

# LETTERS

Gentlemen:  
 May I impose upon you to ask that my mother's name (Clara Schultz) be added to the Yartzzeit list in the Friday, December 26, 1969 edition.

The Yartzzeit occurs on Saturday, December 27, 1969.

I intend to be in Las Vegas during the time of the Yartzzeit and will attend the service at the Temple.

I have had this kind favor in another year (December 31, 1966.)

Thank you very much,  
 Sincerely yours,  
 Max Schultz  
 (Atty. N.Y.C.)

ED. NOTE: It will be done and Rabbi Gold said he will include name in list called from pulpit. J.T.

To the person who sent the hand-written letter on Hotel Fremont stationary:

We are most concerned with anything a 28-year member of Temple Beth Shalom has to say and we certainly appreciate your being a subscriber to the Israelite for four years.

You wonder if we would print your letter.

We do not question its sincerity, nor is there any doubt about your dedication to a better Jewish community. You should know by now, that although the Israelite owes allegiance only to our readers, wholly and solely, we do not print anonymous letters.

Much of what you say is undoubtedly true although portions would have to be checked out before we could

put them into print. Your sentiment is apparent and not without merit.

We ask you to reconsider your accusations, get proof to substantiate them and send the information to the Temple's Board of Directors. You will be performing a good service for all of us.  
 Jack Tell.

Dear Helene,

Since our marriage fell on Thanksgiving Day thirty years ago, Sig and I have the advantage of celebrating twice, one on that day and then on the real date. Such a joyous time! Our number 2 son, a student at Reno who is the drum major of the band at the University, my young married nephew and niece now doing graduate work in Phoenix, Larry and Myra Brodney, and dear friends from San Diego, the family of Mr. and Mrs. Ray Lieberman, all joined us for turkey and trimmings.

As a special treat Eva and Walt Jenkins (music critic of the Sun) invited Muriel and Morry Stevens and in our honor held a gourmet dinner party in their charming Mt. Charleston vacation home, with the fragrance of pine, open fire and sweet smelling air. Between the cross country calls from family and friends and the constant housfull of enthusiastic young college people and their guitars, this was indeed an exciting anniversary to be long remembered. Thank you, too, for your good wishes.

Sincerely,  
 Blanche Stein

ISRAELITE ADS PAY

## HIGH SCOUT POST FOR McDONALD

Herb McDonald, a vice president of the Sahara-Nevada Corporation and one of Las Vegas' most active civic leaders, has been appointed the 1970 sustaining membership enrollment chairman for the Boulder Dam Area Council, Boy Scouts of America.

McDonald's appointment to the vital post was made by William M. Laub, president of the Boulder Dam Area Council and executive board campaign chairman.

A native of California, McDonald has successfully promoted Las Vegas since 1946. He currently supervises the sales, promotion, publicity, advertising and public relations departments of all Sahara - Nevada properties. These include the Sahara, Thunderbird and Mint Hotels here and the Sahara-Tahoe at Lake Tahoe. The Sahara-Nevada Corporation is a wholly owned subsidiary of the parent Del E. Webb Corporation.

McDonald's ability as a promoter gave this entertainment capital of the world many firsts including the \$1.25 buffet at the El Rancho Vegas that later became the Strip's famous chuckwagon, now featured by most hotels. As show producer for the El Rancho Vegas, he also was responsible for bringing many big name entertainers to Las Vegas for the first time.

As managing director of the Las Vegas Chamber of



HERB

Commerce, McDonald again spearheaded many outstanding projects, including organization of the Better Business Bureau, the Bureau of Economic Development and began work on the Convention Center and Nevada Southern University.

Joining the Sahara Hotel staff in 1957, he was elevated to the post of director of publicity and promotion five years later and in 1965 took over his present assignment.

Many of Las Vegas' most successful promotions were spearheaded by the civic leader, including the world-famous Sahara Invitational Golf Tournament and annual World Airlines Employees Christmas Party.

A Naval Air Corps officer during World War II, McDonald and his wife, Darlene, two children, reside at 2812 Cameo Circle.

## ISRAELITE ADS PAY

NOW Executive Rates for Las Vegas, 7 days a week

### BEVERLY RODEO HYATT HOUSE

HOME OF THE FAMOUS CHEZ VOLTAIRE RESTAURANT - ENTERTAINMENT NIGHTLY  
 350 N. RODEO DRIVE • RESERVATIONS CALL COLLECT 213-273-0300

Group Rates Available for Sporting Parties

**Beauty Salon**  
 IN THE CENTER OF THE STRIP  
 WIGS Styled and cleaned while you wait...  
 WIGS Returned to Your Hotel FREE  
 SHAMPOO and SET \$5.00  
 Hair Fashions by **ZELLO'S**  
 Across from the Stardust in Fashion Square Shopping Center  
 Open 8 a.m. to Midnight including Sundays and Holidays  
 735-7471

LET US HELP PLAN ALL YOUR AWARD NEEDS  
 Trophies - Plaques - Medals  
 Ribbons - Signs - Bowling Shirts  
 Engraving on Plastic/Metal  
**abbott trophies inc.**  
 OPEN EVENINGS BY APPOINTMENT ONLY  
 828 LAS VEGAS BLVD. SO. Phone 384-8746

Before You Decide  
 WE URGE ALL READERS TO CONSIDER  
*Walt Epprecht's*  
**LAS VEGAS**  
**Dodge**  
 WHERE THEY WILL BEAT ANY DEAL ANYWHERE  
**NEW**  
**Enlarged Location**  
**3470 Boulder Highway**  
**737-1061**  
 ASK JACK TELL, WHO DRIVES ONE

Gentlemen's Formal Fashions  
 ... Keeping Las Vegas' Best Dressed Men Best Dressed ...  
 For the Holidays  
 Purchase or Rent From  
*Sir Knight*  
 FORMAL WEAR  
 On The Strip At Oakie  
 1616 Las Vegas Blvd. So. 384-9039  
 (NEXT TO ARNOLD PALMER CLEANERS)

Our brand new collection of **Bridal Fashions**  
 is ready for you!  
 MORE THAN 300 GOWNS IN STOCK  
 You'll take a big Step Up in Fashion when you select your wedding gown from our new collection... now ready for you!  
 We have the new bridals exactly as advertised in Modern Bride magazine by Bridallure. Come in for a no obligation look now! Fast delivery of your size assured by special arrangement with:  
 \* Custom made & fitted veils \* Open at iterations at all times \* Special orders placed direct to the manufacturer at no cost to you \* Region's largest selection of gowns, veils and accessories wear  
*Mel Aire*  
**BRIDAL SHOP**  
 624-626 FREMONT - 382-1764

IF YOUR BUSINESS CANNOT AFFORD TO ADVERTISE THEN ADVERTISE IT FOR SALE IN THE LAS VEGAS ISRAELITE.  
 ISRAELITE ADS PAY

**VEGAS PAINT CO.** • TWO LOCATIONS TO SERVE YOU •  
 1604 Commerce St. 382-4994 3804 E. Lake Mead Blvd. 642-5374  
 HOUSE PAINT