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Preserving American Jewish History

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

Series C: Interreligious Activities. 1952-1992

Box 22, Folder 3, Graham, Billy - film, "Hisland", July-December 1970.

On the screen for the first time

A musical journey
into the
soul of a nation



Cliff
Richard

*England's
popular star
sings six
Ralph
Carmichael
songs*

World Wide Pictures Presents

His Land

... a sight and sound experience

Cliff
Barrows

*I have been
distributing
this
GPO*

FOR INFORMATION AND SCHEDULING....

MR. DON LOCKE

11414 HIGH RIDGE DRIVE

INDEPENDENCE, MO. 64052

TEL..358 0740

PRINTED IN U.S.A.

[start]

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Here is the Holy Land, in a color motion picture as different as it is dramatic. Through the authentic sights and sounds of this one-hour feature film, we see that history is moving toward the climactic events that will end this age.

"HIS LAND" takes you the length and breadth of Israel in the company of Cliff Richard and Cliff Barrows. Bibles in hand, they relate today's events to the prophecies of Scripture.

Jerusalem... Galilee... Bethlehem... Tel Aviv... the Negev... you are witness to the fact that out of death and desolation is emerging a new land—a "land of milk and honey," where some of God's promises are being fulfilled.

A gripping motion picture that confronts you with the challenge, significance and meaning of the events now happening in the Middle East. "HIS LAND" is your passport to an unforgettable adventure today!

World Wide Pictures Presents

His Land



Joseph Messard Ph.D.
166-05 Highland Avenue
Jamaica, New York 11432

July 8, 1970

Rabbi Marc A. Tannenbaum
Director of Interreligious Affairs
American Jewish Committee
165 East 65th Street, NYC

Dear Rabbi Tannenbaum:

Mr. Messard and I
wish to thank you for
the pleasure of seeing the
film "His Land" on
June 29 and for your
perceptive introduction.

May I also con-
gratulate you for your
scriptural reading from
Leviticus on Honor America
Day in Washington. It was,

In my judgment most appropriate.

May I show my appreciation in a concrete way with this inscribed copy of my Great American Short Biographies the result of reading and summarizing such Short Biographies.

Joseph Mersand

Eric G.

[end]

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faded and/or illegible



H.L.

The American Jewish Committee
Institute of Human Relations
155 East 56th Street
New York 22, New York

Date July 13, 1970

FROM: RABBI MARC H. TANENBAUM

TO: Dr. Kenneth Blais
World Wide Pictures

____ Please circulate to:

____ For Approval

☒ For Your Information

____ Please Handle

☒ Read and Return

____ Returned as Requested

____ Telephone Me

____ Your Comments, Please



REMARKS:

Ken This Council includes Roman Catholics and varieties of Protestants with regards! Marc

For Your Information
Gustave Falk, Director
Southwest Regional Office
The American Jewish Committee
1800 Tower Post Office Bldg.
Dallas, Texas 75201
Hire: 10-1-70

July 1, 1970

bc: Marc Tanenbaum
Will Katz

~~cc: Charles Featherston~~

Mr. Roy J. Cates
Texas Conference of Churches
2704 Rio Grande #9
Austin, Texas 78705

Dear Roy:

Several weeks ago I spoke to you about the possibility of including a preview of the film "His Land" at the 6th annual Texas Faith and Order Conference on November 20-22.

Attached herewith are several items describing this film which is a masterpiece in photography and interest, omitting the last five-minute clip which presents the theology of Billy Graham. The film projects the mood, spirit and tempo of the spiritual and physical rejuvenation of Israel.

It is my understanding that the World Wide Pictures will supply the film and equipment as well as the operator for such a preview. Charles Featherston is the Southwest representative. His address is 2720 South Chilton Avenue, Tyler, Texas 75701 - Phone: (214) 597-7250.

If you are interested I would suggest that you get in touch with Mr. Featherston who I am sure will be happy to work with you in arranging for the details of the preview.

Cordially,

Gustave Falk

GF:sm

Enclosures

THE AMERICAN JEWISH COMMITTEE

date July 15, 1970
to Area Directors
from Rabbi Marc H. Tanenbaum
subject Follow-Up on "His Land" Film

I want to bring you up-to-date concerning several developments involving the "His Land" film which have occurred since my memorandum of May 29th. A number of chapters and organizations have begun to act on that memo, and you may want to use some of their ideas in your own areas.

During the last month officials of the Minnesota and Indiana Jewish Community Relations Councils have distributed memoranda on the film to heads of Jewish communal organizations in their states recommending its use and urging steps to stimulate viewing by local Councils of Churches.

In August the film will be shown at a major (national) conference of Catholic Church educators. We have received inquiries from our field offices in San Francisco, Cincinnati, Chicago and elsewhere. The Dallas Chapter is sponsoring a community meeting for the screening of the film at which a local rabbi and a Roman Catholic editor will comment.

In cooperation with the local council of churches the Baltimore office has set up a screening at a downtown theater, for Christian clergy with an initial invitation list of 1,000 names. The Council will prepare the invitations for mailing. The Los Angeles office is also developing plans to show the film for clergy.

I have enclosed an article from the New York Times which is available for distribution. Please bear in mind that the film can also serve as a basis for interreligious dialogues or institutes. A study guide to be used for this purpose along with the film will be sent to you within the next two weeks. Please keep us informed as to your actions and feel free to direct any inquiries to us. We welcome the opportunity to work together on this.

GS:rd

70-700-30

July 30, 1970

Dorothy Davidson

Gerald Strober

"His Land"

I was most interested to see your letter of invitation of July 22nd for the screening of "His Land" at the Lutheran Church of Our Savior.

I would appreciate learning from you the kinds of people you invited and what general and specific reactions to the film you were able to pick up.

GS:as



70-465-52

San Francisco Bay Area

THE AMERICAN JEWISH COMMITTEE

Richard E. Lerner, Area Director • 703 Market Street, Suite 1614 • San Francisco, Calif. 94103 • 392-1892

July 22, 1970

Dear Friend:

Through the courtesy of the Lutheran Church of Our Savior, we have been given the opportunity to extend an invitation to you to attend a showing of Billy Graham's film, "HIS LAND" at no cost.

The screening will take place on Friday night, July 31, 1970, 8 p.m., at the church located at 1011 Garfield Street, corner Garfield and Junipero Serra Boulevard, San Francisco.

As you can see by the enclosure, the film has been widely acclaimed and we hope you take this opportunity to see it.

A reply card is enclosed.

Sincerely,

(Mrs. Alan) Dorothy Davidson
Acting Area Director

Encl: 2

(NY Times article 6/1/70)

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THE AMERICAN JEWISH COMMITTEE
165 East 56 Street
New York, N.Y. 10022

TO: ACCOUNTING DEPARTMENT

PAYMENT AUTHORIZATION

Date August 3, 1970

Pay to: World Wide Pictures

Address: 1313 Hennepin Avenue

Minneapolis, Minnesota 55403

\$ 50.90

Amount in Words: Fifty dollars and ninety cents.

EXPLANATION Shipping charges on "His Land" for showing by Sidney Singer, Sr.

Please mail check immediately to World Wide Pictures (directly).

Accounting Charges

Department New York Campaign

Division _____

Budget Item 7-11

Payment and charge authorized by:

Joseph Demes
Authorized Signature

WORLD WIDE PICTURES

Mr. Joseph Dames
AMERICAN JEWISH COMMITTEE
165 E. 56th Street
New York, New York 10022

PLEASE RETURN THIS PORTION WITH YOUR PAYMENT IN THE ENCLOSED REPLY ENVELOPE

REFERENCE	CHARGES	CREDITS
37,247	50.90	

1313 Hennepin Avenue, Minneapolis, Minn. 55403

[start]

Original documents
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June 24, 1970

Mr. Sidney Singer, Sr.
Finley Departments, Inc.
580 Fifth Avenue
New York, N. Y. 10036

Dear Sid,

Our Reverend Mr. Strober spoke with the distributors in Minneapolis about "His Land" and they state that they will be forwarding the film to you by July 10 for showing that weekend. You should be hearing from them directly.

Just to remind you, we are holding a screening of the film on Monday, June 29 -- 3 P. M., at the Johnnie Victor Theater, 40 West 49th Street; and I do hope you will be able to come and preview it. Should you be bringing any guests, I would appreciate knowing in advance their names so that I leave them at the admissions desk. The film is about 54 minutes long, and Marc Tannenbaum will introduce it with about five minutes of explanatory prologue.

Thanks and best regards.

Cordially,

Joseph Dunge

/js

[end]

Original documents
faded and/or illegible



THE AMERICAN JEWISH COMMITTEE

date August 11, 1970
to Gerald Strober ✓
from Eugene Bober
subject "His Land" Screening In Baltimore

I would like to recap the events which led to the screening of His Land, the results of the screening and methods whereby future screening might be improved.

Although we have discussed most aspects of the screening, I thought it might be beneficial to reproduce those thoughts in this memo.

The Baltimore area office initiated the screening by contacting Ken Bliss, who referred us to the Washington area representative, Ken Butler. Butler agreed that a major screening in Baltimore would be desirable. The AJC office then arranged for a theater, a date and a appropriate mailing list. The mailing list came from two sources; from the Council of Churches membership roster, and from the Roman Catholic Archdiocesan Directory for Metropolitan Baltimore. Nine hundred invitations were sent. Approximately 120 people representing 55 churches responded that they would attend, and an additional 50 to 60 responses indicated that although unable to attend they would like more information.

The screening took place on Friday morning, July 24th, with only 50 people representing 20 churches actually present.

Notables present included Bishop David Leighton of the Episcopal Diocese, the Religion Editor of the Baltimore News American, and a staff writer from the Baltimore Catholic Review. I have not seen a review of the movie in the News American; however, there is a rather unflattering critique in the Catholic Review (attached).

Seven churches have made definite plans to show the movie and additional seven churches are exploring the possibility of showing the movie.

For the benefit of local screenings in other areas, there are several methods which might be employed to improve attendance and acceptability of this movie. They include the following;

- 1) The AJC should take some hand in drafting the letter of invitation to the various clergy. You will note from the enclosed invitation that there is Theology presented in it, which could be offensive, particularly to the very people we are interested in.

- 2) Several local prominent clergy should be impaneled to review this film prior to the larger screening. The fact that these prominent clergy have reviewed "His Land" and will comment following the screening should be included in the invitation.
- 3) With regard to the shorter version-This could be obtained if World Wide were told that Jews would be viewing the movie at the screening.

His Land was shown at a private screening to 10 professional^d laymen of Jewish agencies in Baltimore. The reaction was unanimously favorable. The public relations director for the local federation said that this movie was probably the best piece he has seen ever produced on Israel. Regards.

cc: Murray Friedman
Marc Tannenbaum
Isaiah Terman



'His Land' stumbles along like a clumsy, well-intentioned oaf

By GERARD A. PERSEGHIN
Of The Review Staff

World Wide Pictures this week previewed its newest film called *His Land* which it hopes to book into churches of various denominations around town.



MR. PERSEGHIN

It is billed as being evangelical in nature, but without being told this before seeing the film, it will appear to be a travelogue. The script writer has strayed

far from course, trying apparently to sugar-coat a message.

What it is attempting to do, according to an advertising blurb, is show how "Israel today is a living testimony to the words of the Old Testament prophets, and a portent of the triumphant return of Christ."

The argument for this is rather unconvincingly presented in what appear to be oversimplifications of Bible interpretation. The naive may be moved, but sophisticated Biblical scholars will cringe.

THE ARGUMENT is presented by two actors — Cliff Barrows and Cliff Richards—who tour the Holy Land more often than not quoting the Bible, always passages relevant to the places they are

visiting. The photography is technically pleasant enough but the tone is cloyingly wet-you-so.

This makes the film's point fuzzy since at first it appears



to be about the development of the new Jewish state.

The two Cliffs (Richards, I'm told, is a well-known pop singer abroad) start in Tel Aviv, quoting Bible passages in sidewalk cafes, in the busy streets, and in the hills among camel caravans, showing how what has been written has come true. The shots are in-

teresting—close-ups of the new Jewish world at work and at play—and are intended to fortify the script which is often trite ("Night drops like a blanket over the Sea of Galilee") and hokey (Barrows gives out candy to some kids while Richards sings).

And so the film stumbles along like a clumsy but well-intentioned oaf unaware of his annoying features. If you can overlook these, you may find the film educational and sporadically entertaining.

The area representative for World Wide Pictures (which distributes a Billy Graham series) is Ken Butler, 6037 23rd St., N. Arlington, Va. 22205.

Church TV to look different next year

NEW YORK — Church television programming will take on a radically different look

death," said Nelson Price. He is chairman of the BFC's Broadcast Operations Committee.

Latin American unit

DETROIT — RNS — John Cardinal Bearden of Detroit has appointed Catholics of Mexican, Puerto Rican, Brazilian and Cuban descent as founding members of an advisory board to the archdiocesan Latin American Secretariat.

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1313 Hennepin Avenue, Minneapolis, Minnesota 55403

July 1970

Address reply to:
KEN BUTLER
5037 23rd Street N.
Arlington, Virginia 22205
Phone: (703) 538-5213

Dear Pastor:

"HIS LAND", the newest motion picture in dazzling Eastman color by World Wide Pictures, will be previewed for invited guests and the press at the Charles Theatre, 1711 North Charles Street, Baltimore, on July 24 at 9:45 a.m. Reservations for church showings may be made at this time. The program will conclude by 11:20 a.m. There is ample parking.

A musical journey into the soul of a nation, "HIS LAND" confronts one with the challenge, significance and meaning of the events now happening in the Middle East as it takes one the length and breadth of Israel in the company of Cliff Barrows and Cliff Richard. Bible in hand, they relate today's events to the prophecies of Scripture, and one sees that history is moving toward the climactic events that will end this age.

"HIS LAND" is not a travelogue or a documentary or a dramatic picture; it is the journey of the human spirit through God's Country. In some of the most exciting photography ever captured in Bible country, the artistry surpasses many of the spectaculars being produced today.

Today's uptight modern may complain that God is unfeeling, that God is cruel, absent, helpless, or (if our modern be a new theologian) that God is dead. But one thing he cannot say: that God is a liar. Why? Because God promised to return the people of Israel to His land, and He did it! The desert, the forests, the fields, the cities, the people ... are all living witness to the words of the ancient prophets. The closing scenes, set against a rendition of Handel's "Hallelujah Chorus", are indescribable.

It will be an honor to have you as our guest on this special occasion. We hope it will be possible for you to attend. Please feel free to include your wife or an associate. Kindly return the enclosed card.

In His service,

Ken Butler

Ken Butler
Area Representative

his land



July 29, 1970

Eugene Reber

Gerald Streber

"His Land" Screening

I believe the screening of "His Land" held in Baltimore last Friday was a most important experience. First in terms of the exposure given the film in the Baltimore area and second as a pilot program which will greatly aid in planning showings in other regional areas.

I was impressed by the number of clergy who signed up to show the film in their churches and I hope the reviewers who were present will respond favorably to the film.

I should like to personally thank you for all your efforts in terms of coordination and organization which really made the event possible.

I enclose with this memo material dealing with the Atlanta Textbook Project. We will be happy to communicate further with you on this proposed project.

GS:as

Enc.

CC: M. Tanenbaum
W. Katz
M. Friedman

THE AMERICAN JEWISH COMMITTEE

date June 18, 1970
to Murray Friedman & Marc Tannenbaum
from Eugene Bober
subject "His Land" - Baltimore Screening

Memorandum

I have arranged for a screening of "His Land" shown in Baltimore on Friday July 24th at 9:45 a.m. If you would like to attend, please let me know so that I can make appropriate arrangements.
Regards.

(Dictated but not read)

*Copy
Who is Ap. Answering
for screening
Name*

bcc. Shale Stiller
Leon Sachs
Jack Fruchtman, Jr.
Murray Friedman
Rabbi Marc Tannenbaum



Baltimore Area Office

THE AMERICAN JEWISH COMMITTEE

829 Munsey Bldg., Fayette & Calvert Sts., Baltimore, Md. 21202 • Telephone: 301-539-4777 • Murray Friedman, Regional Director
Eugene Bober, Area Director

June 19, 1970

Captain Kenneth Butler
World Wide Pictures
6037 23rd Street North
Arlington, Virginia 22205

Dear Captain Butler;

I am delighted that we could assist you in planning for a screening of "His Land". It is my understanding from our telephone conversation that the screening will be held on July 24th at 9:45 a.m. I also understand that the Baltimore group will supply you with addressed envelopes to prospective invitees.

I would appreciate it if you would confirm the 24th with the theater owner. He is Mr. Jack Fruchtman, President JF Theaters, 10 Charles Plaza, Suite 200, Baltimore, Maryland 21201. The theater involved will be the Charles Theater located at 1711 North Charles Street, Baltimore. Mr. Fruchtman has requested that the print for the 24th be made available on the 23rd so that his projectionists may become familiar with it.

I am looking forward to meeting you and once again viewing "His Land". I am sure that "His Land" will have a tremendously positive impact on the Baltimore community. I will contact you Wednesday, June 24, to arrange details. Regards.

Cordially,

Eugene A. Bober
Baltimore Director

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F → 1.11.70
207
F-4
August 14, 1970

Mr. James F. Collier
El Sol Productions
3350 Barham Boulevard
Hollywood, California 90028

Dear Mr. Collier:

Thank you for your August 11th letter to Rabbi Tanenbaum which arrived while he is away on vacation.

Your letter will be brought to his attention when he returns to the office and I am sure you will be hearing from him at that time.

Sincerely,

Miriam S. Binder
Secretary to Rabbi Tanenbaum

el sol productions

James F. Collier

August 11, 1970

Rabbi Marc H. Tanenbaum
Director of Interreligious Affairs
American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Rabbi Tanenbaum:

Last February, sitting in a cinema in Dortmund, Germany, I thought of the dark horror that once stalked that region, crying for Jewish blood. Now...the screen was awash with images from "His Land."

At that moment, and for days after, I had the strong impression that God was going to use this film far beyond my personal dream.

The reason for this note is to thank you for your awareness, and for your very important role in sharing my love and respect for Israel and all that it means to the world.

Shalom

James F. Collier
James F. Collier

kr

August 31, 1970

Mr. Martin Classen
1204 Hill Street
Dallas, Oregon 97338

Dear Martin,

As promised, this will confirm the plans we discussed on the phone the other day for the special screening of "His Land" to be shown to the combined executive boards of the American Jewish Committee, and the Church Council of Greater Seattle. The film will be shown on Tuesday, October 20th at the Colonial Manor, 704 Blanchard Street in Seattle. As I indicated, the group will meet at noon for a luncheon, and should be finished by 1:00 P.M. for the film.

Dr. William Cate, President-Director of the Church Council has informed me that he is inviting his executive committee, approximately a dozen individuals, and in addition plans to invite some eight to ten important ministers from the area. I will be inviting the American Jewish Committee's executive board composed of twenty three people including myself, and in addition I have asked Seymour Kaplan, the Regional Director of the Anti-Defamation League to invite six or seven of his executive board people. Finally, I plan to invite approximately eight to ten representatives of the media who will probably want to preview the film with us. Thus, the invitational list will be approximately fifty people.

In regard to the equipment we will need, I think it probably best that you bring the projector, screen, and a speaker system, since I do not know what equipment will be available in the Manor.

Please feel free to contact me if there are any questions, I look forward to meeting you on October, 20th.

Cordially,

Peter Schurman,
Area Director

cc: Rabbi Marc Tanenbaum
Dr. William Cate

(25)

THE AMERICAN JEWISH COMMITTEE

date July 21, 1970
to Rabbi Marc H. Tanenbaum
from Sheryl Leonard
subject FILM "HIS LAND"

The Wilmette Hadassah group is anxious to show the film "HIS LAND." I had quite a lengthy discussion with Mrs. David W. Lichter, who is American Affairs and Zionist Affairs Chairman of this Hadassah group. I covered with her many of the points stressed in your memo regarding the fact that this is not specifically designed for Jewish audiences, but would make a nice vehicle for her group to use not only for their own viewing information, but for any interfaith action they might conduct using this film. They are going to contact World Wide Pictures regarding the film itself.

In your memo you mention an Interreligious Study Guide which AJC has prepared for "HIS LAND." I would appreciate it very much if a copy of this Study Guide can be sent to Mrs. Lichter as quickly as possible, as well as sending one on to me. Write to her at:

Mrs. David W. Lichter
 342 Wilshire Drive East
 Wilmette, Illinois 60091

I am going to stay in touch with Mrs. Lichter to see how we can enlarge on the showing of this film in that area after she has acquired it.

Will keep you posted on developments.

SL:bf

cc: Joel Ollander
 Will Katz

July 30, 1970

Sheryl Leonard

Gerald Strober

"His Land"

With reference to your memo of July 21st I think your conversation with Mrs. David W. Lichter was valuable and hopefully will lead to an important interfaith showing.

The interreligious study guide will be available in about three weeks and we shall forward a copy to Mrs. Lichter and to you as soon as they come in.

We will look forward to hearing from you further as to whether Mrs. Lichter will be able to enlarge on the showing of the film.

Best regards.

GS:as

**CC: M. Tanenbaum
Joel Ollander
Will Katz**

memorandum

THE AMERICAN JEWISH COMMITTEE

date August 25, 1970
to Rabbi A. James Rudin
from Sheryl Leonard
subject "HIS LAND"

What, if any, Catholic reaction was there to this film? I notice in the original press showing by World Wide Pictures, that Rev. Edward Flannery was one of the "comment participants."

Do you have any information on what Catholic groups have already seen the film, and are there any Catholic churches or groups lined up to view it?

We are interested in Catholic reactions and responses in order to guide us with our own local contacts.

SL:bf

cc: Joel Ollander

September 1, 1970

Sheryl Leonard

Gerald Strober

"His Land"

Your memo of August 25th asks what if any Catholic reaction there has been to "His Land."

Several Catholic leaders have seen the film including Father Edward Flannery. Generally their comments have been most favorable. Father Flannery had reservations about the theological dimensions of the film in terms of its dispensational viewpoint. He did state that this film should be seen by every Christian.

Regarding your question as to whether any Catholic churches or groups have seen the film, I am not aware at this point but George Cornell's AP article on the film should generate interest in the Catholic community and will lead to showing of the film in Catholic churches. In terms of your local contact, I would feel no hesitation in discussing the film if it is made clear that the film does project particular evangelical Protestant theological viewpoint concerning the State of Israel.

We have now been involved with the film for several months and I can only say we continue to feel that it is the best resource for Christians that we know of.

Best regards.

GS:as

Enc.

CC: J. Ollander, W. Katz, J. Rudin

H.L.

September 2, 1970

Bert Gold

Marc H. Tanenbaum

Conversation with Irving Bernstein of UJA

On September 1st I met with Irving Bernstein at his office. We reviewed several matters that you and I have been talking about. He indicated that on September 10 the UJA cabinet would make a decision regarding the launching of a 50 million dollars fund-raising campaign among Christians. He talked further about the use of Billy Graham's film, His Land, and then raised the question of my possible availability on a year's leave of absence basis, to help implement that program. I expressed appreciation but declined in light of my other heavy commitments in AJC programming. He did ask that if the UJA makes a positive decision to go ahead whether I would be available on some consultant basis to help them think through their campaign with the Christian community. I indicated an interest but kept my reply deliberately vague indicating that I would want to talk with you about the general question.

We then discussed the need for raising a minimum of \$50,000 to help us implement our activities in interpreting Israel around the showing of His Land and building institutes and dialogues using a proposed study guide. The upshot of our conversation was that he believes this program and the related work that we are doing in interreligious affairs should naturally come before the Chuck Hoffberger Foundation which now has a fund of about \$325,000 for such education and interpretative activities. Irving called Phil Bernstein this morning to tell him about our needs and said that Phil thinks that our project sounds like a natural for the Hoffbergers. Irving suggested that we call Phil around September 14 and arrange a meeting in order to discuss how best to proceed in getting a positive hearing for support of our project. I should like to talk with you about this whole question of approach as soon as you get back.

Bert Gold

-2-

September 2, 1970

I picked up the information that the Hoffberger Foundation is about to hire a guy named Howard Stone, who is a FR man, to direct this effort. I would think that we ought to try to move very fast before other programs are defined and monies are committed.

MEY:MSB

Marc H. Tanenbaum

CC: Selma Hirsch
Abner Ruppman
Mort Yarnon





WHEATON TRAVEL Post Office Box 330, Wheaton, Illinois 60187. Telephone (312) 653-7400.

September 8, 1970

Mr. Gerald Strober
The American Jewish Committee
Institute of Human Relations
165 East 56 Street
New York, New York 10022

Dear Mr. Strober:

Thank you for your letter of September 1st. We are pleased for the interest and the support that you have shown, not only to the motion picture "His Land", but to the tour to Israel under the title "Journey to His Land." We appreciate your interest in sharing the brochures and the information about this tour.

I will certainly pass on to you any specific evaluations at the completion of the tour and look forward to working with you from time to time on future developements of this kind.

My warmest personal regards,

Robert E. Wheat
Vice President

REW:kac

His Land

September 1, 1970

Mr. Robert E. Wheat, Vice Pres.
Wheaton Travel
205 N. Washington Street
Wheaton, Illinois 60187

Dear Mr. Wheat:

I have just returned from vacation and have read your letter of July 30th concerning "His Land" tour. I certainly wish you every success as this tour takes shape and I know that the marvelous film "His Land" will generate a keen interest in tourism to Israel. I am most pleased that your particular emphasis will aid Christians as they interpret Israel.

Thank you so much for the brochures. I have distributed some to those I feel might be interested in the tour. If I can be of any further assistance please do not hesitate to contact me.

I would be most interested in any evaluations you might have when the tour is completed.

Cordially,

Gerald Strober

GS:as

His Land

A musical journey into the soul of a nation F

A sight-and-sound experience in the Holy Land



September 14, 1970

Dear Sir:

It was my distinct pleasure and privilege to spend several recent months in Israel, filming a new and exciting motion picture entitled, "His Land."

A very special preview of this new production will be held for the Cincinnati area clergymen on Tuesday, September 29th, at 3:30 p.m. at the Cine' Carousel, 8000 Reading Road, Cincinnati, Ohio 45237.

Israeli Ambassador, Y. Rabin, after a recent private screening of the film in Washington, D. C., wrote of how impressed he was by the film's message of "love for the land of Israel and its people and the deep historic ties of the people of Israel and the land of the Bible".

It would be an honor to have you as our guest on this special occasion. I hope it will be possible for you to attend.

Most sincerely,

Kenneth Bliss
Director of Distribution

KB:cn

with CLIFF RICHARD and CLIFF BARROWS

Music composed and conducted by Ralph Carmichael

Executive Producer Frank R. Jacobson

Written and Directed by James F. Collier/Color by Eastmancolor

WORLD WIDE PICTURES • 1313 Hennepin Avenue, Minneapolis, Minnesota 55403

PRINTED IN U.S.A.

September 17, 1970

✓
Mr. Kenneth Bliss
World Wide Pictures Inc.
1313 Hennepin
Minneapolis, Minn. 55403

Dear Ken:

I very much appreciate your helpfulness in reaching Ralph Carmichael for the necessary credit information for the study guide. We expect to have a blueprint of the guide in the office today and I hope that within 2½ to 3 weeks we shall have a finished document. I will of course send you several as soon as they are off the press.

You may recall that when I was in Minneapolis in July, I mentioned that Mr. Martin Edelstein, the business manager of COMMENTARY magazine had informed me that he would be willing to place, free of charge, a 1/3 of a page advertisement for HIS LAND. I recently had a note from Mr. Edelstein wondering whether any follow-up had taken place concerning his offer of space. If you are interested in this suggestion, could you furnish me with the necessary copy. I have enclosed with this letter a page from a recent issue of COMMENTARY which will indicate the size of the space available.

I was happy to hear that you finally returned to Minneapolis after a long stay on the road.

Cordially,

GS:as
Enc.

Gerald Strober

WORLD WIDE PICTURES

1313 HENNEPIN AVE., MINNEAPOLIS, MINN. 55403
TELEPHONE: AREA CODE 612, 332-8483



EXCLUSIVE
DISTRIBUTORS

Billy Graham
FILMS

September 17, 1970

Gerald Strober
American Jewish Committee
165 East 56th Street
New York City, New York 10022

Dear Gerald:

Just to confirm our telephone conversation regarding the use of quotations from the HIS LAND script in the discussion guide which you are preparing to use in your seminars, yes, you have our permission to use the quotations as they were listed.

If possible, I would appreciate your giving credit to the film, HIS LAND. Also, if possible, perhaps you could do this with the photos that are used.

Once again, it's always good to visit with you. Please convey our warmest regards to your staff, and to your associates.

Most sincerely,

Kenneth Bliss
Director of Distribution

KB:cn

September 17, 1970

Ralph Carmichael
LEXICON
20135 Delita Dr.
Woodland Hills, California 91364

Dear Ralph:

As I mentioned to you on the phone, the American Jewish Committee in New York City is printing a discussion guide which they will be using in the seminars in connection with the showing of HIS LAND.

As a part of the discussion guide, they would like to include the lyrics from several of the songs from HIS LAND, and would like your permission to do so. Would you kindly forward a letter of permission to them outlining the conditions that you would like them to follow. I am sure they would be most appreciative.

Thanks, Ralph, for your assistance in this matter.

Most sincerely,

Kenneth Elias
Director of Distribution

KBien
cc: Gerald Strober

H.L.

September 17, 1970

Mr. Kenneth Bliss
World Wide Pictures Inc.
1313 Hennepin
Minneapolis, Minn. 55403

Dear Ken:

I very much appreciate your helpfulness in reaching Ralph Carmichael for the necessary credit information for the study guide. We expect to have a blueprint of the guide in the office today and I hope that within 2½ to 3 weeks we shall have a finished document. I will of course send you several as soon as they are off the press.

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I was happy to hear that you finally returned to Minneapolis after a long stay on the road.

Cordially,

GS:as
Enc.

Gerald Strober

September 17, 1970

Marc Tanenbaum

Gerald Strober

Walter Zand

I spoke to Walter Zand on September 15th concerning his activity in promoting the HIS LAND film in Florida. When he receives the study guide for the film, he will again talk to Mr. William Belk, Executive Secretary of the Florida Council of Churches to discuss a screening of the film.

You will be interested to learn that Walter discovered that Frank McGrath, Miami Regional Director for N C C J has planned a screening of the film with the local Jewish Federation. I think we need to learn more about this situation and I hope we can discuss this at an early time.

I also spoke with Peter Schaurman in our Seattle office. You will recall that in the last couple of days you received a copy of a letter Peter sent to World Wide Pictures regional representative concerning a screening of the film next month in Seattle for the Executive Committee of the local Council of Churches. Peter hopes that if this screening is successful the Council will work with him on a screening for all area clergy in the early Winter. He will keep us advised of the developments.

Finally, as I mentioned yesterday, the difficulties between Ken Bliss and Norma Moss have been cleared up and the screening for September 29th is definitely on. Norma has sent invitations to 1400 clergymen and she will keep us advised as to the responses. Ken will be coming to Cincinnati for the screening.

GS:as

September 23, 1970

Mr. Philip Bernstein
Executive Director
Council of Jewish Federations and
Welfare Funds
315 Park Avenue South
New York, New York

Dear Phil:

Pursuant to our telephone conversation today, I am pleased to share with you and your associates the following information relative to the impact of Billy Graham's film on Israel, "His Land."

Attached is a copy of a syndicated story sent by the Associated Press to all its daily and weekly newspaper clients. We are reliably informed that this story has appeared in more than 400 newspapers throughout the country. As you can see, it is a remarkable endorsement and promotion of the film with quite positive attitudes toward Israel.

In speaking with Mr. Kenneth Bliss, Director of Distribution of Worldwide Pictures, the Billy Graham Film Distribution Center in Minneapolis, we have just learned that in response to the Associated Press story some 5,000 requests from Christian churches of all denominations have been received for screenings of the film throughout the country. Mr. Bliss rather despairingly told us that much as they would like to, they simply do not have the budget and the resources to meet this unexpected flood of requests.

Given the extraordinary impact that the film has made in stimulating positive responses to the people and the State of Israel, this

September 23, 1970

seems to us a unique opportunity for education and interpretation that ought not be lost. The cost per film print is \$600. In aggregate that means that we require \$50,000. We think that about 100 prints should be made and kept in vigorous circulation.

There will be other expenses in connection with the organization of the screening which the AJC is prepared to absorb out of its regular budget.

We have prepared a special interreligious discussion-study guide to maximize the impact of the film on Christian and general audiences and plan to do a distribution in tens of thousands of copies throughout the country. For this too we will need additional special funds in the amount of \$5,000. We hope that you will find it possible to deal with this as a special and urgent project which we need to make some decisions about within the next few days if at all possible.

If you have any questions, please feel free to call on my colleagues or myself who will be happy to meet with you at our mutual convenience.

Warmest good wishes,

Cordially,

Rabbi Marc H. Tanenbaum
National Director
Interreligious Affairs

MHT:rd
encl.

THE AMERICAN JEWISH COMMITTEE

Institute of Human Relations • 165 East 56 Street, New York, N. Y. 10022 • PLaza 1-4000 • Cable Wishcom, New York

October 6, 1970

Dear Friend:

The motion picture HIS LAND has been received positively, by and large, for its contribution to a deepened understanding of the people and the State of Israel.

The film, produced by World Wide Pictures, articulates a particular Protestant theological interpretation of the modern Jewish state. While many in both the Christian and Jewish communities will not necessarily share that theological perspective, the film, in our view, must be taken seriously as an act of Christian identification with the fate and destiny of the Jewish people in Israel.

In response to the intense interest in the film manifested by clergy and lay people in the Protestant, Roman Catholic and Jewish communities, the American Jewish Committee has published an "Interreligious Discussion Guide" which hopefully will stimulate and enhance conversation concerning the Middle East issues suggested by the film. The guide prepared by Gerald Strober, Protestant educator and A J C consultant, may be used in ecumenical and interreligious meetings as well as in Bible classes and other settings developed around the screening of the film. Additional copies of the guide are available from this office. Information concerning the availability of the film HIS LAND may be obtained from Mr. Kenneth Bliss, World Wide Pictures, Inc. 1313 Hennepin, Minneapolis, Minn. 55403, Area Code 612-332-8483.

I hope you will find this publication of interest and I would be grateful for any critical comments or response you wish to make. Please keep us informed also of any uses you may make of this guide.

With warmest good wishes,

Cordially,

Marc H. Tanenbaum
 Rabbi Marc H. Tanenbaum
 National Director
 Interreligious Affairs

MHT:as
 Encs.

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October 6, 1970

Houston Chronicle
Houston, Texas

Gentlemen:

The August 7th issue of the Houston Chronicle carried an article by George W. Cornell on the film "His Land". We have requested and received permission from the Associated Press to reprint this article in its entirety. I would respectfully ask for your permission to reprint this article.

If you can grant this request, could you provide us with a clean copy of the August 7th edition. Also please inform us as to what credit line should appear.

Cordially,

Gerald Strober

GS:as

THE HOUSTON CHRONICLE

Houston's Family Newspaper

512-20 TRAVIS ST.
HOUSTON, TEXAS 77002

October 8, 1970

Mr. Gerald Strober
The American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Mr. Strober:

If the Associated Press has authorized your reprinting of the George Cornell piece, The Chronicle certainly would have no objection and our permission is hereby granted.

"Reprinted from The Houston Chronicle" is the proper credit line.

Sincerely,
THE HOUSTON CHRONICLE

Don Pickels
Don Pickels
Asst. Managing Editor, News



F

WHEATON TRAVEL Post Office Box 330, Wheaton, Illinois 60187. Telephone (312) 653-7400.

October 10, 1970

Mr. Gerald Strober
The American Jewish Committee
Institute of Human Relations
165 E. 56th Street
New York, N.Y. 10022

Dear Mr. Strober:

It was a pleasure to talk with you yesterday regarding the Journey to His Land.

We discussed the possibility of David Schultz, our tour escort, talking to you about publicity. Actually Mr. Schultz would have no authority to make a decision on this, and so when Richard Benware returns to his office here around the middle of next week, he will be informed about your call and will either telephone or write you. It is quite possible that he will wish to clear this with Mr. Barrows before contacting you.

Very truly yours,

(Mrs.) Dorothy Benware
Tour Coordinator

47
October 12, 1970

Bernie Resnikoff

Gerald Strober

Dear Bernie:

Approximately 50 Christians from throughout the U. S. will be visiting Israel from October 31st to November 10th on a tour arranged by Wheaton Travel Agency, Wheaton, Illinois. This tour was developed as a result of the "His Land" film. The tour will be led by Cliff Barrows and a young man from Wheaton Mr. Dave Schultz. The tour will visit Jerusalem November 5-8. Ken Bliss of World Wide Pictures will be accompanying the group and I wonder if you would want to get in touch with Ken and Cliff Barrows while they are in Jerusalem.

My understanding is that the tour will be stopping at the Intercontinental Hotel. The travel agency informs me that their agency is Guiding Star Tourist Agency and that their contact person is Mr. Gabriel Khandi, POB 421, Jerusalem. Mr. Khandi is a Christian Arab who was converted through the Billy Graham ministry.

You are aware, of course, that Marc Tanenbaum will be in Israel during part of the time the tour is there and I have suggested to him that he try to make contact with them. I would be interested in any suggestions or comments you might have.

Best regards.

GS:as

October 12, 1970

✓
Mr. Kenneth Bliss
World Wide Pictures Inc.
1313 Hennepin
Minneapolis, Minn. 55403

Dear Ken:

I was glad to talk to you the other day and I hope that a screening of the film around an appearance of Cliff Barrows for the time just prior to the "His Land" tour of Israel can be arranged. I look forward to hearing from you as to the feasibility of this suggestion.

I have enclosed with this letter a very brief outline idea for a sequel to "His Land". I shall be interested in your reaction.

I do hope we will be able to get together on the evening of the 30th.

Best regards.

Cordially,

Gerald Strober

GS:as
Enc.

P.S. 300 copies of the His Land brochure has been sent to you.



Lexicon Music, Inc.

20135 DELITA DRIVE

WOODLAND HILLS, CALIFORNIA 91364

(213) 766-7161

October 15, 1970

Mr. Gerald Strober
The American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Mr. Strober:

Ken Bliss of World Wide Pictures told us of your interest in printing the lyrics of several of our songs from the HIS LAND film. Before we can grant such permission, we should have the following information:

1. Which songs do you wish to use?
2. What type of discussion guide will you be publishing?
If you have a sample of a previous similar publication we would appreciate seeing a copy of this.
3. How many do you plan to print?
4. Are these give-aways or for sale, and at what price?

We trust you understand that all lyrics printed must be accompanied by title, the composer's name, and proper copyright notice. We also must see a galley proof showing all the elements before going to print.

We will be happy to send you a letter of permission and the correct copyright information as soon as we hear from you regarding the above.

Sincerely,

LEXICON MUSIC, INC.

Carl Seal
Director of Publications

CS:lm



RECORDS

October 20, 1970

Beverly Brick

Gerald Strober

His Land

I am happy to learn that you have arranged for a screening of the film "His Land" for your annual meeting.

When ordering the film please specify that you want the 54 minute version since this will be a screening for a basically Jewish audience.

I see no problem with your including the enclosed flyer with the invitation. As far as the discussion guide is concerned, I can send you 500 at this time. As the event nears, if you need more than this I will try to send along extra copies.

Best regards.

GS:as

September 2, 1970

Beverly Brick

Gerald Strober

Kansas City Annual Meeting December 10th

Marc Tanenbaum has asked me to reply to your letter of August 14th. His schedule will not permit him to attend the Annual Dinner but he does feel you have arranged an important program.

Your format is fine as is your suggestion for inviting professional and lay religious leaders representing the non-Jewish community. I think a panel discussion such as you suggest in your letter would be very helpful in evaluating the film. This would allow for more cross fertilization of ideas than if you had one main speaker. I do not believe there are any major potential pitfalls in the program if you make it clear to key participants, particularly those on the panel, that the film represents a particular Protestant Christian theological viewpoint of Israel.

To obtain the film I would suggest that you write directly to Mr. Kenneth Bliss, World Wide Pictures, Inc., 1313 Hennepin, Minneapolis, Minn. 55403 and specifically mention that the film will be viewed by an ecumenical audience. This will ensure your receiving the short version which runs for 34 minutes. This version would certainly be suitable for showing in a synagogue and many synagogues across the country have already screened the film.

A discussion guide for use with the film is currently being produced and should be ready in several weeks. I will of course forward a copy to you and will be happy to supply you with as many as you may want for the December 10th program.

Best regards.

GS:as

CC: M. Rybeck

October 20, 1970

Milt Feiner

Gerald Strober

His Land

I spoke with Ken Bliss of World Wide Pictures last week and he mentioned that he had some information from Houston concerning an Israeli Festival screening of "His Land". His information indicated that the screening was quite successful. I wonder if you could provide me with any details concerning the film and its effectiveness. I would be interested in any personal reactions you have concerning the "His Land" screening.

Best regards.

GS:as

memorandum

Houston Chapter

THE AMERICAN JEWISH COMMITTEE

date September 10, 1970
to Gerald Strober
from Milton Feiner
subject HIS LAND

Is there someone locally to contact re the showing of the film "His Land"?

The attached flyer is in reference to your inquiry about Ben Friedman and his use of the film.

Regards.



[start]

Original documents
faded and/or illegible



THE AMERICAN JEWISH COMMITTEE

FO/NP
date Oct. 21, 1970
to Gerald Strober
from Peter Schnurman
subject Screening of Billy Graham Film

cc-Neil Sandberg
Will Katz

I have just returned from a rather successful preview of the Billy Graham film, "HIS LAND" which was shown to the joint Executive Boards of the American Jewish Committee, Seattle Chapter, and the Church Council of Greater Seattle. You may be interested to know that the version we saw was the longer one, including the "Evangelical Challenge to Christians".

The screening was attended by approximately 30 individuals, about half Jewish and the remainder, members of the Church Council's Executive Board. The Executive Board of the Church Council requested that they preview the film before recommending to their Board of Directors that they sponsor a showing of the film, perhaps in a movie theatre, to which all of Seattle's priests and ministers would be invited, as the second step in a three phase program. The first phase of course, was today's screening, and the third phase hopefully would be the showing of the film to individual congregations in the area.

From some of the comments I received following the preview this afternoon, I think it had a positive impression on nearly all who attended, although there were several remarks regarding the "Evangelical Message" at the end of the film as being a "hard-sell". Many of the ministers and Christian lay leaders who were there expressed the desire to have the shorter version of the film shown, which will probably be done as the next step. The Executive Board of the Church Council will be meeting again in approximately 2 to 3 weeks and I have been informed that they will reach a decision on what next steps they are prepared to take at that time.

The shorter version of the film may also be shown to our AJC Chapter as part of a program membership meeting, at which time we would invite the President-Director of the Church Council as well as a prominent Catholic priest in the area, both of whom have been to Israel and would discuss their interpretation of Israel with our members, using the film as a backdrop.

I will continue to keep you informed as to what developments occur.

Respectfully,
Peter

October 20, 1970

Norm Moss

David Strach

His Lordship

Thank you for your correspondence related to the "His Lordship" account. I was especially interested in Mr. Springer's letter and I plan to respond to him. I will of course send you a copy of my letter.

With regard to a reworking of the film letter as in the past in the Jewish Community Council, I see no problem. You will of course want to show the 34 minute version of the film.

I have a tentative appointment to work with people on Standard Publishing on Thursday, November 12th. I will be in Cleveland on the 12th and 13th. I will plan to arrive in Cleveland on the evening of the 12th and would probably be there in the afternoon and evening for any program you might suggest.

Best regards,

Chas

cc: H. Kohn
H. Kohn
S. Kohn

[end]

Original documents
faded and/or illegible



October 7, 1970

Mr. Aaron Givan
Field Representative
Southern Ohio
World Wide Pictures
P. O. Box 39
Xenia, Ohio 45385

Dear Mr. Givan:

I was particularly happy to find that you were busy arranging for showings of "His Land" when I left the theater late Tuesday, September 29th. I did not wish to disturb you.

I would like to know how many persons present requested showings. If you do not mind, I would also ask that you let me know the dates and places where the film is to be shown. The reason for this request is that several of the clergymen who were unable to attend could perhaps see the film elsewhere.

Should the American Jewish Committee wish to show the short version of the film to a Jewish audience, how long in advance should we book it and could you tell me how much the rental would be? Do I make the arrangements with you, or does one still have to book directly through World Wide Pictures in Minneapolis?

Looking forward to continuing our cooperation with you regarding the showing of "His Land", I am,

Sincerely,

Norma B. Moss
Executive Assistant

rw

bc - Gerald Strober ✓
Seymour Brief

P. S. Enclosed find a list of those who attended plus their addresses and church affiliations for your records. Mr. Bliss took with him the names of those who returned the cards, but these lists, I think, will be more helpful.

TO Mrs. Norma Moss
Jewish Community Center
1580 Summit
Cincinnati, Ohio

FROM **WORLD WIDE PICTURES**
1313 HENNEPIN AVENUE
MINNEAPOLIS, MINNESOTA 55403
Telephone: (612) 332-8483

SUBJECT: Appreciation for 9/29/1970 "HIS LAND"
Showing

DATE 10/1/1970

FOLD ↑

Dear Mrs. Moss:

During the activity last Tuesday after the showing
of "HIS LAND" I missed greeting you and expressing my
appreciation for all the work you put into the arrangements
for the preview.

Thank you so very much for your efforts. I hope you
were blessed.

Most Sincerely,

Aaron Givan

Aaron Givan
Field Representative
Southern Ohio
P. O. Box 39
Xenia, Ohio 45385

SIGNED

FO-CIN

THE AMERICAN JEWISH COMMITTEE

date September 10, 1970
to Gerald Strober
from Norma B. Moss
subject HIS LAND

After writing and telephoning and your having called Mr. Bliss several times, I have never had one communication. Therefore, I am sure you will understand why I am simply cancelling the showing on September 29th with the theater. I will not re-schedule it under any circumstances until all the required material is on my desk and I have enough time to have it processed.

It is too bad that this could not have opened the fall season, particularly at this time with the Mid East crisis as it is. It is also too bad that I did not receive the material as I had secured the services of two secretaries at the JCRC office, and the envelopes are all addressed and ready to go. There is nothing more I wish to do about this at this time. I wanted to advise you of the absolute frustration involved.

Best regards

cc - W. Katz
 S. Brief



September 14, 1970

Norma B. Moss
American Jewish Committee
1580 Summit Road, Room 220
Cincinnati, Ohio 45237

Dear Mrs. Moss:

In the light of the problems that you have encountered and the burden which the intended preview of HIS LAND has been upon you, I certainly understand your cancellation of the scheduled date of September 29th.

We do, however, thank you for your interest, and if there are any expenses which you incurred for which you would like reimbursement, perhaps you will bring them to my attention.

With the above in mind, we will consider the projected preview of HIS LAND in Cincinnati cancelled.

Sincerely,



Kenneth Bliss
Director of Distribution

KB:cn
cc: Gerald Strober

September 9, 1970

Mr. Kenneth Bliss
Director of Distribution
World Wide Pictures
1313 Hennepin Avenue
Minneapolis, Minn. 55403

Dear Mr. Bliss:

On Thursday, August 27, I spoke to you by long distance again regarding the fact that I had not received the copy of the letter of invitation to the Cincinnati area clergymen to be sent out over your signature. You, I thought, understood that we could not proceed with the plans to show your film, "His Land", on September 29th until the necessary material was received and processed. You asked me to have the letter of invitation in the mail on Sunday, September 13, with return cards enclosed. I explained that I would need to receive the material immediately. You assured me that you would take care of this at once. You also repeated the fact that you would issue a proof of a non-profit organization so that we could use our non-profit franking.

There is no need to repeat the above request as two weeks have gone by without one word of communication from you or your office. Needless to say, it would be entirely impossible to have the letters written, signed and sealed in time for the date that we had agreed upon (September 29). Therefore, until I hear from you and until I have the required material in my office, I will not re-schedule the showing of "His Land". I regret this very much as I did have a theater to use free of charge for this purpose. I am at this writing cancelling the date with the theater.

Your original bill of lading showed that the film was mailed on September 9th. If I receive it, shall I return it to your office or hold it?

Very truly,

Norma B. Moss
Executive Assistant

NBM:rw

cc - Rev. Gerald Strober
Rabbi Marc Tanenbaum

bc - Will Katz
Seymour Brief
Jerome Levinrad

THE AMERICAN JEWISH COMMITTEE

date August 27, 1970
to Gerald Strober
from Norma B. Moss
subject HIS LAND

Finally spoke with Kenneth Bliss just now. He was under the impression he had already sent me the copy of the letter to be prepared and mailed from Cincinnati. He assured me that he will do so at once.

As to the proof of the non-profit organization for mailing on our permit, he will supply me with some proof and hope that I will be able to use my non-profit franking on his stationery.

He suggested that we not mail too far in advance -- which I understand, as people forget. However, when one mails third class, the material can "sit" in the postoffice. (I know. It has happened to us.) However, at his suggestion, we will mail on Friday, September 11, hoping that the letter will be received the week of the 14th.

Perhaps now I will have some action. If I do not receive the material, as I told you this morning on the phone, we will simply not hold the showing at this time; and, if you think it important, we will re-schedule it.

Thanks for interceding. Will keep you informed.

cc - Will Katz
Seymour Brief

August 13, 1970

Mr. Kenneth Bliss
World Wide Pictures, Inc.
1313 Hennepin
Minneapolis, Minn. 55403

Dear Mr. Bliss:

I am taking the liberty of writing to you since Mr. Strober is away on vacation and I have a little emergency on my hands.

I received a letter from our representative Norma Moss of our Cincinnati office indicating that she has not heard from you concerning the confirmation of the date of September 29th for the screening of the film "His Land", nor the letter you were supposed to send her or the proof of non-profit organization. Could you please get this information to her as soon as possible? I know Mr. Strober would appreciate your attention to this matter.

Incidentally, I wrote to you on July 27th concerning the showing of the film at Temple Emanuel at Parkchester on November 9th. I would appreciate hearing from you regarding this matter also.

Cordially,

Adeline Singerman
Secretary

AS:ss

BC: Norma Moss

THE AMERICAN JEWISH COMMITTEE

date Aug 11 - F.O. - CINCINNATI
to GERALD STROBER
from Norma Moss
subject Kenneth Bliss - His Land

Memorandum

I have never heard from Mr. Bliss
since I spoke to you. He has NOT
(Sept. 29)
confirmed even having the film -
the date, or supplied the letter which
he wanted sent over his signature
on the proof of a Non-profit
organization so we can use our
Permit. ALL 1500 invitations
are addressed (JACC secretaries
did this) - the paper is here -
What's next??

Planned to rent a postal
box for return cards. Have a
wonderful new Istantic "all
set". Can not mess with the
in Sept. because of fund raising -
so wanted to be ready to mail abt 9/8 -
"9.0.5" - Please advise the.

C. S. Brief -

July 27, 1970

Mr. Kenneth Bliss
 World Wide Pictures
 1313 Hennepin Avenue
 Minneapolis, Minnesota 55403

Dear Mr. Bliss:

This is to advise you that the two boxes of stationery and envelopes have now been received in this office. Also, I am having difficulty in securing a theater in which to show the movie. I am working on this at this writing. However, many clergymen to whom I have spoken personally wish to view the film and will be out of the city the entire month of August. Therefore, with your permission, I would like to cancel the date of Monday, August 17, and re-schedule it in September. I will not specify the date until I have reached an owner of some suburban movie theaters. He, too, is out of the city. I will send you a choice of dates as soon as I have gotten a place.

Would you forward your proposed letter so that I can have it made up. We will also begin to address the approximately 1500 letters to clergymen.

I hope that the change of plans for the Cincinnati showing is in no way an inconvenience to you.

Sincerely,

Norma B. Moss
 Executive Assistant

rv

be - Richard Ungar

bbc - Rabbi M. Tanenbaum ✓
 S. Brief

July 31, 1970

Mr. Roy White
Mid States Theaters
602 Walnut
Cincinnati, Ohio 45202

Dear Roy:

AMERICAN JEWISH

I can't tell you how much I appreciate your willingness to allow the clergymen of Greater Cincinnati to view the film HIS LAND at the Cine Carousel.

I have written to Mr. Kenneth Bliss of World Wide Pictures, which produced the film, suggesting the date for the screening be Tuesday, September 29th at 3:30 p.m. As I explained to you on the telephone, while this is being set up by us, we will not be in evidence at the theater. The version which will be shown here is the longer of two, lasting approximately 58 minutes, and ends with a strong evangelistic pitch. I had the privilege of viewing the shorter version in New York, and the film is really exquisitely done.

I will be in touch with you again when I have a confirmation from Mr. Bliss so that we can make any arrangements necessary for an operator, etc.

It is our hope that many clergymen viewing this film will look more favorably upon Israel as a result. Also, at this screening the pastors can sign up to have the film shown in their congregations. We appreciate your part in what we hope will be a very constructive project.

My very best to you and the family.

Cordially,

Norma B. Moss
Executive Assistant

rv

bc - Richard Unger
bbc - W. Katz
E. Ashman
G. Strober
S. Brief

July 29, 1970

Mr. Kenneth Bliss
World Wide Pictures
1919 Hennepin Avenue
Minneapolis, Minnesota 55403

Dear Mr. Bliss:

I have been successful in obtaining the use of a new suburban movie house, namely, Cine Carousel, 8000 Reading Road, Cincinnati, Ohio 45237, for the showing of HIS LAND. There will be no charge for the use of the theater.

I had contacted the Art Museum, which is more centrally located, for the use of their auditorium. There would be no charge there either, and your representative could run the film.

As I understand it, at the theater there must be a union operator engaged at a minimum cost of \$28. I am inclined to use the theater, where you can use the 35 mm film, for many reasons -- one of which is that the capacity is 800 as opposed to 400; and, hopefully, we will have a large attendance.

If convenient, I would like to set the showing up for Tuesday, September 29. Of course, the addressing of the envelopes to the area clergymen must be done individually. Would like to mail them on our mailing permit. Therefore, could you provide me with a letter or some certification of tax exemption status. It would be interesting also to enclose return cards. They would have to be addressed to you and directed in care of a local P.O. Box number. Have you done this in other cities?

Other details can be worked out at a later date, but in order to confirm the use of the theater with the owner, I need a confirmation of the availability of your film and representative for September 29 as soon as possible.

Looking forward to a successful showing.

Sincerely,

Berna B. Moss
Executive Assistant

bc - Richard Ungar
bbc - Will Katz
Eleanor Ashman
Gerald Strober - Rabbi M. Tanenbaum
Seymour Brief - Mike 1

THE AMERICAN JEWISH COMMITTEE

date July 22, 1970
to Rabbi Marc Tanenbaum
from Norma B. Moss
subject Film -- HIS LAND

As you know, since returning from the AJC meeting in New York I have been seeking ways of bringing HIS LAND in for viewing by Cincinnati clergymen. On June 30, when Judge Tannenwald spoke here, I did, as I mentioned in a memo of July 1, speak with a select group of clergymen regarding their previewing this film. They agreed that it would be wise, before planning a community screening for clergymen of the Greater Cincinnati area.

I then set out to contact Kenneth Bliss, requesting that he set a date when the film could be made available. The Cincinnati Public Library Film Department, as indicated in a memo, copy of which I mailed you July 2, was willing to show this film. I had no reply from Kenneth Bliss following this second request. I tried reaching him by long distance on several occasions, leaving my return telephone number and name, not using the AJC. He never returned my call. Monday I placed another call, telling the operator that the Cincinnati office of the AJC was calling him.

When I talked to Kenneth Bliss, he made it clear that World Wide Pictures would not send the film out without a representative of the company. He did not want a group of clergymen to see the film and then pass judgment on whether to show it in the area or not. I can certainly understand his point of view. He suggested that the film be sent to Cincinnati on Monday, August 17, and that a screening be set up in the morning for a select group, who would then be prepared to act as reactors, if we so desire, at a later screening for all the area clergymen. There will be a representative from the company in attendance. Mr. Bliss suggested that World Wide stationery be used for the invitation, and that the letter be signed by him.

In the interim between my trying to reach Mr. Bliss and my actually speaking to him, I talked to Rabbi Al Goldman, Wise Temple, who advised me that he, on your recommendation, was bringing the film into his congregation in late August for viewing. I explained that the film was produced for Christian audiences and without the proper introduction could be misunderstood and even resented by some of the members of the congregation.

It occurred to me that we could get around the "preview" bit by inviting a select group of area clergymen to view the film at Wise Temple and, if desired, bring it back for screening for area clergymen in late fall. I would like your opinion regarding this. Naturally, it would not be known that the AJC is setting up this screening. As a matter of fact, it is "supposed" to be a cooperative venture with JCRC as part of our program on Israel in this community. The executive of the Cincinnati JCRC is perfectly delighted that our office has taken over the entire responsibility on this. There is no file on the clergymen in the area other than the yellow pages of our telephone book, and we would simply have to address invitations to all.

I am reasonably sure, although I have not at this writing checked it out, that I can obtain a movie house free of charge. Which plan do you think the better? Shall we, as Kenneth Bliss suggests, proceed to show the movie on August 17, etc.? Or shall we hook our preview on to the showing at the Wise Temple, which will either be Sunday, August 30, or Friday, August 28? Each plan has its own merits. Plan 1 -- to proceed on our own will get the show on the road. Plan 2 could mean that those clergymen who show up that night may not want to have the film shown, and then we would have to negate the entire program, having asked their opinions.

I may decide to postpone the screening until fall until after the AJC fund raising affair in either event, but I would like your advice and opinion regarding the above. I have just talked to Seymour Brief and told him I was sending you a full up-to-the-minute report on the situation as it stands.

My very best. Hope you are having some relaxation this summer

cc - Richard Ungar
bc - Will Katz
Eleanor Ashman
Seymour Brief



July 2, 1970

Mr. Kenneth Bliss
World Wide Pictures
1313 Hennepin Ave.
Minneapolis, Minn. 55403

Dear Mr. Bliss:

I have arranged to have a preview showing of your film, "His Land", for a select group of clergymen and Christians. We have set this up with the Cincinnati Public Library, whose film department head is also anxious to see the film. We can only use the 16 mm in this instance. Would you be kind enough to let me know how soon we could have the film shipped to us? I would then set up a date and time for viewing it.

The small group who will view the film at the library will then decide how best to plan a larger function to invite all the clergymen in the greater Cincinnati area.

Many thanks for your prompt reply to my first inquiry.

Sincerely,

Norma B. Moss
Executive Assistant

rv

P. S. When the film is shown at the library, Miss Cravens of the film department has told me that she can thread the machine and run it. Therefore, no operator will be necessary.

bc - R. Ungar

bbc - W. Katz

Rabbi M. Tanenbaum ✓
S. Brief

Blind Copy: Gerald Strober
Jerome Levinrad
Seymour Brief
Richard Ungar
Charles Tobias, Jr.

August 19, 1970

Mr. Kenneth Bliss
Director of Distribution
World Wide Pictures
1313 Hennepin Avenue
Minneapolis, Minn. 55403

Dear Mr. Bliss:

I was indeed happy to have your letter of August 13th as well as the invoice of confirmation regarding the mailing of the film HIS LAND for use in Cincinnati on September 29, 1970. I note that the invoice carries the information that we will receive the short version. This is, of course, agreeable to me. However, Mr. Strober had suggested that in this instance where the viewing audience would be all clergymen, you would probably send the longer version. Also, you do not mention that one of your representatives would be in attendance to make any preliminary comments or answer questions.

I cannot proceed to prepare the letter to the clergymen or the stamping of the envelopes until I am in receipt of the letter which you advised you would write and sign. The letter will be done at a letter service, and, therefore, I ask that you place your signature separately and clearly so that it can be photo copied.

In addition, it is absolutely vital that we receive from you proof that World Wide Pictures is a non-profit organization. In this way the mailing of the letters would cost 1.6¢ each as opposed to 6¢ each. Each return postal card, in care of a box number, will cost 7¢. Of course, there are other expenses involved such as the paying of a union operator to run the film.

Since I would like the invitation prepared for mailing the day after Labor Day, I again ask that you supply the necessary material immediately. I look forward to hearing from you.

Sincerely,

Norma B. Moss
Executive Assistant

722 H.J.

June 12, 1970

Rev. Kenneth Bliss
World Wide Pictures
1319 Hennepin Avenue
Minneapolis, Minnesota 55403

Dear Rev. Bliss:

When I was in New York at the American Jewish Committee annual meeting I had the privilege of viewing the film "His Land". I was very impressed with the message and would like to see that it is brought into Cincinnati for a private screening for the clergymen in our area.

Before I try to set up such a program, I would like to know if any church group in our area is planning to sponsor or show the film in the near future (or has already shown it). If the answer to this is negative, I would then like to know how far in advance it is wise to arrange to secure the film.

Looking forward to hearing from you and with appreciation, I am,

Sincerely,

Norma B. Moss (Mrs.)
Executive Assistant

rv

bc - Rabbi M. Tanenbaum
S. Brief

MEMORANDUM

SOUTHWEST REGIONAL COUNCIL
THE AMERICAN JEWISH COMMITTEE
1809 Tower Petroleum Building (214) 747-3531 Dallas, Texas 75201

October 26, 1970

TO: Gerald Strober ✓

FROM: Billie Stern

SUBJECT: His Land ✓

The screening in Ft. Worth was for the Board of the Jewish Welfare Federation and its Community Relations Council, its purpose to assess the merits of the film before catalyzing its distribution in Ft. Worth.

Inasmuch as it was to be a Jewish audience we obtained the shorter version. It was unqualified endorsed as a good tool for developing a positive, sympathetic posture vis-a-vis Israel in the Christian community.

One person present suggested its use in synagogue Sunday Schools--on the confirmation and post confirmation levels--but there wasn't much enthusiasm for this suggestion.

Efforts are now to be made to get churches, etc. to sponsor showings. I'm really not sure how unrelenting these efforts need be since the Graham representative informed me that the film has already been shown in over 200 churches in Ft. Worth and its environs.

As for the Dallas experience, you probably heard that about 150 came on June 25 to see the film which was part of the Dallas Chapter Flagship Series. As the meeting was held in a church, a number of Christians attended. It was at this meeting that one of our AJC members became terribly exercised over what she termed the naked evangelism of the message (this was the longer version of the film) and questions were

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Dallas Area Director

TO: Gerald Strober

-2-

October 26, 1970

subsequently raised as to the propriety and taste of AJC's sponsorship. I think the problem here was that the Chairman of the evening failed to include in his introduction the rationale for our involvement in this project. It's interesting to note that it was a Rabbi, recently returned from a trip to Israel, who most strongly defended our role, praising the film as one of the best depictions he had ever seen of the Holy Land. I don't want to exaggerate the negatives; most of the audience found it excellent and urged its broad utilization in the churches and church-related organizations in Dallas.

As for my own personal reactions, I have now seen His Land three times and could see it many more. It's beautiful and moving work and the section on Jerusalem unfailingly brings tears to my eyes, hard-hearted and unsentimental curmudgeon that I am.

The Graham organization seems to be pushing the film very vigorously; it would be interesting to learn from Kenneth Bliss how many people have seen it in Texas, Arkansas and Oklahoma. If you learn the figure, let me know.

Best regards.

A handwritten signature in black ink, appearing to read "Billie", is written over a large, faint background watermark of a menorah.

ECS:sm

From the desk of . . .

BILLIE STERN

To: Rabbi Marc Tanenbaum

I am sure you will be interested in the attached.

*Two very well received & will
be pushed in the World*

Southwest Regional Office
The American Jewish Committee
1809 Tower Petroleum Bldg.
Dallas, Texas 75201
(214) 747-3531



Jewish Federation of Fort Worth

6801 GRANBURY ROAD

AXMINSTER 2-3081

FORT WORTH, TEXAS 76133

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September 11, 1970

AN INVITATION

TO

AMERICAN JEWISH

BOARD OF DIRECTORS — JEWISH FEDERATION
JEWISH COMMUNITY RELATIONS COMMITTEE
AMERICAN JEWISH COMMITTEE
ANTI DEFAMATION LEAGUE OF B'NAI B'RITH

-PREVIEW-

"H I S L A N D"

The story of Israel as interpreted by the

BILLY GRAHAM FOUNDATION

Your critical opinion is requested
concerning presentation to non-Jewish
audiences.

SUNDAY, SEPTEMBER 27, 1970, 8:00 P.M.

DAN DANCIGER JEWISH COMMUNITY CENTER

6801 Granbury Road Fort Worth, Texas

EXECUTIVE DIRECTOR
DAN ROSENTHAL, ACEW

MEMORANDUM

SOUTHWEST REGIONAL COUNCIL
THE AMERICAN JEWISH COMMITTEE
1809 Tower Petroleum Building (214) 747-3531 Dallas, Texas 75201

June 1, 1970

cc: Mort Yarmon

TO: Rabbi Marc Tanenbaum ✓

FROM: Billie Stern

SUBJECT: "His Land"

At our staff meeting in New York the strong suggestion was made that a brief introductory comment be prepared for our use, particularly when showing the film to Jewish audiences.

Has such a statement been prepared? I'm most anxious to receive it. As you see in the attached, the film will be shown as part of the Flagship Series on June 25; there are also other showings scheduled in the area.

May I hear from you on this as quickly as possible?

Regards.

ECS/cc

Billie

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THE AMERICAN JEWISH COMMITTEE

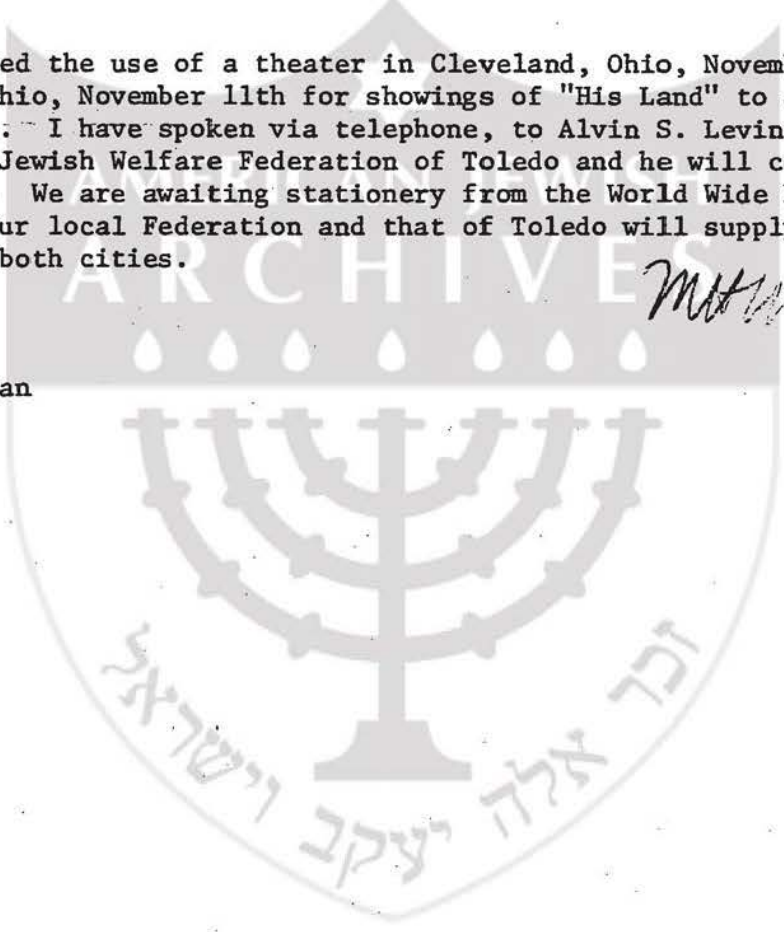
date October 21, 1970
to Gerald Strober
from Michael H. Mehlman
subject "His Land"

We have secured the use of a theater in Cleveland, Ohio, November 10th and in Toledo, Ohio, November 11th for showings of "His Land" to all of the Christian clergy. I have spoken via telephone, to Alvin S. Levinson, Director of the Jewish Welfare Federation of Toledo and he will cooperate with us in this. We are awaiting stationery from the World Wide Film Organization. Our local Federation and that of Toledo will supply typing pools in both cities.

ARCHIVES *MAH*

cc: Isaiah Terman

MHM:ls



November 5, 1970

Rev. C. Joseph Sprague
Metropolitan Area Religious Coalition of Cincinnati
920 Provident Bank Bldg. Seventh and Vine Sts.
Cincinnati, Ohio 45202

Dear Rev. Sprague:

My colleague Norma Moss has shared with me your correspondence in which you react to the Big Lead film. I was most interested in your comments and I trust you will permit me to react to them in which I hope will be a spirit of dialogue.

Let me first say that my early theological training was within the conservative Protestant tradition which favored the dispensationalist interpretation of scripture. I thus understand and in general share your reservations about the employment of dispensationalist ideology in particular circumstances since I well know from personal experience the excesses to which such ideologies can be carried. On the other hand, I recognize dispensationalism as a legitimate theological tradition even though I may no longer share an intellectual or experiential allegiance to this theological objective.

I believe the film on balance avoids extremes and is a faithful representation of the dispensationalist position. Beyond this, the film treats Jews in a most moving humane manner. A treatment which runs counter to so many Christian interpretations of Jewish life which tend to portray Jews as theological abstractions. I sincerely feel that rather than misusing Jews, the film evidences a warm concern for Jewish life and values and as such contributes to Christian-Jewish understanding.

I would be most happy to receive any comments you would want to make concerning this letter and I would hope that we might be able to meet personally some day for an extended chat on mutual concerns. When you are next in New York, I hope you will let me know so that we might have the opportunity for discussion.

Cordially,

Gerald Strober, Consultant

GS:as

BC: H. Moss
W. Katz
S. Brief



Greater Phoenix Evangelical Ministers Association

November 1970

Dear Pastor:

This is a most cordial invitation to you and the members of your congregation to participate in a unique experience - "AN ADVENTURE IN UNDERSTANDING".

The Greater Phoenix Evangelical Ministerial Association, the American Jewish Committee, and the National Conference of Christians and Jews will present a beautiful, color motion picture produced by the Billy Graham organization titled "HIS LAND" on Tuesday, December 1, at 7:30 PM, at the North Phoenix Baptist Church, 6225 North Central Avenue, Phoenix.

Following presentation of the film, Rabbi Albert Plotkin of Temple Beth Israel, and the Rev. Allwyn McClelland, representing the Evangelical Ministerial Association, will discuss the film and answer questions from the audience in an open forum moderated by the host pastor, Rev. Richard Jackson. This is the first interfaith meeting to be held in Arizona jointly sponsored by Jews and evangelical Christians.

While "HIS LAND" reflects a Christian orientation, the film has received high praise from many Jewish leaders. Rabbi Marc H. Tanenbaum, Director of Interreligious Affairs for the American Jewish Committee, has observed: "The most significant feature of this film is that it communicates in dramatic, warmly sympathetic terms a moving documentary which communicates the humanity and living reality of the Jewish people, their struggles and achievements in Israel."

Because of space limitations, we suggest that each congregation select several leaders to attend with the pastor, and we request that you return the enclosed postcard so that we will know your plans. There will be no charge for admission. However, a free will offering will be received to aid the work of World Wide Pictures, producers of the film.

Sincerely,

Rev. Donald Schaeffer
President, Greater Phoenix
Evangelical Ministers Association

THIS WE BELIEVE:

1. We believe the Bible to be verbally inspired of God and the only infallible, authoritative Word of God.
2. We believe that there is one God, eternally existent in three persons; Father, Son, and Holy Spirit.
3. We believe in the Deity of our Lord Jesus Christ, in His virgin birth, in His sinless life, in His miracles, in His vicarious and atoning death through His shed blood, in His bodily resurrection, in His ascension to the right hand of the Father and in His imminent, bodily return to the earth in power and great glory.
4. We believe that for the salvation of the lost and sinful man, regeneration by the Holy Spirit is absolutely essential.
5. We believe in the present ministry of the Holy Spirit by whose indwelling the Christian is enabled to live a godly life.
6. We believe in the bodily resurrection of both the saved and the unsaved; they that are saved unto the resurrection of life and they that are lost unto the resurrection of damnation.
7. We believe that the church which is the body of Christ, formed by the Holy Spirit, consists of all born-again believers, and finds manifestation in the visible church, and further that there is a spiritual unity of believers in Christ.

Educating for Brotherhood

THE NATIONAL CONFERENCE OF CHRISTIANS AND JEWS, INC.

ARIZONA REGION • Donald A. Eagle, Regional Director

624 Luhrs Building

11 West Jefferson

Phoenix, Arizona 85003

November 1970

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Dear Pastor:

This is a most cordial invitation to you and the members of your congregation to participate in a unique experience - "AN ADVENTURE IN UNDERSTANDING".

The Greater Phoenix Evangelical Ministerial Association, The American Jewish Committee, and the National Conference of Christians and Jews will present a beautiful, color motion picture produced by the Billy Graham organization titled "HIS LAND" on Tuesday, December 1, at 7:30 PM, at the North Phoenix Baptist Church, 6225 North Central Avenue, Phoenix.

Following presentation of the film, Rabbi Albert Plotkin of Temple Beth Israel, and the Rev. Allwyn McClelland, representing the Evangelical Ministerial Association, will discuss the film and answer questions from the audience in an open forum moderated by the host pastor, Rev. Richard Jackson. This is the first interfaith meeting to be held in Arizona jointly sponsored by Jews and evangelical Christians.

While "HIS LAND" reflects a Christian orientation, the film has received high praise from many Jewish leaders. Rabbi Marc H. Tanenbaum, Director of Interreligious Affairs for the American Jewish Committee, has observed: "The most significant feature of this film is that it communicates in dramatic, warmly sympathetic terms a moving documentary which communicates the humanity and living reality of the Jewish people, their struggles and achievements in Israel."

Because of space limitations, we suggest that each congregation select several leaders to attend with the pastor, and we request that you return the enclosed postcard so that we will know your plans. There will be no charge for admission. However, a free will offering will be received to aid the work of World Wide Pictures, producers of the film.

Sincerely,

Rev. Donald Schaeffer
President, Greater Phoenix
Evangelical Ministers Association

M. C. Rosenthal
Vice President, Phoenix Chapter
The American Jewish Committee

Donald A. Eagle
Arizona Regional Director
National Conference of
Christians and Jews



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H. GEORGE SHEFLER

November 1970

Dear AJC Member:

On December 1, at 7:30 P.M., at the North Phoenix Baptist Church, our Chapter will co-sponsor a program entitled Adventures in Understanding. I am enclosing a copy of the letter which is being sent out to invite clergymen from the total Christian community in Phoenix and their congregation leaders. A similar mailing on the letterhead of the Greater Phoenix Evangelical Ministers Association is being mailed to their own mailing list of approximately five hundred churches.

The host church, the North Phoenix Baptist Church, will have a large turn-out from their membership. Since the main purpose of this film and program is to promote a better understanding of Israel within the Christian community and to establish bridges with the Evangelical community, it would be most helpful to our program's success if you can personally attend.

The Evangelical community represents approximately 50% of the Christian community in the United States and in most areas is the fastest growing religious segment of Christianity today. To our knowledge, this is the first large social program of an interfaith nature between Evangelical Christians and Jews.

Usage of the Graham film, "His Land", should be an excellent tool for building these interfaith bridges and while our own organization and the NCCJ does not actively endorse or support the Graham organization in its intra-Christian religious evangelism, we are appreciative of the opportunity to utilize this excellent film on Israel. The film enforces the premise that Israel, the Jewish State, has every right to survive in that form.

Join us for a unique evening during which you will have the opportunity to participate in a true adventure. Invitations have been limited, so we are counting on your attendance. Please read the NCCJ letter for details.

M. C. Rosenthal
INTERRELIGIOUS COMMITTEE

MCR:mh

The enclosed invitations went out as follows: the letter on the Evangelical Ministers Association stationery went only to members of that association; the rest of the Christian community received the same letter on the stationery of the NCCJ; the Jewish invitees were restricted to members of the AJC and they received Mike Rosenthal's cover letter, as well as the letter on NCCJ stationery.

There was a preview showing this past week for everyone involved in the planning and execution of the program. I might note here that the full length version was the one shown at that time, with an indication as to where it is cut in the version which will be used on December 1st. Without exception, the movie was received with enthusiasm and confidence as to its importance in creating a positive and cooperative environment.

The program is to be presented on December 1 at the North Phoenix Baptist Church, which has a large, modern auditorium, seating approximately 1500 people. It is reasonable to expect that it will be filled to capacity. It will have the following format: following a brief introduction by the host pastor, the Rev. Richard Jackson, the movie will be shown. During the free will offering afterwards, to which no one in the Jewish community objected, cards will be passed out and collected for questions and responses from the viewing audience. A panel of representatives from all three groups will quietly and informally select those questions to be submitted to Rabbi Plotkin and the Rev. McClellan (who has visited and is considered a friend of Israel) for their responses and comments. Following this, there will be a coffee hour, the cost of which will be shared by the AJC and the NCCJ, during which time the discussion guide which was supplied by New York will be distributed to ministers and church elders for future discussions.

As I indicated before, I feel confident that the program will merit the "adventure" which has been undertaken and it seems to me have implications which transcend the boundaries of the Phoenix community.

Best regards.



GN:mh

cc: Rabbi Marc Tanenbaum
Will Katz
Isaiah Terman
Eleanor Ashman
Neil Sandberg

file

THE AMERICAN JEWISH COMMITTEE

date November 25, 1970

to Rabbi James Rudin

from Gary Newmark

subject Phoenix Showing of "His Land" by Evangelical Ministers Association, National Conference of Christians and Jews, and AJC

As I indicated to you in my memo of September 18th, ecumenicism in Phoenix has some interesting aspects. When I first broached the subject of a possible showing of the Graham film, I expected little or no support and certainly anticipated no enthusiasm. It seemed to me from the beginning that if proper precautions could be taken and the right atmosphere established, the Graham film - particularly in a community such as Phoenix, which is more than 50% fundamentalist - could accomplish several very positive goals at the same time.

In the first place, as has been the case in other areas in which the film has been used, it could excellently underscore the established evangelical attitude toward the preservation of Israel as a political entity, but in Phoenix the possibility exists for it to do two other things which are in a sense equally significant. There had never been an occasion - or perhaps there previously had never been an occasion created - at which time evangelical Christians and Jews met together in a positive environment. Importantly, the same can be said concerning the general Protestant community and the fundamentalists. Therefore, by instigating a cooperative venture between these three groups, we have not only accomplished the general goal of assisting Israel, but we have also created hitherto non-existent ties with the evangelical community, likewise furthering our ties with the Protestant community and quite importantly assisted the latter in creating what was for them also hitherto non-existent ties with the former. Perhaps I'm being overly optimistic, but at this point I feel confident that this is what we will have accomplished in Phoenix by the showing on Tuesday, December 1, of "His Land".

Working through Mike Rosenthal and Don Eagle, we were able to secure the cooperation of the Rev. Dr. Donald Schaeffer, who is the President of the Greater Phoenix Evangelical Ministers Association, an organization with a membership of 500, representing congregations of varying sizes. From the beginning, it was clearly understood and emphasized quite strongly that the intention of such an activity was an experiment in ecumenicism and that if it were to succeed and be of benefit to all concerned - without the negative repercussions that none of us desire - it had to be truly ecumenical and stripped of any implications of proselytization. Before even going to the evangelical ministers, we first secured the support and cooperation of Rabbi Plotkin, who is the acknowledged leader of the Jewish community in Phoenix, and likewise the endorsement of the North Phoenix Corporate Ministry, an experimental ecumenical organization.

December 4, 1970

The Rev. Allwyn McClelland
Greater Phoenix Evangelical
Ministers' Association
4025 West Marlette Avenue
Phoenix, Arizona

Dear Rev. McClelland:

The wonderful sense of community and understanding which we shared on Tuesday evening in large measure was due to your participation. I would like to take this opportunity to thank you personally and on the behalf of the American Jewish Committee.

It was a pleasure being with you and I look forward to our next meeting.

With warm personal regards.

Sincerely,

Gary Newman
Assistant Area Director

GN:mh

cc: Jerome Froinsen
M. C. Rosenthal
Donald Eagle

BCC: Sam Katz, Will Katz, Rabbi Marc Tanenbaum, Neil Sandberg

Rabbi James Rudin, Isaiah Terman

December 4, 1970

Mr. Donald A. Eagle
Director
Arizona Region
National Conference of Christians
and Jews
624 Luhrs Building
Phoenix, Arizona 85003

Dear Don:

It would seem that we have done something that perhaps rarely occurs. In addition to having an unqualified success, we fulfilled the expectations of our program title. There is little doubt in my mind that Tuesday evening's "Adventure in Understanding" truly was an adventuresome experience for 1500 people, who otherwise would never have come together in that atmosphere and who, as a result of our efforts, probably do understand each other a little bit better.

Having stated the success, let me also state what I feel to be one of the most important contributing reasons. Without your energies and talent, along with Mike Rosenthal's, in the process of development - and most importantly - your skillful participation in the program, the evening would have been a far different affair.

Our first joint venture, I'm sure, has set the stage for successes to come.

Best regards,

Gary Newmark
Assistant Area Director

GN:mh

cc: Jerome Freinson
W. C. Rosenthal

BCC: Sam Katz, Will Katz, Rabbi Marc Tanenbaum, Neil Sandberg

Rabbi James Rudin, Isaiah Terman

December 4, 1970

The Rev. Richard A. Jackson
Pastor
North Phoenix Baptist Church
6225 North Central Avenue
Phoenix, Arizona

Dear Rev. Jackson:

Tuesday evening was an opportunity which all of us rarely enjoy to participate in the creation of a sense of community and an atmosphere of understanding. That this was so dynamically accomplished is in no small measure a tribute to your participation. Personally, and on behalf of the American Jewish Committee, let me thank you.

I look forward to seeing you again in the near future and to the opportunity to discuss with you those areas which are of common interest and shared concern.

With warm personal regards.

Sincerely yours,

Gary Nemark
Assistant Area Director

GN:ah
cc: Jerome Freinson
M. C. Rosenthal
Donald Segle

BCC: Sam Katz, Will Katz, Rabbi Marc Tanenbaum, Neil Sandberg

Rabbi James Rudin, Isaiah Terman

December 4, 1970

Mr. Myron M. Rosenthal
P. O. Box 6157
Phoenix, Arizona

Dear Mike:

I've just returned from Tucson. I have been looking forward to the very pleasant task of thanking you in writing for your outstanding efforts in making Tuesday evening the phenomenal success which it undeniably was. There is no question that without your energies and those of Don Eagle, our "Adventure in Understanding" would have been little more than a good idea that should have been tried.

I'm sure the planning and cooperation which made this event possible will have a significant and positive effect on Phoenix's interreligious community and the AJC's leadership within it. It seems to me that these are appropriate adjuncts to the primary goal of building continued support for the political existence of the State of Israel.

Best regards and my sincere appreciation.

Gary Newmark
Assistant Area Director

GN:mb

cc: Sam Katz
Will Katz
Rabbi Marc Tanenbaum
Neil Sandberg

Rabbi James Rudin
Isaiah Terman

December 4, 1970

The Rev. Donald B. Schaeffer
President
Greater Phoenix Evangelical
Ministers' Association
Bible Chapel
2925 West Polk Street
Phoenix, Arizona

Dear Rev. Schaeffer:

The opportunities for creating a sense of community and an atmosphere of understanding come rarely. Phoenix is, therefore, that much richer for your leadership and cooperation in the success which was Tuesday evening's "Adventure in Understanding". Personally, and on behalf of the American Jewish Committee, I would like to express our appreciation.

I look forward to seeing you again in the near future and to the opportunity to discuss with you those areas which are of common interest and shared concern.

With warm personal regards.

Sincerely yours,

Gary Newmark
Assistant Area Director

GN:msh

cc: Jerome Freimson
M. C. Rosenthal
Donald Eagle

BCC: Sam Katz, Will Katz, Rabbi Marc Tanenbaum, Neil Sandberg

Rabbi James Rudin, Isaiah Terman

December 4, 1970

Rabbi Albert Plotkin
930 West Catalina Drive
Phoenix, Arizona

Dear Rabbi:

My appreciation to you is profound for your leadership and participation in our jointly sponsored showing of "His Land" with the NCCJ and the Greater Phoenix Evangelical Ministers' Association.

The opportunity for a gathering of that size with its potential for a positive sense of understanding and community is rare. Its achievement is due in no small measure to your participation.

My kindest regards.

Sincerely yours,

Gary Neumark
Assistant Area Director

GN:nh
cc: Jerome Freinson
M. C. Rosenthal
Donald Eagle

BCC: Sam Katz, Will Katz, Rabbi Marc Tanenbaum, Neil Sandberg
Rabbi James Rudin, Isaiah Terman

**SAME LETTER SENT TO: Lloyd Hart, Regional Director
World Wide Pictures
2520 West Olive
Burbank**

December 4th, 1970

**Mr. Marion McCarty
Arizona Representative
World Wide Pictures
3028 North Alst Drive
Scottsdale, Arizona**

Dear Marion:

**I would like to thank you personally and on behalf
of the American Jewish Committee for your partici-
pation and cooperation in our extremely successful
joint venture of Tuesday night.**

Warmest personal regards.

Sincerely,

**Gary Newmark
Assistant Area Director**

**GN:mb
cc: Jerome Froinson
M. C. Rosenthal
Donald Eagle**

**BCC: Sam Katz, Will Katz, Rabbi Marc Tanenbaum, Neil Sandberg,
Rabbi James Rudin, Isaiah Terman**

AN ADVENTURE IN UNDERSTANDING

7:30 P.M.

North Phoenix Baptist Church - 6225 N. Central Ave., Phoenix, Az.

AGENDA

WELCOME STATEMENT

Donald A. Eagle, Director, NCCJ

INTRODUCTION OF THE FILM

Lloyd Hart, Western Regional
Director, Worldwide Films

SHOWING OF "HIS LAND"

FREE WILL OFFERING

Statement by Mr. Hart
Ushers to receive offering
recruited by Rev. Don Schaeffer
and Mike Rosenthal

INTRODUCTION OF PROGRAM MODERATOR

*EXPLANATION OF PROCEDURE ON QUESTIONS AND ANSWERS Rev. Richard Jackson, Pastor
North Phoenix Baptist Church

BRIEF REACTIONS TO THE FILM

Rabbi Albert Plotkin
Temple Beth Israel

Rev. Allwyn McClelland
Evangelical Ministers Assoc.

QUESTION AND ANSWER PERIOD

ADJOURNMENT

Rev. Jackson

* PROCEDURE : When the offering has been largely completed, Mr. Jackson will announce that the ushers have cards available for those who would like to address questions to the panel concerning the film or matters related to the subject of the film. He will ask those who wish cards to hold up their hands. While the panelists react to the film, the ushers will pick up completed cards (being as unobtrusive as possible). The appointed committee will quickly screen the questions (holding back any obviously inappropriate types) and pass the rest on to Rev. Jackson who will direct them to the panel. The ushers will continue to pass out cards and pick them up as long as it seems necessary and interest continues.

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upon the leadership of the Phoenix community for implementation. The first step was to secure the cooperation and support of a rabbi of sufficient stature to assume the responsibilities of participation. Shortly following this, we secured the cooperation of the Evangelical Ministers' Association, with the very distinct understanding that this was to be a meeting of ecumenicism and not of proselytization, and, therefore, would be best not undertaken if it was not undertaken in that spirit. Under the leadership of the Rev. Donald Schaeffer, who I am sure will be happy to assist us in Tucson, this was accomplished. We made arrangements for the largest Baptist church - the North Phoenix Baptist Church - to act as host, again with the same proviso. WE^{THEY} carefully discussed the selection of a representative minister. The criteria which were considered in his selection were either a visit or extensive knowledge of Israel and the desire to facilitate friendly relations. Although, on the surface, this might not seem easy, in fact there was no great difficulty in finding a suitable representative.

As you will see from the agenda, the evening was designed to provide as close control as possible over any events which might tend to disrupt our intentions. In line with this, there was very little advance publicity, the attendance depending instead upon individual letters of invitation to the Christian congregations and a general mailing to members of the AJC, plus selected others.

In terms of financing, this program was a financial miracle for an affair for 1500 people - the total expenditure was about \$42. The film itself and the equipment to show it, including screen and projector, was brought over by the West Coast director and shown by him at no charge. The Billy Graham organization was compensated - and I believe reasonably so, considering the benefits which the Jewish community is reaping from their quarter of a million dollar investment - by the taking of a free will offering following the movie. This was something to which all of us agreed during the planning and to which no one, Christian or Jew, objected, following the showing.

I think that covers most of the necessary background information and should provide you with a more than adequate beginning should the Tucson unit decide - as I quite frankly hope that you do - to undertake this project. Mort indicated to me last week that he felt that it was an excellent idea and that it should be given a try. I would suggest that your first step be securing the cooperation of Rabbi Bilgray and, following that, the co-sponsorship of the local Evangelical Ministers' Association. Following your decisions on these matters, we can begin making plans for the next step.

Best regards.

BCC: Neil Sandberg, Sam Katz, Will Katz, Rabbi Marc Tanenbaum, Rabbi James Rudin, Isaiah Terman
GN:rah
cc: Morton Solot

December 8, 1970

Jackie Schneider

Gary Newmark

Background Memo on "His Land"

Pursuant to our phone conversation this afternoon, again let me express my regrets at the impossibility of my attending next Monday's evening board meeting. Budgetary constraints, particularly at this time, are very real factors which we all have to deal with. Although I cannot be present, as I indicated to you in our conversation, I think that the meeting should nevertheless be an extremely productive one, perhaps setting the stage for a strong assertion of the AJC's efforts for human relations. By this, I refer, of course, to the showing of the Billy Graham film as a vehicle for hitherto unexplored ecumenicism.

Let me give you some background as to the film itself and the manner in which it has been used thus far. The movie has two versions. The first one is 60 some odd minutes long and is used by the Graham people for "crusade" purposes. Largely through the efforts of the AJC nationally and on the West Coast, there is an edited 55 minute version which is suitable for audiences of mixed denominations. The film itself was done entirely by the Graham organization on location in Israel and has been lauded by virtually everyone who has seen it, including Golda Meir, as one of the finest, most beautiful and eloquent statements of the spirit which is Israel and of the need for her survival as a religious and political entity.

Thus far, it has been shown primarily to small gatherings of Catholic, Protestant and Jewish religious leaders and to individual congregations. In Phoenix, we took what I thought was a rather bold step when we began planning for a co-sponsorship of the film by the AJC, the Phoenix NCCJ and the Greater Phoenix Evangelical Ministers' Association. It was my feeling at the time that I suggested this, that by so doing - if we were successful - we would not only support the political existence of Israel, but create, perhaps in only some small way, greater sympathy and understanding between Phoenix Jews and the evangelical community, which constitutes more than 50% of the Phoenix population. Likewise, we would be serving as the instrument for communication between the evangelical community and the rest of their Christian brethren, with whom they have extremely tenuous relations. As I indicated to you on the phone, and as I told Mort last Thursday, we were successful beyond our most hopeful expectations.

Let me outline for you the process which was followed and in which I, as a professional, acted primarily as an instigator and guide, depending

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Memorandum

file
HIS LAND

THE AMERICAN JEWISH COMMITTEE

date December 8, 1970
to Neil Sandberg, Sam Katz, Will Katz, Rabbi Marc Tanenbaum,
from Gary Newmark Rabbi James Rudin & Isaiah Terman
subject Phoenix Showing of the Billy Graham Film

If I may be permitted a hyperbole - the Phoenix showing to an ecumenical audience of "His Land" was a significant and unqualified success!

As I indicated in my memos to Jim of September 18th and November 25th, copies of which all of you received, it was not without some trepidation and scepticism that I suggested to the Phoenix Chapter the showing of the Billy Graham film on an ecumenical basis. Those memos, as well as the enclosed memo, which I wrote to Jackie Schneider, the chairman of the Tucson Unit, outlines the processes which were involved in the development of this program.

In reflecting on Tuesday evening's events, it seems to me that the reasons which I had for initiating and guiding this effort proved to be valid. In the first place, we co-sponsored what was perhaps the largest ecumenical event ever to be held in the Phoenix area, or for that matter in the state of Arizona. In attendance at the North Phoenix Baptist Church were more than 1500 people. Of that number, more than 100 were leaders from the Phoenix Jewish community. For a city like Phoenix, a turn-out of this size was a positive indicator of support and enthusiasm. Likewise, the more than 300 non-Fundamentalist Christians and 1100 Fundamentalists shared in the same spirit of enthusiasm and cooperation. For many of those in attendance, this was the first time that they had had the opportunity to meet a Jew in a positively reenforced environment.

Institutionally, the further development of the Phoenix Chapter of the AJC as the respected and trusted "Jewish pipeline" between various segments of the Phoenix population is perhaps the most significant. This holds true both in terms of contacts between Jews and Christians generally and also between Jews and Christian Fundamentalists. Also - and I feel of special importance - is the development of our role as facilitator of relationships between Fundamentalists and non-Fundamentalists, in those areas which, although they may not have overt bearing on the Jewish community, nonetheless, are relevant to it.

As an immediate follow-up to the program in Phoenix, as you will note from my memo to Jackie Schneider, it is my intention to attempt to repeat sometime in the late winter or early spring a similar program in Tucson.

GN:mh

December 4, 1970

The Rev. Richard A. Jackson
Pastor
North Phoenix Baptist Church
6225 North Central Avenue
Phoenix, Arizona

Dear Rev. Jackson:

Tuesday evening was an opportunity which all of us rarely enjoy to participate in the creation of a sense of community and an atmosphere of understanding. That this was so dynamically accomplished is in no small measure a tribute to your participation. Personally, and on behalf of the American Jewish Committee, let me thank you.

I look forward to seeing you again in the near future and to the opportunity to discuss with you those areas which are of common interest and shared concern.

With warm personal regards.

Sincerely yours,

Gary Neumark
Assistant Area Director

GMH:mh

cc: Jerome Freinson
M. C. Rosenthal
Donald Eagle

BCC: Sam Katz, Will Katz, Rabbi Marc Tanenbaum, Neil Sandberg,

Rabbi James Rudin, Isaiah Terman

File 1
Phoenix

NORTH PHOENIX BAPTIST CHURCH
6225 N. CENTRAL AVENUE
PHOENIX, ARIZONA 85012

RICHARD A. JACKSON, PASTOR

December 15, 1970

Mr. Gary Newmark
The American Jewish Committee
590 North Vermont Avenue - Suite 259
Los Angeles, California 90004

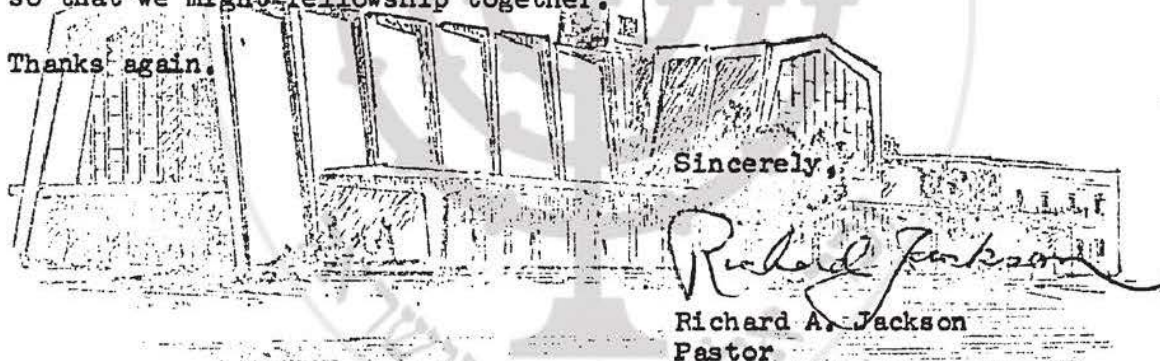
Dear Gary:

Thanks for taking the time to write. To have been a part of the recent program was a particular blessing to me. That blessing is enhanced by the knowledge that you were personally pleased with the event.

When you have opportunity to be in Phoenix again, please contact me so that we might fellowship together.

Thanks again.

Sincerely,



Richard A. Jackson

Richard A. Jackson
Pastor

RAJ/cb

December 4, 1970

The Rev. Alloys McClelland
Greater Phoenix Evangelical
Ministers' Association
4025 West Marlette Avenue
Phoenix, Arizona

Dear Rev. McClelland:

The wonderful sense of community and understanding which we shared on Tuesday evening in large measure was due to your participation. I would like to take this opportunity to thank you personally and on the behalf of the American Jewish Committee.

It was a pleasure being with you and I look forward to our next meeting.

With warm personal regards.

Sincerely,

Gary Newmark
Assistant Area Director

GN:mh
cc: Jerome Froinson
M. C. Essenthal
Donald Eagle

BCC: Sam Katz, Will Katz, Rabbi Marc Tanenbaum, Neil Sandberg

Rabbi James Rudin, Isaiah Terman

ISRAEL:

The Twentieth Century Miracle

An up-to-date documentary of Old Testament prophecies "beginning to come to pass." Filmed in beautiful color in the land of Israel.

THIS INFORMATIVE AND
INSPIRATIONAL FILM
WILL THRILL YOUR AUDIENCE
AS THEY SEE THE STAGE
BEING SET FOR THE SOON
RETURN OF THE LORD.

YOU WILL SEE:

Jews that have returned to their homeland from over 100 different nations to wait for the coming of their Messiah.

The desolate land being reclaimed and made to "blossom as the rose."

The waste and ruined cities being rebuilt.

The famous potash factories on the Dead Sea.

Solomon's copper mines on the Red Sea being restored.

The famous deep sea port of Ashod.

Russian army trucks and tanks captured by the Israeli forces in The Six Day War.

Jerusalem, Israel's capital city.

Jewish pilgrimage to Mt. Zion and the Wailing Wall where Jews pray for the coming of their Messiah.

In our opinion, their actions brought to a halt a potentially explosive situation.

The problem of rioting is not an easy one to solve. The reasons behind the lack of respect for authority and the lives and property of others are many, some of them deep-rooted in feelings of inadequacy and hopelessness felt by residents of underprivileged neighborhoods.

We hope the President's commission will be able to pinpoint specific causes for the apparent discontent of many of our citizens and to suggest remedies in order to prevent other summers such as this.

We Are Not Silent

(Editor's Note: This article, an expression of the Greater Phoenix Evangelical Ministerial Association relative to the Arab-Israeli conflict, is being published at the request of Rev. Allwyn C. McClelland.)

It is most unfortunate that evangelical Christians and the Jewish community have had so little communication with each other in the past. Because of this we see in the newspapers the following headlines, "Jews Irked By Silence Of World's Churches." In reality, a strong voice was raised in behalf of Israel by evangelicals during the crisis days. None of this was ever published.

It may be of interest to those who believe the Church was silent to know the following:

1. At the time Israel captured the old city of Jerusalem a national convention of Baptists was meeting at the Ramada Inn in Phoenix. At the close of the meeting on the night of June 7, a leading pastor from Arizona was asked to close in prayer. Before he prayed, he spoke a few moments to the 1,200 delegates on the tremendous events taking place in the Holy Land, of the great debt the Christian owes the Jew. Then he prayed specifically for Israel and for the peace of Jerusalem.

2. An evangelical organization sent its executive director to Israel to find out from the Israeli authorities how best

Christians could help in the difficult days immediately following the war. The answer was "blood for the wounded and help for the refugees." This is being carried out.

3. At least a dozen evangelical churches in the valley had special messages on the prophetic significance of what was taking place in the Holy Land.

4. I personally had 16 appointments all over Arizona to show our film, "Three Minutes To Twelve," an Old Testament documentary on the rebirth of the state of Israel.

This would indicate that evangelical Christian churches were not silent with regard to Israel's situation.

Evangelical Christians fully support the Jewish people in their struggle for their homeland because it is God's plan and purpose to restore them to the land and it was needed to have a place of safety for the Jewish people who were experiencing much persecution in many of the countries where they were scattered.

To whom does the land of Palestine belong — Israel or the Arabs? Both claim title to the land by virtue of being descendants of Abraham to whom the land was given in covenant promise. In Genesis 17:8 God said to Abraham; "And I will give unto thee, and to thy seed after thee, the land wherein thou art a stranger, all the land of Canaan, for

war . . . actually brought only disgrace and calamity upon his people. For three weeks prior to the war Nasser called Hussein the harlot of the Middle East, and then tragically enough Hussein aligned himself with Nasser and was led down the road to ultimate defeat and disaster.

"Lightning Out Of Israel" points out that it was not the

an EVERLASTING POSSESSION; and I will be their God."

Who is this seed to whom this land was promised as an everlasting, inalienable, possession? This is the question at the basis of the Middle East situation. We shall confine ourselves entirely to the Bible's answer to this question.

Since Abraham had two sons, the question arises: Which son is to be reckoned as the covenant seed? Both Arabs and Jews are Abraham's physical seed. We must therefore determine which one of these God meant by "thy seed" when He made His promise of Canaan to Abraham.

Ishmael was the first-born son in the family of Abraham. According to biblical custom he was, therefore, to be the heir of Abraham. Ishmael was born of an Egyptian slave woman. Even so, Abraham considered him his heir, for when the Lord told him Sarah, too, would have a son, he strenuously objected and cried out; "O that Ishmael might live before me." Gen. 17:18. Ishmael, father of the Arab nations, was Abraham's choice, and so the Lord informs Abraham in Gen. 17:19: "Sarah, thy wife, shall bear thee a son, indeed; and thou shalt call his name Isaac; and I will establish my covenant WITH HIM for an everlasting covenant, and with HIS SEED after him. "And as for Ishmael, I have heard thee. Behold, I have blessed him and will make

the trouble begins." Here is where the book leaves us as it tells us that only direct negotiations between Israel and the Arab states can solve the problem. There is no alternative for there can be no way for Arab and Israeli people to live together unless they learn to face each other across the bargaining table and resolve the tremendous problem of rehabilitating the Arab refugees and

him fruitful and will multiply him exceedingly . . . and I will make him a great nation. BUT MY COVENANT WILL I ESTABLISH WITH ISAAC." Gen. 17:19-22.

The verdict is plain and unmistakable, God says Ishmael has no claim on the land of promise. It belongs to the covenant seed of Isaac. For 13 years Ishmael was Abraham's only son. During this time when Ishmael was the sole heir in Abraham's tent, there was no trouble; but as soon as Isaac entered, trouble began.

After 4,000 years the story of Abraham's tent is being repeated before our very eyes. The biblical solution to this problem now, even as in Abraham's day, is found in Gen. 21:10 "Cast out this bondwoman and her son; for the son of the bondwoman shall NOT BE HEIR with my son, even with Isaac."

This then is the prophetic picture being fulfilled in our day. The greatest international miracle in all history is the return of Israel to the promised land after 2,500 years of dispersion among the nations.

After saying all this on behalf of Israel, it does not mean that we are unmindful of the great needs of the Arab refugees. We do have a compassion and concern for these people who have suffered much as the result of the war.

Rev. Allwyn C. McClelland

sheet music. Sheet music cost an average of 10c per copy. In hundreds of thousands of homes boys and girls gathered around the piano or strummed a guitar and sang.

The best of our popular music today comes from the Broadway musical stage. One hardly expects "Blue Suede Shoes," despite its record sales, to be memorialized as a classic.

I doubt that the kids today are less musical. They don't play the piano at night because the songs they listen to all day on the radio can have as their only purpose the celebration of mediocrity. One day the wards of our mental hospitals will be filled with babbling ex-disc jockeys. If the kids sing anything, they sing the songs such groups as the Weavers or the Kingston Trio or Peter Paul and Mary introduce them to.

But in my day, a man could mark off the milestones in his life by re-hearing some of the popular songs coincident with them.

I have always associated my confirmation at the age of 13 with the song, "I Want a Girl Just Like the Girl That Married Dear Old Dad." This is the song everyone was singing in May of 1916.

Almost anyone can tell you what song was popular when they were married. I feel sorry for those married later rather than sooner, at least as far as the music goes. My secretary says the music world was filled with revolving moons when she was married. "Moon Over Miami" and "Blue Moon" accompanied her nuptials.

S. J. Perleman said of "Pony Boy" that it was a typically simple American folk air. At that, however, there is more to be said for "Pony Boy" than for "Let's Do the Twist," which cannot even lend itself to Mr. Perleman's irony.

PUBLICATION DATE

Closing Date Date of Issue

AUGUST 16 AUGUST 25

4025 W. Marlette Ave.,
Phoenix, Arizona 85019
December 21, 1970

Mr. Gary Newmark
Assistant Area Director
American Jewish Committee
590 N. Vermont Avenue
Suite 259
Los Angeles, California 90004

Dear Mr. Newmark:

Thank you for your nice letter of December 4th. My apologies for being so tardy in answering it.

Our "Adventure in Understanding" on December 1, was a great step forward in promoting a friendlier relationship between the evangelical Christian community and the Jewish people. I personally want to thank you and all the members of the American Jewish Committee that had a part in making the evening a real success. It is my hope there will be a continuing effort on the part of both groups to foster this friendly relationship.

For a number of years in my own small way I have done what I could to promote a better understanding.

Enclosed is a copy of an article I wrote and Mr. Newmark, Editor of the "Phoenix Jewish News" published in August of 1967. Also, a folder on a film I have used in two synagogues and at the Jewish community center and a great number of Churches. The next time you are in Phoenix and you have time I will be glad to show it to you.

Under separate cover I am sending you two books which I think will help you to better understand the Christians point of view with regard the Jewish People and the establishment of the State of Israel. The books are "The Rebirth of the State of Israel, Is it of God or of Man?" The other is, "Arab/Israeli Conflict and the Bible." To be sure I do not expect you to agree with everything that is written in these two books, but they will go a long way to show the real interest evangelical Christians have in the Jewish People and the land of Israel.

It was a pleasure meeting you and trust I get to see you soon again.

With warm personal regards.

Sincerely,

A. G. McClelland
Allwyn McClelland

6 12 1976 - 14/6
G. Straker

Evangelical Protestants Slate Dialog With Jews

Fifteen Jewish scholars and rabbis will participate in dialogs with conservative Protestant leaders next week during the 22nd annual meeting of the Evangelical Theological Society at Westmont College in Santa Barbara.

The Jewish-Evangelical dialog, which will take place Tuesday, is the first of its kind for the society but a continuation of increased contacts in the last year between representatives of the two religious circles.

The meeting will begin Monday with a dinner address by the Evangelical

Theological Society president, Dr. Robert Cooley, who is also president of Evangelical College, Springfield, Mo.

The Tuesday sessions will feature papers by Rabbi Samson H. Levey, graduate studies director at Hebrew Union College, Los Angeles, and Dr. William H. Bass of Biola College, La Mirada.

Interpretations of current Middle East history will be the subject Wednesday morning, beginning with a paper by George Giacomakis of California State College at Fullerton.

COPY

ANTI-DEFAMATION LEAGUE

OF B'NAI B'RITH

315 Lexington Avenue
New York, N.Y. 10016

MEMORANDUM

To: ADL Regional Offices

From: Rabbi Solomon S. Bernards, Dr. Joseph L. Lichten, Judith L. Muffs

Date: November 2, 1970

Subject: The Film, "His Land" - Recently Produced by the Billy Graham Organization, World Wide Pictures

The above film has been the subject of an article in the New York Times on June 1 and in a memorandum which has been distributed to Jewish community relations offices throughout the country. Recently, a discussion guide for the films has been distributed by a Jewish agency urging its widespread use.

The purpose of this memorandum is to give you the background and the nature of this film, and our judgment as to its usefulness in our programming concerns.

Background:

The film is a production of Billy Graham and his associates, who are in the conservative, evangelical spectrum of American Protestantism. Evangelical churchmen, clergy and laity, are to be found in virtually all of the Protestant denominations in this country to a greater or lesser degree, but they are particularly associated with churches of the Baptist tradition, and the Churches of Christ (not to be confused with the United Church of Christ, the name for Congregational-Reformed churches).

Please note that in the Christian viewpoint, both the Hebrew Bible and the New Testament are one book, "The Bible."

The Story Presented in the Film:

The film has two versions -- a 54-minute version, which omits a 10-minute segment in which Billy Graham calls on viewers to make "decisions for Christ" -- and the full 64-minute film, shown to church audiences.

The film is excellently produced, beautifully photographed, and is a delight to the eye as well as to the ear. There are beautiful, touching scenes of present-day life in Israel, the people, the landscape, the agricultural settlements, the stretches of forest land, and the vast areas of desert in the Negev.

The first part of the film tells the story of the return of the Jewish people to their homeland, viewed as the fulfillment of the promises of the Hebrew prophets that "the children shall return to their borders." The foretelling by the Hebrew prophets Isaiah, Jeremiah, Zachariah and Ezekiel (in his famous 37th Chapter; the Vision of the valley of the dry bones) all of which proclaim that God will return His people to Zion, that those without hope will be infused with a new spirit and they shall return to the land and from the four corners of the earth, and that God will gather them and bring them to His Holy Mountain and to His Holy Land.

(over)

We see before us the "great host" (Ezekiel 37) of the people of Israel. And we see the land being built in the early days, the reclamation of the swamps, the reforestation projects, the people arriving from the DP camps after the holocaust of World War II, and we see the vitality, the dynamic vigor of Tel Aviv and of Haifa. With special loving tenderness is the city of Jerusalem treated visually -- the old city, the Western Wall (and a scene at the Wall after the reunification of Jerusalem three years ago during the Six Day War) the Dome of the Rock, etc. During the course of this presentation the theme song, "His Land" is sung by one of the Billy Graham soloists, Cliff Barrows and choir, which, of course, without any specific reference, refers to the land of Jesus. It is "His Land."

Then, halfway through the film, there is a very important shift. The emphasis running through the latter part of the film is simply this: if these earlier prophecies of the Bible are being realized with the resettlement of the Jewish people in "His Land," so can we confidently expect that the "later prophecies" concerning the second coming of Jesus will also be fulfilled. Can anyone doubt, so the film implies, that the predictions of the Hebrew prophets concerning the birth of Israel's Messiah and Redeemer, Jesus of Nazareth, and his own prediction about the destruction of the temple (which took place 40 years after his death) and his second coming, would also come true? This is the transition to Christology which dominates the rest of the film. It is the Christology which holds, as the New Testament writings put it, that the prophets of Israel foresaw the coming of the Messiah in the person of Jesus of Nazareth, as these quotations are cited in the gospel writings. The vehement denunciation by Jesus of the Pharisees and others of his own people who rejected him, for their duplicity, corruption, lack of faith in him and in God, which would be punished by the destruction of the second temple, is all a part of the Christological basis of the film.

Programmatic Use of The Film:

It seems clear to us that no Jewish group ought, in good conscience, to be identified with the promotion of a film which projects a Christological outlook. However favorable an impression it may convey of the Jewish people in Israel, or of the profound religious linkage which the land of Israel has in the life of the Jewish people as mirrored in almost every segment of the Hebrew Scriptures, Christology is too high a price to pay. The Jewish people made this decision 2,000 years ago.

Let us not be misunderstood. In terms of the Christology of evangelical churchmen in this country, evangelicals have a perfect right to understand the land of Israel according to their own rights, and exhibit their understanding of the meaning of the land of Israel in terms of the fulfillment of Hebrew prophecy, a position which is very much in accord with the view of the Jewish tradition, and to see the return of the Jews to Israel as the fulfillment of prophecy, and to rejoice in the return of the Jewish people to Zion. Christian churches, evangelically-minded or otherwise, who are interested in seeing the film, should indeed see it, discuss it, and be uplifted by it.

As Jews, however, because of the film's Christology, we should not be involved in its promotion or distribution.

Furthermore, we do not feel that in terms of ADL programming -- and these are the concerns to which we address ourselves -- the film is an appropriate vehicle for Jewish-Christian institutes, seminars, dialogues or colloquia -- Protestant or Catholic. If you have any further questions concerning this matter, feel free to communicate with us.



Community Relations Bureau

Director
SIDNEY LAWRENCE

1211 WALNUT STREET

KANSAS CITY, MISSOURI 64106

TELEPHONE: HARRISON 1-5808

November 5, 1970

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Rabbi Marc H. Tanenbaum
National Director
Interreligious Affairs
The American Jewish Committee
165 East 56 Street
New York, New York 10022

Dear Marc:

Has your discussion guide on "His Land" been made available to the regional Graham people who are exploiting the film in this area?

Don Locke is doing a good job in this area. He often has two showings an evening and picks up a profitable collection. I have helped him publicize the film among my Christian friends but it has never (to my knowledge) been followed by an ecumenical discussion. I doubt whether Don would want to involve himself in the organization of such a dialogue but the organization of such a dialogue to whom he shows the film might wish to do so. At the rate he is going, however, we would have to supply a pool of knowledgeable Jewish participants.

Don Locke is going to show the film at the American Jewish Committee Annual Meeting December 9th and a panel of Christian clergy will participate. It will be interesting to see how this works out. My first reaction is that such a program is more appropriate for a meeting of a Christian group but I support your appreciation of the film as an interreligious vehicle to be shared with AJC members as an institutional contribution.

Don Locke is in Israel at present, but I would like to urge him to use your discussion guide when he shows the film to Christian audiences. When he gets a booking he might suggest to program leaders that they organize some discussion based on the guide. The local AJC Chapter might be a resource for Jewish participation.

Garry J. Strohm
Please handle
from

Could you send me about twenty-five copies of the guide which I would share with Don Locke and encourage him to experiment with the suggested outlines.

Sincerely yours,

Sidney
Sidney Lawrence
Director

SL/gdf



NOV 17 1970

THE AMERICAN JEWISH COMMITTEE

date 10 November 1970

FO-ISR

to Marc Tanenbaum

from M. Bernard Resnikoff

subject

Following your lead in publicizing the film, "His Land", I thought you would like to know that, following three whirlwind conferences with Cliff Barrows and KennBliss, this office has been designated as the national distributing agency of the film in Israel.

I hope you endorse this action. But you should know it is fraught with some peril in that some Christian denominations reacted negatively to it and will, I warrant you, wonder at the wisdom of our promoting it. Do you have any suggestions in this regard?

MBR:sr

cc: Bert Gold
Simon Segal



November 10, 1970

Mr. Sidney Lawrence
Community Relations Bureau
1211 Walnut Street
Kansas City, Mo. 64106

Dear Sidney:

Marc Tanenbaum is currently in Israel and I should like to reply to your letter of November 5th.

As far as I know, and I have had extensive contacts with the Graham organization concerning the HIS LAND film, regional representatives are not employing the discussion guide when they show the film. This specifically relates to screenings of the film in churches. My understanding is that World Wide Pictures the film arm of the Billy Graham organization is concerned that intense discussion of the film might take on political overtones which might be difficult for their representative to handle in the typical church setting. There is however no problem in utilizing the guide in an ecumenical situation. The best way to handle this kind of situation would be to rent the film for the showing. In this way the World Wide representative would not be present.

Our New England region has been involved in discussions with the World Wide Pictures regional representative in terms of setting up a number of ecumenical screenings for early next year. The plan is for one of the people in our Boston office to be on hand as a resource person at these screenings. In such a setting the discussion guide can of course be employed.

I will be most interested in any reactions you have to the December 9th meeting since this may serve as a model for future similar programming. I am sending under separate cover 50 copies of the discussion guide and if you should need more please do not hesitate to let me know.

It has been quite a long time since our last chat in Kansas City and I hope that before too long we will be meeting again.

Best personal regards.

Cordially,

Gerald Strober, Consultant in
Religious Curricula

GS:as

BS: M. Tanenbaum



November 11, 1970

Mr. Kenneth Bliss
World Wide Pictures, Inc.
1313 Hennepin
Minneapolis, Minn. 55403

Dear Mr. Bliss:

The film HIS LAND was shown at Temple Emanuel at Parkchester last night. Mr. Strober introduced the film. We had about 300 people present, three-quarters of whom were Christians.

The film was extremely well received by all present.

The film is being mailed back to your office today. Enclosed is a check in the amount of \$50.90 to cover cost of the film.

May I express my personal thanks for your attention to my original request.

Cordially,

Adeline Singerman
(Gerald Strober's Secretary)

Enc.

NOV 17 1970

10 November 1970

Mr. Kenneth Bliss
World Wide Pictures
1313 Hennepin Avenue
Minneapolis, Minnesota
U.S.A. 55403

Dear Ken:

I suppose this stationery should carry the caption, "National Distributor for the World Wide Film, "His Land".

Our decision was so quickly arrived at that I did not have a chance to raise with you some supplementary questions and I want to do so now:

1. Do you have any written instructions concerning care of the film, storage temperature, run-through procedures, splicing, etc., that I can pass on to the using agencies?
2. Do you have any suggestions how to handle the costs of shipment to and from?
3. Considering that this is a Hebrew-speaking country and that an English-language film, therefore, will have limited use, how many showings of the film would make this partnership a worthwhile ^{experience} ~~expense~~ from your point of view?
4. I plan a letter mailing to selected institutions and church groups all over the country. Would you wish to approve the text of the letter or are you willing to leave it to me?
5. You authorized provisionally, a promotion budget of \$100.00. To be sure, this won't go very far, but as I expend this amount I will forward an accounting to you.
6. Any further instructions or advice you have to give me will be deeply appreciated.

Finally, I must tell you what a pleasure it was to see you again. I am still deeply embarrassed, not knowing that you were in the country, not having invited you to join your associates as our guest at our colloquium banquet.

Sincerely yours

Dr. M. Bernard Resnikoff
Director
Israel Office

MBR:sr

bcc: Simon Segal
Marc Tanenbaum

From....

HYMAN BOOKBINDER

11/20/70

To: Bert Gold

Sam Segal

George Green

Mat Green

Mark Tannenbaum

- this has gone to about 250
key people in the Washington
area. We hope to have a
few "mings" at last!

Brent or I will send you
a report -- unless Jerry Striker
is down & then can report to
you directly. *Hyman*

Washington Representative, American Jewish Committee
818 18th St., NW -- Washington, D.C. 20006
Tel: AC 202 -- 298-8787 .



**Board of
Christian
Social
Concerns of The United Methodist Church**

November 17, 1970


Dear Friend:

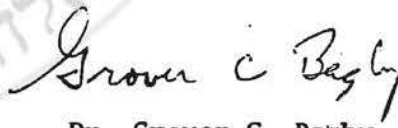
The undersigned join in inviting you to a special preview of a new film His Land at 9:30 A.M. on the morning of November 30. We hope you can come.

The film, a Billy Graham enterprise distributed by World Wide Films, has been receiving a great deal of attention and comment. It represents an important American Protestant view of Israel and its place in history. As a result of numerous inquiries from agency officials and community leaders, we have arranged for this special showing for your information and convenience.

The film which lasts about 55 minutes will be shown at the Museum of Natural History at 10th and Constitution Avenues, N.W., at 9:30 A.M., Monday morning, November 30. We intend to start on time, permitting you to get out early and back to your regular business! Since the auditorium in the Museum of Natural History is quite large, please feel free to invite any of your associates who might be interested. If you have any questions, please call either of us.

Sincerely yours,


Hyman Bookbinder
Washington Representative
American Jewish Committee


Dr. Grover C. Bagby
Associate Gen. Secy.

November 23, 1970

Mr. Kenneth Bliss
Director of Distribution
World Wide Pictures
1313 Hennepin
Minneapolis, Minn.

Dear Mr. Bliss:

Your courtesy and cooperation in sending me the film, "~~His Land~~," for my use in the State of Florida is deeply appreciated.

The film will be previewed at Channel 7-TV, Jacksonville on Nov. 30 for use on Dec. 15th and at Channel 4-TV, Miami, on Dec. 17th.

It will also be shown to Ministerial Associations in Miami (12/17) and Jacksonville (12/16) at a program sponsored by the Ministerial group, the National Conference of Christians and Jews and the American Jewish Committee. On December 18th, the Ministerial Association in Palm Beach will be shown the film at a meeting sponsored by the First Baptist Church and the American Jewish Committee.

Gerald STrober, a Protestant Consultant, Interreligious Affairs Department, American Jewish Committee, will be present at these meetings.

It is our intention to distribute a fact sheet on the film with your address so that Ministers will know how to secure the film for showing to their church membership.

If you have any suggestions in regard to the Ministerial meetings, please write me.

With kindest regards and with gratitude for your assistance, I am

Cordially,

Walter Zand
Florida Area Director

WZ:sm

cc: Gerald STrober ✓

F

November 4, 1970

Mr. Kenneth Bliss
Director of Distribution
World Wide Pictures
1313 Hennepin
Minneapolis, Minn.

Dear Mr. Bliss:

A Mr. Charles Price, program director of TV Channel 7, Jacksonville, Florida, is interested in the possibility of showing your film, "His Land."

He has indicated that he would very much like to preview this film.

I am also wondering whether it would be possible to reserve the film for the week of December 14th for showing to American Jewish Committee members, persons in the general community, the Ministerial groups, etc. in Palm Beach, Hollywood, Greater Miami and Jacksonville.

At the time that this film is shown, Rev. Gerald Strober, a Presbyterian theologian on the staff of the American Jewish Committee, would be available to discuss with those present any questions they might have.

I do not think an offering can be solicited, but I am certain that each of our Units in the 4 cities mentioned would be inclined to make a contribution to World Wide Pictures for its Public service in making this film available.

With kindest regards, I am

Cordially,

Walter Zand
Florida Area Director

WZ:cm

cc: Charles Bay
Gerald Strober/
Isaiah Terman

THE AMERICAN JEWISH COMMITTEE

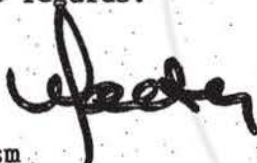
date September 8, 1970
to Marc Tanenbaum
from Walter Zand
subject

Just a note to tell you that the National Conference of Christians and Jews is bringing the film, "His Land," to the attention of their Interfaith Council in September for the purpose of planning a showing of the film to all members of the clergy.

The film was recently shown at the Key Biscayne Presbyterian Club and Baptist Church in Hialeah. It is also scheduled to be shown at two additional churches during the coming month.

I am trying to secure an appointment with Carroll Shuster, who is the head of the Synod of Florida for the United Presbyterian Church in the United States in order to see if he will be sending a notice out to his membership regarding the film.

Best regards.



WZ:sm

P.S. I understand from Arthur Rosichan that he had received a notice about this film from the United Jewish Appeal and also from the Israeli Consulate office in Atlanta.

I am just wondering whether any effort was made to coordinate the promotion of this film on a national level.

H.L.

November 24, 1970

Peter Schuurman

Gerald Strober

I was most interested in the letter from Rev. William Cate which you forwarded to me. I believe that Mr. Cate's views on the film are consistent with the views of a number of church council's officials from various places around the country.

I should say that it is interesting that while church executives have predicted that liberal churchmen will react negatively to the film most churchmen on the local level no matter what theological persuasion react in a positive manner.

I do feel however that in light of his letter you would be wise not to attempt a screening which would include the more liberal elements of the clergy in Seattle. Mr. Cate's advice concerning the National Association of Evangelical's people is certainly well taken and should yield fruitful results.

May I say on behalf of my colleagues in the Interreligious Affairs Department that we much appreciate your activities concerning the film.

Best regards.

GS:as

CC: H. Sandberg

W. Katz

CHURCH COUNCIL OF GREATER SEATTLE

314 FAIRVIEW AVENUE NORTH

SEATTLE, WASHINGTON 98109

PHONE: MA 4-2595

November 13, 1970

Mr. Peter Schnurman
American Jewish Committee
609 Securities Bldg.
Third and Stewart
Seattle, Washington 98101

Dear Peter;

Our Executive Committee responded well to the artistry of the Bill Graham film "His Land". They didn't respond so well to the biblical and theological setting of the film. In fact, they felt that the kind of biblical and theological context which the film has would make the film unexceptable to the more liberal type church that is generally a member of the Church Council.

On the other hand, the churches related to the National Association of Evangelicals might find the film more acceptable. My advice, Peter, for what it is worth, would be to approach that group here in Seattle.

I am looking forward to our further associations.

Sincerely,

WBC
(The Rev. Dr.) William B. Cate
President-Director

WBC:cm

December 1, 1970

Burton Siegel

Gerald Strober

His Land

I read with interest your memo of November 20th.
I think you are operating on a proper level and I hope that
His Land can be successfully shown in Wilkesbarre.

I have enclosed several copies of the study guide.
If you should need more, please do not hesitate to let me
know.

Best regards.

GS:FM

cc: Will Katz
Isaiah Terman

Encl.

THE AMERICAN JEWISH COMMITTEE

date November 20, 1970
 to Gerald Strober
 from Burton Siegel
 subject His Land

While meeting with our leadership in the Wilkes Barre chapter we kicked around some ideas as to how we might be able to do some subtle pro-Israel public relations work in the Christian community. I brought up the subject of a showing of the film "His Land". They informed me that there is a "friendly" Baptist Church that might well provide the proper auspices for such a program. Before they approach the minister however, they wanted a copy of the brochure and study guide; since I have only one copy back in my office I would appreciate it if you could send me several of each. From there our lay people in Wilkes Barre will take over. I have stressed that they must maintain a "low-profile" in the arrangements.

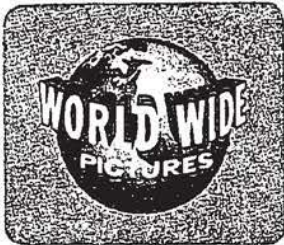
Regards.

BS:s

Dictated but not read

cc: Marc Tanenbaum
 Isaiah Terman





EXCLUSIVE DISTRIBUTORS

Billy Graham EVANGELISTIC FILMS

1313 Hennepin Avenue, Minneapolis 3, Minnesota

F
DON HENRY
7615 First Avenue
North Bergen, New Jersey
Telephone UN 9-6350

December 2, 1970

Mr. Gerald Strober
American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Mr. Strober,

It was a pleasure to speak with you on the telephone earlier today concerning our film "HIS LAND". Your interest is sincerely appreciated.

In quickly going over our schedule for next several weeks, we find the following showings planned:

Fri. Dec. 4-	Calvary Bapt. Church Horseblock Rd. at Rt. #112 Medford, N.Y. (L.I.)	7:30 P.M.
Sat. " 5-	First Bapt. Church Half Mile Rd. Central Islip, L.I.	7:30
Wed. " 9-	Broadway Meth. Temple 4111 Broadway N.Y.C.	7:30
Sun. " 13-	First Pres. Church 62-54 60th Place Ridgewood, N.Y.	4:00 P.M.
" 13-	First Bapt. Church 503 New North Ocean Ave Patchogue, N.Y.	7:15 P.M.
Sat. " 19-	Hermon House 56 Second Avenue N.Y.C.	4:00 P.M.
Sun. " 20-	The Baptist Temple Third & Flatbush Aves. Brooklyn, N.Y.	5:00 P.M.
" 27-	Evang. Free Church Deer Park, L.I.	7:00 P.M.

We trust that this information will be of assistance to you.. There are several other showings, but in N.J., S.I., etc. that we didn't think would be of help....

Sincerely,

Don Henry
Don Henry

AMERICAN JEWISH COMMITTEE

aje

FROM THE DESK OF:

Seymour Brief, Ohio-Kentucky Area Director
1220 Huron Road, #703
Cleveland, Ohio 44115

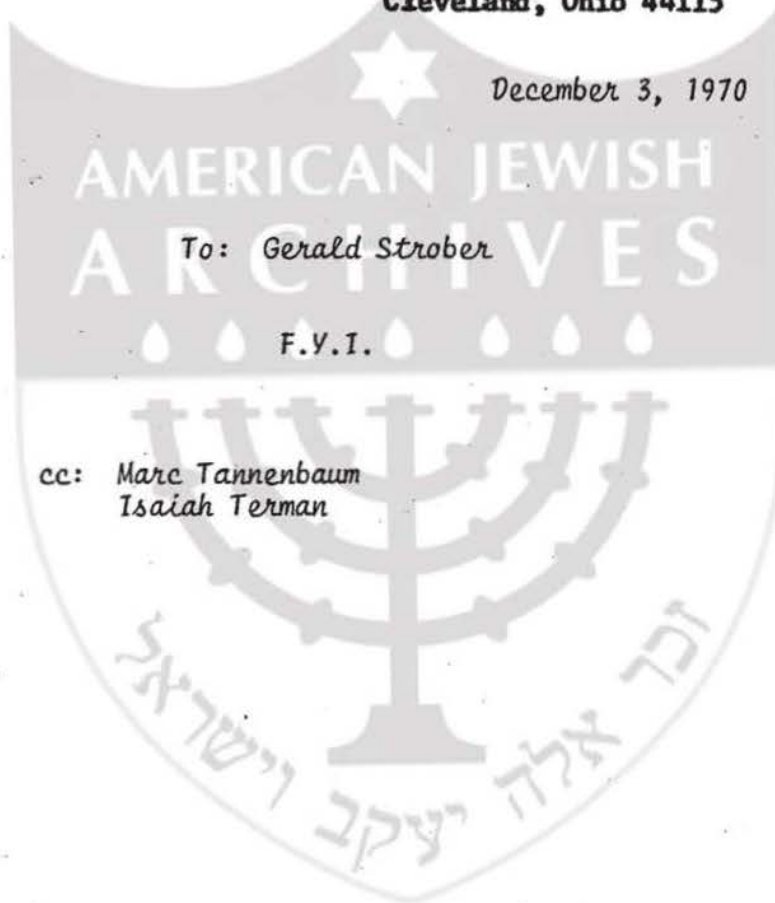
December 3, 1970

AMERICAN JEWISH
ARCHIVES

To: Gerald Strober

F.Y.I.

cc: Marc Tannenbaum
Isaiah Terman



His Land

A musical journey into the soul of a nation

A sight-and-sound experience in the Holy Land



Dear Friend:

In a New York Times review of Monday, June 1, 1970, Mr. George Dugan says, "A Methodist minister described it as graphic, a Roman Catholic nun called it excellent, a Presbyterian pastor hailed it as superb, and a rabbi said nothing like it had ever been done before. They were talking about a documentary motion picture about Israel, entitled, 'His Land,' the 'His' referring to Jesus Christ."

Israeli Ambassador, Y. Rabin, after a recent private screening of the film in Washington, D. C., wrote of how impressed he was by the film's message of "love for the land of Israel and its people and the deep historic ties of the people of Israel and the land of the Bible."

A very special preview of this new production will be held for the Cleveland area clergymen on Wednesday, December 9, at 3:00 P.M. at the Shaker Theatre, 3516 Lee Road, Shaker Heights, Ohio.

It would be an honor to have you as our guest on this special occasion. I hope it will be possible for you to attend.

Most sincerely,

Kenneth Bliss
Director of Distribution

KB:cn

with CLIFF RICHARD and CLIFF BARROWS

Music composed and conducted by Ralph Carmichael

Executive Producer Frank R. Jacobson

Written and Directed by James F. Collier/Color by Eastmancolor

bcc: Marc Tanenbaum

December 7, 1970

Mr. Kenneth Bliss
1313 Hennepin Ave.
Minneapolis, Minn.

Dear Ken:

This is just to confirm my telephone conversation the other day with your secretary that Marc Tanenbaum will be coming to your office Wednesday afternoon. I know that he is looking forward to talking with you at that time and I hope that George Wilson can join in the conversation.

I have enclosed a copy of the program of the Evangelical Society. This is the meeting which we are co-sponsoring and which will bring together Jewish scholars with their Evangelical counterparts. We are really looking forward to the meeting and I believe it will prove to be most fruitful.

Best personal regards,

Cordially,

Gerald S. Strober
Consultant on Religious Curricula
Interreligious Affairs

GSS:rd
encl.

WORLD WIDE PICTURES

To: Gerald Strober

Date: 12-30-70

From: Kenneth Bliss

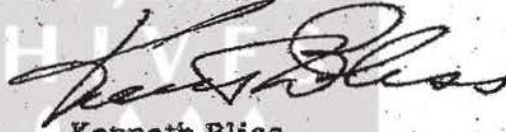
Subject: The attached

Gerald,

The attached letter is for your informational purposes only.

Thanks!

AMERICAN JEWISH
ARCHIVE



Kenneth Bliss
Director of Distribution

KB:cn





Narramore Christian Foundation

1409 NORTH WALNUT GROVE AVE • ROSEMEAD, CALIFORNIA 91770 • (213) 288-7000

KENNETH A. MARKLEY
104 NORTH 26TH STREET
CAMP HILL, PENNSYLVANIA 17011

December 14, 1970

World Wide Pictures, Inc.
"HIS LAND"
Drawer "A", Loring Station
Minneapolis, Minnesota 55403

Dear Sirs,


During the ten years of my new life in Christ, I've managed to see almost all of the gospel and Christian films that have been produced. Truly, to borrow a poor paraphrase- "Of the making of Christian films there is no end". And most of them have been so substandard as to warrant immediate extinction.

However, last week, I took my family to see "HIS LAND" and words fail me in an attempt to describe our delight and rejoicing in this TREMENDOUS testimony to our Lord Jesus Christ! To describe our feelings would be less than effective in trying to share the thrill and wonder at this triumphant classic. We thank God for giving all of your staff the unusual insights and skills in the entire preparation of it.

Our only disappointment is that the film is evidently NOT going to be shown in the regular commercial movie houses across the nation as was "FOR PETE'S SAKE" and the others produced by your group. Of all of your films, this one ("HIS LAND") declared the gospel with greater clarity and force and should certainly be shown in places where the public will get to see it--the commercial theatres....many would rather expire than to go into the evangelical churches where you have been showing the film in our area here in Harrisburg, Pa.

At any rate, we wanted to encourage and thank you for this masterpiece. Whatever you do, DON'T let this film pass into oblivion. The others will become dated due to the clothing styles and story line, but this one is surely destined to stay around for a long, long time! Thank you and may God abundantly bless you for making it.

Rejoicing in the Lord,


Kenneth A. Markley
Eastern Director

KAM/sm

December 23, 1970

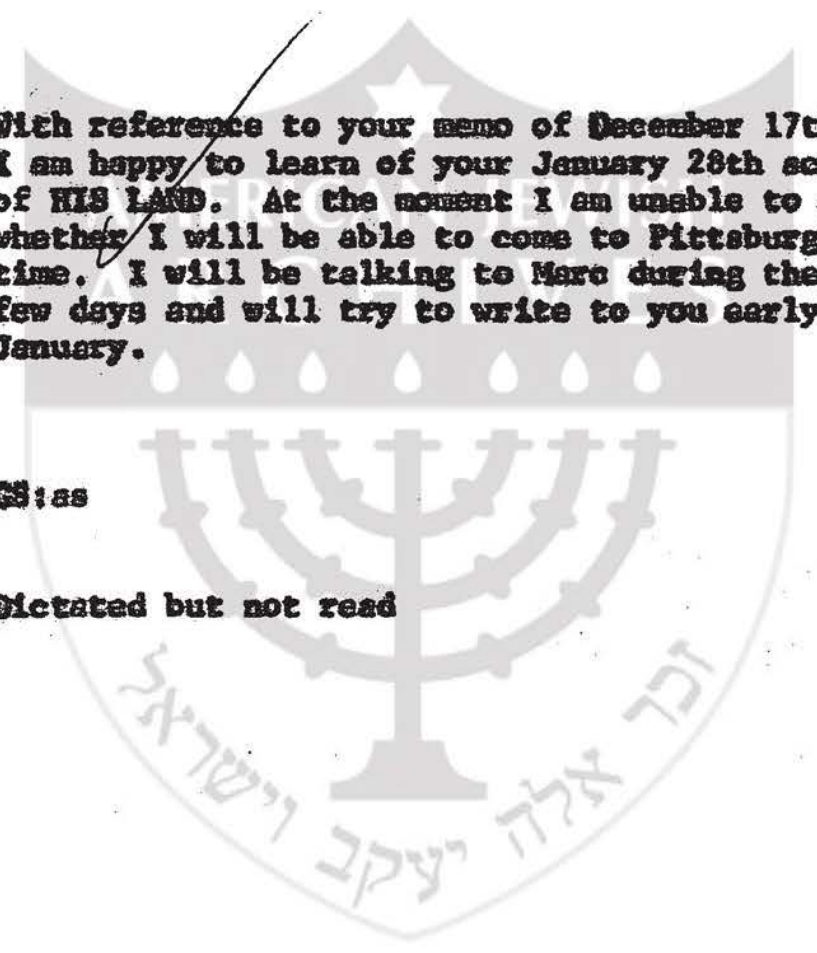
Bill Shafer

Gerald Strober

With reference to your memo of December 17th
I am happy to learn of your January 28th screening
of HIS LAND. At the moment I am unable to determine
whether I will be able to come to Pittsburgh at that
time. I will be talking to Marc during the next
few days and will try to write to you early in
January.

GS:as

Dictated but not read



Rabbi A. James Rudin

206
Dec. 17, 1970

William Shaffer

My recent visit to New York

You will recall we talked briefly about IR programming in Pittsburgh. In order to facilitate same, you and Gerry promised (1) to develop an agenda for Presbyterian-Jewish dialogue, (2) to contact Marcus Barth at the Theological Seminary here re a conference. By way of this memo I am advising Gerry Strober that we are previewing the shorter version of His Land here on January 28th for a predominantly Jewish audience. I don't know whether he wishes to come in or not. It would serve the purpose of alerting Jewish leadership to the film and advising them how it might be used and how to go about same.

Best regards.

WS/llc

cc: Gerald Strober
Murray Friedman
Isaiah Terman

