



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 15, Folder 6, Christian Yellow Pages, 1977.

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✓ H. Applebaum
JUL - 1977
Christian Council of Metropolitan Atlanta, Inc.

Lifting High the Cross of Reconciliation and Service Over the Atlanta Area

648 PEACHTREE STREET, N.E. / ATLANTA, GEORGIA 30308 / TELEPHONE 881-9890

Mr. Bill Grelnick
Director - S.E. Area
Atlanta Jewish Committee
Suite 111
1699 Tullie Circle, N.E.
Atlanta, Georgia 30329

Dear Mr. Grelnick:

AMERICAN JEWISH
ARCHIVES
Please find enclosed a copy of the resolution that the Christian Council of Metropolitan Atlanta unanimously adopted on June 22, 1977. I feel that this resolution communicates clearly our position on this matter.

Where are we going from here? We plan to give top coverage of the resolution in the September issue of our monthly newsletter, "Together." Mr. Willis Johnson, Vice-President, Public Relations, Trust Company Bank and Vice-President Elect of the Christian Council, has agreed to bring this matter before the Atlanta Chamber of Commerce to encourage them to take an aggressive stand in opposition to the Christian Yellow Pages and its effort to solicit addresses. Also, Marvin Schneider, Dr. Greenberg and I will meet on July 28, 1977 to determine the best strategy for a public release.

We recognize the importance of good communication in human relations. We are happy to stand and be counted in opposition of such a divisive element in our community. We look forward to working together with you in the future.

Sincerely yours,

Ruth Maguire

Mrs. J. F. Maguire
Chairperson, Interreligious
Relations Committee

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Christian Council of Metropolitan Atlanta, Inc.

Lifting High the Cross of Reconciliation and Service Over the Atlanta Area.

835 PEACHTREE STREET, N.E. / ATLANTA, GEORGIA 30308 TELEPHONE 801-9890

July 7, 1977

Whereas, the project called the "Christian Yellow Pages" solicits listings only from those who identify themselves as "born again" Christians, and
Whereas, such a listing invites Christians to trade with other "born again" Christians on the basis of religion alone, and
Whereas, this publication can be a divisive force within the religious community as well as a discriminatory project in relationship to other religious groups in the community, and
Whereas, we believe that all should be mindful of our mutual relationship and interdependence upon one another
Be it resolved that the Christian Council of Metropolitan Atlanta stands in opposition to the Christian Yellow Pages project and urges all people of good will to be firm in their opposition to this project.



THE AMERICAN JEWISH COMMITTEE

ATLANTA CHAPTER • 1800 Peachtree St., N.W. • Suite 411 • Atlanta, Ga. 30309 • Phone (404) 352-2340

AMERICAN JEWISH COMMITTEE
SOUTHEAST AREA OFFICE
Suite 411
1800 Peachtree St. N.E.
Atlanta, Georgia 30329

August 25, 1977

cc: Rabbi Marc Tanenbaum

Archbishop Thomas A. Donnellan
Catholic Center - Archdiocese of Atlanta
756 W Peachtree NW
Atlanta, GA 30308

Dear Archbishop Donnellan:

I would characterize our relationship as one of trust, respect, and friendship. In thanking you for your Editorial on the Christian Yellow Pages, I must, therefore, share this story with you. Having called Mrs. Grubbs to check on the timetable for the Editorial, I was most eager to receive the August 18th edition. When it came, I quickly turned to the Editorial page and was most disappointed not to see anything about the Christian Yellow Pages. It wasn't until later that I realized much to my chagrin that as usual you had added "a little something extra" to the promise having put your Editorial on the front page set off from the rest of the page by the salmon color. This certainly will assure that all of the Georgia Bulletin readers will have read your letter. The thanks that I convey are on behalf of our Interfaith Committee which has been working on this problem that included representatives from the Christian Council, the Atlanta Jewish Welfare Federation, and its Community Relations Council, the Anti-Defamation League, and, of course, the American Jewish Committee.

If you have a moment I would be most interested in hearing your thoughts on how the other Bishops in your province reacted to the Christian Yellow Pages and if you think any of the other men will be speaking out about it. As usual, the few weeks preceeding the Jewish High Holy Days is most hectic. Thus, barring unforeseen circumstances, this almost ensures that I will be "staying out of your hair" through mid-September! You can be sure, however, that Ronni and I will have you in our prayers and reflections during Rosh Hashanah and Yom Kippur.

Kindest personal regards.

Cordially,

William A. Gralnick

WAG/lm

cc: Thomas Asher, Chairperson, Interreligious Affairs Commission
William W. Epstein, Chapter Co-Chairman
Ted V. Fisher, Chapter Co-Chairman

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The publishers of the Christian Yellow Pages hold the Bible to be the inspired Word of the God of Abraham, Isaac and Jacob; that it presents the highest code of business ethics known; that it presents Jesus Christ as the promised Messiah, God's only begotten Son, whose death and bodily resurrection provide forgiveness from sin and eternal life; that His indwelling presence through the Holy Spirit gives power and purpose to those whom God causes to believe in Christ as their personal Saviour; that we are indebted to the Jews through whom God manifested this faith, hope and love which we are privileged to enjoy and share with everyone.

Jesus said, "Whoever will may come," so believers whose advertisements appear in this directory include Jews, Catholics, Protestants and others who have declared their agreement with the above and send this book forth as their expression of thanksgiving to God for His mercy and grace. It does not necessarily imply that they are always cheaper in their prices or superior in the quality of their work. However, what it should mean is that they are humbly doing their best to be honest, fair, courteous and reliable in all transactions and willing to arbitrate any dispute in accord with Matthew 18:15-17. They believe: "You should not steal, neither deal falsely, neither lie to one another." Leviticus 19:11; "It is God's will that by doing good your honesty should silence the all-informal criticisms of foolish men. Live as free people, but do not use your freedom as a cover-up for evil. Live as servants of God. Show proper respect to everyone. Love the brotherhood of believers, reverence God and honor the King." I Peter 2:15-17; "When a man's ways please the Lord, he makes even his enemies to be at peace with him." Proverbs 16:7; "Blessed is he that considereth the poor. The Lord will deliver him in time of trouble." Psalms 41:1

Believers should demonstrate this concern for the many competent, honest non-Christian business people by continuing open trade with them in accord with the Golden Rule, thereby building a bridge of love to their neighbors in this pluralistic society.

We trust this directory will be accepted in a spirit of love for all and that it will help to instill sound, moral and ethical principles in the relationship between the consumer and the business community.

"Behold, how good and pleasant it is for the brethren to dwell together in unity." Psalms 133:1

Dear —
This is my latest concept rewrite.
I hope to put this in my author's
two books.
If you and Mark get back to me
in time, let me know your input.
Rabbi Abraham, etc.

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5/18/77

Milt Ellerín

Bill Gralnick

Christian Yellow Pages

The attached article has got everyone angry because of the lengths we went to when they were first printed to have the Christian Council disavow them. Now the religion editor has given them a big shot in the arm.

At a meeting with AJC, ADL, and Federation leadership, it was decided:

- (1) to ask the NCCJ director to put together an inter-religious coalition to sign, with us, a letter to the editor regarding the Yellow Pages.
- (2) to distribute a press release based on the letter (the letter is not too different than the one I wrote in round one which Sam Rabinove helped us with.

WAG/jf .

cc: H. Applebaum
~~M. Tanenbaum~~
(w enclosure)

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Editorial

Archbishop's Office

755 West Peachtree Street, N.E.
Atlanta, Georgia 30305

A short time ago the Christian Council of Atlanta, of which the Archdiocese is a member, called attention to a project called the "Christian Yellow Pages" which solicits listings from "born-again" Christians and Christians to trade with persons and firms contained in such listings on the basis of religion. Catholics, who have often been the victims of discrimination and bias because of their religion, should be particularly sensitive to the divisive and discriminatory nature of such projects, should avoid participation in them, and should be clearly visible in their opposition to them.

Such listings, whatever their motivation, can result in discrimination against members of groups excluded from the listings, in particular business men or professional persons. It is important in our society that we be mindful of our brotherhood and our dependence on one another. It is important that we do not appeal to membership in a particular religious group as evidence of itself of integrity or competency.

We stand with the Christian Council in opposition to such projects called "Christian Yellow Pages."

+ Thomas A. Donohue

Most Reverend Thomas A. Donohue
Archbishop of Atlanta

- Georgia Bulletin 8/18/77

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Let Your Fingers Do the Walking. . .

. . . Through the Christian Yellow Pages

By **BILLIE CHENEY**
SPEED

Journal Religion Editor

Despite assertions that the Christian Yellow Pages have faced in other parts of the country, a second one is being planned in the Atlanta area.

When the Northeast Atlanta edition of the Christian Yellow Pages, listing 178 advertisers who are "born-again" Christians, came out here last fall, there was only a ripple of displeasure.

But in several other major cities, there were cries from the Jewish community and

from some mainline churches and groups that it was economically discriminatory and anti-semitic.

But Jack Morrill, southern regional director of the Yellow Pages, said, "People who look at the CYP as being discriminatory are not looking at what we are trying to do."

"We are not saying that our goods, prices or quality are any better than anyone else's, but we are saying that because of our stand in Christ, we can be trusted."

"This also doesn't imply

that others cannot be trusted because they are not Christian," he stressed.

"This is a day when crime is on the upsurge, dishonesty seems to be the vogue not only in government but in business. Everytime you pick up a newspaper or turn on the television, you hear of people being ripped off in business situations," he said. "People do not know who to trust. But we feel that people who have accepted Jesus Christ and the New Testament are honest, fair and live peaceably with all men."

Christian Yellow Pages is printed on yellow paper, like Southern Bell's yellow pages, but it is not associated with it. It is an area publication with headquarters in Modesto, Calif.

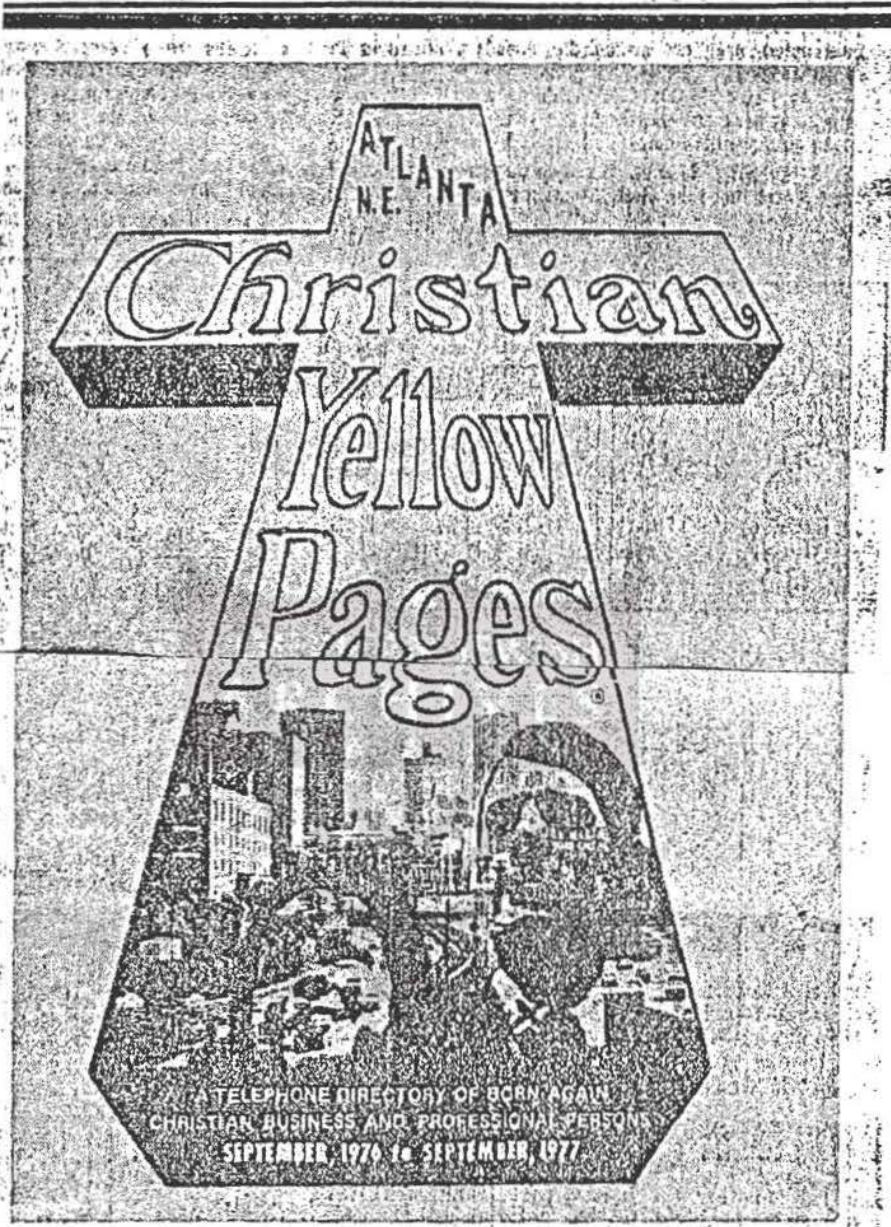
In the Christian Yellow Pages, it is stated that those whose advertisements appear



"We are not saying our goods, prices or quality are any better than anyone else's, but we are saying that because of our stand in Christ, we can be trusted."

—Jack Morrill, southern regional director, Christian Yellow Pages.

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have declared orally and in writing that they have accepted Christ as their Saviour.

Morrill said the idea was conceived by Dr. Paul Seeley, a Biblical scholar and teacher and a "man of God" in Portland, Ore., in 1973.

Now more than 60 area editions have been printed.

The newest one here will be known as the South Atlanta edition.

Herbert Simmons, the Atlanta area manager, who has offices at 5420 Riverdale Road in College Park, said work is already underway on the new directory and plans are being made for one in the northwest suburbs, and another covering Marietta and Smyrna.

The business people pay for

the advertising and then the book is distributed free at churches, religious bookstores and participating businesses.

Opposition to the CYP has also come from some who feel that the idea is to boycott non-Christian businesses. Morrill denies this. "It is not a buy-Christian concept," he said.

"We are simply saying, We're Christian and we're in the business world. It is a type of Christian witness."

A second directory, the San Diego-based Christian Business Directory, similar to the Christian Yellow Pages, also is under fire.

Morrill noted however that no one has questioned the Jewish Yellow Pages, which calls itself "A directory of

Goods and Services."

Some critics of the Christian Yellow Pages respond that the Jewish publication contains listings only for products with religious significance and does not emphasize Jewish ownership.

Morrill admits that the criticism has hurt the CYP work some, but he shared part of a letter which Seeley sent to all the regional directors.

Founder Seeley wrote that "every attack gives us opportunity to preach the gospel. Let's not be misled by the form in which the attack comes into thinking that our first task is to defend CYP."

"Our first task toward the world is to preach the gospel," he reminded.

May 13, 1977

Mr. Dean Gitter
Director, Church Coordination
The Genesis Project, Inc.
1271 Avenue of the Americas, Suite 730
New York, N.Y. 10020

Dear Dean,

Thank you for showing your film to Lawson and me. It was well done and inspirational. I feel the dialogue without narration, even using the KJV, as the narrator does so inconspicuously, would increase the effectiveness. Even though sight unseen, but soliciting their interest in attendance, my wife and daughters (7 & 12) concurred, i.e., T.V. and movies have spoiled them and a narration does not light a fire of interest. Like me, once the film is seen, this prejudice is greatly overcome. Eddie Waxer called yesterday and I told him what a polished presentation you made and how much Lawson and I enjoyed it and who we recommended to you for finances.

Thank you for your interest in CYP and for helping me with Rabbi Mark. May our prayers for Shalom be rewarded as he realized my love for both he and our Jewish friends.

Call me when you return to Dallas.

Appreciatively,

Pat
Pat H. Booth

PHB/vah

Enclosures: Articles concerning CYP
Pages from Jewish Yellow Pages

*P.S. I'm praying for our Lord Jesus
to draw you ever closer to
Himself through your exposure
to His Word through this film.*

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THE JEWISH YELLOW PAGES

A Directory of Goods & Services

- 1- resource for ^{education} religious and cultural articles & crafts
- not selling Jewish lawn-mowers, oil filters,
 - this is religion, not J. Economics
- enrichment A.J. life

AMERICAN JEWISH
ARCHIVES



THE JEWISH YELLOW PAGES

Whether you live in the heart of a metropolitan Jewish neighborhood or as far from the center of Jewish life that finding a fresh bagel is a feat, THE JEWISH YELLOW PAGES puts the products and services of hundreds of entrepreneurs and businesses all over the country at your fingertips. Whether your lifestyle is traditional or innovative, THE JEWISH YELLOW PAGES makes shopping easier and a lot more rewarding.



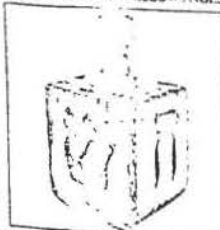
Can't find good pastries or lox where you live? Try the delicatessen in Princeton, New Jersey that sells meat a variety of foods anywhere in the country. Would you like a hard-boiled, "atomized" wedding cake? The "Y" is full of a national list of suppliers and addresses here. Perhaps you



want something on an even grander scale for your synagogue. What could be more meaningful to have or give than a silver Kiddush cup wrought by one of the talented metalworkers whose work you'll find in these pages?

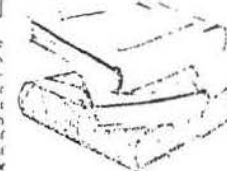


If you like being Jewish and want to share it, THE JEWISH YELLOW PAGES has suggestions for music, dance, film and theater programs, creative activities for synagogues or Jewish centers, and just about anything you can do to enjoy your Jewish identity and culture with other members of your congregation or community. And if you want to get a lot from everything for which THE JEWISH YELLOW PAGES

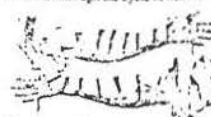


lists travel agencies that offer kosher tours, summer camps, and special trips and programs for young people.

While gathering together all the things you need to enjoy a distinctly Jewish contemporary lifestyle, THE JEWISH YELLOW PAGES by no means ignores the rich traditions of learning and religious observance that have characterized Judaism over the centuries. There are sections devoted to the array of Judaica publishing in books and



periodicals (as well as innovative new media groups), courses for all aspects of Jewish intellectual life, and all of the rituals and holidays that take us through each year as well as through the cycle of our lives.



This is the only book you'll ever need to have the abundance of Jewish living all ways at hand.

PREFACE

A number of years ago, someone said to me that she would light Sabbath candles if only she could find Jewish candlesticks that met the esthetic-stylistic demands of her decorator. This statement, which I am sure many readers will find irritating and some even incomprehensible, reflects the predicament of many secular American Jews. In a culture overflowing with attractive material objects for the celebration of every fleeting event from Groundhog Day to Halloween there has been until quite recently a paucity of well-designed Judaica. Although this might distress us, we should not be surprised, since Jews have been in the United States in any great numbers for only a little more than seventy years, and until World War II broke the links with European Jewry, most ritual artifacts were imported. When they emigrated to America, many Old World craftsmen found more lucrative forms of employment here than the continuation of their old trade could provide. However, despite the prophets of doom via assimilation, recent years have witnessed the beginning of a vibrant Jewish-American cultural style. It often comes in surprising formats, such as the Lubavitcher Hasidim's "Mitzvah Mobiles," rock-music stars lighting a huge Hanukkah lamp in San Francisco's Union Square, or protest buttons reading "Russia is not healthy for Jews and other living things." America's Jews are, for the time being, comfortable here and beginning to produce the accoutrements to embellish every aspect of Jewish life.

For the last eight years almost all of my art work and writing has dealt with Judaic thematic material. Because of this, I am often asked where to find such diverse goods and services as Jewish antiques; wooden drierdels and Purim graggers; handwoven tallitot; scribes, designers for bar mitzvah invitations, needlepoint, and eternal lights. Sometimes I have been able to put the seeker in contact with a craftsperson or seller and have had the good feeling of getting people together that a *shadkhan* must experience as a fringe benefit

of being a matchmaker. However, there is only so much that can be done by word of mouth. So, thanks to the active encouragement of my publisher and the cooperation and enthusiasm of hundreds of people across the country, I have compiled this directory.

For me, the most important function of this book is to foster the nascent Jewish-American craft movement. I hope that by bringing the artist-craftsperson to the "marketplace" and making unusual and attractive objects available to the general Jewish public this directory will help wean us away from a dependence on artifacts which are often of a style that I call "Tawdry Traditional." Exciting, original works are being created—many by young craftspeople newly aware of their heritage. I like to think that by presenting their work here, we may be nurturing the flowering of Jewish-American craft.

But with the awareness that one needs more than handcrafted ritual objects to live a full Jewish life, THE JEWISH YELLOW PAGES contains listings for educational materials, food, music, dance, toys, and a directory to the many services we need from time to time. This book is meant to serve as a bridge: for the Jew living away from the large centers of Jewish life, it will offer access to needed commodities and amenities. A bridge, however, offers two-way passage: the Jew who lives totally surrounded by *Yiddishkeit* can benefit enormously by sharing in the experience of his Jewish brethren who create Jewishness in isolation. A Lubavitch friend wrote to say that he looked forward to this book as a step towards "the unification of Jewish America"; an artist colleague sees this volume as "a directory of the manifestations of Jewish civilization." In its way, this book reflects the incredible variety of Jewish life in America.

When I first began the project I was very concerned that despite all good intentions and my conviction that there is a growing Jewish-American cultural expression, I would not find enough material to make an interesting and genuinely helpful sourcebook. Yes, I know that one can go on almost indefinitely listing and trying to describe the differences (often minute) that exist between one Jewish organization and another, but that's not what I had in mind. However, as the project developed and each day the mailman staggered to my house under an ever-larger load of responses to my letters of inquiry, another worry began to form. The second concern bothered me more than the first, and is, in a sense, its antithesis: that there is *so much* out there that I would never find it all. I wanted this book to be absolutely definitive, and after my first delight with the quantity

that was coming in, the proliferation of responses left me feeling that, try as I might, I would still leave some talented Jewish artisan "undiscovered." The only thing that saved me was my knowledge of the publication date and the deadline for my delivery of the manuscript. So, although this book cannot be definitive (people and shops die and move away) it can be *representative* of the many possibilities that exist all around us for the enrichment of Jewish life.


Although I have my favorites, I have tried to mask my personal preferences to a certain extent. (Except where I feel that something is so good that not to give it the additional attention it merits is a disservice to the reader as well as the craftsperson or business. There have to be some rewards in putting together a book like this; one gets to be an "authority" and with that role comes the "right" to make pronouncements.) I have tried to cover the spectrum of styles in Jewish-American life, to reflect the variety that exists, to go from the traditional to the contemporary, not only in style but in feeling. Some of the less-common objects in the book are humorous or interpretive. By including some of the "fringe" elements, I hope to encourage a greater interaction between the various segments of the Jewish population. As it has been written: "One man's ceiling is another man's floor." (Paul Simon)

The questionnaire I sent out asked for an opinion of the title. The overwhelming response was favorable, and even laudatory. A number of people, however, wrote that the association of the word "yellow" with trashy journalism and cowardice, and more specifically with the badges of the medieval and Nazi period ade them very uncomfortable. My feeling is that it is almost incumbent upon us to clean up as many of the negative images left by history as possible. And the way to do that is to associate them with joy and positivism rather than to turn away from them. Admittedly, a symbol like the swastika will take many, many generations to become neutral again let alone positive. It is difficult indeed to remember that this ancient fertility symbol has been used by many cultures for thousands of years—even by Jews, to symbolize the flaming swords of the cherubim who guarded the Garden of Eden after Adam and Eve were expelled. I'm not ready to return the swastika to ornamental use, but neither am I ready to give up the color yellow.

Organizing the vast amount of incoming material presented some problems. In some ways the part and section divisions are arbitrary. Who really knows where *Learning* stops and *Playing* begins? But I

trust that among the table of contents, the index, and the system of cross referencing, you will be able to find what you are looking for. There are a number of mail-order buying books on the market now, many for special interests such as cooking, gardening, and crafts.

These books generally list businesses that are accustomed to mail-order selling (some even specialize in it). For most of the entries in this book, the mail-order marketplace was a new phenomenon. Many individuals and businesses thought of themselves as serving only the needs of their local community. But when they were presented with the idea of reaching people in outlying areas they generally responded with enthusiasm. Some of the sections are not as full as I would like; some of the items and services I would like to see are still not in existence. I hope that the appearance of this book will encourage the production of even more crafts, products, and services. Maybe my friend will find her candlesticks in these pages so she can light Sabbath candles at peace, both with her heritage and her decorator. Perhaps I should thank her for leaving me with that provocative remark which has remained virtually undigested all these years.



On the stone of patience we wait for the miracle
that opens the heavens and makes all things possible.

. . . The world is simple.

George Seferis

CREATING



"It is a crying sin with Israelites all over the world, that they cannot see the talent of one of their own faith until it has been admitted and accepted by the gentile world. Then when genius by its own inherent merit and the painstaking of its gifted possessor has won fame, the Hebrews step forward to add a useless leaf to the laurel chaplet so dearly earned. . . . Here in the land of freedom, we are chargeable with the same neglect and why should it be so? 'Let us take steps to inaugurate the birth of a better era: *Patronize Jewish Talent.*'"

The Asmonean

The statement on the previous page, which appeared as part of an editorial on December 7, 1855 in New York's first English-language Jewish weekly, *The Asmonean*, is still unfortunately often applicable to our own lack of recognition of Jewish art and artists today. This is compounded by the fact that many Jewish artists and craftspeople totally shy away from working with Hebraic thematic material. This section of *The Jewish Yellow Pages* is an attempt to bring the marketplace and the artist closer together. More Jewish art of a personal and interpretive nature will be created if more is bought. More will be bought and commissioned if the artist and craftspeople is made accessible to the Jew who wants something unique and handcrafted, either for personal or synagogue use or for a gift. Commissioning work is a challenge to the patron as well as for the artist. The interplay of personalities can be very complex and tension high—but isn't it always when creative forces are at work? And the results can be tremendously rewarding. At a time when the crafts are going through a renaissance in America and when American Jews, along with the rest of the American community, are busy collecting art, artifacts, antiques, and "collectibles" of every description, it seems very appropriate to stop and say again: "Patronize Jewish Talent!"

The artists and craftspeople presented here cover a broad range of styles, abilities, and materials, and live all over the country. I've included people who have many years of experience and some newcomers. There are many more "out there" unlisted here for reasons of space, time, accessibility, etc. I look forward to being contacted by and about many new people that I haven't as yet found myself.

Artists are very difficult to classify. It is the rare craftspeople who sticks with one medium over a lifetime's work. The pattern usually seems to be periods of intense fascination with a particular medium until it is mastered and technique has been consummated in expression. Then very often the artist begins to experiment with a new medium, incorporating elements of more than one medium into the new work. A number of the craftspeople listed here work in many different media. Many are skilled designers who, while devoting themselves principally to one technique, design objects in another medium for others as well as themselves to execute. Many multimedia craftspeople will take on commissions outside of their usual specialty. I sympathize with these multimedia artists and found my-

self in great difficulty in listing my own work for this very reason. I have tried to solve the problem by giving each artist's complete listing with the medium that seems to me most representative of his or her body of work. And in the interest of the potential reader-client I have often included second entries and/or photographs of items in other media in which the artist may work at other points in the book. Thus, several artists have multiple listings. Some individuals may be surprised at the way they find themselves listed. I trust however that they will be happy knowing that I have tried in all cases to show their work to the best advantage while at the same time compiling a selection that shows the diversity and abundance of well-designed Jewish crafts.

The basic prerequisite for inclusion in this section was that the object be designed and handmade by artist/craftspeople. Other handmade things will also be found in the *Buying* section in those shops and galleries which handle Jewish and Israeli art, sometimes exclusively. Weavers who specialize in tallitot as well as those craftspeople who crochet kippot can be found in the *Observing* section. The reader will find commercially available variants of objects in this section in other sections of this book; mezuzot and Hanukkah lamps, for example, in *Observing*, jewelry in *Buying*. Do-it-yourself projects, such as needlepoint canvases and kits, can be found in *Buying*.

Most of the craftspeople listed here do not have formal brochures or catalogs, but all are willing to correspond about prices, design, color, etc. Even though many of them will make duplicates of a specific production design, each piece is individually crafted and therefore unique. Some variations are then to be expected and indeed enjoyed. I quote price ranges where they were given to me. Prices usually depend upon the size and complexity of the object and on the material used. To avoid disappointment and hard feelings it is very important to clarify all details as to size, shape, price, and shipping before the project is undertaken. So write or call first. You may even get to visit an interesting studio since many artists like to meet their public.

AN APPEAL TO REASON AND GOODWILL

A true community is one which recognizes the interdependence of individuals and groups and their need to interact with one another in mutual respect. Dallas, with its rich mixture of national, racial, cultural, and religious traditions, has made significant progress toward attaining this concept of community. In Dallas the maintenance of authentic and healthy community life is a cherished ideal.

At a time when multiple influences tend to fragment efforts toward creating a stronger sense of community, each of us would do well to give special thought to our fundamental interdependence upon one another and to the importance of interacting with one another as members of the human family. Since Christian Yellow Pages seems to violate this general concept of community, it should come under public scrutiny.

Christian Yellow Pages is an unincorporated commercial enterprise which engages in the publication of "Christian" business directories patterned after the telephone company's yellow pages. The publication is restricted to Christian advertisers and urges readers to buy in Christian-owned stores.

The actual pledge advertisers are required to sign states that "advertiser herewith acknowledges the fact that he has accepted Jesus Christ as his personal Lord and Savior and according to the Holy Bible knows that he is a born-again Christian." In addition to restricting advertisers, Christian Yellow Pages contracts with its regional directors stipulating that all persons hired or associated with Christian Yellow Pages must qualify as born-again Christians.

As Americans we cherish the right of free speech. For this reason no one questions the right to publish Christian Yellow Pages. We do, however, question the wisdom and advisability of doing so for several reasons:

- 1) Christian Yellow Pages repudiates the normal processes of business interchange and competition by accenting selective purchasing and patronage.
- 2) Christian Yellow Pages stands in direct opposition to long-established principles of the American form of democracy, which emphasize the rights of all people to live and move and have their being within a community that is pluralistic in character.
- 3) Christian Yellow Pages contradicts not only the spirit of Judaism which enjoins "doing justly, loving kindness, and walking humbly before God"; it also disregards the commitment of Christianity to "love one's neighbor (to whom no circumscribing definition is given) as oneself."
- 4) Christian Yellow Pages, whether by intention or not, contributes to divisiveness and discrimination against those judged non-Christian by application of an extremely restrictive criterion. In doing so it does a serious disservice to Catholics, Orthodox, and many Protestants as well as to Jews.

We can ill afford to ignore the lessons taught by history. During the Medieval Ages and as recently as a few decades ago various countries have engaged in unparalleled forms of discrimination. In almost every instance, the first violations were committed under the banner of special social or business preference for select or elite groups.

We appeal, therefore, to the citizens of Dallas to strengthen our community by continuing open business interchange, by building bridges of understanding and goodwill, by upholding human interdependence and mutual helpfulness, and by saying "NO!" to discrimination in even its simplest and most subtle forms.

Signatories to the Statement on

Christian Yellow Pages

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Dallas Citizens' Council - Dresser Bldg. 747-7113

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INTRO - CHRISTIAN YELLOW PAGES

"You shall do no unrighteousness in judgment...in weight, or in measure. Just balances, just weights, shall you have, I am the Lord your God who brought you out of Egypt." (Leviticus 19:35-37)

Believing Christians, who seek to confirm their lives to the Will of God as revealed in the Holy Bible, know that the Great Commandment of Jesus requires that they express this love of God in concrete manifestations of love for their neighbor. Since human nature is flawed by the temptations of sin, greed, and selfishness, the commandment to love God and our fellow-human beings is challenged in few areas of life as seriously as in the world of business and commerce.

The Book of Proverbs, among other sacred texts of Scripture, states that moral obligation in clear, unmistakable terms: "A false balance is an abomination unto the Lord; but a just weight is His delight." To be a born-again Christian means that one should seek to testify to Christ's redemptive presence in our lives by seeking to live daily in every way by the highest moral and ethical standards. That commitment to Christ requires fair and honorable dealing in business practices, integrity in trade, prompt wages and reasonable hours for the working person, equal justice to the rich and poor, and just measures and balances.

That Biblical and Christian spirit also stipulates that there shall be "one manner of law, as well for the stranger, as for the homeborn" - which means abiding by the same high standards of righteousness, love, and respect for every person with whom you come into contact - whether Christian, Jew, or non-believer.

The purpose of the Christian Yellow Pages is to help raise the consciousness especially of born-again Christians in order that they can contribute to lifting the moral vision and behavior of the business and trade practices of all their neighbors in their communities. By listing their names in this directory, the Christian business people declare publicly their desire not only to conduct their personal and public activities by the highest possible Biblical standards of integrity and honesty, but also to encourage others by their example to help build a community life based on such fundamental moral and democratic values and principles.

In that task, we acknowledge the pluralism of American life, and invite people from all religions, races, and ethnic groups to join us in bringing morality into the market place.



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