaplin classics, "The Great Dictator," and "City Lights" and "Alice's

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