

Vince Anselmo New Sahara Publicity Director

Vince Anselmo, for many years one of Nevada's most respected newsmen and for the last 16 months deputy director of the state's Department of Commerce, is Hotel Sahara's new director of publicity.

Announcement of the appointment was made over the weekend by Anthony C. Atchley, the Sahara's Vice President and General Manager.

"I personally feel the Sahara is very fortunate in gaining the talents of Anselmo who joins the resort with an outstanding background in newspaper and hotel work," said Atchley.

"The Sahara has many outstanding programs about to be launched. Anselmo, without doubt, will play a vital role in the promotion of these many events," commented John Romero, executive director of publicity, promotion and advertising.

In accepting Anselmo's resignation from his state position, Mike Meiner, director of the Nevada Department of Commerce, said "I greatly regret receiving your resignation from the position of deputy director. You have served this department diligently and loyally. I know that

everyone wishes you well in your new position and we will all miss you."

The new Sahara executive was managing editor of the Las Vegas Sun for more than 15 years, a position he resigned from 16 months ago to accept appointment to his state position by Gov. Mike O'Callaghan.

Twice during the past 18 years he held executive positions with the Thunderbird Hotel. He was the resort's director of publicity, promotion and advertising from 1962-1964 when it was owned by the late Joe Wells. He later was promoted to executive director of the hotel.

He again joined the Thunderbird in 1969 when it was owned by the Del Webb firm. At that time Atchley was assistant general manager of the T-Bird.

He, his wife, Sandy, and their two children, Lori and Donna, returned to Las Vegas a year ago when the deputy director's office was transferred here from Carson City.

They reside in the Charleston Heights area.

Anselmo, a native of Pocatello, Idaho, began his newspaper career in San Luis Obispo, California as

sports editor. He was employed by newspapers in Pocatello, Boise and Chester, Pa., before moving to Las Vegas.

He attended Idaho State College in Pocatello, majoring in journalism, and is a Marine Corps veteran of World War II and the Korean War.

While at the Thunderbird under the Wells regime, his promotional ability was instrumental in making "Flower Drum Song" one of the most widely publicized Broadway plays to ever play in this entertainment capital of the world.

"I was deeply thrilled when officially offered the Sahara position," said Anselmo. "The Del Webb properties have long been leaders in Nevada's gaming industry and for years I have respected this great organization. The Sahara leaders are outstanding in the tourism field and I look forward to a very long and happy relationship with the veteran corporation!"

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AMERICAN JEWS ENDANGERED SPECIES

BOSTON (WNS) -- American Jews are "an endangered species" because of a high rate of assimilation and a low birth rate, according to Milton Himmelfarb, director of informational research for the American Jewish Committee and an authority on American Jewry.

The American Jewish community faces extinction due to its high rate of assimilation into the larger non-Jewish society, Himmelfarb told some 1000 persons at the 78th annual meeting of the National Conference of Jewish Communal Service, (NCJCS). At the same time, he said American Jews are "committing mass suicide" because of their low birth rate. He urged every Jewish family to have at least three children.

Sister Ann Gillen, director of the National Interreligious Task Force on Soviet Jewry, told the Jewish



ARRANGING PLANS FOR LUNCHEON HONORING WAYNE NEWTON AT SANDS JUNE 18, SPONSORED BY SMALL BUSINESS ADMINISTRATION AND LAS VEGAS CHAMBER OF COMMERCE ARE GEORGE RHODINE, LEFT, OF SUMMA CORP.; BELA WILLINGER, CENTER OF UNION PLAZA, BOTH SBA COUNCIL MEMBERS, AND BOB GARRETT, DIRECTOR OF NEVADA SBA OPERATIONS.

communal workers that the Christian world must be educated to the plight of Soviet Jewry and mobilized for the struggle on its behalf. William Kahn, executive vice-president of the Jewish Community Centers Association of St. Louis, was elected president of the NCJCS, succeeding Samuel Katz, director of the AJCommittee's community service department.

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