

**ALL NEW STOCK**  
 100% Celanese Double-Knit Separates \$4.99  
 NAME BRANDS Vibrant Velours \$3.99  
 Clothing for Men...Women  
 "If It's Schlock It's In Stock"  
**SCHLOCK CITY, INC.**  
 5441 PARADISE ROAD - BUILDING C RM 259  
 AIRPORT OFFICE BUILDING T36-9894  
 LOOK FOR OUR YELLOW DOOR!

**MEL AIRE BRIDAL SHOP**

MORE THAN 300 GOWNS IN STOCK  
 624-626 FREMONT - 382-1764

*Flowers*  
 for All Occasions  
**384-6216**  
**PATIO FLOWER SHOP**  
 WIENER - JONES BLDG.  
 232 Las Vegas Blvd. So. Corner of Bridger

**ADL SUGGESTED GUIDELINES AGAINST USSR VISITORS TO US**

In anticipation of a possible American-Soviet DETENTE in the near future, with its consequent increase of USSR cultural, business and political visitors to the United States, ADL reiterates suggested guidelines for dealing with these persons and activities in terms of the current campaign on behalf of Soviet Jews. The guidelines reflect the marked improvement in the emigration picture and abeyance of trials of Jews. "The keystone of our efforts," says Milton A. Senn, ADL's Western Supervisor, "is education - not eradication - of Soviet officials, artists, and other personnel." Thus, education, informational demonstrations and parades at concert halls, theatres, and other places where cultural events are being held, or at hotels where Soviet delegations or officials are staying, are not only proper but to be encouraged, Senn said. The purpose of these activities should be to educate the American public to the conditions of Soviet Jews, and to try to sensitize

the Soviet visitors to the problem and our concern with it. Explanatory pamphlets can be handed out and signs carried which advocate freedom for Soviet Jews. (Senn pointed out that neither the National Conference on Soviet Jewry nor B'nai B'rith or ADL approve boycotting - or picketing - of Soviet cultural and trade events.) Respecting American dignitaries and cultural representatives who may visit the Soviet Union, Senn said they should be encouraged to advocate the cause of Soviet Jewry to their counterparts in the USSR. This can be a very effective way of getting the message across, especially on a one-to-one basis, he added. ADL can be helpful in providing potential visitors with pertinent and updated information before their trips. The cooperating organizations in the National Conference on Soviet

Jewry emphatically do not wish to discourage independent or U.S. sponsored cultural exchanges.

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

**Israelite Ads Pay**

**All States Office Machines, Inc.**  
 2403 INDUSTRIAL ROAD  
 LAS VEGAS, NEVADA 89102  
 (702) 735-8363


PICTURE TUBE SPECIALISTS ALL MAKES  
**AMERICAN TV. EXPERT SERVICE**  
*Electronics*  
 COLOR - BLACK & WHITE - ELECTRONICS  
 600 MAYFIELD STREET  
 LAS VEGAS, NEVADA 89107  
 PHONE: 702-878-9292

America's Only Coast to Coast Network of Exclusive Auto Muffler Shops  
  
**MIDAS**  
 MUFFLER SHOPS  
 MARV SIMON  
 1971 E. CHARLESTON BOULEVARD • LAS VEGAS, NEVADA • 384-8182  
 1623 NORTH MAIN STREET • NORTH LAS VEGAS, NEVADA • 642-0335  
 327 SOUTH DECATUR • LAS VEGAS, NEVADA • 878-0044

**SAM KRUG & DESERT LEASE CO.**



**LES SCHWARTZ**  
 Lease & Fleet Mgr. Leasing all makes & models, Cars & Trucks. Selling new Chrysler & Plymouth & used cars by appointment.  
 LES INVITES ALL HIS FRIENDS TO:  
 Lease From Les For Less  
 737-4161 HOME: 382-8032

**A-1 ANSWERING SERVICE**  
  
 A COMPLETE SERVICE  
 "ROUND THE CLOCK"  
 537 EAST SAHARA - SUITE 10  
 Above the Plush Horse  
 Las Vegas, Nevada  
 735-1421

Introducing the Finest Shoes in Las Vegas . . . .

ITALY'S FINEST **BARTELENO** Men's Shoes and Boots

**FOR 3 DAYS ONLY!**

	<b>CASUALS</b> Reg. \$35.00 Our Price <b>\$19.50</b>		<b>BOOTS</b> Reg. \$65.00 Our Price <b>\$29.50</b>
	<b>DRESS SHOES</b> Black Reg. \$45.00 Our Price <b>\$32.50</b>		<b>BABY ALLIGATORS</b> While they last Reg. \$135.00 Our Price <b>\$87.50</b>

With each purchase of one pair of Boots or Shoes ... FREE TICKET to "Fiddler on the Roof" FREE PASSES TO THE BOULEVARD THEATRE

Bob Andrick Sales Manager

**BARTELENO** 1332 Las Vegas BLVD) So. • Ph. 384-3003  
 OF FLORENCE, ITALY

**Clark County Glass & Mirror**

SPECIALISTS IN EVERY KIND OF GLASS  
**INSURANCE REPLACEMENTS**  
 USE OUR  
**MOBILE PHONE SERVICE**  
**384-7435**

IN VEGAS - 1601 SO. MAIN  
 AUTO GLASS INSTALLED FACTORY EQUIPMENT  
 IN RENO - GLOBE GLASS - 160 GROVE ST.

**1 INTELLIGENCE 2 IMAGINATION 3 MONEY**

If you have a lot of the 1st & 2nd and a little of the 3rd...We Are Worth An Hour of Your Time. "We are a Land Sales Co., yes, I said Land Sales Co. What's Better? - Forbes Business says..."Undeveloped land produced a national average of 100% increase on invested dollars".

OUR SUCCESS FORMULA:  
 The Right Parcel, The Right Location, The Right Price, The Right Financial Leverage. Plus, all the Protection of a Local Title and Escrow Co. with over 480 Million Dollars in Assets.

**734-1367 OR 451-1384**

**PRIME LAND DEVELOPERS (2221A PARADISE)**

NO OBLIGATION, AN INFORMAL CHAT WITH COURTESY & MUTUAL RESPECT.