

LAS VEGAS ISRAELITE
 PHONE 870-1255
 Published Every Friday in Las Vegas, Nevada
 Price per copy 15¢ - Per year \$7 - 2 Years \$12
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2nd Class Mail, Las Vegas, Nev.
 Member American Jewish Press Association
 Member of Worldwide News Service
 Now in 5th Year of Continuous Weekly Publication
 Serving the Jewish Community of State of Nevada.

Turning Jewish

BY RABBI SAMUEL SILVER

One aspect of the intermarriage situation which often does not get stressed is the fact that many people are turning Jewish these days.

It was a long time ago that Rabbi Max Elchhorn did a survey which indicated that some 2000 girls go Jewish each year because they want to marry Jewish husbands.

The influx now must be a much larger one, and it includes men too. In England the chief rabbinate is so deluged with requests for conversions that they have recently raised the requirements and have cracked down on "quickie" conversions outside of England. The British Orthodox authorities have even complained, believe it or not, that the Israeli rabbinate is too lenient in granting Jewishness to applicants and have said they will not automatically accept as kosher an Israeli conversion.

The popularity of Judaism is a result, of course, of the fine public image it is getting in literature and in the press. Those who come into Judaism often do so because they feel that one faith is enough for one family.

We also have some Jewish groups that are urging us to go out and recruit newcomers. But the proselytizers are not making too much headway. Most of the newcomers enter the ranks voluntarily. Classes for converts are to be found these days in every large city.

Indeed, down in New Orleans, Rabbi Leo Bergman, of Touro Synagogue, devoted a Friday night service to a "group conversion." So many of his congregants heard about the people who were turning Jewish that they asked to see the actual ceremony. So the Rabbi accommodated them, and the ceremony, often done in private, took place en masse and in public.

And what's happening in this regard to your town?

GIUFFRE: MOST UNFORGETTABLE MAN YOU'LL EVER MEET

GUS
 (Continued from Page 1)
 television announcer, pleasant, inoffensive, a face that fills a spot on the screen, appropriate and satisfactory. But what an understatement of true facts your eyes and ears receive from the image!

We have to approach Giuffre's life negatively, like the Ten Commandments, which he personifies probably more than anyone else we know in this or any other community.

It is not that Gus is just

a good, and kind and considerate man, who will give of his time, effort and money to help a person in distress. Many of us fall into that category. It is not that he is an outstanding civic and public servant, who never hesitated an iota to donate all his talents to aid a deserving cause. Others with far more time on their hands will subscribe willingly to such activities. It is not that Gus is a one-in-a-million tv salesman, who is never at a loss for a word, or that he does not look down his



Since the first Jewish newspaper appeared in America little more than a century ago and began its struggle to survive, great strides have been made in English-Jewish journalism. From a few hundred readers to the close to two million who now depend upon newspapers for much of the depth and dimension of their Jewish information, there have been great strides.

This growth is a healthy and wholesome denouement. There are still vast reservoirs for readership and instructive channels as yet untapped.

Jewish Newspaper Week is an occasion for pointing out that the responsibility for this open and free means of communication rests not solely upon the shoulders of the dedicated men and women comprising the staffs of the periodicals. The burden must be shared by the organized and unorganized community of American Jewry as well.

Breathless arenas for closer relationship and further development lie ahead, challenging not only members of the American Jewish Press Association, which sponsors the special observance, but challenging as well the general Jewish community.

Not in decades have the important issues affecting Jewry here and abroad been so fraught with propaganda and innuendoes.

Not in decades has it been so important for the Jewish public to be informed of what is occurring and how these matters affect all of us.

The greatest source of information and discussion of these topics and problems remains the English-Jewish newspapers of America, the most dependable means of communication for American Jewry.

It is for this reason that June 1 through June 7 is being set aside as Jewish Newspaper Week.

ADOLPH ROSENBERG
 President
 American Jewish Press Association

nose or lick the boots of persons in low and high levels. This dignity is maintained by a few. It is not that Gus continues to exude charm and enchantment to all within sound of his voice, even though his mind is being tortured beyond normal capacity by recurring serious medical disabilities to nearest and dearest members of his family. So what is it that makes Gus an outstanding man among men?

Gus has an indefinable, undecipherable characteristic, known as CLASS. We don't

know what it is, where it came from or how you acquire it. We know only that it is there. You sense it when you talk to him. You feel it when you are in his company.

A word about CLASS. It is a highly uncommon, but not exactly rare trait. It has no level or stature. It can pop up anywhere. We've observed it in bankers and barbers, gamblers and gangsters, clergy and clerks.

Gus first visited Las Vegas during Helldorado Week, sixteen years ago. The

TELL TALBS
 "One Man Plus The Truth Constitutes A Majority"
 BY JACK TELL

(Continued from Page 1)

everyone who reads your rag to vote for him. What did he ever do for you? Are you out of your mind? He has never done anything for the community outside of rich people. You are blinder than some of the umpires. Can you endorse a man who (deleted) everything in sight, (deleted) from the poor and gave to the rich (plenty to himself), and I can tell you a lot more as I have lived in this great town for 17 years, and we happen to know him and his family.

I am sorry for you and your thinking and I assure you all my friends will cancel their subscriptions to your so-called paper if that (deleted) wins. If you had any sense you would have remained neutral as you say yourself, he is not the best candidate. I have spoken to many friends since Friday and they all feel that way we do. Why didn't you look into his doings before giving your opinion? Again, show me one thing that (deleted) ever did for the working people of this fair city? One big item - rent gouging? He's been told about it, what has he done?

A LOST SUBSCRIBER AS OF NOW

P.S. - Have you forgotten the Pink Panther, the al-leys he gave away, the liquor licenses he gave away? Could go on and on.

(ED NOTE: This letter, unsigned, is from a non-subscriber. The envelope return address is Henry Wishnoff, 2565 Patten Place, Las Vegas. He states precisely what we claim, "charges without foundation," however, the voters have spoken and Dr. Coblenz is our elected Commissioner. Let us hope that the new man will fulfill his obligation to the public.

We do not know Mr. Wishnoff, who claims 17 years residency, but we detect a personal animosity because of his reference to Phil's family. Incidentally, we never asked anyone to vote for Mirabelli, we just pointed out the reasons why we voted for him.

Here is the kind of vicious, quiet campaign that was conducted against Mirabelli. They say all is fair in love, war and politics. Maybe so.

We re-printed Mr. Wishnoff's letter, deleting the libelous words, to let all the world know how low some people will sink to gain a point. He won, of course, and we hope his victory will be fruitful to the entire community.

Meanwhile, we apologize to all the Mirabellis for having to bring these distasteful, unfounded accusations to the public.

We want to take this opportunity to thank the more than 100 phone callers who complimented us for our stand and its careful wording. Most admired our courage for switching our support after being convinced that Mirabelli had more to offer the citizens of Las Vegas. The fact that the only English-Jewish newspaper in the state could not see the qualifications of a Jewish candidate, is an indication of the purpose of this publication. The Las Vegas Israelite is, always has been, and always will be on the side we believe is right and best for the entire community.

Because this is being written after the election of Dr. Coblenz, we were wrong in our judgement and certainly will hope for the best from the new man. It is our contention that the public is always right until proven otherwise.

The voters have overwhelmingly elected Hank Thornley to fill the other commission seat. Also elected were Earl Gripenrog (unanimously) as City Attorney and Frances Horsey and Robert E. (Moon) Mullen as City Judges.

So ends the Las Vegas city elections, along with an association with a "free-loading subscriber."

That's life.

Jack Tell

Giuffre family returned to settle here for health reasons.

All these years he never missed an opportunity to lend his time and talent to aid religious, charitable or civic causes. The commendations, awards and honorariums he has received are unmatched by any other individual, from the Heart and Torch symbol from the Heart Fund to being named "Man of the Year" by B'nai B'rith, the first gentle accorded that distinction.

So we have talent, dignity,

brains and consideration incorporated into a humbleness that defies comparison. And a deep belief in God, a never despairing tenacity to bring medical relief to ailing members of his family, a lodestone of many, many years, that would have felled stouter and stronger men. Through all this, Gus has retained his composure, his love of his fellow man and his desire to spread happiness and good cheer.

There you have Gus Giuffre, an unforgettable person among people.

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