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Zionist Organization of America, public relations, 1945-1946.

ההסתדרות הציונית של ארצות הברית

ZIONIST ORGANIZATION OF AMERICA

1720-16TH STREET, N. W.
WASHINGTON 9, D. C.

January 7, 1945

Dr. Abba Hillel Silver
The Temple
Ansel Road
Cleveland, Ohio

Dear Dr. Silver:

The address you are scheduled to deliver at the meeting of the Administrative Council on Sunday, will undoubtedly be of nationwide interest.

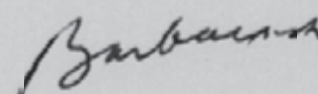
In order that it may receive the widest publicity in the general press, may I bespeak your cooperation in furnishing me with an advance outline of your report as early as possible.

I expect to attend the meeting of the Executive on Saturday night and I shall deeply appreciate if you will have the copy of your report ready for me at that time.

If the attached draft of the requested cable greeting to the convention of the British Zionist Federation is okay, please return it together with your corrections, as I should like to send off the cable without delay.

With kindest regards,

Sincerely yours,



Ernest E. Barbarash

EEB:ep
encl.

*Due to illness I was not able to draft
the cable earlier.*

DR. ABBA HILLEL SILVER, Cleveland, Ohio
President

DR. HARRY FRIEDENWALD, Baltimore, Md.
Hon. Vice President

DR. LEON FEUER, Toledo, Ohio
JACOB FISHMAN, New York, N. Y.
DR. SOLOMON GOLDMAN, Chicago, Ill.
DR. ISRAEL GOLDSTEIN, New York, N. Y.
DR. JAMES G. HELLER, Cincinnati, Ohio
EDMUND I. KAUFMANN, Washington, D. C.
JUDGE LOUIS E. LEVINTHAL, Philadelphia, Pa.
LOUIS LIPSKY, New York, N. Y.

RABBI IRVING MILLER, Far Rockaway, N. Y.
DR. EMANUEL NEUMANN, New York, N. Y.
JUDGE BERNARD A. ROSENBLATT, New York, N. Y.
CHARLES J. ROSENBLOOM, Pittsburgh, Pa.
JUDGE MORRIS ROTHENBERG, New York, N. Y.
ELIHU D. STONE, Boston, Mass.
ROBERT SZOLD, New York, N. Y.
DR. STEPHEN S. WISE, New York, N. Y.

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ABRAHAM GOODMAN, Miami Beach, Florida
Treasurer

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DANIEL FRISCH, New York, N. Y.
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ABRAHAM GOLDSTEIN, Hartford, Conn.
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SAMUEL GOLDSTOCK, Pittsburgh, Pa.
ISRAEL R. GOODMAN, St. Louis, Mo.
RABBI SIMON GREENBERG, Philadelphia, Pa.
JOSEPH L. GREENLEAF, Mount Vernon, N. Y.
JOSEPH HALBERT, Atlantic City, N. J.
RABBI HARRY HALPERN, Brooklyn, N. Y.
JULIUS LIVINGSTON, Tulsa, Okla.

ABRAHAM M. LUNTZ, Cleveland, Ohio
MORTIMER MAY, Nashville, Tenn.
ISAAC POTTS, Baltimore, Md.
ABRAHAM A. REDELHEIM, Brooklyn, N. Y.
JUDGE HYMAN J. REIT, New York, N. Y.
HON. ALBERT D. SCHANZER, Brooklyn, N. Y.
ALBERT SCHIFF, Columbus, Ohio
JUDGE JACOB SCHWOESKY, Hartford, Conn.
EZRA Z. SHAPIRO, Cleveland, Ohio
RUDOLF G. SONNEBORN, New York, N. Y.
DAVID SPIEGEL, Brooklyn, N. Y.
DEWEY D. STONE, Brockton, Mass.
WILLIAM B. SYLK, Philadelphia, Pa.
JACQUES TORCZYNER, New York, N. Y.
ELKAN C. VOORSANGER, Milwaukee, Wis.
MORRIS WEINBERG, Brooklyn, N. Y.
HERMAN L. WEISMANN, Scarsdale, N. Y.

January 9, 1946.

Mr. Ernest E. Barbarash
Zionist Organization of America
1720 - 16th Street, N.W.
Washington 9, D.C.

My dear Mr. Barbarash:

I am enclosing herewith the cable which
I would like you to send to the British Zionist
Federation.

With all good wishes, I remain

Very cordially yours,

AHS:BK
Enc.



Zionist Federation
77 Great Russell Street
London, W C 1

BEHALF AMERICAN ZIONISTS EXTEND HEARTY GREETINGS YOUR 45th ANNUAL CONFERENCE.
IN THIS FATEFUL HOUR WHEN PALESTINE GATES ARE BARRED TO HOMELESS REMNANTS
EUROPEAN JEWRY AND STILL ANOTHER INQUIRY COMMISSION HOLDING HEARINGS BRITISH AND
AMERICAN JEWRIES MUST FORM UNBREAKABLE UNION WITH YISHUV IN FIGHT FOR RIGHTS OUR
PEOPLE. TOGETHER WE MUST GIRD OURSELVES IN DEFENSE OF THE JEWISH STATE WHOSE
STRONG AND SURE FOUNDATIONS ARE BEING LAID BY OUR BRAVE PIONEERS AND BUILDERS
IN PALESTINE. MAY YOUR DELIBERATIONS SERVE TO AROUSE BRITISH PUBLIC OPINION TO
ITS SENSE OF JUSTICE AND FAIR PLAY.



Abba Hillel Silver



Zionist Federation
77 Great Russell Street
London, W C 1

BEHALF AMERICAN ZIONISTS EXTEND HEARTY GREETINGS YOUR 45th ANNUAL CONFERENCE.

IN THIS FATEFUL HOUR WHEN PALESTINE GATES ARE BARRED TO HOMELESS REMNANTS
EUROPEAN JEWRY AND STILL ANOTHER INQUIRY COMMISSION HOLDING HEARINGS BRITISH
AND AMERICAN JEWRIES MUST FORM UNBREAKABLE UNION WITH YISHUV IN FIGHT FOR

RIGHTS OUR PEOPLE. TOGETHER WE MUST GIRD OURSELVES ~~FOR FULLER MOBILIZATION~~ *in defense*

~~THE DEFENSE OF A JEWISH STATE AND FOR FORGING INSOLUABLE LINK WITH YISHUV WHICH~~ *whose story and new foundation are*
being laid by our pioneers and workers in Palestine
~~WITH SACRIFICIAL LOYALTY AND BRAVERY DEFENDS THE RAMPARTS OF THE HOMELAND.~~

MAY YOUR DELIBERATIONS SERVE TO AROUSE BRITISH PUBLIC OPINION TO ITS SENSE OF
JUSTICE AND FAIR PLAY.

Abba Hillel Silver



January 16, 1946

Zionist Organization of America
41 E. 42nd Street
New York, N. Y.

Attention: Mr. Ernest E. Barbarash

My dear Mr. Barbarash:

The Temple moved from the address indicated on the enclosed envelope twenty-one years ago. Please correct your files.

The present address of The Temple is East 105th St.
at Ansel Rd., Cleveland 6, Ohio.

Cordially yours,

AHS:GR

MEMORANDUM

FROM: Ernest E. Barbarash
TO: Dr. Abba Hillel Silver
SUBJECT:

DATE: January 17, 1946

I should like to get a ruling from you on the following:

The national headquarters of the ZOA receives numerous requests from our Districts and Regions throughout the country for messages of greeting and statements to be sent by the president of the ZOA. In addition, the promotion of our membership and Expansion Fund activities require the mailing of various form-letters bearing your signature.

It has been the practice in the past to have all these messages and statements drafted by me, as Director of the Public Relations Department. I had the full authority of your predecessors in office to prepare such material in their name without first submitting it to them, provided these communications dealt only with organizational matters. To send every communication to the president for his approval would entail delay which in turn would tend to hamper our work.

I therefore should like to know whether I am authorized by you to continue this practice, it being understood that it only applies to communications of an organizational nature such as membership, Expansion Fund, greetings to a district on an anniversary or to an individual Zionist on a special occasion. It is understood of course, that communications involving questions of Zionist policy are to be submitted to you first for approval.

I would appreciate an early reply since I have now on my desk requests from various districts for messages of greeting as well as requests from various Departments to draft communications to our Regional and District officers in support of our membership and Expansion Fund efforts.

Regards.

January 18, 1946

Mr. Ernest E. Barbarash
Zionist Organization of America
41 E. 42nd Street
New York, N. Y.

My dear Mr. Barbarash:

In reply to your inquiry of January 17, I am perfectly satisfied to have you take care of routine messages of greetings and form letters in connection with the membership campaign and the Expansion Fund campaign. However, I do not wish any substantial statements issued in connection with the membership or the Expansion Fund Campaign, and certainly no comments on political events which transpire without first submitting the matter to me.

You can expedite matters by telephoning me. I can be reached almost any time in my study or at my home.

With all good wishes, I remain,

Most cordially yours,

AHS:GR

January 18, 1946

Mr. Ernest E. Barbarash
Zionist Organization of America
41 East 42nd Street
New York, N. Y.

My dear Mr. Barbarash:

I have received a transcript of the address which I delivered before the Administrative Council Meeting of the Zionist Organization of America last Sunday. I have revised and corrected it, and I am sending you the enclosed copy in case you would wish to use it in the forthcoming issue of "The New Palestine."

With all good wishes, I remain,

Most cordially yours,

AHS:GR
Enc.

P.S. You might be interested in the enclosed letter and poem which was sent to me by a Miss Conklin here in the city.

MEMORANDUM

AIR MAIL SPECIAL DELIVERY

FROM: Ernest E. Barbarash

DATE: January 20, 1945

TO: Dr. Abba Hillel Silver

SUBJECT:

The 28th annual convention of the Zionist Organization of Canada opens on January 26th at the King Edward Hotel in Toronto.

A request has come for a message from you.

If the attached meets with your approval, will you please have your secretary wire it or dispatch it immediately by air mail special delivery direct to the King Edward Hotel in Toronto.

Regards.

Please advise me whether wire is OK as I want to publicize it.

Ernest E. Barbarash

January 24, 1946

Dr. Emanuel Neumann

I learned today from Yale Goldberg that the Inner-Committee has approved my suggestion that The New Palestine-News Reporter be printed in New York at a savings of some \$800 per issue.

May I point out that the transfer of the printing to New York is contingent upon the moving of the Editorial and Circulation Departments to New York. Only with the simultaneous moving of all the Departments can such a savings be effectuated.

Under the circumstances the transfer of the printing of our publications should wait until the entire moving problem is resolved. The faster the action is taken in this direction, the quicker the savings will be accomplished.



ההסתדרות הציונית של ארצות הברית

ZIONIST ORGANIZATION OF AMERICA

1720-16TH STREET, N. W.
WASHINGTON 9, D. C.

January 28, 1946

Dr. Abba Hillel Silver
The Temple
Ansel Road
Cleveland 6, Ohio

Dear Dr. Silver:

With its forthcoming issue, The New Palestine--News Reporter will begin the publication of a series of articles by outstanding Zionists on the need of strengthening the General Zionist wing of the movement in preparation to the forthcoming World Zionist Congress.

Particular emphasis is to be placed on the shekel effort in the light of the ZOA plans to sell at least a million shekolim this year to ensure for the General Zionist forces, led by the ZOA, adequate representation to the forthcoming World Zionist Congress.

I would appreciate therefore receiving from you, for publication in The New Palestine--News Reporter and for release to the Anglo-Jewish press, a brief article (500 to 700 words) setting forth what in your opinion are the major problems confronting the forthcoming World Zionist Congress and at the same time stressing the duty of American Jews to respond to the shekel call of the ZOA. It might be advisable also to point out that membership in the ZOA includes the payment of the shekel fee.

May I hear from you at your earliest convenience.

With kind regards and best wishes,

Cordially yours,

Barbarash

Ernest E. Barbarash, Director
Public Relations Department

EEB: ep

*This letter was
sent to most of the
members of the
ZOA Executive
E.B.*

MEMORANDUM

AIR MAIL

FROM: Ernest E. Barbarash

DATE: February 6, 1946

TO: Dr. Abba Hillel Silver

SUBJECT:

You will be glad to learn that as a result of an avalanche of requests we received from all parts of the country, the entire supply of 100,000 copies of our newest pamphlet "A Seed" has been exhausted in one single week.

In the course of the past week I have prepared the following additional material which will be ready very shortly:

1. A multi-colored poster with a powerful appeal for enrollment in the ZOA.
2. An illustrated album for the Expansion Fund.
3. An illustrated veterans folder.
4. A Zionist Week manual.
5. Two attractively designed leaflets, each containing a personal message by the ZOA president (on membership and Expansion Fund).

The leaflet explaining what happens to every \$5 collected for membership dues is now in the hands of the printers.

Regards.

Barbarash
Important

February 6, 1946

To Mr. Emanuel Neumann, Chairman Z.O.A. Interim Committee

From Mr. Ernest E. Barbarash

For the past few years I have singlehandedly been carrying the burdens of three major departments: 1) Public Relations; 2) Editor, The New Palestine-News Reporter, and 3) Promotional material (for all regular and Expansion Fund departments). These combined duties have been taxing my health to a dangerous degree.

I therefore request that effective March 1, 1946, my resignation as editor of The New Palestine-News Reporter be accepted and that as director of the Promotion department be accepted. May I earnestly suggest that you give your immediate attention to the appointment of some one to replace me as editor of the News Reporter in order to ensure the continuance of this publication.

The position of Public Relations Director, for which I am paid my salary, will keep me fully occupied and I wish to assure you that I will continue conscientiously to discharge my duties in this important post.

Due to the strain from overwork, I am leaving on a two weeks' vacation (with the Executive Director's permission) beginning March 1st, which period is to be deducted from my annual vacation period. *After 20 years of service I deserve this consideration.*

ZIONIST ORGANIZATION OF AMERICA

41 East 42 Street

New York City

~~110 EAST 42 STREET, N. Y. C.~~

~~WASHINGTON, D. C.~~

MEMORANDUM

FROM *Ernest E. Barbarash*

DATE: March 5, 1946

TO: Mr. Harold P. Manson

SUBJECT: Anti-Zionist articles in "Catholic World"

I have just been informed that the "Catholic World," a New York publication with a large circulation, in its January and February issues published two venomous anti-Zionist articles, one by a man with a German-sounding name and another by an Arab. My informant tells me that the articles contain most shocking charges.

It would be advisable that these articles be answered in the same publication by an outstanding Catholic layman. I am sure that one of the Catholic members of the National Conference of Christians and Jews could be induced to send a reply.

cc (airmail): Dr. Abba Hillel Silver ✓

March 7, 1946

Mr. Ernest E. Barbarash
Zionist Organization of America
41 East 42nd Street
New York, N. Y.

My dear Ernest:

I was happy to learn from you that the United States Treasury Department plans to award a special citation to you for meritorious service as secretary of the ZOA War Efforts Committee. The award is entirely merited and I wish to congratulate you.

With reference to the anti-Zionist articles which appeared in the "Catholic World", we arranged some time ago to have an answer appear in that magazine and a Catholic has been requested to write the reply.

With all good wishes, I remain

Most cordially yours,

AHS:GR

MEMORANDUM

FROM *Ernest E. Barbarash*

DATE: March 11, 1946

TO: Dr. Abba Hillel Silver

SUBJECT:

You will be interested to learn that beginning Sunday, March 17, through the entire week, all the New York morning and afternoon papers (including the Times, Herald-Tribune, Post, etc.) will carry large ads in furtherance of Zionist Enrollment Week. The funds for these ads have been appropriated by the Metropolitan Zionist Fund.

During the past week I have been in constant touch with the advertising firm regarding the texts of these ads.

I believe this will result in adding a few thousand new members to the ZOA.

Regards.

March 11, 1946

Mr. Ernest E. Barbarash
Zionist Organization of America
41 E. 42nd St.
New York, N.Y.

My dear Mr. Barbarash:

The enclosed card of the Guam Zionist Club was given to me by Chaplain B. T. Rubenstein. It is pleasant to know that Jewish veterans on Guam organized a Zionist Club. I thought that it would make an interesting item in the News Reporter.

With all good wishes, I remain

Very cordially yours,

AES:BK
Enc.

ZIONIST ORGANIZATION OF AMERICA

41 East 42nd Street
New York, N. Y.

M E M O R A N D U M

March 11, 1946

To: All ZOA Regions and Districts
From: Ernest E. Barbarash, Director, Public Relations Dept.
Subject: Zionist Enrollment Week

I direct your attention to the attached text of a stirring advertisement which will appear in all morning and afternoon newspapers in New York (sponsored by the Metropolitan Zionist Fund) on Purim day, Sunday, March 17, in furtherance of Zionist Enrollment Week.

In view of the excellent copy contained in this ad, I thought you might want to use it either for publicity or advertising purposes in your own community.

"PALESTINE.....OR WE PERISH!"

Out of the darkness of war-torn Europe comes this despairing cry from the handful of Jews who survived Hitler's reign of terror.

"Palestine...or we perish!" It is a heart-breaking cry. A cry no American Jew can ignore if he values his self-respect, his peace of mind.

"Palestine...or we perish!" Yes, it is a desperate cry. And in the security of a free and democratic America, in the warmth of your own safe fireside, you may well wonder whether the Jews of Europe are over-dramatizing their plight.

Are they not liberated? Can they not return to their pre-war homes and start anew?

Here are the answers...short and not-so-sweet:

Would you like to return to a home or a plot of ground steeped in the blood of your parents, your brothers and sisters?

Would you like to return to a place where your neighbors make no bones about not wanting you?

Would you feel like rebuilding your life on a continent where the history of the Jews can be summed up on the phrase "one step forward and six back?" Where there is nothing to look forward to except eventual extermination at the hands of some future maniac who decides he can climb to world domination over the bodies of that perennially helpless minority — the Jews?

"No thank you," say these survivors of the slaughter-houses. "For us it is Palestine or death!"

In all the world, there is only one place that wants these hollow-eyed wanderers. Only one place where they will feel really free, where they will have hope in a decent future.

That Place is Palestine

The doors of this Promised Land must be opened to receive the great majority of European Jews who want to immigrate. Palestine has room for them.

Palestine can use their energy and skills to benefit the entire population including the Arabs.

TODAY IS Z DAY

Today is Z DAY — the opening day of a Zionist week to enroll new members in the Zionist Organization of America. Every Jew in the community will be asked to stand up and be counted as a friend in deed to the martyred Jews of Europe who ask so little of us.

By joining the Zionist Organization of America, you throw your weight into the fight for a Jewish Commonwealth in Palestine...the only practical solution to the pressing problem of one and a half million homeless, fear-ridden Jews.

You will probably be called on by a Zionist worker. Please give him a few minutes to tell you more about the work of this organization and why you should be a member. Read the literature he leaves with you. Sign up on the spot...send in the membership blank...or use the coupon below.

Join today!

Name of Region or District

Don't stand by passively at this fateful hour of history. ACT NOW! Mail this coupon.

Please enroll me as a member of the ZOA. My annual dues of \$5.00 are enclosed. I understand that this entitles me to receive a subscription to NEW PALESTINE, which I would like to get in the

English edition

Yiddish " (Dös Yiddishe Folk)

Name _____

Address _____

Memorandum

From: Ernest E. Barbarash

March 21, 1946

To: Dr. Abba Hillel Silver

1. Beginning with April, The New Palestine News Reporter will appear twice a month. The forthcoming Shekel campaign, the elections to the World Zionist Congress and the action that may be taken following the report of the Anglo-American Commission of Inquiry will necessitate turning the News Reporter into an effective political instrument in addition to its role as a ZOA house organ.

In order that the News Reporter may reflect current Zionist policy, it is most important that I, as its editor, be allowed to attend the meetings of the American Zionist Emergency Council. I discussed the matter with Dr. Neumann prior to his departure for Palestine, and he fully agreed with my view. I have also spoken to Shapiro and Manson, who told me that they had no objection to my attending meetings of the Council provided you agreed to it.

May I point out that the Hadassah and Party representatives who are members of the Emergency Council also serve as editors of their publications. Mrs. DeSola Pool is editor of the Hadassah Newsletter, and Chaim Greenburg edits the Jewish Frontier. It is inconceivable that the editor of The New Palestine News Reporter, which goes to 150,000 Jewish households, should not be given an opportunity to keep abreast of current Zionist developments and policies.

I shall therefore appreciate it if you will instruct the Emergency Council to invite me to its meetings.

2. The attached tearsheets from today's Yiddish papers indicate that they have treated the Churchill story as the biggest event of the day.

March 22, 1946

Mr. Ernest E. Barbarash
Zionist Organization of America
41 East 42nd Street
New York, N. Y.

My dear Mr. Barbarash:

In reply to your memorandum of March 21,
please attend the next meeting of the American
Zionist Emergency Council. I will endeavor to
obtain the consent of the body to have you
attend as a visitor.

You should bear in mind, however, that the editor,
Ludwig Lewisohn, has been attending these meetings
regularly for The New Palestine.

With all good wishes, I remain

Most cordially yours,

AHS:GR

MEMORANDUM

FROM *Ernest E. Barbarash*

DATE: 3/25/46

TO: Dr. Abba Hillel Silver

SUBJECT: Churchill Statement

WRHS

AMERICAN JEWISH
ARCHIVES

In order to safeguard my standing with the New York Times, I have drafted a letter to the managing editor, as per the attached copy. This letter was supposed to have been mailed four days ago, and due to the delay I think it can do no harm.

Mr. Shapiro and others feel that such a letter should go out, so as not to lose grace in the eyes of the city desk, whose favors I have to curry as publicity director of the ZOA.

I should appreciate it if, in order to save time, you would phone me your corrections or comments.

March 26, 1946

Mr. Edwin L. James
Managing Editor
New York Times
229 West 43 Street
New York City

Dear Mr. James:

This is in reference to our news release of March 20 on the Palestine statement made by Mr. Winston Churchill during a conversation with our president, Dr. Abba Hillel Silver.

The gist of Mr. Churchill's statement was made public by virtue of the fact that at no time was it indicated that this was to be off the record. However, following the advice we received from your representative, who had contacted Mr. Churchill on the phone, we gladly deferred to Mr. Churchill's wishes and requested that the story be "killed." You will note, however, that Mr. Churchill confirmed to your representative every word of the statement attributed to him in our release.

We regret the misunderstanding and appreciate your cooperation.

Sincerely yours,

Ernest E. Barbarash

ZIONIST ORGANIZATION OF AMERICA
41 East 42nd Street
New York 17, N.Y.

M E M O R A N D U M

March 26, 1946

To: Dr. Sidney Marks
Mr. Harry Torczyner
Mr. Yale Goldberg

From: Ernest E. Barbarash

The ZOA now has an opportunity to sponsor the production and to own as its property a number of technicolor educational films on Palestine. I believe that this opportunity, which is being furnished us by the presence in this country of Lasar Dunner, should be seized upon without delay.

Lasar Dunner, who is returning to Palestine in about three weeks, produced a number of important films some years ago for the ZOA, such as the technicolor films, "Tel Aviv" and "Jerusalem." He has also produced the UPA film, "A Day in Deganiah," and "The Land of Opportunity" for the JNF.

Lasar Dunner is prepared to make for the ZOA 15-minute technicolor films of an educational nature, designed to show audiences in America the various phases of life in Palestine, such as "Life in a Kibbutz," "Sabbath in Erez Israel," "Maritime and Fishing Activities," and other interesting topics.

Attached herewith is a memorandum submitted to me by Mr. Dunner on the cost of producing such a film. This cost, of course, is exclusive of expenses involved in synchronizing the films in America and also for negatives.

I urgently suggest that Mr. Dunner's proposal be submitted to the Interim Committee for its consideration and action. The ZOA is sorely in need of such educational films, which I consider the most effective media for Zionist propaganda and education.

It is important that Mr. Dunner receive his reply in a week, so that further discussions may be had with him before his return to Palestine.

March 26, 1946

To the
Zionist Organization of America

Short Memorandum on Palestinian Films

Herewith are listed some subjects for films which in my opinion should be shown to Zionist and other audiences in America in order to give them a certain idea about life in Palestine:

Life in a Kibbutz
Palestinian Youth
Maritime and Fishing Activities
Shabbath in Erez Israel
Palestine Industry
The Women in Palestine
Sports in Palestine
Haifa and Surroundings
A new film on Tel Aviv
A new film on Jerusalem.

These are just a few of the subjects which could be shown.

Each film would be in colors; running time, 15 minutes. Price for one silent original - \$1,300 to \$1,800, according to travel and hotel expenses involved. In America films must be synchronized and copied.

List of films I have made for America:

U.P.A. - A Day in Deganiah
ZOA - Tel Aviv, and Jerusalem
University - The Hebrew University
Histadruth - American Settlers in Palestine
J.N.F. - The Land of Hope

Of these, all but the Jerusalem film were in color.

Lasar Dunner

MEMORANDUM

FROM *Ernest E. Barbarash*

DATE: March 27, 1946

TO: Dr. Abba Hillel Silver

SUBJECT:

You will be interested to learn that Collier's plans to publish a new illustrated magazine, tentatively called "Your World." The first issue (in May) will be devoted entirely to Palestine. I have just spoken to Mr. James Young, its editor, with whom I will cooperate regarding photographs.

Regards.

Barbarash

COPY

March 27, 1946

Editor,
New Palestine News Reporter
41 East 42nd Street, N. Y.

Dear Mr. Barbarash:

"Mazel Tov". It's a pleasure to read the News Reporter issue. Now it's possible for the layman to get some mental nourishment and pleasure without having to have a dictionary to "blast a path" through the "rocky" road of language and vocabulary used in the magazine New Palestine. The magazine is a fine job but for University professors, lawyers or college students, ~~but~~ not for the average layman.

(Signed) S. B. LEVINSON, President
Newburgh, New York
Zionist District

Dr. Silver
COPY

THE NEW PALESTINE

April 4, 1946

Mr. Eleazar Lipsky, Chairman
Z. O. A. Publications Committee
17 East 42nd Street
New York City

Dear Eleazar:

Mr. A. J. Ezickson, editor of a picture feature service of the Associated Press, came to me with a wonderful idea. I thought so much of the idea that I am conveying it to you as Chairman of our Publications Committee with the strongest possible recommendation for its acceptance.

Mr. Ezickson, who is the author of the Roosevelt picture album which sold in more than 100,000 copies at \$1 apiece, offered to compile a Palestine picture album for the Z. O. A. As you will see from the enclosed copies of the album, while the larger format was sold at \$1 each, the smaller sold at 50¢. The publishers made a handsome profit on each of the editions.

I understand that the Z. O. A. Publications Committee program calls for the publication of two Palestine books during the year. In place of these two books, I would earnestly suggest the publication of the picture album which in my opinion would make the most effective educational medium ever produced by the Z.O.A. or any other Zionist body. I am informed that the cost of publishing 100,000 copies of the smaller edition, including the pictures, would be around \$10,000. In other words, it would cost us 1¢ a copy, whereas the sale price would be 50¢. I am also informed that the larger edition, which would sell at \$1 each, would cost around \$3,000 for 15,000 copies.

The Palestine picture album in my opinion would be the most popular publication, particularly among non-Jews.

With kindest personal regards,

Sincerely yours,

(Signed) ERNEST E. BARBARASH

encls.
cc Isidore Cooperman

MEMORANDUM

FROM *Ernest E. Barbarash*

DATE: April 9, 1946

TO: Dr. Abba Hillel Silver

SUBJECT:

As you undoubtedly know, Dr. Sidney Marks and I have been placed in charge of the Shekel Campaign.

I want to assure you that as far as public relations is concerned, the country will be virtually turned upside down. As of yesterday, the country is beginning to be flooded with flyers, communications, special bulletins, posters, etc. The Jewish press, too, is being taken care of in an unprecedented manner.

Dr. Sidney Marks and I are working in the closest harmony and cooperation on this vital undertaking.

Regards.

May 1, 1946

Mr. Ernest E. Barbarash
Zionist Organization of America
41 E. 42nd St.
New York, N.Y.

My dear Mr. Barbarash:

In all future publicity sent out by the ZOA in connection with the Shekel Campaign, also in the News Reporter of the New Palestine, I think that we should lay all emphasis on the ZOA ticket rather than on General Zionism. Mr. Lipsky's observations at the last meeting of the Executive were very much to the point. This, particularly, in view of the fact that there is no united General Zionist Ticket since the Hadassah is going out on its own.

The emphasis should be now to back up the ZOA, the foremost Zionist organization in America, to back up its leaders who have represented American Zionism and who have championed the maximal Zionist program, etc. etc. The hands of the leaders of the Zionist movement of America must be upheld at the World Zionist Congress. The Congress represents the Zionists of the world. American Zionism can best be represented at the Congress through the leaders of American Zionism who will be the ZOA delegates, etc. The ZOA has looked after the political interests of the movement and also its economic interests in Palestine by assuming leadership in all money-raising activities for Palestine, etc.

It is along these lines that our propaganda should be carried on, not along the lines of fighting the Poale Zion and their ticket, even though the Poale Zion are foolishly attacking the General Zionists in this country.

With all good wishes, I remain

Very cordially yours,

ANS:BK

ההסתדרות הציונית של ארצות הברית

ZIONIST ORGANIZATION OF AMERICA

41 EAST 42ND STREET • MURRAY HILL 2-3205 • NEW YORK 17, N. Y.

PUBLIC RELATIONS DEPT.
ERNEST E. BARBARASH, *Director*

May 3, 1946

Dr. Abba Hillel Silver
The Temple
East 105 Street
Cleveland, Ohio

Dear Dr. Silver:

Many thanks for your letter of May 1.

The line you indicate will be followed religiously in all our future publicity, in our bulletins and also in The New Palestine News Reporter.

As a matter of fact, the current issue of the News Reporter, which goes to press today, will largely reflect this line in regard to the Shekel and Election Campaign.

With best wishes, I remain

Cordially yours,

Ernest E. Barbarash

Ernest E. Barbarash