



# THE JACOB RADER MARCUS CENTER OF THE AMERICAN JEWISH ARCHIVES

*Preserving American Jewish History*

MS-603: Rabbi Marc H. Tanenbaum Collection, 1945-1992.

Series C: Interreligious Activities. 1952-1992

Box 14, Folder 9, *Christian Buyer's Guide*, 1979.

THE AMERICAN JEWISH COMMITTEE

**date** November 5, 1979  
**to** Rabbi A. James Rudin  
**from** Martin Raffel *MA*  
**subject** Lancaster, Pa. Christian Buyer's Guide

I have received the enclosed letter of November 1 from Larry Pallas. As you can see, he is really interested in obtaining specific information - "whether we had real evidence or not that (1) the Christian Buyer's Guide is a franchise which is sold to individual entrepreneurs; (2) whether or not it is a profit-making organization, rather than a not-for-profit organization".

Since Larry is interested in moving this along as quickly as possible, you may want to communicate to him directly on these points.

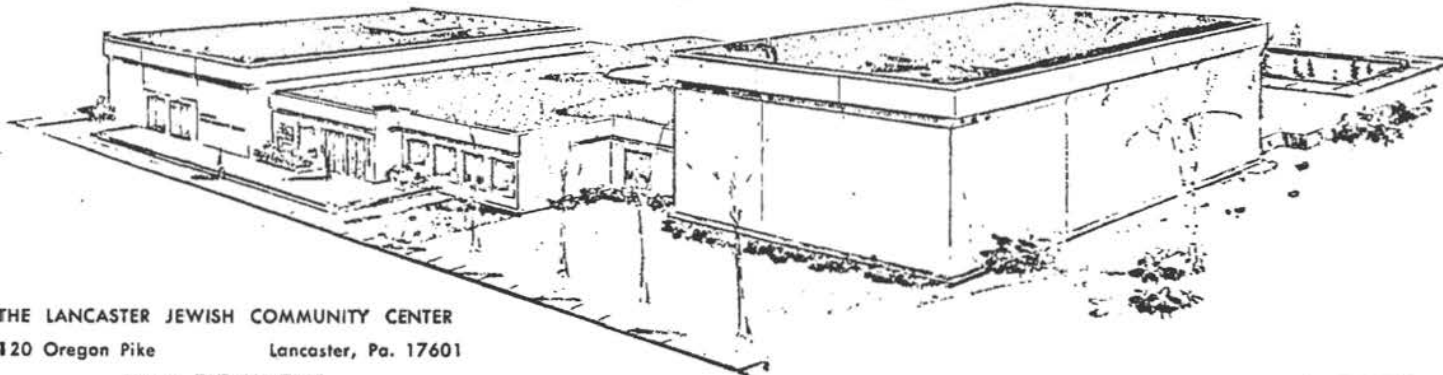
MR:r

Enclosure

cc: Milton Ellerin  
 Samuel Rabinove  
 Inge Gibel  
 Judy Banki  
 Harold Applebaum  
 Murray Friedman



*The Mary Sachs Building*



THE LANCASTER JEWISH COMMUNITY CENTER  
2120 Oregon Pike Lancaster, Pa. 17601  
Phone: 717-569-7352

EXECUTIVE DIRECTOR  
LAWRENCE PALLAS, ACSW

November 1, 1979

Mr. Martin Raffel, Assistant Director  
The American Jewish Committee  
Philadelphia Chapter  
1502 Fox Building  
1612 Market Street  
Philadelphia, PA 19103

Dear Marty:

Thanks for your letter of the 17th. We are aware that the National Council of Churches and the Lancaster County Council of Churches are in opposition to the Christian Buyer's Guide. While your suggestion has much validity, the great amount of time it took for us to get to this point leads me to decide that, if our current president of the National Conference of Christians and Jews wishes to sign a letter to advertisers of the Christian Buyer's Guide, I would like to proceed with that rather than going through the machinery necessary for obtaining joint signatures.

Ken Shirk, who is the current president of NCCJ, is also well known in the Lancaster area as a former president of the Lancaster County Council of Churches. He is also active in local Republican politics.

The main reason I had sent this letter on to you for discussion was the question of whether we had real evidence or not that: (1) the Christian Buyer's Guide is a franchise which is sold to individual entrepreneurs; (2) whether or not it is a profit-making organization, rather than a not-for-profit organization. Since I haven't gotten any information on these two items, we will revise the letter so that this will not be stated unless you can come up with something soon for me.

Marty, if you have the time and are up this way, I'd be delighted to show you around the Center.

Sincerely,

LAWRENCE PALLAS, ACSW  
Executive Director

LP/1



A United Way Agency

THE AMERICAN JEWISH COMMITTEE

**date** September 28, 1979  
**to** Rabbi A. James Rudin  
**from** Martin Raffel  
**subject** Lancaster, Pa. Christian Buyer's Guide

I have assumed Roger Meltzer's position at the Philadelphia Chapter and am now in the process of trying to tie up all the loose ends. Roger sent you a memo on July 23 requesting your comments and suggestions regarding a proposed letter by NCCJ on the above topic. I am enclosing another copy of that letter for your convenience.

Larry Pallas has inquired as to further developments. A copy of his letter is enclosed. Since I don't see a response from you in the file, I assume that the matter is still pending. Could you please let us know what your feelings are on this subject as quickly as possible so we can get a letter off to advertisers in the Lancaster Christian Buyer's Guide.

MR:r

Enclosures

cc: Milton Ellerin  
 Samuel Rabinove  
 Harold Applebaum  
 Murray Friedman



Dear

We would like you to think about your advertisement in the CHRISTIAN BUYER'S GUIDE. Certainly we can understand your wanting to be counted as professing your faith. We also recognize the desire of people of like belief to band together for the common expression of that belief.

We wonder, however, if you knew that the "Guide" is not a non-profit venture. In Lancaster, a private individual is publishing the "Guide". We know that franchises - similar to franchises for fast foods are being sold in California for the Christian Buyer's Guide and for the Christian Yellow Pages.

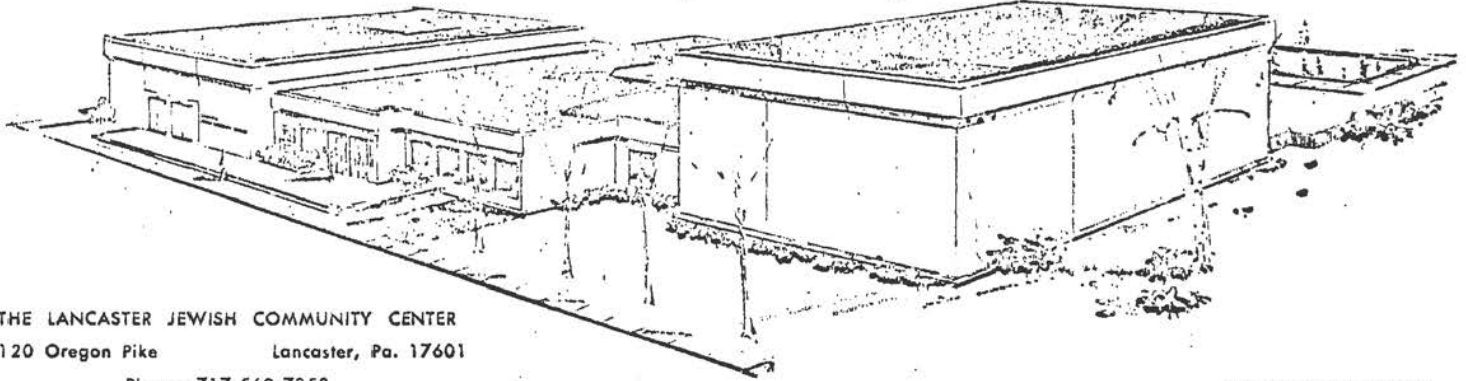
The scare tactic of implying "If you do not deal with these advertisers, you won't get a fair deal." is one which promotes a discriminatory effect. As a Lancaster County business person, you know that Lancaster County's merchants have a long and proud history of service, quality and dealing fairly. We all know that our merchants come from a very broad spectrum of religious beliefs. No evidence has been presented that a particular religion has affected quality and fair dealing.

The National Conference of Christians and Jews is concerned that people of a variety of faiths get along. We are disturbed when a booklet trades on your good religious feeling for the purpose of making money. When that good religious feeling gets twisted, and "Love your Neighbor" falls by the wayside, as it does when solicitations like this occurs, we want to do something about it.

Surely your advertising dollar can be better spent elsewhere, and your charitable dollar can do much better when given to charity.

Sincerely yours,

*The Mary Sachs Building*



THE LANCASTER JEWISH COMMUNITY CENTER  
2120 Oregon Pike Lancaster, Pa. 17601  
Phone: 717-569-7352

EXECUTIVE DIRECTOR  
LAWRENCE PALLAS, ACSW

September 13, 1979

Roger C. Meltzer  
Philadelphia Chapter American  
Jewish Committee  
1502 Fox Building, 1612 Market St.  
Phila., Pa. 19103

Dear Roger:

Now that the summer is over and we have all returned to the regular rhythm of daily work, I was wondering what has developed on the subject of the proposed letter by the National Conference of Christians and Jews concerning the Christian buyers guide.

Permit me to wish you the very best for the coming New Year.

Sincerely yours,

LAWRENCE PALLAS, ACSW  
Executive Director

LP/tb



A United Way Agency

**THE AMERICAN JEWISH COMMITTEE**

**date** July 23, 1979  
**to** Rabbi A. James Rudin  
**from** Roger C. Meltzer  
**subject** Lancaster, Pa. Christian Buyer's Guide

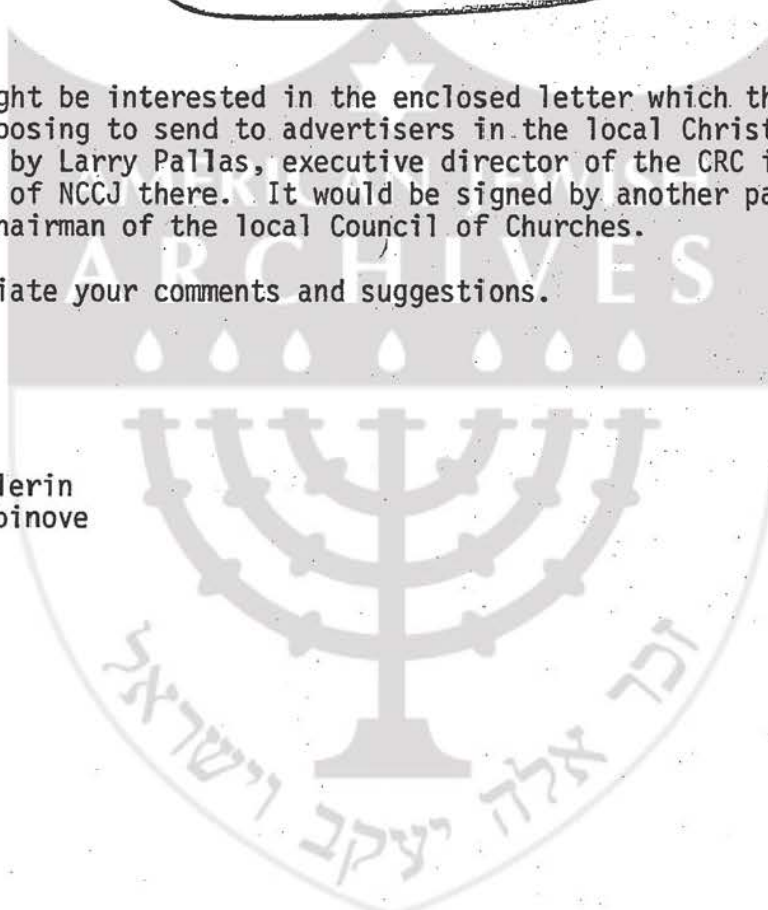
Thought you might be interested in the enclosed letter which the Lancaster Chapter of NCCJ is proposing to send to advertisers in the local Christian Buyer's Guide. It was drafted by Larry Pallas, executive director of the CRC in Lancaster and a past president of NCCJ there. It would be signed by another past president of NCCJ, who is chairman of the local Council of Churches.

I would appreciate your comments and suggestions.

RCM:r

Enclosure

cc: Milton Ellerin  
Samuel Rabinove



Dear

We would like you to think about your advertisement in the CHRISTIAN BUYER'S GUIDE. Certainly we can understand your wanting to be counted as professing your faith. We also recognize the desire of people of like belief to band together for the common expression of that belief.

We wonder, however, if you knew that the "Guide" is not a non-profit venture. In Lancaster, a private individual is publishing the "Guide". We know that franchises - similar to franchises for fast foods are being sold in California for the Christian Buyer's Guide and for the Christian Yellow Pages.

The scare tactic of implying "If you do not deal with these advertisers, you won't get a fair deal." is one which promotes a discriminatory effect. As a Lancaster County business person, you know that Lancaster County's merchants have a long and proud history of service, quality and dealing fairly. We all know that our merchants come from a very broad spectrum of religious beliefs. No evidence has been presented that a particular religion has affected quality and fair dealing.

The National Conference of Christians and Jews is concerned that people of a variety of faiths get along. We are disturbed when a booklet trades on your good religious feeling for the purpose of making money. When that good religious feeling gets twisted, and "Love your Neighbor" falls by the wayside, as it does when solicitations like this occurs, we want to do something about it.

Surely your advertising dollar can be better spent elsewhere, and your charitable dollar can do much better when given to charity.

Sincerely yours,

SOUTHEAST AREA OFFICE

THE AMERICAN JEWISH COMMITTEE

cc: A. J. Rudin  
H. Applebaum  
M. Ellerin

MEMORANDUM

FO-SE  
SUITE 118  
1699 TULLIE CIRCLE  
ATLANTA, GEORGIA 30329  
PHONE 404-633-6351

DATE: January 16, 1979

TO: Marc Tanenbaum

FROM: William A. Gralnick

SUBJECT: Christian Yellow Pages

My colleague at the A. D. L. tells me that several C. Y. P. franchises (Fla., Ga., & San Francisco, Calif.) have attempted changes in the C. Y. P. structure; i. e., opening it up to all advertisers, not enforcing the born again requirement. Not only has this been overruled by their "national"; it has been done so with a threat to pull the franchise if the rules are broken.

In addition, C. Y. P. is adding a "moral imperatives" statement. It amounts to a counterattack against Jewish concerns re: C. Y. P. It is so brutishly a hellfire & brimstone attack as to sound anachronistic. It is, however, very anti-Jewish. I'll forward a copy when I receive mine.

Best regards.



THE AMERICAN JEWISH COMMITTEE

date January 5, 1979  
to Rabbi A. James Rudin  
from Roger C. Meltzer  
subject Christian Yellow Pages

Enclosed please find a copy of the 1977 and 1978-79 Christian Buyers circulating in Lancaster County, Pennsylvania.

I gather from our AJC contact in Lancaster (Milton Goldstein) that a Leola woman purchased the rights to publish these guides which are "franchised" commercial enterprises. He also advises me that a patent attorney from B'nai B'rith (Martin Fruitman) is contemplating a test case utilizing a prospective Jewish advertiser from Harrisburg (United Electric Supply Company) who would ask to advertise in the next guide but refuse to sign a statement that he is a "born again Christian" and then see if he is denied the opportunity to advertise.

I am wondering whether it might be worthwhile for AJC to approach its friends in the Evangelical community and ask them to organize a local response to this sort of publication, criticizing its potential for implied prejudice or outright discrimination and its "triumphal" theological character, or whether such a move would only attract additional attention for a crude commercial gimmick. Please kick this around with Marc and Milt and give me your thoughts here.

Please return the materials when you are finished with them as they are my file copies.

RM:r

Enclosures

cc: Harold Applebaum  
Murray Friedman

*Rabbi James Rudin*

*Christian Yellow Pages*  
PHILADELPHIA CHAPTER  
AMERICAN JEWISH COMMITTEE  
1502 FOX BUILDING  
1612 MARKET STREET  
PHILADELPHIA, PENNA. 19103

October 17, 1979

Mr. Lawrence Pallas, ACSW  
Executive Director  
Lancaster Jewish Community Center  
2120 Oregon Pike  
Lancaster, PA 17601

Dear Larry:

I have spoken with Rabbi James Rudin, our national expert, and I believe we finally have a handle on how best to coordinate our efforts on the Lancaster Christian Buyer's Guide problem.

The National Council of Churches is aware of the Christian Buyer's Guide and is in strong opposition to it. Let me suggest that a letter be signed jointly by the NCCJ, the Pennsylvania Council of Churches and the Lancaster County Council of Churches. Such a letter would then be sent, as you suggested, to the individual advertisers in the Guide. In addition, the letter should be sent to the Lancaster newspapers for publication. This may require a redrafting of the letter so as to be appropriate for both advertisers and newspapers. You may want to consider two separate letters.

The Executive Director of the Pennsylvania Council of Churches is the Rev. Albert Myers. He can be reached at the following address:

900 South Arlington Ave., Harrisburg, PA 17109  
Tel: 717-545-4716

Rabbi Rudin is alerting him to this situation, so he will expect to hear from you soon.

The Executive Director of the Lancaster County Council of Churches is the Rev. Richard E. Grant. We do not have his address, but I am sure it will not be a problem to locate him.

Con'd...

To: Mr. Lawrence Pallas:

October 17, 1979

If I can be of any further assistance in this matter, please do not hesitate to contact me.

I would love to see the new Center in Lancaster. From its picture, it looks like some kind of place.

Cordially,

Martin Raffel  
Assistant Director

MR:g

cc: Rabbi James Rudin ✓

