

From the Desk of Rabbi Gold



In view of our forthcoming Shalom A Go-Go which will enable the Jewish people of our community to become better informed about the many Jewish organizations who solicit our allegiance and support in Las Vegas, the following article from a colleague is most appropriate. We are not alone, riate. We are not alone. Many communities of similar size have some problems of soliciting membership to serve their needs. Obviously each one of these organization serves a useful purpose. However one can not belong to all of them and do justice to all the causes represented. This is where individual interest and inclination comes in to help us become more selective.

We choose those organizations that interest us the most and which we can serve best because we have a personal interest in them.

We have to become discriminating, self evaluating and to develop a hierarchy of values which will enable us to choose more wisely.

My colleague Rabbi Mordecai Waxman of Great Neck, Long Island, recently wrote the following in his congregational bulletin. I am happy to share it with you.

Recently, my seven-year-old son and a playmate of his formed a two-boy organization which they called "The Toughies of the World." Rapidly perceiving that this was too limited in its horizons, they reorganized themselves as "The Toughies of the Universe." I expect them at almost any moment, to embark upon a theatre party, bazaar or journal to support their activities and I very

much fear that they might have some mild success.

They represent a well-developed American tendency to form an organization on the whim of the moment. Will Rogers, indeed, contended that "when ever two Americans get together one of them takes out a gavel and calls the other to order." I can document this further from the Chicago telephone book which some years ago had a listing for "The Independent Organization of Unorganized Independents."

This general American bent has achieved a sort of climax in Great Neck, where organizations seem endlessly to proliferate. Most of these groups serve a good purpose and all of them are well intentioned, but the result is chaos. The Jewish community Council, which has sought to clear dates for the Jewish organizations has become virtually helpless. The best that it can do now is to ensure that two theatre parties do not occur on the same night. But it is powerless to control the formation of new groups on the tendency of every organization to feel that it ought to use every technique of other organization.

There have been two inevitable results. The Great Neck population is meeting and affair weary and has engaged in a stay at home strike so that all functions are poorly attended. Secondly, every organization is suffering financially as a result of this unbridled duplication of fund-raising events.

None of this makes sense. We shall shortly reach the point where no one will speak to anyone else for fear of being asked for a



MEL

Mel Torme, Si Zentner and his orchestra, and Comedian Jerry Lester will put the zing in the Strip entertainment picture here next month when the trio of stars opens a four-week stand in the Blue Room of Hotel Tropicana.

Marking a distinctive switch back to big names after a production-show policy, the trio will be presented in one swinging package that figures to put a fresh kick in the beat of the Tropicana beginning Sept. 4.

For Torme, the Tropicana outing marks his first Las Vegas chore since late fall, 1959.

Zentner's Tropicana trip chalks up his Las Vegas debut.

A veteran sideman with Les Brown, Harry James and Jimmy Dorsey duty,

contribution, and where one will hesitate even to look in the mirror for fear that he will be tempted to call himself to order. What we have created, however, it seems to me that we can correct. I would like to recommend the following three point program:

1. That we ask ourselves, first, which organization or institutions are most vital to our immediate community and make sure that they function properly; that our next concern be the national community and Klal Yisroel; That the rest of the organization and institutions be suitable recognized for what they are--luxuries, pet projects or peripheral concerns.

2. That we prevail upon our current organizations to reduce the number of their functions and money-raising projects.

3. That when we are tempted to form a new organization we lie down until the temptation has passed. Who knows, we may even end up with a spare evening to spend at home.

Rabbi Mordecai Waxman

TROPICANA STARS



JERRY

Zentner has fought the trend in building a big band, taking it on the road and establishing an audience rapport reminiscent of the good old days.

Along the way he also has managed to pick up a pair of Grammy awards from the National Academy of Recording Arts and Sciences, which honored him for Best Performance by an Orchestra for Dancing and for the album, Great Band with Great Voices.

Rounding out the trio, Jerry Lester, whose most recent success has involved the lead role in "A Funny Thing Happened on the way to the Forum," is a veteran funnyman who has been away from the Las Vegas scene for a decade.

One of the pioneers in the television field, Lester ran second to Milton Berle in the early tube days.

Rounding out the Blue Room lineup for the four-week wending will be the piano artistry of Henry Rose and Bobby Stevenson plus a colorful Hawaiian revue.

ISRAELITE ADS PAY

"I DECLARE"

by Claire Dase



Jeanne Levy has been chosen as Woman of the Year, by National Council of Jewish Women for her fortitude during her bout with recent sickness, and despite all, her untiring devotion to her community at large.

Attended the wedding just recently of Harold Harmel, son of Larry and Etta. His delightful bride Esther, was a sight for anyone to see in her vivacious Cerise outfit, and the pride in her "now-spouses" eye showed all that he thought so as well. The warm and friendly reception was held at the Temple was done by the Dvorak's, and the color theme for the table was apple green and white.

Irving and Barbara Fields son visiting New York, and around. Hear he's having a great time skiing, and etc. Seems that Momma celebrates her birthday the 22nd of this month. The Fields have only just returned from a vacation at Laguna, San Bernardino and San Diego.

"Doc" Knoller celebrated his birthday on the 22nd. So glad to have him with us and well.

Note to the members of Temple Beth Shalom: if you need to use the different drapes etc., for decorating PLEASE, contact me to see if they are 'clean, etc. or available.

One of the nicest and most obliging guys in town is Jim (James) Yunk, you'll find him at the Phillips 66 gas station on the corner of E. Charleston and Las Vegas Blvd. So.

Shalom A Go Go well under way, with much promise to all. Admission, NOTHING Time 8:00 P.M., Date, August 29th.. BE THERE. It will be worth your while.

The Charles Isler's will celebrate their 24th anniversary on the 30th of August. May they live together in peace and happiness to share another 30.

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