

LAS VEGAS ISRAELITE
OF NEVADA
PHONE 876-1255
Published Every Friday in Las Vegas, Nevada
Price per copy 15¢ - Per year \$7 - 2 Years \$12
P.O. BOX 14096 LAS VEGAS, NEVADA 89114
Editor and Publisher Jack Tell
Business Manager Bea Tell, 876-1255
Vegas News Helene Stadler, 384-3685
MARK TAN, DICK MC INNES,
TRUDE FELDMAN
2ND CLASS POSTAGE PAID AT LAS VEGAS,
NEV.
Member American Jewish Press Association
Member of Worldwide News Service
Now in the 7th Year of Continuous Weekly Publication
Serving the Jewish Community of the State of Nevada.

Israel Bides Time

The announcement by reliable sources in Jerusalem that Israel will not open an Embassy in Saigon until a cease-fire agreement between North and South Vietnam is a wise move. Many Jews, especially young American Jews, who look to Israel for progressive ideas, may have felt let down when Israel first announced in November its plans to establish diplomatic relations with the Saigon regime. They felt it ran contrary to their own anxiety in the United States about the air raids ordered by President Nixon over North Vietnam and lent fuel to the fire being stoked by left-wing and Arab sympathizers that the Israel government slavishly follows the American "line".

While there may be no cause and effect, there has been the stated concern that most of the American youth are becoming alienated from Jewishness and obviously Israel is a central part of that Jewishness. And Israel's moves towards other reactionary regimes in Southeast Asia, despite a stated intent to establish relations with North Vietnam, can continue to sour the young people.

The good will Israel earned after the Six-Day War seems to have diminished and, while it is an independent government and can choose and make its own actions, the country like a man, is not an island unto itself. It is part of the world community and the bell rings for it as well as the others.

Conversion, 1973 Style

BY ROBERT E. SEGAL

For many younger Americans, the 1950s were the decade of the big name bands; the 1960s the era of rebellion, revolution, and civil rights. Will the 1970s be written down as the age of computerized conversion efforts in the name of Christianity?

We must raise the question because "Key 73--Calling our Continent To Christ" ---is a systematically-designed undertaking that brings 130 religious units into one gigantic effort to sweep thousands of North Americans into the Christian camp. Evangelical zeal, Madison Avenue techniques, and a budget estimated as high as \$18,000,000 are now in operation. Previous sporadic efforts like the campus Crusade for Christ and the Jesus Movement seem feeble preludes to "Key 73".

Not a little puzzled and perturbed by this huge missionary effort, many Jewish units have tensed up noticeably as the campaign gets under way. To them, the lure of rock music as a proselytizing gimmick and an uneasy feeling about the Jews for Jesus movements were not high agenda items. But suppose the "Key 73" bar-



TRIPLETS WERE AMONG 2,400 BIRTHS AT SHAARE ZEDEK HOSPITAL IN JERUSALEM LAST YEAR. RACHEL AND ISAAC MICHALI PROUDLY SHOW OFF THEIR FIRST OFF-SPRING, WHO HAVE BEEN ADOPTED BY A BABY GOODS MANUFACTURER, A MILK DISTRIBUTOR, AND COMPANIES PROVIDING TOWELS, BLANKETS, DIAPERS, A BASSINET, CRIBS AND A PRAM FOR THREE.

rage pushes far beyond an effort to gather in the uncommitted or to recapture Christians who have strayed; suppose, indeed, that thousands of Jews in high school and colleges start flirting with the new high-powered project and find themselves swept along emotionally? What then?

This is not to predict that this late 20th century missionary effort will ring up so many victories in Jewish provinces. But the fact that the efforts to convert will be conducted in some instances in high school auditoriums and other public places helps to explain why the Jewish guard is up. Christian prayers for success before the football kick-off and evangelical performances between the halves are reported these days. So, who can say that "Key 73" won't catch on with the cheer leaders and those who equate gridiron fever with missionary zeal?

In other eras, under other circumstances, efforts to convert Jews have been often shameful and cruel. Could the modern proselytizers possibly know that during the First Crusade the entire Jewish community of Ratisbon was forced into the Danube for baptism? Should we remind 1973 zealots that Pope Paul IV allowed 60 Jews--even after conversion--to be burned to death? Might we not illuminate the thinking of some who now charge in to win converts by going back to the tragic story of John of Chrysostom--Saint John, the church insisted--held Jews of his day unfit for Christian association and regarded synagogues as places of criminal assembly? Must we review the dismal story of compulsory baptism of Jews in the Middle Ages, the persistent use of the ritual-murder charge in the 12th century, the sickening practice of throwing the Talmud into the flames after rabbis of the 13th century lost out in disputations with Christian spiritual leaders? Are contemporary seekers - after - converts aware of the fact that Spanish Jews in the 15th century, forced into the ranks of Christians, were dubbed marranos, a label translatable into "swine"?

But far better than to sift through these miserable pages of sadistic and misguided conversion efforts, the Jewish community today should turn again to the sage advice of Rabbi Robert Gordis. Like other thoughtful scholars, he has taken encouragement from the fact that the Second Vatican Council leaders had the good taste and the good sense to abandon an early draft of a proposal stressing the close relationship of practicing kindness to Jews with hope for conversion of Jews. Then wondering aloud if Christianity can reasonably be asked to abandon its hope of converting Jews, he has suggested that it should be possible for Christians to "recognize that genuine conversion can come only through the grace of God and in His own time." Judaism, he reminds those who will listen, accords to all men the right to preserve their own religious tradition and group individually. This principle could also be made applicable to "Key 73" if religious statesmanship prevails.

TELL TALES

"One Man Plus The Truth Constitutes A Majority"

BY JACK TELL



(Continued from Page 1)

him. He was the best friend a man could have. We got the necessary finances for the first issue by soliciting yearly subscriptions for the proposed newspaper. The many hundreds who responded by return mail made the first issue possible. We remember the contents of a letter that accompanied a check from a man in Reno: "Anyone who has the guts to say I will receive the paper, if I want it, whether I pay for it or not, deserves my support."

We feel the ISRAELITE has served a gainful purpose. We strive to do the right thing and hope our mistakes are little ones. Of course, there have been detractors and finger-pointers. But our conscience is clear. Never, not once, have we ever exposed wrong-doing because of personal animosity. We tell it as we see it, regardless of who is involved or where the offense was committed. We realize we have made some powerful enemies, but that is the consequence of an honest newspaper.

We would be remiss if we did not acknowledge our most consistent and loyal advertisers. Pat Ginn, of Pat's Chinese Kitchen, has been with us since Vol. 1, No. 1. A life-long friendship has developed and we are proud to be god-grandparents of his, and his wife Candy's two children. Pat is one of the most respected businessmen in Las Vegas. He would be an asset in politics. Aerion of Mel-Aire Bridal Shop, Louise of Patio Flowers, and Abe of Foxv's, have been most consistent. We appreciate their friendship and patronage. We are grateful to all the others who feel they get their money's worth by advertising in the ISRAELITE.

We are extremely thankful to the readers of the ISRAELITE, who feel they are part and parcel of the paper. This makes us proud because an involved readership is a healthy and profitable relationship. Issues are aired. Advertisers are supported and circulation keeps expanding.

Here is the oath we took and published in the first edition of THE ISRAELITE, January 29, 1965:

A Newspaper Is Born

The streamer headline, VOL. 1 - NO. 1, is newspaperese to announce the emergence in Las Vegas of a new newspaper.

The volume indicates the year and the number means the editions published that year.

To look at it to hold it in your hands, to read it, gives the impression that a newspaper is an inanimate composition of words in ink on paper, with photos and cartoons to break up the monotony. Nothing is further from the truth.

You see, ladies and gentlemen, a newspaper is a living, breathing, vital organ of animation in a community. It has heart. It has temperament. It must be treated with care during pregnancy. Delivery at birth requires all the obstetric know-how of a publication practitioner.

During infancy a newspaper must be nursed carefully to give it a strong, basic foundation. As a child it must be fed proper features and trained to obey the printed rules of society. It must be reared with editorial direction to gain respect from readers. If, at maturity, it is considered a member of every family and an integral part of the local scene, to be praised or scolded as the occasion deems fit, then, and only then do you have a newspaper.

The Las Vegas Israelite is a newspaper in every sense. This paper will be maintained at a high level, in keeping with the standards of those who deserve the best. Its goal is a well informed, stimulated readership.

The purpose of the Israelite is serve the welfare and growth of the Jewish community.

Toward these aims Jack Tell's Las Vegas Israelite is dedicated.

ITS RENEWAL TIME RIGHT NOW
I FORGOT TO SEND MY SUBSCRIPTION IN TO
LAS VEGAS ISRAELITE - P.O. BOX 14096
LAS VEGAS, NEVADA 89114
Dear Jack:
I am deeply interested in the welfare and growth of our Jewish Community.
Please add my name to your fast growing list of subscribers.
NAME _____ PHONE _____
ADDRESS _____ APT. No. _____
CITY _____ STATE _____ ZIP _____
 One year (52 issues) \$ 7.00
 Two Years (104 issues) \$12.00
YOUR RENEWAL IS APPRECIATED