

JACK TELL'S NEWSPAPER  
**LAS VEGAS ISRAELITE**  
 OF NEVADA  
 "One Man Plus The Truth Constitutes A Majority"

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AND Barney Glazer in Hollywood, Harry Golden covering America, and more to come.

# HELENE STADLER IN VEGAS

Former resident Bea (Sam) Dresser, now residing in Detroit has been quite ill. She is now home recuperating nicely. I am sure she would be most happy if she received a card from so many of her friends. Her address is 941 Merton Rd., Detroit, Mich.

Second anniversary greeting to Gale and Lawrence Gitelman now residents of Los Angeles. Gale is the daughter of Sam & Bea David.

Happy birthdate to David Lockitch.

Mr. & Mrs. Jim (Janet) Reed help their daughter celebrate her first birthday party and I am sure Nancy Marie will be dressed in her prettiest.

Happy first anniversary to Charlene and Jerry Rubin. Charlene was the #1 daughter of the Oscar (Sara) Agrons and Jerry the youngest of the offsprings of Sara and Ed.

Kittie Weiner has the prettiest living room now that she has red carpeting. Being the gracious hostess that she is and just loves having company the shade is most appropo, she can truthfully now say "The red carpet is out for you".

So how cum Sophie Katzman's name was omitted from the list of Vegans who attended the Sirotta-Wiener nuptials in Los Angeles? Speaking of the Katzmans, daughter Elaine, is home for the semester break and they can hardly wait for the arrival of Sophie's brother, Sam Solomon, from NYC. He hasn't seen Elaine or David for 10 years. Bet he will not know them, but at the same time be most proud of his niece and nephew. Sam will arrive with his wife, Gertrude, and son, Peter.

Aside to Ruth Kushner: You are the most difficult to get on the phone, so how can I speak with you?

Mrs. Nate (Sara) Goldberg up and around after being so very, very ill.

Naomi Shulman and Ethel Schieff both looking so chic on their way to lunch and an afternoon of bridge.

Good luck to Al & Max Goot who are preparing the opening of their Davey Jones Locker (cocktail bar) Desert Inn Road and Maryland Parkway.

Due to unforeseen circumstances Shirley Cravitz, secretary par excellence, has resigned. Never since the inception of our Temple has there been such a capable, honest and sincere secretary in the office.

National Council of Jewish Women will have their annual King for a Night affair Feb. 14th at Temple Beth Sholom. Donation will be \$1.00 and they are presenting a variety show. The King last year was Mr. Exber, Sr.

Much mazel, Jack, on the Las Vegas Israelite's first edition. However, it would not be right if a goof wasn't made in my column. I am referring to the write up of the Sirotta and Weiner nuptials. What I wrote was that Carole Prado, Kathy's maid of honor, is a resident of Las Vegas.

Gals, just a reminder that Ruth Silverman will help you with your make up problem. This is an art, especially when it comes to the eyes. The proper shade of eyes

shadow is most important as the eyes are the most expressive and important feature of one's face, if this is not applied properly it can detract instead of attracting. Ruth is in the Sands Beauty Shop and features Aida de Leon products.

Irving Fields enjoying a visit from his mother and father, in town for the Bar Mitzvah of Jackie Field's son.

Mr. & Mrs. Abe Fox (Fox-y's) returned from visiting in Wash. DC with representative Baring in time to attend the nuptial rites for Ronnie & Max Abrams at the Riviera Hotel.

**MARK YOUR CALENDARS: SISTERHOOD MEMBERS:** Betty Schatz, Celia Fisher, Sarah Saltzman, Ann Moskovitz, Sarah Feldman and Helen Heimberg will be hostesses for an afternoon of fun in order to raise money for their donors. Remember that charity starts at home and the Temple is OUR HOME. There will be games of Mahj, Pan, Bridge etc. Doorprizes too. Donation \$2.00, Thursday Feb. 18th, 12:30 until 3:00 PM. As an extra consideration those gals who go to work will be taken care of first for lunch. Make reservations by calling Celia at 735-1352 or Betty at 735-3379. Here's hoping this is a whopping success.

Susie and Rick Ballor enjoying their daughter's first birthday party. Becky Lynn will taste her first birthday cake. (I just love that name Becky)

Sam Hecht and his darling dancing at the Hart-Abrams wedding. Both looking just great.

Rose and Harry Mack thrilled at having Pauline Jacobs with them. She is Rose's mother and has been residing in Portland all these years. Bet she finds Las Vegas much to her liking. Weather wise if nothing else.

For the first time in the history of our Temple there will be an installation of the Rabbi. So please keep February 26, 27, and 28th open as our Rabbi Aaron S. Gold will be installed as our Spiritual Leader.

A closed mind is the most expensive thing you could own. Digest that.

Can you imagine the surprise on the faces of the tenants at the Saxony Apts when they got home early evening last Wed. to find a car right on the lawn in front of the entrance. There was an automobile accident and what I saw was not a pretty sight. So do be careful as you drive South on Rexford.

Ruth and Stan Irwin, no sooner back from Los Angeles where they attended a wedding, when they turned around a few days later and planed back to Ellay to attend the Sirotta nuptials.

Pardon me, Lynn Bernson, but your name was erroneously omitted from the guest list. Although you could not attend Kathy's shower your gift was lovely and we did miss you. See you soon.

Helen and Fred Grafman celebrating their 24th wedding anniversary. Next year will be the silver one. Since the advent of Tarni Shield keeping the silver clean will not be any problem. Here's a toast for this year and one for next year.

## TELL TALES

"One Man Plus The Truth Constitutes A Majority"

BY JACK TELL

### THANK YOU NICE PEOPLE

It would be presumptuous if we were indifferent to the overwhelming reception accorded the first edition of the Las Vegas Israelite.

We're embarrassed. We're blushing. We're flabbergasted. But above all, we're most grateful.

To begin with, there never would have been a start to this venture without the encouragement and advice from Harry and Kay Wallerstein. That marvelous couple, so completely devoted to the welfare of the Jewish community and so down to earth, has been a most consistent supporter of this writer's efforts during the past year. Kay, the dear doll, has been our severest critic, but never hesitated to praise when her opinion so directed.

Then came Jack Entratter, who knows from no "huchmas" and who would stop at nothing to benefit Judaism, whether it be the maintenance of Children's Homes in Israel or the support of an Anglo-Jewish newspaper here. We are flattered to have gained the confidence and support of a man so devoted to our Faith. Entratter's concern for the welfare and growth of our Jewish community is the concern of the Israelite.

Carl Cohen and Temple Beth Sholom President Jerry Mack, two devout Jews, were most encouraging when the purpose of this paper was outlined. Cohen we'd known since the day we arrived in town, four years ago, and he always was most considerate of our acquaintance. We told you about Mack last week. These men have the interests of the Jewish community at heart. The Israelite will not let them down.

There were others, many others, George Rosencrantz, Al Goot (one of the first to subscribe), Percy Villa, Commissioner Harry Levy, Benny Goffstein, Art Lurie, Morry King and so many more too numerous to recall at the moment, all so very encouraging. The women leaders, whom we would not dare to list, who gave us confidence from the outset, are certainly responsible for the existence of the Israelite.

We would be inconsiderate if we failed to give public acknowledgement to the kindness of Ralph Pearl and Forrest Duke, who informed their readers about the advent of the Las Vegas Israelite. These two fine gentlemen, in a jungle of "journalists" have contributed a noble share by informing all Jewish families in this area that the Las Vegas Israelite is available.

The spiritual guidance received personally by this writer and his family from Rabbi Aaron S. Gold, is probably on the high level of the religious comfort and security attained by every other member of our congregation. However, when we approached the good Rabbi for his opinion, consent and support for the Israelite, we received an education in basic, concrete fundamentals concerning earthly matters. Specifically, Rabbi Gold explained the rights and wrongs of a Jewish publication. We hope in time to develop into a good student of his teachings. His eye for increasingly immaculate performance on our part will be the reader's assurance that a mistake once made inadvertently, will never be repeated. How proud we are to have a man of his caliber in our corner.

Cantor Joseph Kohn has tendered every cooperation in furtherance of this venture, and to him too, we are most grateful.

Helene Stadler and Claire Dase played important roles in the decision to bring out the Las Vegas Israelite. Helene, who has been doing this type of writing for more than three years encouraged us from the very start. Claire, who previously was a voluntary contributor of Jewish articles, never hesitated in her support of this newspaper. Both these women are true, loyal scribes. We hope the Israelite flourishes to the point where Helene and Claire may be compensated financially to the extent they warrant.

Securing the services of an agency for world-wide news, the Harry Golden column, Barney Glazer's Hollywood and other features were next in the order of business. Negotiations are being made for additional sources of interest to our readers.

Then came the mechanical task of transactions with printers. Here we ran into normal obstacles that greet every new business venture, but each was overcome with patience and understanding.

Meanwhile, master lists of all those entitled to receive the paper were being compiled from membership lists we had acquired from the Temple, the Men's Club and Sisterhood, The B'Nai B'Rith, The Jewish War Veterans, The National Council of Jewish Women, The Hadassah, The Social Club and others. In addition, the names of unattached Jewish families secured during the past year, all public figures in local, county, state and national positions, whom we'd met and who registered an interest in receiving the paper, were placed on the list.

In the very near future copies of the Israelite will be sent to Rabbis, presidents and leaders of more than 500 synagogues across the country. The purpose of this is to acquaint others with the activities of Temple Beth Sholom in Las Vegas, and to encourage them to arrange tourist groups to visit our fair city.

The first edition was put to bed, distributed and the first reactions from you, the readers, are beginning to come in. We are most grateful to your reception of the initial offering. As always, your comments, pro or con, will be welcomed.

Certain short-comings called for understanding, which we attempt to explain in the accompanying editorial.

Again, thank you for your continued enthusiasm, interest and support, and we reiterate; we will do our very best to strive for the very highest standards for you readers who deserve the best.

When the B.B. gals had their Blue and White Ball they selected a King and Queen. I would like my readers to know that Tina Schwartz was the queen and Mike Sachs the King. Congratulations and good luck to Mrs. Lester (Elsie) Goldring who was inducted as President of the Ladies Aux. of Variety's Las Vegas Tent #39 and Al Benedict as Chief Barker.

## Editorial

### LET'S TAKE INVENTORY

For the record, to dispel all doubts and any rumors, the Las Vegas Israelite is owned wholly and solely by yours truly, Jack Tell. There are no backers, no secret partners and no shareholders of any portion of this operation. Not at this time, to be sure.

This venture was commenced at the urgency and persistence of many persons interested in the welfare of the Jewish community. As has been stated over and over again, the purpose of the Israelite is to serve the interests of Judaism.

Before embarking on the publication of a weekly Anglo-Jewish paper, the support and cooperation of a great number of persons was solicited and obtained. For the most part, those who had pledged to help get the paper off the ground, stood by their word. Everyone came through 100 percent, but there was one little factor we had not anticipated. Its the BML's.

The BML's, meaning "Bill Me Later", is a perfectly logical and ordinary practice in the course of any business, and certainly we are not complaining. But we must explain one little item which becomes an important requirement in the publishing of a newspaper.

One of the most expensive parts of the operation is the mailing out of thousands of pieces each week under the bulk mailing permit. Most of you know that because of our freedom of speech here in America, the rate for mailing a newspaper is very small. That is true, provided you first acquire the second class mailing privilege.

In order to acquire the second class privilege, a bona fide newspaper must be in existence for at least several weeks and must have a large percentage of its readers as paid subscribers.

After next week's issue, we will be applying for our second class mailing privilege. At that time we must produce our books and records to prove exactly how many of the readers are paid subscribers.

Now we have no intention of dunning anyone for their subscription fee. Those of you who have indicated they will pay after being billed later, a gesture we appreciate as much as those who have sent in the \$6 for one year or \$10 for two years, will receive the billing within the next two weeks. If it will not work too great a hardship on your pocketbook, we appreciate your consideration so that we will have clear sailing when we go up against the Postmaster, who is being most cooperative.

At the same time, we appeal to the sense of reasoning of those who intend to become subscribers, but who have not just gotten around to it. Here again, we explain how necessary it is for them to join the ranks of paid subscribers in order for us to receive the low rate mailing privilege.

Whether you subscribe or not, you will continue to receive this paper for some time in order to give our advertisers the widest coverage for their money and to bring the most and best news and features of Jewish interest to the widest latitude of readers.

If you do not receive this paper in the mail, you still may obtain a copy free of charge by attending Services at Temple Beth Sholom. The papers are available there and will continue to be as long as it is in publication. This is one simple method of bringing a large turnout to the Synagogue, but you may be assured, the free paper is the least of all the advantages you will obtain by attending Services.

You will commune with God in beautiful, sedate, tranquil surroundings. You will become a part of religious Judaism in splendid dignity. The choir, the Sermon, the special arrangements planned for any Service you attend will open your eyes to rituals in a setting you never dreamed possible. As an aftermath, the Oneg Shabbat, will prove the ideal finale for an evening well spent.

So come for your paper, but stay on for your own good. Meanwhile, bear in mind at all times, this paper is yours. It is here to enlighten you, to entertain you and more than anything else, to be a source of communication with you and from you to all others in the Jewish community. Use it well. Help it grow.

Some day it may prove to be a valuable asset in your philosophy of why and what makes things tick.

Jack Tell

### "TEENAGES SAY"

Representatives of TEENAGE GROUPS are invited to send items of news interest to "TEENAGES SAY". Mail your stories to Las Vegas Israelite, P.O. Box 549, before Friday or see Jack Tell at Friday Night services at the Temple.

Come to a stimulating panel discussion in honor of... BROTHERHOOD WEEK!

A Jew, a Mormon, an Episcopalian, a Baptist, and a Methodist will discuss "HOW THEY CAN AID BROTHERHOOD IN OUR COMMUNITY."

The DATE is Tuesday, February 16, 1965, the TIME is 7:30 P.M., the PLACE is the Temple Beth Sholom Social Hall.

Refreshments will be served.

Your host will be United Synagogue Youth. See you there.