

SELF-WINDING



WOMEN'S LIB WATCHES

90% of all automatic watches are worn by men. High time to liberate women's watches! For a large percentage of women say they want their next watch to be automatic! Self-winding WYLER watches are our thing! Completely automatic, trouble free. Swiss made and so good looking in an all American way. If not now—when?

Wyer



John Fish Jewelers

2430 Las Vegas Blvd. South
In Sahara Shopping Center
(Across from Hotel Sahara)
Open 9 a.m. to 6 p.m. - Six days
LAS VEGAS, NEVADA 89105
Phone 382-8473

Mexican Jewry

By Rabbi Samuel Silver

I had my first look at Mexico City recently and it's beautiful. Gigantic, too. The city is said to have a population of 11 million.

Mexico City's Jewry is well organized. A large building houses a synagogue, the headquarters of many organizations, and a huge auditorium.

A Yiddish paper, with a Spanish supplement, is published in Mexico City. Called Der Veg (The Way, El Camino), the paper appears twice a week. It's chockful of think pieces as well as news.

The Jewish community was embarrassed when the Mexican representative at the UN joined the brigands in defaming Zionism. President Eccieveria, whose daughter-in-law is Jewish, is no doubt hearing it from the Jewish community.

In Mexico City there's one English-speaking congregation, spiritually led by a remarkable rabbi, Rabbi Samuel Lerer. A sabra, Rabbi Lerer was ordained by the late, great Rabbi Abraham Kook. He has held pulpits in Akron, Ohio, Hollywood, Florida, and Montgomery, Alabama (where he acquired a talented wife, Marguerite, who directs the religious school with skill and eclat).

Rabbi Lerer has befriended those marvelous "Indian Jews" south of Mexico City and has gotten scholarships for some of the young people there who in turn will go back to provide instruction for their people, who adhere to Judaism with modest simplicity.

One of the most remarkable feats by Rabbi Lerer is the production of his own prayer book. One of the loveliest siddurim in the world, every page is illustrated. Some of the special passages by the erudite rabbi are most touching.

And Rabbi Lerer teaches Hebrew at the enormous University of Mexico, which must be the largest in the world, with 200,000 students!

A spiritual Horatius at the Brige, Rabbi Lerer merits our thanks. And Mexican Jewry is an ornament in the diadem of world Jewry!

A Beautiful Mothers Day Gift...



Bisque and fine porcelain figurines. Over 40 different styles to select from. To introduce you to this fine line, the manufacturer has authorized us to discount these five pieces at least 30% below what the regular low Baris price would normally be.



These make a beautiful gift for Mothers Day so start your collection today.

THINK BARIS WHEN YOU THINK OF JEWELRY AND GIFT GIVING



Can't Decide...Give a Bonus Gift Certificate

BARIS JEWELERS INC.

953 E. SAHARA
Commercial Center

650 So. DECATUR
Charleston Hts. Shopping Center

9:30 to 6:30 Mon. Thru Fri. 9:30 to 6:00 Sat.

Every Jewish Home Should Be On the Subscription List of The



- It enlarges the fund of knowledge of Jewish affairs.
- It widens one's Jewish horizon and viewpoint.
- It deepens one's understanding of Judaism.
- It stimulates Jewish solidarity and Jewish loyalty.
- It promotes the highest interests of our people and our faith.
- It disseminates Jewish ideals.
- It affords a medium wherein the Jewish people can give expression to their charitable, social and cultural enterprises, to their national life and institutions, to their religious life and its various manifestations.

Subscribe Get Your Friends to **Subscribe**

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 (Print Clearly) _____

Address _____ Apt. No. _____

City _____ State _____ Zip Code _____

One year (52 issues) _____ \$7.00

Two Years (104 issues) _____ \$12.00

(Please make checks or money orders payable to Las Vegas Israelite)

Payment enclosed Bill me later

Optional: Good luck.

Get lost.

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)

SWIMMING POOL STORE

NEVADA'S LARGEST & MOST COMPLETE SUPPLY OF SWIMMING POOL EQUIPMENT, TOYS & CHEMICALS.

Paradise Pool Supply

(IN THE MARYLAND SHOPPING CENTER)

3661 MARYLAND PARKWAY LAS VEGAS

REPAIRS & SERVICE

734-8161

SERVICE - REPAIRS - SUPPLIES

STORE NUMBER

735-8444



WE BUILD

MASTER POOLS BY PARADISE