

**SANDS HAS NEW
DIRECTOR OF SALES**



LAS VEGAS -- Neil Smyth, President of the Sands Hotel and Casino, has announced the appointment of Michael P. Starr as the new Director of Sales for the world famous "Strip" resort.

Starr, 25, becomes the youngest executive to hold this position in the hotel's 32-year history as well as becoming the youngest sales director currently working for a major Las Vegas hotel.

Starr was formerly the executive assistant manager at the luxurious Sands, one of Las Vegas's premiere resort hotels, where he was responsible for the front office operations.

Prior to joining the Sands management staff in June, 1981, Starr worked as an assistant hotel manager at the Aladdin Hotel, also on the Strip. He has also been employed in hotel operations at the Desert Inn and Imperial Palace Hotels in Las Vegas. He has been in the hospitality industry since 1973 and has experience in all phases of hotel operations.

A 1981 graduate of the University of Nevada, Las Vegas, Starr holds a B.S. degree in

Hotel Administration. A native of Minneapolis, Minnesota, Starr enjoys tennis, photography, golf, and racquetball as hobbies.

Demanding Deliverance

A PASSOVER MESSAGE FROM ROBERT E. LOUP, NATIONAL CHAIRMAN, UNITED JEWISH APPEAL.

At our Passover seders this year, I call on my fellow American Jews to join me in perceiving our traditional observance not only as the remembrance of a foregone deliverance, but also -- urgently -- as the hope, prayer, and demand for deliverance today.

The ritual bitter herbs we taste this year must be more than a symbolic reminder of the historic Jewish experience of enslavement and oppression in Egypt. The bitterness remains a part of the Jewish experience today, when enslavement and oppression still darken the lives of thousands of our brothers and sisters in the Soviet Union, Ethiopia and Syria.

The joy we express in the release from bondage of our forebears must be more than ritual acknowledgement of a liberation long past. We must seek a new liberation for those gallant souls held hostage in prison and labor camps, civic detention and house arrest. We must insist on it with all our hearts and souls -- today, tomorrow and every Jewish tomorrow, until it comes to pass.

The family gathered for our global seder is incomplete. Let us place a second empty chair at our tables. Let it be understood that when we open the door to the prophet Elijah, we are also opening our hearts to our fellow Jews who are denied the right to join us.

In the past year, that denial has grown more complete and more cruel. And we, my friends -- who know all too well the price of silence in the face of oppression of the Jewish people -- have been all too silent.

From this Passover forward, let us be silent no more. Let us raise our individual and collective voices -- not only in recital of the glory of our ancient exodus from tyranny -- but in outrage as well against the tyrants of our time; demanding that they relent, that they release their stranglehold on Jewish freedom, that they let our people go.

NEW YORK (WNS) -- For the first time in its history, the New York United Jewish Appeal-Federation of Jewish Philanthropies Campaign has reached the \$100 million level, according to Martin Kornreich, general chairman. When the books were closed on February 28 on the year 1982, the bottom line showed \$100.9 million pledged to the Campaign. The figure, Kornreich said, which is \$5 million more than the 1981 total, does not include \$11 million raised for the special Israel Emergency Fund which started last July.

**Happy
Passover**

greeting to the Tell Family
& to The entire
Jewish Community.

Fran & Harvey Sanoff

Happy Passover



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