

ARAB MULTI-MILLION DEAL WITH READERS DIGEST

WASH. (WNS) -- The magazine Business Week has reported that the Organization of Petroleum Exporting Countries (OPEC) is considering paying Readers Digest for sympathetic articles.

Business Week said that an OPEC report it obtained showed that three editorial and advertising representatives from Readers Digest met OPEC officials in Vienna January 17 to discuss the campaign which they said would cost "anywhere from \$1.87 million to \$4.58 million, depending on the length of the articles and the number of insertions." In New York, according to Business Week, Edward T. Thompson, Readers Digest's managing editor, said the "articles" mentioned in the OPEC document were strictly paid advertising, not editorial material.

But Business Week commented that "if the oil group is confused about what is or is not paid advertising,

it is not apparent from the rest of the report." Business Week said OPEC's report said the organization was considering a letter from PKL Advertising Inc., New York, which proposed an advertising campaign in television, news weeklies, newspapers and radio, that, the agent was quoted by the magazine as saying "guarantees that the campaign will reach 95 percent of adult Americans over and over again throughout 1975."

The letter suggested, Business Week reported, that mounting the campaign would cost "less than \$10 million."

NEW YORK -- Mrs. Faye Schenk, president of the American Zionist Federation called on the American Jewish community, to make the "promotion of aliyah (immigration to Israel) the number one item on the agenda of American Jewry."

NEW YORK -- After 30 years of steady progress, the growth of Jewish education in France has come to a virtual standstill because of the lack of funds for new buildings and better-trained teachers, it was reported by Stanley Abramovitch, Consultant on Jewish Education for the Joint Distribution Committee.



MRS. MERRILL L. HASSENFELD OF PROVIDENCE, RHODE ISLAND WAS RECENTLY ELECTED CHAIRMAN OF THE UNITED JEWISH APPEAL WOMEN'S DIVISION AT THE 1975 NATIONAL CONFERENCE OF THE UNITED JEWISH APPEAL.

JEWISH LEADERS URGE UN TO CURB PLO STATUS

NEW YORK (WNS) -- United Nations Secretary General Kurt Waldheim has been urged to give the "strictest possible interpretation" of the "observer status" granted the Palestinian Liberation Organization by the General Assembly.

The request came during a meeting with Waldheim by a delegation from the Conference of Presidents of Major American Jewish Organizations headed by its chairman, Rabbi Israel Miller. The delegation said the Jewish community was concerned that the PLO

"observers" might be granted diplomatic immunity by the UN. Noting that the PLO advocated murder and violence, and every Jew as its enemy, Rabbi Miller pointed out that a recent statement by Al Saiqa, the Syrian - sponsored branch of the PLO said the terrorist group would strike at Israeli targets anywhere in the world, including New York City.

The Presidents Conference request followed the adoption of a resolution by a UN legal conference in Vienna calling on the General Assembly to

give diplomatic immunity and privileges to the PLO as well as other liberation organizations recognized by the Organization of African Unity or the Arab League. Israel, the U.S., France, Britain and West Germany voted against the resolution which was supported by 53 nations, mostly East European and Third World Countries. Fifteen countries abstained.

Israelite Ads Pay

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

HAPPY PASSOVER

GOLDEN STEER STEAK HOUSE

Featuring ...

- PRIME RIBS
- STEAK
- SEA FOOD
- ITALIAN CUISINE
- COCKTAILS
- BANQUETS
- GOURMET DINNERS

Advance Notice required on:

- PHEASANT
- CHUKAR
- QUAIL
- WHOLE GOOSE
- GUINEA HEN
- SUCKLING PIG
- WHOLE LAMB

Our 11th Year

For Reservations, Call **384-4470**

5 P.M. to 12:30 A.M.

308 W. SAHARA
(2 Blocks West of Sahara Hotel)

Passover GREETINGS
from All of Us at

for gracious living

Bertha's
Our 27th year serving Southern Nevada
SAHARA AVENUE
896 East Sahara 735-3711
Home furnishings and accessories

A Happy Passover

Getaway VACATIONS

ISRAEL

AS MANY AS FOUR FLIGHTS DAILY TO ISRAEL

- TICKET OFFICES -

Riviera - Sahara - M.G.M. Grand
McCarran Intl. Airport

For Reservations and Information
732-8388

GREETINGS
from
the heart

for

PASSOVER

HACIENDA
Hotel & Casino