POPULAR JOY HAMANN IS PRESIDENT OF SERVICE FIRM IN PUBLICITY, MARKETING AND POLITICAL RESEARCH

Opening of American Media Research and Development-West, Inc., was announced today by Joy Hamann, president of the firm.

AMR& D - West, located 2125 Paradise Road, is a "multiservice company," Mrs. Hamann said, with emphasis on public relations, publicity, marketing and political research and a complete convention news and publicity department.

IN ADDITION, AMR&D-West has a staff of several writers available for short term assignments with area advertising agencies, hotel publicity depart- town' area of delegates." ments and other business enter- Mrs. Hamann, a 16-year resi- the Hebrew University in

rage for any size convention portionment session of the Ne- last year lived in the vilboth locally and in the 'home vada Legislature in 1965.



dent of Las Vegas, is a former Jerusalem to conduct edu-Mrs. Hamann described the Sun reporter, assistant city edi-cational and social service convention department as tor of the Review-Journal, city programs in Arab villages. "unique to Las Vegas in that editor of the Carson City Ne-AMR&D - West can provide vada Appeal, and served as to provide an occasion for through our own facilities, com- television and radio news com- a small group of Arab and plete radio, television and news- mentator for the Donrey Media Jewish students to work copaper publicity and news cove. Group during the special reapcommunity. The students

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B'NAI B'RITH WOMEN SPONSOR ARAB-ISRAEL **PEACE PROJECT**

a period of rising tensions in secondary schools and enthe Middle East between gaged in conversations on Arab and Jewish worlds, an Arab-Israel project design- adult villagers. The Arab ed to increase understanding and enhance the prospects for future peaceful lly divoid of extra-curricoexistence between the two is underway, sponsored by Blnai B'rith Women.

The project, launched sucessfully last summer, consists of a series of teachins in the villages of Um-Al Fahm, Ara and Arara, The 15 teachers are joint Arab-Jewish teams who have been recruited by the B'nai

The goal of the project is lages for a month and helped provide remidial and enriched studies for students of secondary school age. They established libraries their hosts.

WASHINGTON, D.C. --- In for pupils of elementary and educational subjects with schools in these villages. it was learned, were virtuacular reading material and teaching aids; the students helped the children with subjects which are most difficult in Israel's schools, chiefly physics, chemistry and English.

According to Mrs. Michael Shapiro, international president of B'mai B'rith Women, an innovation in the project growing out of last year's experiment will be orinetation sessions between the leader of the student group, Uri Yekutieli, Dr. Jack Cohen, director of the Hillel Foundation at the Hebrew University, and guest discussants from the Schools of Education and Social Work at the Hebrew University. Another innovation will be preliminary visits to the villages by the students in order that they may become acquainted with the local leaders and with

NEW YORK, - The eighth Study Tour to Israel, sponsored by the Interfaith and University Committee of the America-Israel Cultural Foundation, left via El Al from Kennedy International Airport with 47 university faculty and Christian clergymen, representing 15 states, it was announced by Mr. Orin Lehman, chairman of the Com-



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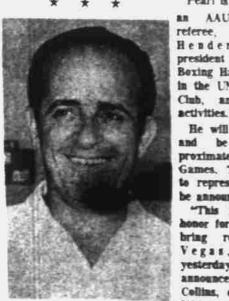
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TAS YES



OUR OWN DAVE PEARL TO COACH USA BOXERS AT MACCABEAN OLYMPICS IN ISRAEL NEXT MONTH



DAVE

Dave Pearl has been selected as ceach of the USA's boxing team in this month's World Maccabean Games in Israel, it was announced vesterday at the Sportravers Club luncheon by Austin

The World Maccabean Games brings together in Tel Aviv all the top Jewish athletes from around the world. It is conducted similar to the World Olympic Games.

Pearl is well known here as an AAU official, boxing referee, director of the Henderson Boys Club, president of the Las Vegas Boxing Hall of Fame, official in the UNLV Rebel Boosters Club, among many other

He will leave here July 18 and be gone for approximately two weeks for the Games. The boxers selected to represent this nation will be announced later.

"This is certainly a fine honor for Pearl and will also bring recognition to Las Vegas," said Bowler yesterday in making the announcement for Col. Phil Collins, of Pennsylvania, the USA coordinator.

The World Maccabeas Games for Jewish athletes is held every four years following the World Olympic Games.

Four years ago, Jackie Picids, also of Las Vegas, was the boxing coach for this event which brings athletes from all parts of the globe.

Fields, an official here at the Tropicana Hotel, is former welterweight champion of the world and is now on the State Athletic Commission.



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