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Editor and Publisher: Jack Tell
Business Manager: Bea Tell, 870-1255
Vegas News: Helene Stadler, 384-3685

Al Kirchner in Cafes, Trude Feldman from Washington
and occasional views by Jack Entratter.

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Israel TV

By HARRY M. ROSEN

At this writing, Israeli television is broadcast five days a week, Sunday through Thursday. The Cabinet recently approved a seven-day week schedule, which has elicited strong opposition from the Orthodox religious community, and will undoubtedly be an issue in the national elections in November.

Israel has only one channel, but the telecast from Amman, Cairo, Beirut and Damaucus are available to the Israeli TV viewer, if he is prepared to spend from \$100 up for an outdoor aerial. (In Jerusalem, however, people living on the tops of hills can get fairly good reception from Amman without outdoor aerials.

The schedule of Israeli telecasts, all in the evening, is approximately as follows: 6:30 to 7:30 Arabic programs including the news; 7:30 to 7:35 news in Hebrew; 7:35 to 9:30 a variety of programs including quiz shows, documentaries and re-runs of not too recent American shows; 9:30 to 10:00 news.

This blasé American has been reared on such red-blooded fare (several hundred bodies per evening) as Gunsmoke, Bonanza, I Spy, The Man from Uncle, on such sophisticated stuff as the Morning Show and the Tonight Show. I have been spoiled on an endless supply of movies on the Early Show, the Late Show, the Late, Late Show, and the Late, Late, Late Show. Compared to such riches, available 18 to 20 hours per day and with multiple choice of channels, Israel television is pretty tame stuff.

But the very existence of Israel television has to be added to the list of miracles accomplished by this stubborn people who refuse to believe there is anything they cannot do. A good working definition of an Israeli miracle is doing something for which there is no previous experience or precedent, no funds, and which must be done in a hurry. Israel TV meets all these criteria. Israel had no TV technicians, cameramen, directors, producers, or scriptwriters, let alone Arab or Arab-speaking directors or scriptwriters, since the initial push for TV in Israel came from the need to counter the anti-Israel propaganda being beamed from the neighboring Arab countries. But beginning with telecasts three times a week, Israel is now on a five-day a week schedule and moving rapidly towards the full seven-day schedule.

It was originally planned to spend three years in preparation, but broadcasting began a year ahead of schedule.

"Imported" personnel got television started in Israel. Some of these foreign experts are staying in, and their ranks are being augmented by new immigrants, including many with excellent experience in Czechoslovakia and Poland. In the meantime, radio and movie personnel - and some rank amateurs - have been learning the TV trade both as apprentices in Israel television and by work and study abroad.

The difficulties of beginning have been enormous and varied. There was the issue of wage differentials between "imported" and local personnel. There still remains the problem of attracting good people from abroad on salaries hardly competitive with what these people can earn at home. There have been and still are administrative

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and bureaucratic problems such as who is "boss" - the special "advisory" board appointed by the government or the working heads of the television operation. And now the political issue of television on the Sabbath.

But the broadcasts are on the air, and some of them are excellent. I am speaking of programs 100% "Made in Israel". There is a quiz show entitled "Whose Face?" which show strips of facial photos of well-known personalities, with other well-known people doing the guessing. It is highly imaginative and topical, and the producer doesn't hesitate to introduce impromptu discussion and entertainment, depending on the talents of the guests. Another topnotch show by any standard is "Mabat", the news program which closes the evening's viewing. The presentation of the news is much more informal than the often dry reading of bulletins that characterizes much of American news telecasting. There is an amazing amount of "on the spot" film, amazing because Israel TV cannot possibly afford all the mobile equipment and the personnel needed for such coverage. And the interviews are by no means polite, camera-conscious little episodes.

More "made in Israel" documentaries are being presented. Camera technique in general is still rather uneven, but is improving constantly. The two major American shows seen most frequently are re-runs of "Adventure" (the Museum of Natural History science and exploration series) and "The Defenders". Last week viewers got a taste of Ed Sullivan, a show of two-years ago featuring a tribute to Maurice Chevalier. Why this particular show? My hunch is that it was available when a show was needed to fill a program hole.

There's a good deal public discussion as to the direction TV in Israel should take, whether the emphasis should be cultural and educational or straight entertainment. But that's a column for another day, in the meantime, Israelis are glued to their television sets with the same intensity of viewing as Americans 20 years ago. (Today too?)

And lest I forget: no commercials - yet.

If Not Higher

By RABBI SAMUEL SILVER

The moon ascent reminds one of the famous Peretz story told many times and elaborated upon in countless sermons.

The story is about the Chasidic rebbe who disappeared on a holyday, occasioning his disciples to claim that he soars up to heaven on that occasion. A skeptical Litvak trails the rabbi once and discovers that the rabbi actually spends the day chopping wood and bringing it to an impoverished widow.

Later, one of the Rabbi's followers asks the Litvak whether he believes that the rabbi goes up to the heavens, and the reply is: "If not higher."

Higher than the exploration of the moon would be the exploration of the world, the quest to relieve the distress and disease in the world. The answer to cancer would also be possible if enough billions were put into the task. The pious desire of President Nixon for world tranquility to highlight the landing on the Sea of Tranquility could be fulfilled if he and other governmental leaders prove as anxious to find the formula for peace as technicians were to find the way to another planet.

The event on "Moonday" has intensified our awe for the glory of God. God has also put within man the ability to move up to higher accomplishments. May man make use of that ability.

TELL TALES (Continued from Page 1)

for action, which, in addition to boot training, also meant daily fighting against marauding attacks by hostile Turks. In the battalion were Ben Gurion, Jabotinsky and Epstein, the famous British sculptor.

Not long after the 39th and 40th Battalions were formed to comprise the first Jewish Brigade under Gen. Monarch of Australia. One noted member of the 40th, reflected Maj. Kaye, was Gen. Rabin's father.

That's how and when the active stage started, after years of passive preparation.

Escorting Maj. Kaye on his recent tour of military bases, was Col. David Laor, Administrator of Welfare for Soldiers in Israel. They visited encampments within range of hostile Arab cannon, where fighting men lived in simple, solemn enclosures. It was pointed out that for each year served there were but seven days furlough. Then Maj. Kaye was appraised of the meager accommodations for men on leave. He was appalled. He became determined to correct the situation.

Upon investigation, Maj. Kaye found there were but three recreation centers built, each by groups in Mexico, Brazil and Argentina. Here was an opportunity to match the efforts of our sister countries to the south. The colonel and major put their heads together and came up with a focal point of a \$1,000,000 recreation center at Beersheba, for which \$400,000 had already been pledged.

Maj. Kaye invited Col. Laor to include Las Vegas in a tour of cities in the Western Hemisphere, on a fundraising expedition of speeches and film showing to raise enough to complete the center at Beersheba. The die being cast, Major Kaye rolled up his sleeves and with indefatigable perseverance, organized a meeting to be attended by notable Las Vegas and outstanding performers. The session is slated for Wed., Aug. 13 at Caesars Palace, starting at 8 p.m. No tickets are necessary, there is no admission charge, refreshments will be served and the public at large is invited.

The meeting is being sponsored by Jewish War Veterans, Las Vegas Post 711, of which Maj. Kaye is a founder and past commander. Col. Laor, an articulate speaker, will arrive in Las Vegas on the 12th. He will be the guest of our fair city until the 17th, when he will fly to Los Angeles.

And so we find another example of "Yiddishkite" prevailing. The sincerity and devotion of a young man for his religion a half century ago, is bearing fruit today for a most worthy and notable cause.

It isn't any wonder that tears came to the eyes of a man in the seventies, as he stood last month before the entrance of a modern building, reading a plaque: "Beth HagDudim, Avichall, Israel, Living Memorial for Jewish Legion (Zion Mule Corps and 38th, 39th, 40th Battalions, Royal Fusiliers "First Judeans") of W. W. 1, who participated in Liberation of Palestine."

Long live Major Kaye.

"OY VEY-GAS" (Continued from Page 1)
your daughter's hand."
"Why not. You've already had the rest!"

Sputnik was launched 12 years ago. How many man-made objects are now in space? An incredible 4,000 with 1,700 orbiting the earth.

EXTRA: Jay Sarno has raised half of the \$50 million pegged for a new-30-story LV resort hotel, to be located on Paradise Road. After Caesar's Palace and Circus Circus, how could the amazing Sarno top prior achievements? With a 150-foot long, 300-foot high waterfall the entire length of the hotel-- which may look like the Tais Mahal!

Every summer for ten years in LV we've heard variations of: "Hottest summer in 20 years"; "Longest number of days over 100"; "Most days over 110"; "Highest humidity since 1945"; "Can't remember the Sahara sign registering 118 before"; etc.

And every year we smile as we swelter in the scorching, searing sun.

L.A. Times article on poker plays: life's winners tend to win at poker; life's

losers tend to lose. But, over the long run, "there are few real winners."

Circus Circus exec. Don Williams has introduced Dandino, a hypnotist-illusionist-clairvoyant who predicted the Russian moon shot one week before it hit the papers. If you see a nut driving down the Strip with a hood over his head, that's no nut -- it's Dandino, one of many unusual acts every 15 minutes at Circus Circus.

We're not sure we hope Evil Knievel pays the \$187.00 to the county for medical bills incurred after last year's injuries. He must pay, according to the D.A., before he's allowed to attempt a motorcycle jump this Sunday over 13 cars.

Mishoggonah!
George Feldman's Mediterranean furniture is without question the finest in Nevada. Why? 'Cause in addition to stocking quality merchandise, George is a "hamasha mench".

Diane Boisclair, 22-year-young winner of the Miss Nude America likes the site of the pageant: Naked City, Illinois.

That's TELLin' 'em!