

# FRONTIER MEMENTO REFLECTS VEGAS HEART

A unique memento which some depreciators might say is not typical of Las Vegas has been produced by one of the famed gaming city's resort hotels and is getting an enthusiastic response. The number of key chains and ball point pens which have been given away to tourists by hotels and casinos over the years literally runs into the billions. But recently the Frontier Hotel, newest resort on the famous Strip, issued an item unlike anything ever used as a Las Vegas giveaway.

In a recent edition of the Frontier's house organ, The Frontiersman, the editor ran a filler entitled "A Short Course in Human Relations". The response by readers astonished the Frontier's management, for patrons wrote that they had clipped the item and sent it to friends or relatives, or had placed it in their homes and offices, and many requested additional copies. As a result, the Frontier reproduced the Course in color on parchment, and has been sending them out by the hundreds without charge. The treatise reads as follows:

**A SHORT COURSE IN HUMAN RELATIONS:**

The 6 MOST IMPORTANT WORDS:  
"I ADMIT I MADE A MISTAKE"

THE 5 MOST IMPORTANT WORDS:  
"YOU DID A GOOD JOB"

THE 4 MOST IMPORTANT WORDS:  
"WHAT IS YOUR OPINION?"

THE 3 MOST IMPORTANT WORDS:  
"IF YOU PLEASE"

THE 2 MOST IMPORTANT WORDS:  
"THANK YOU"

THE ONE MOST IMPORTANT WORD: "WE"

THE LEAST IMPORTANT WORD: "I"

The Frontier, which is one of the Hughes Resort Hotels, has indicated that they are reprinting the Course for free distribution, and will accept requests for them from persons who need only address a postcard to Human Relations, c/o Publicity Department, Frontier Hotel, Las Vegas, Nevada 89109.

HAIFA, -- Israel no less than the Jewish community of America faces an "attrition of Jewishness" among young people and intellectuals, the seventh annual American-Israel "Dialogue" was told by Rabbi Arthur J. Lelyveld of Cleveland, president of the American Jewish Congress.

NEW YORK: - Five young Israelis are studying toward various degrees and diplomas at Tel Aviv University thanks to scholarships contributed by members of the American Jewish Congress. According to Mrs. Betty Weir Alderson, chairman of the AJ Congress members travel service, "the visitors were so impressed with the work of the university and with the yearning for education on the part of the young men and women they met in the settlements, that they decided to raise funds among themselves for scholarships to be endowed by the American Jewish Congress at Tel Aviv University.

NEW YORK (WNS) -- The Jewish Agency-American Section reported that a record number of Americans will leave this month for stays in Israel where 3,339 persons will participate in 47 projects, the majority, 2,694 in seven to 10-week summer programs with 645 in six-month to one-year study and work endeavors.

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