

Four Mall Stores Join Boulevard Mall In Renovation

LAS VEGAS — In conjunction with the major renovation presently on-going at The Boulevard Mall, several mall tenants are simultaneously completely refurbishing their stores.

The 2,000 square foot Zales Jewelers is concluding their total store remodel. The new store will follow a streamlined concept involving a color scheme of pastel blues, peaches and bone whites which will convey a much warmer ambience. The new store will feature a full-glass frontage with display windows, a larger sales area and a larger merchandising area.

Silverwood's is down-sizing their men's apparel store to 7,000 square feet and will begin work on their store on March 9th, with a finishing date scheduled for May 10th. A special highlight of the store will be its' Italian Marble passways, accented by earthtone colors to be found throughout the store.

Next Door has totally remodelled their store, giving a very contemporary look using several shades of mauve, mirrors, and chrome fixtures. New display windows have been added to present their upgraded merchandise to the public. The merchandise line from The Boulevard Julie's store (now closed) has been combined with Next Door's merchandise, to target their market to women of all ages.

Beginning now, The Boulevard Mall's Etc. store will close, totally remodel, and open on or around April 2nd with the new name of Deon's. Deon's will have a much more sophisticated and contemporary look for junior women's fashions. The store will feature a marble storefront, with the interior comprising burgundy and gray decor.

As The Boulevard Mall progresses in its' renovation, their many present Mall tenants will undergo a remodel, all targeting for completion on the August 8th Grand Reopening date presently scheduled for the Mall.

"Learn From Torah And Talmud!" Urges Prince Charles



The Prince of Wales listening to Jewish youth at the Jewish Welfare Board's 125th anniversary dinner in Guildhall, London. The girls are Lisa (15), Amanda (13), Nicole (12) and Hayley (10), daughters of the JWB's dinner chairperson, Mrs. Gail Ronson, and Mr. Gerald Ronson.

LONDON, ENGLAND — "We can learn from Torah and Talmud to care for our elderly with affection," said the future King of Britain — today's Prince of Wales — at a recent Jewish Welfare Board fundraising dinner in London's ancient Guildhall.

The Prince, who brought his own yarmulka (embroidered with his royal insignia) to wear throughout the JWB's 125th anniversary dinner, was accompanied by his glamorous wife, Princess Diana.

The Prince and Princess were presented with a child's rocking chair, made by elderly members of the JWB day center, and asked jokingly whether it was for young Prince William or the second Royal baby the Princess is expecting.

At the dinner, which raised more than 1,000,000 lbs. (approx. US \$1.5 million) to help the JWB expand its services, Prince Charles paid tribute to Jews as "great organizers and great doers", and spoke of the "immense number of concerned Jewish volunteers who work tirelessly" to help the old. "Jewish communities set an example of caring," the Prince told the 750 diners.

The JWB is Britain's largest Jewish social service agency, maintaining residential homes and day centers for the elderly, the mentally ill, and their families.

On a somber note, Prince Charles lashed out at the small "hard core" of youngsters "who think nothing of beating up old people outside or inside their homes" just for their savings and at those young people who seem "increasingly to despise the old."

"The special relationship between young and old traditionally was Nature's way of squaring the circle of life," he said. "Now it seems old people find themselves in homes cared for by devoted people, but cut off completely from younger people."

In conjunction with The National Health Screening Council For Volunteer Organizations, Health Fair '84 once again has selected The Boulevard Mall as one of its' main sites. The Boulevard Mall dates for Health Fair '84 are Saturday, March 24th from 10 a.m. to 5 p.m. and Sunday, March 25th from Noon to 5 p.m.

During the Health Fair, screening tests, health education, personal health counseling, and health referral services will be provided to people in the Las Vegas area. Last year, a total of 5,724 people took advantage of this health promotion effort, 35% of which took place at The Boulevard Mall.

Charlotte Baklanoff, a popular Southern Nevada artist, will be exhibiting recent watercolor paintings at the Boulder City Public Library. The exhibition will open on April 7, 1984 and continue through the end of the month. It will be open during normal library hours of Monday through Thursday from 10:00 a.m. to 8:30 p.m., Friday from 10:00 a.m. to 5:00 p.m., Saturday from 11:00 a.m. to 4:00 p.m. and Sunday from 1:00 p.m. to 4:00 p.m. The artist will be present during library hours on opening day to discuss her works and watercolor painting in general.

United Way has "come see" tours of its member agencies available for your organization, business, church group or clubs on the fourth Thursday of each month, beginning at 10:00 a.m. and ending at noon. For more information contact Richard Baba, Communications Director, United Way of Southern Nevada, 798-4636.

April is Cancer Control Month. From April 8th - 22nd over 4,000 volunteers of the American Cancer Society will be going door to door delivering this year's educational leaflet entitled "Lung, Colon & Rectum". It is a quick test on cancer risks. Please greet your neighbor and give a donation to help eradicate this disease.

The Muscular Dystrophy Association is seeking volunteers for general office help — stuffing packets, mail-outs, typing, etc. Must be able to come in the office (Monday-Friday, 9 a.m. - 5 p.m.). Please call 737-3103 if you can help.

Rabbits of every size, shape, and color imaginable will arrive at The Meadows Mall on Saturday, March 24, 1984, for the Southern Nevada Rabbit Breeders' Association Show and Judging. This is the second year for this event, and representatives from the association will be present to answer questions and provide information about their cotton-tailed friends and their organization.

This show is free and open to the public in Center Court from 10:00 a.m. to 6:00 p.m.



Master Transmission
Rebuilders Inc.
THE SIGN OF QUALITY SERVICE

456-0231

NEVADA'S LARGEST TRANSMISSION SHOP

4275 Boulder Highway

Mon.-Fri. 7-5, Sat. 8-1

Financing Available Upon Approved Credit

MOST REBUILT AUTOMATIC TRANSMISSIONS

Installed For Less Than **\$300**

Includes a 12 month or 12,000 mile nationwide warranty

Advertise
In Your
Las Vegas
Israelite!
Now In It's
20th Year.



Confusious Say...

"Meet DRAGON LADY"

AT

STANLEY'S

Silver Dragon

Featuring

AWARD WINNING CHINESE CUISINE

"A Dining Experience You'll Want Again And Again"

1510 E. FLAMINGO RD.
(1 Block East of Maryland)

737-1234

FREE DELIVERY

CATERING FOR PARTIES