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Israel Bonds, Atlanta, Georgia, 1959.



BEN J. MASSELL



DR. ABBA HILLEL SILVER

EACH IN HIS OWN WAY

OUTSTANDING BUILDERS of ISRAEL

MAKE YOUR RESERVATION, NOW,
TO ATTEND AN EVENT OF
EXTRAORDINARY IMPORTANCE!

THE DINNER AT THE PROGRESSIVE CLUB,
MONDAY, DECEMBER 7TH, WITH ITS THEME
OF "HOUSES FOR ISRAEL" COULD HAVE
TREMENDOUS IMPACT IN FURTHERANCE OF
ISRAEL'S HISTORIC HOUSING PROGRAM.
YOUR CONTINUING SUPPORT WILL ENSURE
ITS SUCCESSFUL FRUITION.

\$3,000 WORTH OF BONDS BUILDS A HOUSING
UNIT FOR A FAMILY OF THREE IN ISRAEL —
THE RENEWAL OF MASS IMMIGRATION
UNDERLINES THE URGENCY OF YOUR SUPPORT.

*The Atlanta Committee
State of Israel Bonds*

*cordially extends to you
this invitation to join
in the community-wide*

"HOUSES FOR ISRAEL" DINNER



honoring

BEN J. MASSELL

OUTSTANDING BUILDER OF ISRAEL

guest speaker:

DR. ABBA HILLEL SILVER

DISTINGUISHED SPIRITUAL LEADER AND SCHOLAR

**MONDAY, DECEMBER 7, 1959
PROGRESSIVE CLUB—GRAND BALLROOM**

at 7:00 P. M.

\$3.50 per person

R. T. V. P.

RESERVATIONS AVAILABLE
TO 1959 ISRAEL BOND PURCHASERS

ATLANTA COMMITTEE STATE OF ISRAEL BONDS

MAX RITTENBAUM
Chairman

MISS ROSE SUGARMAN
Women's Division Chairman

Morris B. Abram
Sol Abrams
Mrs. Dave Alterman
Mr. & Mrs.

George Alterman
Isadore Alterman
Meyer L. Balser
Mrs. Heinz Bauer
Ralph V. Benator
Mrs. B. D. Bierman
Henry Birnbrey
William Breman
Max Cuba

Alfred A. Davis
Mike Ellman
Samuel L. Eplan
Sidney Feldman
Charlie Franco

Mrs. Sam Franco
Mack Frankel
Dan W. Garson
Mrs. A. H. Germain
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Mrs. Morris M. Glazer
Elliott Goldberg

Mr. & Mrs. Ben Golden
Abe Goldstein
Dr. Irving Goldstein

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Miss Celia Hoffman

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Mrs. Anne G. Hopkins
Bernard Howard

J. B. Jacobs

Mrs. J. M. Jacobs
Mrs. Harvey Jacobson
Mrs. Marvin Katzin

Mrs. Louis Klein

Michael Kraft

Edward Krick

Max L. Kuniansky

Mr. & Mrs.

Harry Lahman

Mrs. Philip Levetan

Mrs. Harold Levow

Mrs. C. Liberman

Mrs. Irving Libowsky

Nathan Lipton

Thomas Makover

Jerome Mandel

Mr. & Mrs.

Harold E. Marcus

Jos. Z. Margolis

Barney Medintz

M. J. Merlin

Mrs. Monty Mills

Mrs. Louis Minsk

Mrs. Sidney Pazol

Harry Popkin

Mr. & Mrs.

Herman Popkin

Ben Rabinowitz

Mrs. S. Rappaport

Dr. Edward D. Reisman

Berry Rittenbaum

Mrs. Philip Robinson

Mrs. Harry Robkin

Mendel Romm Jr.

Abraham Schwartz

Mrs. Irene Schwartz

Mrs. Israel D. Shapiro

Irving Shaw

Mrs. Martin Shaw

Mrs. Rose Block Siegel

David L. Slann

Mrs. Arthur Streve

Mrs. Herbert Taylor

Mrs. Albert Tenenbaum

Robert M. Travis

A. J. Weinberg

Mrs. Harry Warshaw

Milton Weinstein

Dr. Alfred A. Weinstein

Morton L. Weiss

W. Max Wender

Mrs. Israel Wilen

Raymond Yarfitz

Erwin Zaban

Benny Zimmerman

Sam Zipperman

R A B B I S

Rabbi Joseph Cohen

Rabbi Harry H. Epstein

Rabbi Emanuel Feldman

Rabbi Tobias Geffen

Rabbi Alvin Lieberman

Rabbi Sidney Mossman

Rabbi Jacob Rothschild

Dr. Abba Hillel Silver Joins Tribute To Ben Massell at "Houses for Israel" Fete

ATLANTA HONORS ITS OWN "MAN OF DISTINCTION"

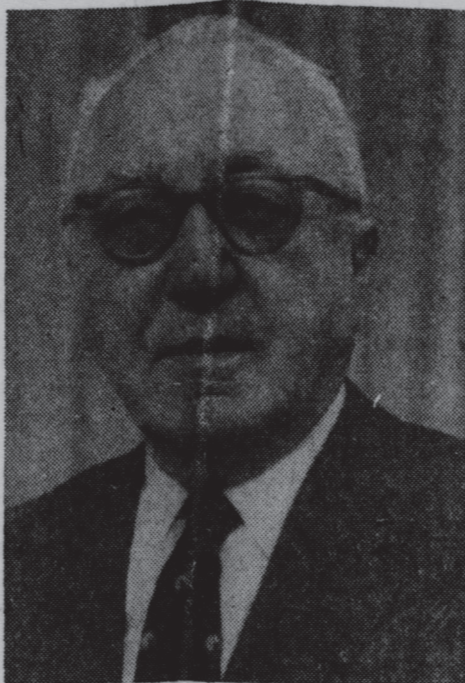
Over the years so many civic, welfare, charitable and fraternal agencies and organizations in Atlanta have benefitted from the energy, enthusiasm and leadership of Ben Massell, that he has come to be accepted as outstanding in that type of unselfish service. Men of high resolve and purpose, men of integrity and ability, men of deed and compassion—they are many in our community. Ben Massell excels in this rarified atmosphere.

A "Builder of Israel," in all of its phases, Ben Massell deserves our encomiums and to receive the recognition of the community for his selfless service.

Dr. Abba Hillel Silver Played Key Role in Founding Israel

DR. ABBA HILLEL SILVER, currently holding the important post of Chairman of the Board of Governors of the Israel Bond Organization, will find a warm, cordial welcome awaiting him on one of his rare visits to Atlanta . . . One of the foremost leaders of the American Zionist movement, Dr. Silver is Past President of the Zionist Organization of America and former Chairman of the Jewish Agency for Palestine . . . It was in his role of Chairman of the Zionist Emergency Council that Dr. Silver's, silver-toned voice was heard in the United Nations Assembly adding his plea for the establishment of the State of Israel . . . In addition to his immortal part in the establishment and upbuilding of Israel, Dr. Silver is a highly esteemed scholar and spiritual leader . . . Following his graduation from the University of Cincinnati and his ordination as a Rabbi in 1915, Dr. Silver, two years later became spiritual leader of Cleveland's Temple—one of the foremost Jewish congregations in the world.

Honored Guest



BEN J. MASSELL

Famed Speaker



Dr. Abba Hillel Silver

General Chairman



MAX RITTENBAUM

Women's Chairman



Miss Rose Sugarman

"150 Houses in Israel" Drive Is Target Honoring Atlantan

Progressive Club Dinner Monday, Dec. 7

The culminating event of the Atlanta Bonds for Israel campaign for 1959, will be the annual, communitywide dinner in tribute to Ben J. Massell, outstanding Builder of Israel, on Monday evening, December 7th, at the Progressive Club.

Dr. Abba Hillel Silver, world-famed Zionist leader and spiritual leader of The Temple, in Cleveland, for over 40 years, will sound the keynote address at the event that will mark Atlanta's and Israel's acknowledgement of Ben Massell's "exemplary interest and devotion in Israel."

Israeli Envoy Here Has A Rare Gift For Ben Massell

Moshe Leshem, Israel's Consul in the South East, advised Max Rittenbaum, Bond Chairman, that a rare gift is to be tendered Ben Massell at his dinner, Monday, December 7th.

Mr. Leshem was reluctant to give details other than the memento symbolizes Israel's high esteem for Mr. Massell. It is a rare object, beautifully designed and created by Israeli craftsmen and but two other persons in all the world—both Americans—share this distinction! (editor's note: please don't press Leshem or Rittenbaum for details!)

The drive, in this city, to sell \$450,000 worth of Israel Bonds to facilitate the construction of 150 houses in Israel, will be tied in directly with the testimonial dinner to Mr. Massell. Israel Bond Committee leaders are designating the campaign in his honor.

Max Rittenbaum, General Chairman of the Atlanta Israel Bond Committee, added that a purchase of \$3,000 in Israel Bonds would enable Israel's housing planners to earmark for eventual use, one housing unit for a family of three.

"And that means," Mr. Rittenbaum said, "one more family saved from the maabarot—or tent camp existence—and set on the road to a life of dignity, honor and decency."

The designation of "Builder of Israel," is applied to all purchasers of these \$3,000 Bonds; an emblem, in the form of a spade, and to be worn in the lapel of a man's coat, is awarded to such designees.

They All Helped "Big Month" Kickoff



65 volunteer workers and captains attended the November 6th luncheon meeting at the Progressive Club to inaugurate the "Big Month for Israel" campaign in Atlanta. Each of the attendants received kits, containing Israel Bond information and prospect cards embracing 2,500 names. Mike Kraft, Grand Marshal for BIG Month, provided an inspiring talk, with Bond Manager Nat Klein, the bare facts. All present agreed the drive got off to a flying start!

Bonds Build "Houses For Israel"

The tremendous increase of immigration into Israel over the past ten years has posed serious problems, foremost among them, housing for 250,000 newcomers. A \$3,000 Israel Bond, for example, helps to build a housing unit for a family of three. Nothing is more heartening to the current visitor in Israel than the clean and solid and well-planned houses which now stand where the unspeakably shabby and depressing "maabarot" stood before. Nothing is more indicative of the spirit and ultimate aims of the people than their resolve to better living conditions for all their new citizens. A \$3,000 ISRAEL BOND is the practical way to get this humanitarian program started!

NOV. 9 - 29

BONDS
OF THE
ISRAEL GOVERNMENT
BIG MONTH

November—"Bonds For Israel Month"
In Atlanta—A Big Sweep for Israel
Bonds With The Immediate Goal—An
Israel Bond in Every Jewish Household
in Atlanta—A Big Time for Buying or
Selling Israel Bonds!

MICHAEL KRAFT

Grand Marshal

Max Rittenbaum, Campaign Chairman
Rose Sugarman, Woman's Division Chairman

Israeli Newsmen at George Alterman Home



YEHUDA HELLMAN, the "Edward R. Murrow of Israel" delivered his usual dynamic talk on Israel at a well-attended parlor meeting at the home of George Alterman, with whom he is posed above. The meeting, one of a series of events highlighting the Atlanta Bond campaign, helped to swell Israel Bond sales.

Moshe Leshem at Bud Weiss Meeting



BUD WEISS, at right, lends an attentive ear to his special guest, the newly-named Israeli Consul in the Southeast, **Moshe Leshem**. Mr. Leshem was the principal speaker at an informal gathering in Mr. Weiss' home in late October, held to accelerate the Atlanta bond drive.

We refer you to the item on page three for fuller details of "Big Month" Report Rally, Monday, evening, November 30th at Jewish Community Center. Jan Bart will be there.

A Distaff Side Close-up



Smiling so prettily at the camera are the three principals involved in the Sponsors Enrollment Champagne Hour at the home of Mrs. A. A. Adair, in mid-October. At left, the ubiquitous Rose Sugarman, Israel Bond Women's Division Chairman; Miss Yael Dayan, guest of honor, author of best-seller novel, "New Face in The Mirror" and daughter of General Moshe Dayan; and Dr. Rose Lahman,

All Over Town — At All Indicate A Big Month

The Lines Were Busy, Bells Were Ringing

Sunday, November 8th, from 11:00 a.m. through 3:00 p.m. was not a good time for anyone afflicted with "telephone phobias!"—and certainly not a good idea to have been in the vicinity of the Southern Bell Telephone Building at 972 Peachtree Street, so distressed.

You see, that was the day 45 Israel Bond volunteers manned the telephones to alert the people that there was a Z.O.A. Rally at AJCC Monday, November 9th that would help to swell bond sales and to welcome first U.S. Ambassador to Israel, James G. McDonald.

The 40 phones provided gratis by Southern Bell were all dialing away like crazy and the chatter of workers' voices made conglomerate, pleasant sounds. Pleasant, that is, to Mike Kraft, Big Month Marshal and Nat Klein, area Israel Bond manager.

Oh, yes, Bonds were sold, Z.O.A. attendance was assured!

Grand Marshal



MICHAEL KRAFT

Grand Marshal of the "Big Month" for Bonds Campaign

MIKE KRAFT SPARKS BIG MONTH FOR BONDS DRIVE IN NOV.

With the naming of Michael Kraft as Grand Marshal of the Big Month for Bonds campaign in our town—the very busy program of corraling dollars for Israel's economic development got under way.

A luncheon at the Progressive Club on November 6th, with 65 enthusiastic volunteer workers and captains in attendance, served as the opening gun of the door-to-door, person-to-person approach to bond sales.

Kits containing bond information, subscriptions, literature, were furnished each volunteer aid in the selling. About 1500 selective prospect cards were distributed as well.

The Big Month For Bonds drive will continue this month through November 29th, to be climaxed by a "victory party" at Atlanta J.C.C. on Monday evening, November 30th, with the piece-de-resistance, the special brand of humor and song offered by the ebullient entertainer, Jan Bart. Admission is free, of course—for it will be the Big Month's way of saying "thank you, for a good job, well done!"

More volunteers are needed to complete the job of covering the entire Atlanta community during November and are directed to communicate with Israel Bond headquarters at 795 Peachtree St., N.E.

Z.O.A. Participation in Bonds



Z.O.A. Big Wheels get into the act: Pictured are the six Zionist leaders concentrating, in a relaxed mood, on the plans for a communitywide rally of the Atlanta District of Zionist Organization, in behalf of Israel Bonds, at Atlanta Jewish Community Center. The rally was held Monday evening, November 9th, and we refer you to the account of the meeting in the column to the right of this photo. Pictured above, from left to right: **DR. HEINZ BAUER**, **MALCOLM MINSK**, **SAMUEL L. EPLAN**, **MICHAEL KRAFT**, **DR. EDWARD D. REISMAN** and **GENERAL BOND CHAIRMAN, MAX RITTENBAUM**.

And a General View of the Proceedings



Sponsors Chairman. Now, look to the other view (above) and see all the participants present in the ample surroundings of the Adair living room. 35 Sponsors were enrolled, of the 42 ladies who attended and heard a fascinating talk by the Israeli charmer, telling of her experiences as a teen-ager in Israel.

Amb. MacDonald's Stirring Talk Spurs Z.O.A. Participation



James G. MacDonald

An overflowing audience taxed the seating facilities of the A.J. C.C. Auditorium, November 9th, to hear a stirring address made by the first U.S. Ambassador to Israel, Dr. James G. MacDonald.

The meeting was called by Atlanta District, Z.O.A. to help initiate their participation in the current "Big Month for Bonds" program and presiding, at the dais, were Dr. Edward Reisman, president and Michael Kraft, Israel Bond Chairman for the organization and Grand Marshal of the Big Month for Bonds effort.

The venerable, white-haired former ambassador recounted his experiences in Israel and told amusing anecdotes concerning Premier Ben-Gurion and President Ben-Zvi. Dr. MacDonald also stressed the major role of bonds in Israel's entire program of economic development and immigrant absorption. Israel Bonds, Dr. MacDonald reminded his audience, have brought the economy of Israel to the threshold of prosperity.

Zionist leaders announced that a total of \$39,000 was subscribed at this meeting—"the opening gun" in their month-long Bonds for Israel program.

150 Houses for Israel!

THE TARGET FOR THE YEAR! 150 HOUSES IN ISRAEL
—IN HONOR OF ATLANTA'S OWN "BUILDER OF ISRAEL"—**BEN J. MASSELL**

(A \$3,000 Israel Bonds builds a housing unit for a family of 3)

Help Wanted:

Volunteer workers are urgently needed for the **BIG MONTH FOR BONDS** effort. A Bond Brigade is now being formed to make the house-to-house, person-to-person calls on the Atlanta community.

Please call: TRinity 5-8551

Hours in the Day - All Signs For Israel Bonds in Atlanta

"A BOND FOR EVERY JEWISH HOME IN ATLANTA"

It has long been a cherished goal of Bonds for Israel leaders that every Jewish household in Atlanta be the proud possessor of an Israel Bond. They report, that through the eight years of the Israel Bond drive, small inroads have been recorded in reaching this goal. "Bonds for Israel Month" in Atlanta, is an intensified, well-organized effort this year in the attainment of the goal. Hundreds of volunteer workers are fanning out to all parts of the city, to call on every Jewish household and to spread the word about Israel Bonds. The message these volunteers bear to their prospects underlines the role of the American Jew in assuring the people of Israel a sound and productive future, dignity, self-reliance and honor. Yes, this may be won—through the purchase of Israel Bonds!

Jan Bart "One-Man Show" Caps Bonds For Israel Month



JAN BART

America's greatest comics, singers, entertainers, showmen, are products of New York's Catskill Mountains "borscht circuit." That area was a great testing-ground for later flights to stardom. Jan Bart came out of that school of fabulous entertainers and he keeps getting better and better. Come, "catch his act" at A.J.C.C. on Monday evening, November 30th — and you'll get Bart at his best!

EVERYBODY
ATTEND

THE GALA,
REPORT RALLY

MONDAY, NOV. 30
8:00 P.M.

A.J.C.C. Auditorium

ADMISSION
FREE!

Be Present To Hear

**JAN
BART'S**

Side-Splitting New
Routine

Jan Promises You The
Time Of Your Life!

Big Month Report Rally at J.C.C. Monday Evening, November 30th

The lively, bubbling personality best describes entertainer-showman, Jan Bart, will pervade the A.J.C.C. auditorium on Monday evening, November 30th, when volunteer workers, friends of Israel, committee leaders will convene for the wind-up of "Big Month For Israel."

The evening will be an occasion for celebrating the expected "triumphant conclusion" of the month-long, intensified effort in behalf of Israel Bond sales.

Under the leadership of Mike Kraft, Grand Marshal, volunteer workers and captains are combining the city, on a block-to-block

basis, for new (and renewed) Israel Bond purchases. This drive continues from Monday, November 9th, through Sunday, November 29th. The November 30th affair will give all concerned the opportunity to "unwind."

Jan Bart's vast repertoire of songs and stories will be the happy note struck at this informal gathering to which admission is free. Jan has been seen and heard in almost every city, town and hamlet in the United States and he has added considerably to his stature as an entertainer and a showman.

Ambassador MacDonald and Friends



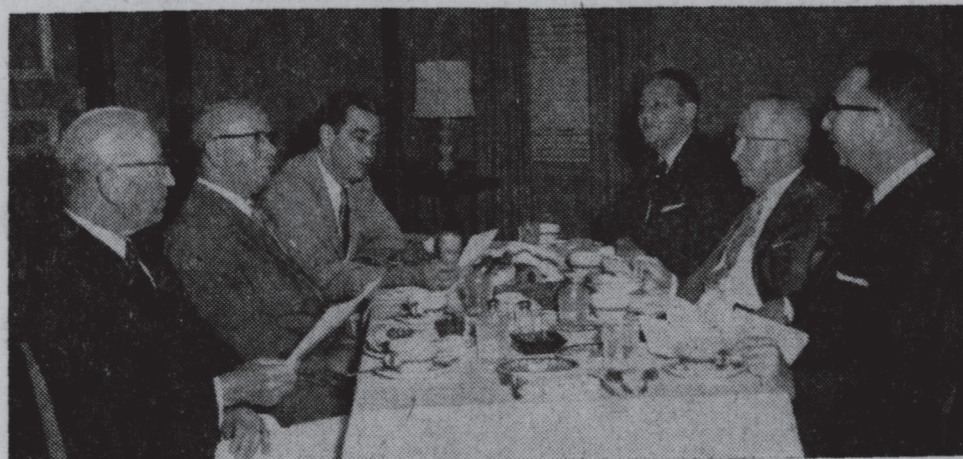
Z.O.A. leaders dined at the Mayfair Club with Ambassador James G. MacDonald, immediately preceding his appearance at the A.J.C.C. auditorium, where he delivered a stirring address on the urgency of American Jewry support of the Bond drive. Left to right: Mike Kraft, Grand Marshal, Big Month for Bonds; Dr. Edward Reisman, Z.O.A. Atlanta District President; Dr. James G. MacDonald and Max Rittenbaum, Bonds General Chairman.

MEMO

FROM MAX RITTENBAUM
Atlanta Israel Bond Chairman

RESERVATIONS TO ATTEND THE DINNER, DECEMBER 7th HONORING BEN J. MASSELL ARE LITERALLY POURING IN TO BOND HEADQUARTERS—WE EARNESTLY SUGGEST YOUR OWN EARLY RESERVATION TO THIS AFFAIR—DO NOT DELAY—MAKE THAT DINNER RESERVATION NOW!

"In the Beginning, There Were the Pioneers"



TOP PHOTO: Here we see a "planning conference" in action, and, as is normal, around a luncheon table. In this instance, the six gentlemen involved are setting the stage for the overwhelming response given their project at the October 7th Mayfair Club dinner, the project, being Israel Bonds. Left to right: J. B. Jacobs, Abe Goldstein, Nat Klein, Meyer L. Balser, A. J. Weinberg and Max Rittenbaum.

The Outcome—A Bustling, Big Bond Meeting

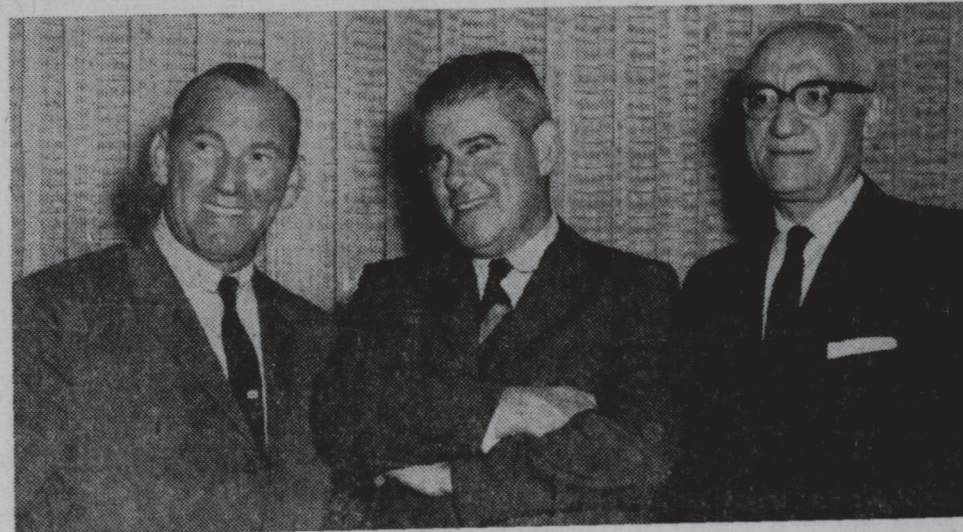


BOTTOM PHOTO: And here, you see the results of the aforementioned planning! a solidly-packed room at the Mayfair Club—a record-breaking attendance that amply demonstrated its devotion to the Israel Bond drive by scoring an aggregate purchase of \$139,000 in Israel Bonds!

The Dinner, a Bond's Presale Event, was hosted by four Atlanta couples, shown at the head table: Mr. and Mrs. Abe Goldstein, Mr. and Mrs. Meyer Balser, Mr. and Mrs. Barney Medintz and Mr. and Mrs. Max Rittenbaum.

Ira Hirschman, dynamic New York advertising executive and publicist, was the guest speaker.

The 1959 Campaign Opened Here!



The parlor meeting, held in October, at the home of Alfred Davis, smiling broadly, as a gracious host, was the first step taken in the Atlanta Israel Bond campaign. Ira Hirschman, (center) former U.S. diplomat and a top-ranking, New York advertising and public relations executive, spoke in behalf of Bonds, and, at right, Max M. Cuba, down in Atlanta history, as the bond drive's first Chairman.

IMPORTANT! IMPORTANT!

The Dinner of December 7th at the Progressive Club will be arranged on a completely reserved table basis.

Seating at tables will be made on a first-reserved, first-choice basis.

Send your reservations in now to insure choice seats at the affair.

The dinner charge is \$3.50 per plate. Make your check payable to "Houses For Israel Dinner Committee" and mail to the Committee at 795 Peachtree St., N. E., Room 336.

Have You
Made
Your
Reservation?

to the

DINNER

in Tribute to

**BEN J.
MASSELL**

with

Guest of Honor

**Dr. Abba
Hillel Silver**

*Monday Evening,
December 7, 1959*

GRAND BALLROOM

7:00 P.M.

Progressive Club

\$3.50 per person

Reservations At Tables
Assigned On First-Come,
First-Choice Basis!

TRinity 5-8551

A Good Investment

More than \$400,000,000 in Israel Bonds were sold from May 1951 to the present day to some 1,375,000 investors in the United States and Canada and other parts of the free world. The fruits of this investment can be witnessed in Israel's productive capacity and in the exploitation of new avenues of economic growth.

Bonds are a good investment—good for you—good for Israel. Coupon Bonds, held for fifteen years, pay 4% interest per annum. Savings Bonds mature after ten years at 150% of the purchase price, i.e., a \$1,000 Bond will mature at \$1,500.

Bonds can be converted into shares in approved industrial enterprises in Israel or can be used as charitable gifts to Israeli institutions.

Another popular feature is the use tourists to Israel may make with their American-bought bonds, to pay for hotel and living expenses in Israel. Not only that, but the Government adds a 20% bonus in Israeli pounds to the tourist who cashes a Bond in Israel.

The State of Israel will redeem an Israel Bond in American dollars on death of the Registered Owner, upon request made at any time within two years after the death.

Israel Bonds may be contributed as gifts to tax-exempt American charitable, religious and educational institutions.

Neither the people nor the Government of Israel have ever defaulted on any obligation. This is a record which justifies investment with confidence.

As a new era of economic consolidation begins in Israel, one fact becomes increasingly apparent — and that is, that our purchases of Israel Bonds bring Israel closer to the cherished goal of economic self-sufficiency and independence.

Paper



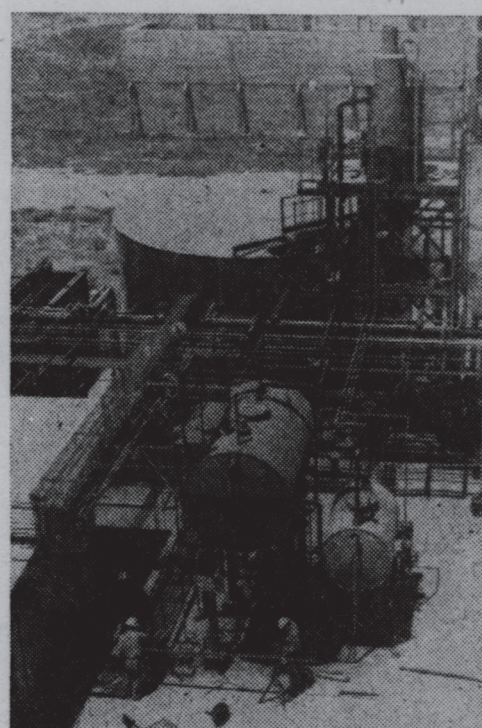
Bond dollars are aiding Israeli paper mills into a leading industry. Here are shown hundreds of bales of corn stalks being readied for paper pulp production.

Steel



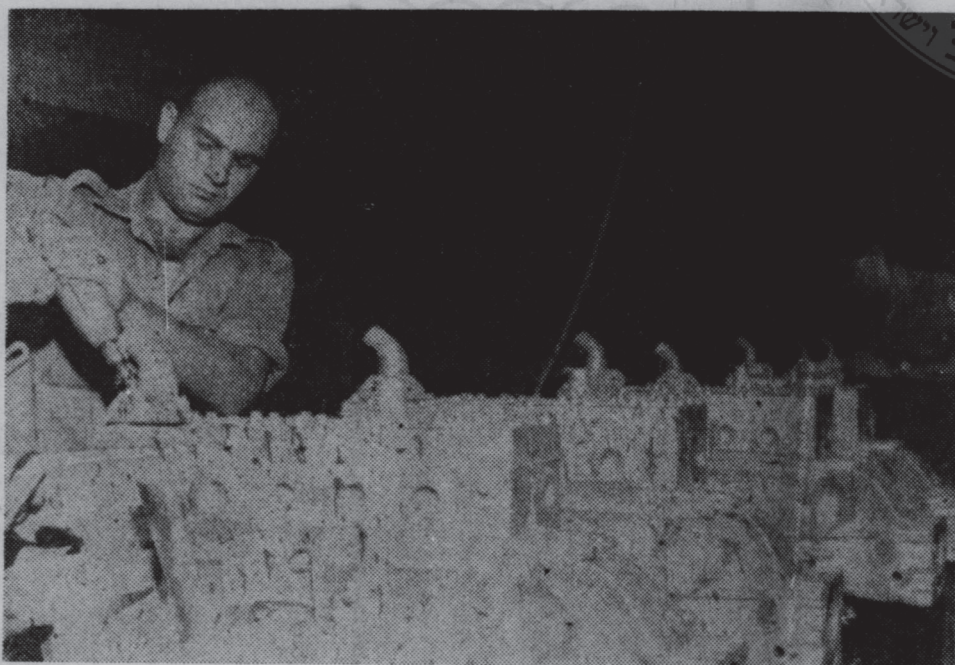
Molten steel pours from its electric furnaces in the background at the Irgul "Steel City" at Acre, Israel, into rows of molds extending into the foreground.

Chemicals



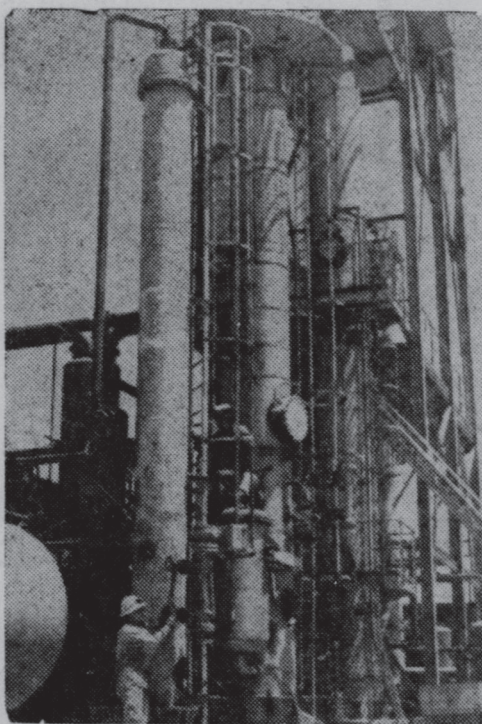
Israel's largest single industry, the Fertilizers and Chemicals plant produces many chemicals for industry and agriculture and now includes facilities shown here for making of ammonia.

Kaiser-Fraser Auto Assembly, Haifa



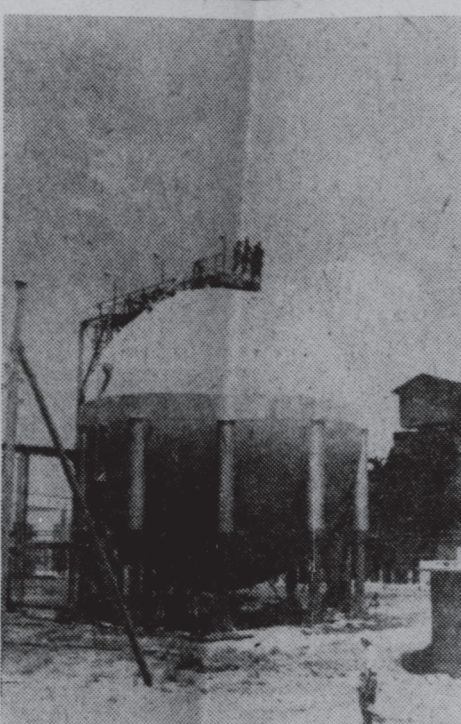
At the Kaiser-Fraser auto assembly plant in Haifa, workers are shown assembling motors for small cars for the export market.

Oil Refining



The oil purification section above is one of the projects financed by Bonds at the Fertilizers and Chemicals plant at Haifa. Industry and agriculture are greatly helped here.

Chemical Storage



This new spherical storage tank in the compressor building of the ammonia plant was recently completed in the Fertilizers and Chemical Plant at Haifa Bay.

**"EVERYBODY
COME!"**

**BIG MONTH
REPORT RALLY**

**MONDAY,
NOV. 30**

At 8:00 P.M.

**JEWISH
COMMUNITY
CENTER**

Be our guest at the Party
that winds up "Big Month"
For Israel

**JAN
BART**

Heading
the Entertainment
Program!

New Industries For Israel

Open Up Jobs For Immigrants

Israel is a country in scaffolds. Silhouetted against the blue Mediterranean sky, workmen stand on ladders building new houses, new textile and chemical plants, new cotton gins, new sugar refineries, and a huge rayon plant turning out synthetic "tirex" for tires.

On the sands of the Negev, oil pipelines are being laid, roads constructed, railroad ties laid down carry the mineral wealth of the Dead Sea to the towns and factories in the north.

From Dan in the north to Beersheba in the south the sound of hammering is heard in the land.

Yet the hammering is not swift enough to keep pace with the flood of newcomers. With thousands of recent immigrants from Europe alone, the pressures on Israel's planners have grown to staggering proportions.

Israel's main objective is to provide the newcomers with houses and food. Her second concern is to provide them with jobs.

Israel Bond investments — to the tune of \$400,000,000 are helping to remedy these situations. Bond dollars are helping to

establish new industries and enlarge the old ones.

"Our goal is to provide jobs for 40,000 more people within the next three years," Pinchas Sapir, Israel's Minister of Commerce and Industry advised.

"The 40,000 additional people we want to employ in these next three years — given the boost we expect from Israel Bonds, would be the wage-earners for some 120,000 new immigrants.

Israel's goal is to achieve self-sufficiency—to reduce her imports, increase her exports. New infusions of investment capital into Israel's economy — tapping the great reservoir of American friendship for increased support, will go a long way toward supplying these jobs to newcomers, profits to investors and production of finished goods to eager markets in Asia and Africa.

... any questions?

For information, details, concerning State of Israel Bonds, please be free to call or telephone:

**DEVELOPMENT CORPORATION
FOR ISRAEL**

(State of Israel Bonds)

Suite 336, 795 Peachtree St., N. E.

Telephone: TRinity 5-8551

Nat Klein, Area Manager