

LEO
(Continued from Page 1)
devote time and effort to, is a personal campaign to increase the membership of the congregation. He can do it too. Here's why.

When Wilner volunteered to help with the office procedure of Judea Congregation in the West eco area of Los Angeles in 1952 he offered his services for a few days. But he never left. For 14 years he was secretary and executive director. During that time the membership increased from 80 to about 400, and the budget rose from \$40,000 to \$180,000 per year.

Wilner was an ardent and impressive delegate of his Temple in dealings with outside organizations and activities. He was a member of the Los Angeles Bureau of Jewish Education, which he represented on the Conference of School Boards of Southern California and served as a member of the Board of Certification to qualify Hebrew School teachers. He served also as a member of the Grievance Committee and was one of those responsible for setting up the Hebrew Teacher's Pension Fund about 10 years ago.

Leo was president of the Association of Administrators of California composed of 25 members representing the three segments of Jewish Faith.

He wasn't always a Tem-

Temple Board Member Art Lurie Upped to Personnel Mgr. at Food Fair

Robert E. Palmer, executive vice president of Food Fair Stores of California, Inc., operators of six markets here, has announced the appointment of Art Lurie as director of public relations for the district.

Art Lurie, associated with Food Fair markets, since their entry into the Las Vegas market, moves into the new position immediately. Lurie has been associated with food markets in Southern Nevada for a number of years, and is well known for his unselfish contribution of time and efforts in promoting various civic functions for the community. The new appointment will enable him to allot more time to public and employee relations.

Food Fair operates over 500 retail outlets nationwide with the policy of bringing quality foods at low prices to customers. Local customers will continue to enjoy better service in clean, "comfortable to shop-in" stores with friendly employees, Palmer said.

ple administrator, but his background is richly endowed with heritage and experience that qualifies him for the post.

Leo was born in Brooklyn, N.Y. where he lived with his parents, Rev. Moses and Bella and two brothers and one sister. He is a Yeshiva graduate and also a product of Thomas Jefferson High, where he was president of the Student patrol, the first student government for secondary schools. He also attended classes at Brooklyn College.

It was during a Yom Kippur night dance in East Flatbush where he met Mildred Sandler, who six months later became Mrs. Leo Wilner. They have two sons, Bob, 23, a graduate of Uni-

versity of California, majoring in Social Welfare and currently seeking his Master's Degree at University of Southern California; and Marty, 20, a Junior at University of California at Los Angeles, majoring in Clinical Psychology.

The Wilners came to Southern California in 1944 when Leo tried his hand at several jobs until he hit on the one closest to his interest and dedication - serving a synagogue. It would be an understatement to describe Leo's achievements and standing in his former synagogue as successful and high. The members, en masse, urged Leo to stay on when he notified them he was contemplating taking the position here in Las Vegas. More than 400 attended a going-away party for Leo, who was showered with gifts and testimonials.

It was Sam David, board member of Temple Beth Shalom, who convinced Leo that our Temple needed a man of his calibre. It would be a challenge with a future and the opportunity to be part and parcel to creating a monumental institution during the early stages of our Synagogue's life.

Judea Congregation's loss was Bath Shalom's gain.

After meeting with Wilner, the Israelite is convinced he is the right man to put into effect the coordination so sorely needed and we urge all organizations and department to cooperate and assist him in getting his services underway.

This writer and this publication go on record pledging the fullest support to a man dedicated, qualified and eager to get started on the right foot.

Long may Leo last.



ART LURIE
Public Relations Man

PITTSBURGH (WNS) The readership of the Jewish Chronicle, local English-Jewish weekly, compares "very favorably" in its socio-economic profile "with those of the 'premium' publications in the country," according to a survey by Dr. Jiri Nehnevajsa, chairman of the University of Pittsburgh's department of sociology and head of its research office.

According to the nine-month study, the Jewish Chronicle readers are interested in the larger issues of cultural, religious and personal Jewish identity and in the Jewish community. "Not only are Chronicle readers concerned with Jewish news," the report said, "but many seek also analysis and presentation of all key issues where a Jewish view is relevant."

The survey was released by Joseph Feldman, presi-

dent of the Pittsburgh Jewish Publication Education Foundation, publisher of the Chronicle. Albert W. Bloom is Chronicle editor.

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