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Member American Jewish Press Association Member of Worldwide News Service New in 5th Year of Continuous Weekly Publication Serving the Jewish Community of State of Nevada,

## JEWISH BOOK MONTH

The salient role of Jewish literature in enhancing Jewish understanding and kinship is revitalized each year through the observance of Jewish book Month.

The 28th annual celebration of this outstanding cultural event sponsored nationally by the Jewish Book Council of the National Jewish Welfare Board will take place from November 20 to December 20. Intended to engender a deeper sense of Jewish peoplehood, the forthcoming Book Month observances will have as their theme "Around the World with Jewish Books.

In choosing this timely theme for the second year, the Jewish Book Council is reaffirming its interest in creating broader recognition of literary works on Jewish history and Jewish life in all countries as a cultural chain that links Jews to the common heritage.

It is encouraging to note that more than 2,000 Jewish groups in the United States and Canada - and subsequently many others in Israel, Australia and European and Latin American countries - are scheduled to conduct a wide variety of Book Month programs. This major event is an integral part of the Book Council's year-round efforts to multiply the creation, distribution and readership of Jewish books in English, Yiddish and Hebrew.

# CASSIUS CLAY AND THE JEWS

By REUBEN ROSE

Cassius Clay or Muhammed Ali, in a story in the New York Times, is reported to have said, about a possible match with the heavyweight champion Joe Frazier, "To those who might want it, the fight will come. All those Jewish promoters
they'll see that it comes off." The statement was said to have been accompanied by a smile

It is not important that the Mayor of Atlanta, a Jew, was instrumental in getting a license to fight for Muhammed Ali, as he prefers to be known. It is not meaningful that the reference to Jewish promoters will include Harry Markson of the Madison Square Garden or that its corporation is headed by Irving Mitchell Felt, also Jewish. They have their motives for promoting such a bout and Mr. Ali is not loathe to shy away from the same motive - the buck.

What is significant is that Mr. Ali, who proclaims himself a Muslim Minister (what nonsense) is being adored in the New York Press beyond his capacities, admittedly unusual, as a prizefighter. His quotes are recorded as though they had a highly paradigmatic significance, coming from on high. He is quoted as if his statements were parables, the gospel according to St. Ali. Whatever he is, Mr. Ali is not a philosopher and doubtless his charisma among some of many Black people is in part due to his ability to put down any Whitey who enters the ring with him. Mr. Ali's struggle with the United States Government and his refusal to join the army is still another matter, and one can admire his stance or not. As a muslim, and heralded traveler in Arab lands, he even has a right to be against Israel; that might be a political matter although he would lack the credentials to make a reasoned case out of the issue.

It was odd to see some of the company Ali travelled in during the fight time in Atlanta. He was given an award by the Rev. Ralph Abernathy, Martin Luther King's successor, but not for his talents as a fighter. In attendance was the widow of Dr. King, and Harry Belafonte who is reportedly married to a Jew. One wonders whether they would go along with the kind of snide reference to "Jewish promoters". What about the Christian promoters who launched Clay in Louisville? Ali never refers to them as such, but of course, has his animus

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FOUR RENEWAL IS APPRECIATED - .

NOVEMBER 20 - DECEMBER 20, 1970



כויט יידישע כיכער איבער דער גאנצער זועלט

against the whites which covers a multitude of kin.

It is important to put Mr. Ali in focus. He is a good prizefighter. He has taken a stand against the Vietnam war. These are pluses or minuses, as one wishes to see them. He objects to the racism in American Society. One could agree with him, or not. But a prejudice, such as the kind of veiled anti-Semitism he smiled at, is another matter. It is the very thing against which he is supposed to have taken a stand, as an individual. It is unfortunate that the New York Press, and the boxing writer fraternity, mostly whites, mostly liberal, many Jewish, accept this without criticizing it. In his public, non-fighting posture, Mr. Ali should be faced with the meaning of what he says, just as he did when he refused to take the "step forward" into the army.

# CHANGING PLACES

By RABBI SAMUEL SILVER

In something called socio-drama you are asked to change places with other people, and thus get a perspective of your effectiveness.

For example, in one example of socio-drama you pretend ou're a teenager begging your parents for the use of the car. Suddenly, you are asked to be the parent telling your oungster why he can't have the car.

It is healthy and wholesome for us to understand the

position of people whom we confront.

If the politico could understand the experience of a person in the crowd, and if a person in the crowd could imagine himself in the place of the politico, greater understanding would eventuate.

Imagine a militant playing the role of a policeman, a customer trying to get into the skin of the salesman, a pupil imagining what things are like in the mind of a teacher, etc.

Recently, a rabbi told what it was like suddenly to be converted into a congregant.

For forty years Rabbi David Zielonka occupied the pulpit of his congregation in Tampa, Florida. Then he retired and became emeritus. He continued to attend services but sat with his people while his successor stood up front, leading the service.

How did Dr. Zielonka react to his new experience? He tells all, in a bulletin column called "from a Seat in the Congregation"

Much of what he saw he didn't like. Rabbi Zielonka said that decorum in the synagogue was deteriorating. He noted a frequent inattentiveness to the brave efforts of the rabbi who was developing good thoughts but was not always obtaining

the thoughtfulness of his people.
"Our prayers," writes the rabbi, "are beautiful challenges to our spirits and they should be allowed to sink deep into each of us as we strive for the fervor of our faith.'

But the congregation often kept its ears shut and its lains the rabbi, adding: "Sitting in the congregation has been a harrowing experience for the constant din of whispers can only be matched by the smacking sounds of your chewing gum

Perhaps more congregants should stand at the pulpit to acquire some empathy with the situation of the leader of the service. That might help.

LONDON (WNS) - A letter from the Board of Jewish Deputies to Soviet Foreign Minister Andrei Gromyko visiting here, protesting the treatment of Soviet Jews, was refused by the Soviet Embassy.

TEL AVIV (WNS) - The strike of El Al maintenance workers may cause the airline to delay for one year its plans to put the jumbo jet 747's into use.

JERUSALEM (WNS) - Finance Minister Pinhas Sapir predicted Israel's defense budget will reach \$1.75 billion in

"One Man Plus The Truth Constitutes A Majority"

BY JACK TELL

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(Continued from Page 1)

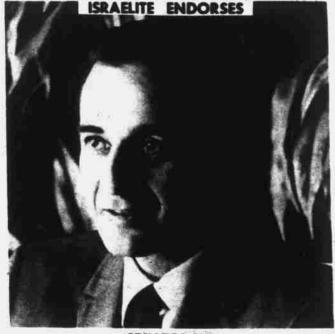
in the fair, honest, decent American style of politics, at least one, that for the governorship, sunk to a mud-slinging, name-calling free-forall, not, we hasten to add, by either of the can-didates, but by tangent influences on both The two local daily newspapers were deeply involved and proved conclusively their inadequacy in dispensing unbiased, fair reportage to the reading public. There will be more, lots more, on this in the weeks to come.

O'Callaghan and Reid are the governor and lieutenant governor elect, Cannon remains as our senator and Hecht was returned as state senator. All received Israelite endorsements. There is a story behind the election of each of these candidates, which we will relay to our readers in the weeks to come.

ISRAELITE ENDORSES



HARRY LT. GOVERNOR



SENATOR CHIC STATE SENATOR

We are exceptionally gratified by the outcome of the race for state senate where Chic Hecht topped the ballot against three very strong Democrats. Chic, a Republican in a county with more than two to one registration for the opposite party, led the ticket by more than 5,000 votes, to win one of the three seats up for grabs. He is the first Republican in decades to be sent to the state senate from Clark County and the first ever to be named minority leader. His victory this year came in the face of a Democratic landslide that saw the senate lose two Republican seats, the governorship and lieutenant governorship, and a district attorney.

Thank you America, and thank you dear