

JACK TELL'S NEWSPAPER

LAS VEGAS ISRAELITE

OF NEVADA

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Editor and Publisher Jack Tell
 BUSINESS MANAGER..... BEA TELL, 870-1255
 VEGAS NEWS..... HELENE STADLER, 384-3685
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LETTERS

TELL TALES

"One Man Plus The Truth Constitutes A Majority"

BY JACK TELL



THE ONE AND ONLY

David Kusevitsky, acclaimed as the world's greatest living cantor, will make his first appearance in western United States at Temple Beth Shalom on Sunday evening.

Some of us may be planning on skipping the event, either because we do not have too much appreciation for music, or because we may want to catch up on one of the Strip shows, or, who knows, maybe we just do not want to make the \$2.00 donation for a general admission ticket. After all, who is Kusevitsky?

Maybe we're right in being among the missing, but it could be possible we just do not have enough facts on which to draw an opinion. Supposing we stayed away and then found the next day we had foregone an opportunity of pleasure that comes once in a lifetime. That would induce a more miserable feeling of having missed out on a good thing, than if we came and even didn't enjoy ourselves. It's a quandary and certainly worth investigating.

This lengthy build-up to catch your dubious eye is purposely written because we're a community of blase individuals. This condition was brought on by a constant stream of the biggest and best names in all fields of endeavor coming to our city, either as visitors or on business. And why not? We live in a world-renowned resort with attractions and accommodations superior in most respects and at least equal in others to those found anywhere else.

Well-known personalities, whose presence in any of thousands of communities elsewhere in America, would mean streamer headlines in the local papers and gasps of "Ohs" and "Ahs" from the populace, are just run-of-the-mill stories here with yawns from the readers.

Let's face it. Any one of us could, and probably most of us did, at least on one occasion, stop for a snack at a Strip hotel coffee shop and found ourself seated at the next table to a famous man or woman, who may be known to a large segment of the entire world. Surely, you remember when you were making that dollar bet at craps or blackjack, or putting that nickel into a slot, when innocently you looked up and found yourself staring into a face you'd seen for years on your television screen. Did you get all excited and jittery? Certainly not. You just went right on hoping a win would turn up for you.

Tell the truth. Didn't you feel a wee bit sorry for the poor famous chap who suddenly found no one paying attention to him. In St. Louis, he'd be mobbed, in Duluth, he'd have his clothes ripped by nuts attempting to touch him. If he just passed through New Orleans he'd get the key to the city. Here, all he gets is the ignore.

That's us. We know everything and we've seen everything. That's why we are here in Las Vegas. Otherwise we'd be back in the Bronx or Long Island, Conn., Penn., New Jersey or any of those square places.

Well, let us tell you about some of those simple people from back east. They were us before we moved out here. They have as much or more ability to judge superior talent as we do. Those squares have been jam-packing any concert hall where Cantor Kusevitsky was appearing. They traveled hundreds of miles hoping to get in and see and hear the most outstanding tenor of our times.

Some of you may be familiar with the hotels in the Catskill Mountains, the so-called Borsht Circuit. There are perhaps two, maybe three hundred hotels of varying sizes there, including the famed Concord and Grossinger's. This writer was publicity director for that area for some three years.

During a late winter trip through the area, we ran into a young owner of one of the smaller hotels with capacity for about 800 persons. He proudly claimed he was preparing to open for the Passover holidays, a hitherto unheard of venture, except for the larger places. We questioned who he expected to attract at his summer resort in the middle of April?

"I made the biggest mistake of my life," he admitted. "I engaged Kusevitsky to sing for the holidays."

Kusevitsky, we asked, "Who dat?"

We brushed the snow off some tree stumps and sat down while he explained.

"You see," he said, "I am going to pay him \$10,000." "Brother, are you in trouble," we exclaimed sympathetically. "Even if you charge \$8.00 a day, how do you expect to break even?"

"Break even, break even," he screamed. "Who cares about the money?" He went on. "I am charging ten dollars a day and I have only 800 capacity. That's \$8,000 a day for seven days, which means \$56,000."

"So what's the beef," we sighed in relief?

"Immediately after I announced Kusevitsky was coming, I received 1,200 reservations and they are coming in at the rate of 300 or 400 a day, he said. "I am turning away some of my best customers - people who have been coming to my hotel for years. I'll never do that again. Kusevitsky means nothing but trouble."

That, gentle reader, is the reputation of the Cantor coming to Temple Beth Shalom this Sunday at seven.

Don't be a square, get off that chair. We'll see you there.

Film producer Hall Seeger and his Beverly, were invited to the White House recently as dinner guest of the Johnsons. Seeger phoned the White House and explained to the President's social secretary, Bess Abell, that he and his wife observed the dietary laws and asked if they could be served kosher. So the Seegers were served a fruit salad instead of the meat course and a Texas lady seated next to the producer wondered why. Seeger explained that he observes the "Kashruth." The lady said, "Oh, yes, I've heard about that, but tell me...for how long a period does it last?"

— Jack Altshuler, Nevada

Editorial

GET WITH IT FOLKS

Back in the days of vaudeville, every now and then when a comic did not get any response to a joke, he would walk to the footlights, shade his eyes from the spotlight, peer into the audience and say, "I know you're out there, because I can hear you breathing."

Well we know you are out there reading this paper because of the phone calls, the letters and the kind words so many have proffered for one reason or another. We're flattered, as we said before, and we're grateful.

Therefore, we are somewhat reluctant to bring this subject up, and most certainly would not, were it not an absolute necessity to do so in order to keep this paper coming each week into the homes of each and everyone who desires it.

We will make this as explicit as possible so that there will be no misunderstanding and all who may be subsequently deprived of receiving this paper will have no one to blame but themselves. Please read this carefully.

You see, our application for second class mailing privilege was not granted. Neither was it turned down completely. It is being held up until certain circulation requirements are met. The Post Office Department rule states that 65 per cent of the number distributed by any means for any purpose, must be subscribers who have paid or WHO HAVE PROMISED TO PAY.

We, personally, are overwhelmed by the large number of our readers who have confidence in our efforts to turn out a paper they desire, and who have paid for their subscriptions. Of course, they will continue to receive the paper no matter what. But there just aren't enough to carry all the rest who are indifferent to our urgent request.

We do not expect all to be paid subscribers. Some cannot afford it. The Post Office understands this and that is why they allow 35 per cent to be distributed free. (Among those distributed free are the 200 brought to the Temple each Friday evening to be enjoyed after Services at the Oneg Shabbat.)

The rules state you do not have to pay now - just a promise to pay. Please, believe us, any indication on your part that you would like to continue receiving the paper with a promise of payment at some future date, will never cause an unpleasant moment if you should decide you are not getting your money's worth. You be the judge and the jury.

But we must have some indication from you to show proof to the postal authorities. The best way is to use the application form beneath this editorial. If you prefer, phone it in. We'll jot down the information you give. It's 870-1255. Please, do it right away.

Otherwise, while it may not be next week or the week following, at a very near future date, we may have to curtail the "free" list to conform to the rules and regulations in order to obtain the second class franchise. This would make us very unhappy, but we have no other choice. We hope you understand.

JACK TELL

OY VEY — I FORGOT TO SEND MY SUBSCRIPTION IN TO

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Dear Jack:

I am deeply interested in the welfare and growth of our Jewish Community.

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Payment enclosed Bill me later

Optional: Good luck. Get lost.

Dear Mr. Tell:
 Senator Robert F. Kennedy appreciated your note and asked me to thank you and to wish you well in publishing the Las Vegas Israelite.
 Good luck.
 Sincerely,
 Edwin O. Guthman
 Press Assistant

Dear Jack:
 Good luck.
 Nat Schwartz

Dear Jack:
 Enclosed please find my check for \$6.00 for a year's subscription to the Las Vegas Israelite. You have my best wishes for a huge success with the paper.
 My best,
 Arthur
 (Arthur Brill Productions, N.Y.C.)

Dear Jack:
 Good luck.
 Chester Schiffman

Dear Jack:
 Good luck.
 Sid and Bea Pelite

Dear Mr. Tell:
 Your paper is excellent. I congratulate you and good luck.
 John N. Wheeler
 (Pres. Bell-McClure Syndicate, New York City)

Dear Jack & Bea:
 We are deeply interested in the welfare and growth of your Jewish Community. Please add our name to your fast growing list of subscribers.
 Mazel Tov! We are all looking forward to receiving your paper. Best wishes for lots of success.
 Your West Hartford (Conn.) four,
 Gert, Saul, Susan, Carol, Grandma Markowitz and even Herman (their dog.)
 (Ed. Note: This is the Horowitz family, whose son the Tells have practically adopted in Las Vegas.)

Dear Jack:
 Good Luck.
 Sam and Roe Goodman

Dear Jack:
 Good Luck.
 Harry M. Herzog

TEN COMMANDMENTS FOR WORSHIPPERS

1. Come to services promptly. It helps you, the Rabbi, and the congregation.
2. Do not take seats. Come forward--you will find more inspiration in the service.
3. Spend the time preceding the service in silent meditation and in spiritual preparation for the service. Conversation and chatter preceding the service are not in consonance with the dignity of the place of worship and the solemnity of the service. It goes without saying

Dear Jack:
 Liked your newspaper, its content and concept. The best of luck and hope it brings you up where you belong.
 Sam, Ruth, Susan Silverstein
 (Vision Films, Inc. N.Y.C.)

Dear Jack:
 After reading this week's Israelite I just had to write you a letter to let you know how much I enjoy Jack Tell's newspaper.

The Israelite is by far the most enjoyable publication I have ever had the pleasure of reading. Every issue is a jewel of journalism and a wealth of wisdom.

Thank you for the warmth your paper brings to my home.
 Admiringly,
 Corky Mayberry
 (KENO Radio)

Dear Jack and Staff of Israelite:
 Thank you so much for the kind and complimentary article in your most recent issue. I will attempt to justify your kind thoughts.
 With very best regards.
 Very truly yours,
 David Zenoff
 District Judge

Dear Jack:
 Best luck to you in your new undertaking.
 Ruth and Jules Elson
 (Phoenix)

Dear Jack & Bea:
 The very best of everything to two swell people.
 Good luck.
 Pat Castle
 (Market Town Bakery Doll)

Dear Jack:
 Why the box that says "Get lost"??
 Ivan Eisenberg

Dear Jack:
 Congratulations on your new newspaper.
 Joe Scott
 (Scott's Carpet Co.)

Dear Jack:
 Good Luck.
 Harry M. Herzog

that conversation during the course of the service is not only a violation of the canons of good taste but it is a source of disturbance to fellow-worshippers.

4. Do not mumble the responsive and congregational reading of the prayer book. Read unitedly and distinctly.
5. Do not be afraid to sing out in the congregational singing. Sincerity and enthusiasm, not trained voices, make for effective singing of the hymns.
6. Make the strangers feel welcome at the service. Speak to them. No formal introductions are necessary. However, reserve this socializing for the Oneg Shabbat.
7. Do not start to put on your wraps before the final "Amen" of the Benediction.
8. The Rabbi is very pleased to greet the congregants after services. He acts in this capacity as the host would in the home. Do not leave without extending to him this courtesy.
9. If there is anything in the service or sermon that you have found helpful, do not be timid about telling the Rabbi and Cantor. These officials have never suffered from over-encouragement.
10. By the same token, the Rabbi and Cantor welcome all constructive suggestions regarding the service or religious program. These are much more effective when given directly to them than made in the presence of your fellows when they are not present.

— Jack Altshuler, Nevada