

**VEGAN JOINS TOP R.E. DEVELOPERS**



ED

Ed Luboff of 1636 Bonita Avenue, Las Vegas, has joined the Southern Nevada Sales Staff of Terracor, the developers of Bloomington Ranches and Country Club in St. George, Utah. Luboff, who is married and the father of three children, has been a resident of Las Vegas for more than 16 years.

Based on new knowledge of genetics, doctors can now tell many prospective parents what the odds are of their having a defective child, says the March of Dimes.

**LETTERS**

Dear Jack:  
B'nai B'rith Women appreciate your help in publicizing our fund raising of "Hair."

Thanks again.  
Cordially,  
Betty Brown Carr  
Secretary

Dear Mr. Tell:  
Enclosed is \$7 subscription for one year.  
Any information about Las Vegas for Jewish family living you can send me would be appreciated.

Thank you,  
Mart Silverstein  
(Wilmington, Del.)

(ED. NOTE: We have approximately 5,000 Jewish families, a beautiful Temple Beth Shalom, a proud and active Jewish leadership, all in a city whose population appears to be doubling every ten years. J.T.)

Dear Mr. & Mrs. Jack Tell:  
May this coming 1970 bring to you both and your precious children many fulfilled wishes and good health.

We also wish your son Jay much good luck on his new publication, Las Vegas Free Press. You can be mighty proud of your sons. One a producer and one an editor.

both so young...but an "apple does not fall from the tree" and you as parents, are to be congratulated for their talents and aspirations in this competitive world.

Deep respect,  
Leon & Rose Berger  
(Ormond Beach, Fla.)  
(& Stroudsburg, Pa.)

(ED. NOTE: Thanks Leon & Rose, someday I hope we get to meet you and tell all about our oldest son, Don, and his International Art Studio. J. T.)

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EDWARD E. GRUSD, EDITOR OF THE NATIONAL JEWISH MONTHLY, THUMBS THROUGH AN ISSUE PUBLISHED IN 1928, THE YEAR HE BEGAN HIS EDITORSHIP OF THE B'NAI B'RITH MAGAZINE. HE RETIRES THIS MONTH AFTER MORE THAN FOUR DECADES CONTINUOUS SERVICE. DURING THAT TIME - 460 EDITIONS - THE NJM QUADRUPLD ITS READERSHIP TO 214,000, ONE OF THE LARGEST JEWISH PUBLICATIONS IN THE WORLD, AND ADDED TO ITS COVERAGE OF RELIGIOUS, CULTURAL AND HISTORIC TOPICS CONTEMPORARY AND INTERPRETIVE ARTICLES REFLECTING THE CHANGING CONCERNS IN JEWISH LIFE. GRUSD IS ALSO AUTHOR OF A HISTORY OF B'NAI B'RITH.

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