

**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 "multi-service 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 departments and other business enterprises.

Mrs. Hamann described the convention department as "unique to Las Vegas in that AMR & D - West can provide through our own facilities, complete radio, television and newspaper publicity and news coverage for any size convention both locally and in the 'home



JOY

town' area of delegates."

Mrs. Hamann, a 16-year resident of Las Vegas, is a former Sun reporter, assistant city editor of the Review-Journal, city editor of the Carson City Nevada Appeal, and served as television and radio news commentator for the Donrey Media Group during the special reapportionment session of the Nevada Legislature in 1965.

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

WASHINGTON, D.C. --- In a period of rising tensions in the Middle East between Arab and Jewish worlds, an Arab-Israel project designed to increase understanding and enhance the prospects for future peaceful coexistence between the two is underway, sponsored by B'nai B'rith Women.

The project, launched successfully last summer, consists of a series of teach-ins 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 B'rith Hillel Foundation at the Hebrew University in Jerusalem to conduct educational and social service programs in Arab villages.

The goal of the project is to provide an occasion for a small group of Arab and Jewish students to work cooperatively within the Arab community. The students last year lived in the villages for a month and helped provide remedial and enriched studies for students of secondary school age. They established libraries

for pupils of elementary and secondary schools and engaged in conversations on educational subjects with adult villagers. The Arab schools in these villages, it was learned, were virtually devoid of extra-curricular 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'nai B'rith Women, an innovation in the project growing out of last year's experiment will be orientation 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 their hosts.

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 Committee.

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

★ ★ ★



DAVE

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 activities.

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 Maccabean Games for Jewish athletes is held every four years - following the World Olympic Games.

Four years ago, Jackie Fields, 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.

Dave Pearl has been selected as coach of the USA's boxing team in this month's World Maccabean Games in Israel. It was announced yesterday at the Sportrayers Club luncheon by Austin Bowler.

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.

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